Construction and development of ice snow tourism cultural industry based on regional characteristics

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Abstract: As the regional cultural tourism industry keeps advancing, the proportion of cultural tourism industry in the economy of the region is becoming higher and higher. The most distinctive sector of the cultural tourism industry in the region is the ice and snow cultural tourism industry. The region is home to ice and snow resources, but also has a lot of cultural tourism projects related to ice and snow resources. Therefore, the development of ice and snow cultural tourism projects is a high-quality direction for the region to develop green tourism industry with the characteristics of the region. This paper analyzes the problems in the development of the regional cultural tourism industry and proposes suggestions for the development of the regional ice and snow cultural tourism industry.

In 2018, General Secretary Xi Jinping stressed at the symposium on deepening the revitalization of northeast China hosted in Shenyang, “We should implement the concept that Lucid waters and lush mountains are invaluable assets and that ice and snow are invaluable assets" and "make full use of the unique resources and advantages of Northeast China to accelerate the development of ice and snow economy in the cold region" [1]. In order to deeply implement the concept that “ice and snow are invaluable assets," we can make full use of and excavate the snow and ice resources in the Northeast, and vigorously develop the ice and snow cultural tourism industry in the Northeast. It accords with the development law of the tourism industry and is also an important measure to revitalize the economy and promote the economic and social development in Northeast China.

1. Overview of ice and snow cultural tourism resources

As the cultural tourism industry has constantly evolved in the region, the role of cultural tourism in regional economy is gradually becoming prominent, among which the main pillar project is ice and snow cultural tourism. Located at 40 degrees north latitude, this region is blessed with snow and ice resources, i.e., natural resources, as well as many snow and ice sports events and ice recreation projects, i.e., snow and ice culture resources. The integration these natural resources with ice and snow cultural resources contribute to the formation of the ice and snow cultural tourism industry.

The region is highly abundant in ice and snow cultural tourism resources, which benefit from the regional landform advantages and climate advantages. The snow season here lasts for half a year with excellent snow quality, which is suitable for all kinds of snow and ice events, skiing, ice skating, ice soccer, snowmobile, and also various ice and snow recreational activities, such as ice and snow hot springs, ice sculpture, snow sculpture, ice and snow tourism festival, rime ice festival. Therefore, tourists can not only feel the ice and snow tourism culture, but also participate in a variety of tourism projects, which are both ornamental and experiential. At the same time, it increases the income of the regional cultural tourism industry.

2. Status quo of ice and snow cultural tourism industry with regional characteristics

Among the regional ice and snow cultural tourism industries, the sports industry is developing rapidly. The region is home to the Beidahu Ski Resort, Changbaishan Ski Resort, Lianhua Mountain Ski Resort and Jingyuatan Ski Resort, all of which are among the top ski resorts in China. The
athletes of many important Chinese competitions also train at the training base at the foot of Changbai Mountain. The region also hosts important events such as the Asian Winter Games and the Freeskiing Aerials World Cup. All of this demonstrates that the region has received national and international recognition for hosting ice and snow tourism projects. At the same time, the region has a large number of talented athletes in ice and snow sports. The large number of young people who are interested in ice and snow sports and trained as their specialty has exceeded 500,000, which provides better conditions for the region to carry out ice and snow tourism projects and cultivate ice and snow sports talents, and also increases the user base of ice and snow culture industry and expands the industrial demand.

At the core of ice tourism projects is a strong sense of engagement and experience for the tourists. The difference between ice and snow tourism projects and other forms of tourism is that visitors can fully experience the fun of ice and snow tourism, so it can generate iterative benefits. In addition to the regular accommodation, transportation and catering costs, ice and snow tourism projects also charge venue and equipment costs, making them more profitable than other forms of tourism. As local residents gradually recognize the consumption of ice and snow tourism, the regional ice and snow industry can not only drive market demand through local consumers, but also drive economic growth through the mode of cultural tourism and drive the consumption of peripheral industries. Therefore, it can be seen that there is great room for its development.

3. Problems in the development of ice and snow cultural tourism industry with regional characteristics

3.1 Insufficient planning and fragmented regulation

The regional ice and snow tourism culture industry is still at its infancy, without great influence. Many operators and managers do not know enough about the regional ice and snow culture, have no in-depth cultural connotations, and they know little about tourist needs and the target users of ice and snow tourism projects. In the process of developing the market for ice and snow tourism projects, operators and managers do not conduct scientific research in the early and late stages of the market. In the form of ice and snow tourism, too much emphasis is placed on the participation of competitive sports, and the events are not distinctive and storytelling, while elements such as folklore, folkways, and cultural inheritance are insufficiently integrated into ice and snow tourism. Meanwhile, most of the operators are imitating the construction of ice and snow facilities and venues after examining the more mature ones at home and abroad. In this way, the ice and snow facilities and venues lack regional characteristics, and do not highlight the regional cultural characteristics. Therefore, the ice and snow tourism routes are less creative.

3.2 High threshold for snow and ice tourism projects

Snow and ice tourism projects in China's market is still in the early stages of development, mainly because the consumption of ice and snow tourism is higher compared with other forms of tourism, while the domestic consumption of ice and snow tourism is just rising. At the same time, ice and snow projects also require a certain level of technical skills, which discourages many tourists from attending such projects in spite of their love for watching the projects. For this reason, although many ice and snow tourism venues have been built in the region, the high price of these venues has deterred tourists. In addition, the lack of personalization of most of the venues makes visitors less interested in participating in ice and snow tourism projects. Thus, to develop rapidly, the regional ice and snow cultural tourism industry should start from promoting local consumption and increasing the participation of non-local tourists.

3.3 Failure to develop ice and snow tourism brands with regional characteristics

The most famous ice and snow event in the region is "Vasaloppet China Changchun Jingyuetan International Ski Festival", but there is no other famous international ice and snow brand event. In spite of an abundance of high-quality ice and snow resources in the region, Changchun is located in
the plain area and lacks mountains. Therefore, it is not rich enough to build snow tracks. Although the Changbai Mountain region is rich in mountain resources, it is remote, mountainous and treacherous, and lacks advantages over Hebei Province and Heilongjiang Province. At the same time, Inner Mongolia and Xinjiang are also creating ice and snow tourism projects, and their regional characteristics are very distinct. Therefore, how to stand out from the many ice and snow cultural tourism brands is one of the major problems facing this region.

3.4 Shortage of professionals

In order for any industry to develop rapidly, it is inseparable from human resources. Ice and snow cultural tourism is a newly emerging industry with strong specialization, which has rarely been covered in previous tourism management programs. This industry has strong seasonality and incoherent work process, which has certain limitations to improve professional skills. At present, most of the staff engaged in ice and snow cultural tourism industry come from non-professionals who have changed their professions and have less systematic knowledge of the cultural tourism industry, and their professional competences vary greatly. Ice and snow tourism industry is a sunrise industry. With the continuous improvement of people's living standard, people's consumption concept and consciousness of ice and snow tourism industry is gradually increasing, and there is a need for technical teams and management teams specialized in ice and snow tourism projects. Therefore, the demand for talents in ice and snow cultural tourism industry is also increasing.

4. Suggestions for developing ice and snow cultural tourism industry with regional characteristics

4.1 Enhancing planning and designing creative themes

Changbaishan Tourism Resort and Jilin City Ice and Snow Tourism are two well-established ice and snow tourism projects in the region. At the same time, the region also attracts foreign investment through various channels to build a world-class ice and snow tourism complex. The route design of ice and snow cultural tourism can be combined with the unique minority culture of the region, combining folk culture and ice and snow events to highlight the theme and clarify its characteristics. At the same time, we should also integrate the leisure tourism of Yanbian Korean Autonomous Prefecture, Changjitu (the abbreviation of Changchun, part of Jilin and Yanbian Korean Autonomous Prefecture in Jilin Province) and Changbai Mountain special tour into the theme of ice and snow tourism, and strengthen the design perception of tourist routes. In response to the problem of "small, scattered, weak and poor" industrial chain of ice and snow cultural tourism in the region, we should increase the scale of cultural tourism industry, make reasonable planning for tourism resources, increase the income in tourism value and form a core value chain. By setting up core themes, we can solve the problem of scattered contents in ice and snow tourism culture. We should integrate "food, accommodation, transportation, travel, shopping and entertainment" into the ice and snow tourism industry, conduct in-depth development of tourism shopping, and intensify the research and development of cultural and creative products. At the same time, it is necessary to strengthen the infrastructure construction of ice and snow tourism industry, improve the professionalism of tourism service personnel, and put an end to the phenomenon of arbitrary charges in the process of ice and snow tours, so that tourists will actively and willingly accept a variety of paid items.

4.2 Enhancing the engagement in ice and snow cultural tourism from multiple perspectives

Ice and snow tourism projects are not only expensive to build infrastructure, but also require a certain basic skills of ice sports. It is far from enough by depending solely on out-of-province tourism to increase the income from ice and snow cultural tourism projects in the province, but the domestic demand within the province should be boosted. It requires regional governments, educational institutions and schools at all levels to jointly promote the development of ice and snow sports, and to continuously develop ice and snow fitness program education in schools to foster
talents for ice sports. In addition to training more ice and snow sports talents for the region, it also increases the utilization rate of the ice and snow stadiums, so that the stadiums can be efficiently utilized. Therefore, the development of ice and snow culture education in regional schools and universities not only enhances the popularity of ice and snow sports, but also enhances the awareness of national fitness and increases the revenue of ice and snow sports training venues.

4.3 Developing distinctive ice and snow tourism brands

The entry threshold for ice and snow competition projects is high, while folklore ice and snow cultural tourism has its unique features. There are 48 ethnic minorities in the region, each of which has unique and mysterious cultural characteristics. Therefore, the regional cultural tourism should consciously combine the ice and snow culture with ethnic characteristics, explore more ethnic cultural elements, making tourists develop a strong desire for exploration, and thus creating a unique brand of ice and snow culture. There are only a few unique ice and snow tourism spots such as Guandong Snow Village and Dunhua Laobai Mountain, which cannot form brand influence. Therefore, the region should focus on building such distinctive ice and snow tourism brands.

4.4 Improving the quality of talents in the ice and snow tourism and culture industry and popularizing ice and snow culture

As culture is heavily correlated with education, more and more people are willing to invest in education and pay for culture. Owing to the solid foundation for ice and snow culture in the region, many schools have included ice skating as a featured course. And the total number of students in the region is 3.05 million, which shows that the development of ice sports has a huge mass base in the region. Ice sports can not only improve the physical quality of students, but also serve as the mass base for the development of ice and snow industry. The government can increase the revenue of ice and snow culture industry in tourism, and also increase the revenue of ice and snow industry in the province through the instructions of ice and snow projects for teenagers.

5. Conclusion

Professionals in the ice and snow cultural tourism industry are required to how to educate and train trainees in ice and snow industry and how to manage the ice and snow industry. The human resources come from the university students, and from the professional cultural and historical researchers. Therefore, if we want to cultivate higher level of talents in ice and snow cultural tourism, it should be done through university education and training of working people. The government should introduce corresponding policies to increase the investment in cultural tourism education construction. Universities should promote the development of cultural tourism industry by strengthening the education of cultural tourism courses for tourism students.

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