

Research on the Integrated Development Mode of Ice and Snow Tourism Industry and Cultural Industry in Jilin Province

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Abstract: With the improvement of people's living standards in China, ice and snow tourism, as one of the tourism industries, has become more and more popular and sought after in recent years. From the perspective of the cultural industry, the research on the innovative development of ice and snow tourism in Jilin Province has great practical significance. This article starts with the development situation and existing problems of ice and snow tourism in Jilin Province, analyzes it, proposes countermeasures to strengthen industrial integration, and provides corresponding theoretical support for the integrated development model of ice and snow tourism industry and cultural industry in Jilin Province.

1. Introduction

Since the reform and opening up, as the country attaches importance to the development of the tertiary industry and the improvement of people's living standards, the tourism and cultural industries have been continuously developed and promoted. As the most important part of the development of tourism in Jilin, ice and snow tourism is highly valued. While the development of Jilin's ice and snow tourism continues to grow, the problem has also become more prominent, which has restricted the improvement of the quality and reputation of ice and snow tourism to a certain extent. In addition, the increasingly fierce competition in ice and snow tourism at home and abroad has diverted some of the source and income of Jilin ice and snow tourism. Today, Jilin Ice and Snow Tourism is facing a more complicated situation and severe challenges. In order to innovate the development of ice and snow tourism, we must constantly explore new research areas, that is, integrate tourism into the development of the cultural industry, and look at and promote the development of the tourism industry from the perspective of the cultural industry. As a global emerging industry, cultural industry is one of the most dynamic economic sectors and pillar industries in many western developed countries. At present, the development level of cultural industries in China and Jilin is relatively low, but the development potential is huge and the prospects are broad.

2. Research Background of Cultural Industry

Globally, the cultural industry has become the new industry with the most development prospects and the most market potential in the 21st century, and is widely recognized as a "chaoyang industry" and a "gold industry." The cultural industry was proposed by the United Kingdom in the 1990s and is known as the creative industry. John Hawkins pointed out in his masterpiece "Creative Economy" that the creative economy now generates 22 billion US dollars of output value every day and is increasing at a rate of 5%. He reminded us that the value of intangible assets created by humans will one day surpass the value of the physical data we have. The creative economy quickly became popular around the world after it was proposed, and has been promoted to the level of strategic development by developed countries such as the United States, Europe, and Japan. The United Kingdom and the United States have increased at a rate of 12% and 14%, respectively! : The United States accounts for about 43% of the total market, Europe 34%, Asia and South Pacific countries 19%, and other countries occupy the remaining share. Among them, South

Korea, Singapore and other cities in Asia have joined the ranks of cultural and creative industries and have developed rapidly. With the deepening of international cultural exchanges in recent years and the rapid development of China's cultural industry, people's understanding of creativity and innovation has become deeper. The “Outline of National Cultural Development Planning during the” Eleventh Five-Year Plan “period, promulgated by China in September 2006, is China's first medium- and long-term plan specifically for cultural construction. It puts the promotion of cultural innovation in an important position, emphasizing the need to take content innovation as the core and open up new ways to develop China's advanced culture. At the Fifth Plenary Session of the Fifteenth Central Committee of the Communist Party of China, China also incorporated the cultural industry into its national economic and social development strategy and attached great importance to the development of cultural and creative industries in China from a strategic perspective. In September 2009, the Central Government issued the “Culture Industry Revitalization Plan” to encourage localities to explore different cultural industry development models according to their own circumstances. The creative industry parks under construction in Beijing, Shenzhen, and other cities of our country have grown rapidly. Now China is welcoming the era of the great development of the cultural industry!

3. Research Background of Ice and Snow Tourism Industry

The development of the tourism industry started after the Second World War and rapidly developed in the 1960s. By the 1990s, the tourism industry had developed into the largest industry in the world, and its level of development can measure a country to a certain extent. And regional and economic and social progress, has been hailed as “the rising industry that will never decline”. As an important part of tourism, especially winter tourism, ice and snow tourism has matured in some countries in Europe and the United States and has a history of more than 100 years. It also has a history of nearly 50 years in Asia, Japan, South Korea and other countries. In contrast, China's snow and ice tourism started late and is still in the market cultivation stage.

With the development of ice and snow tourism, the country's increasing emphasis on tourism and the love of tourists for ice and snow tourism, ice and snow tourism has developed rapidly and has a bright future. Jilin's ice and snow tourism products are well-known both at home and abroad and are the driving force behind Jilin's economic development. However, in recent years, the huge market prospects of ice and snow tourism have urged regions with conditions in China to spare no effort to use ice and snow resources to develop tourism. The situation of “one-of-a-kind” ice and snow tourism in Heilongjiang Province has been broken. Jilin Ice and Snow Tourism faces competition from internationally developed snow and ice tourism regions such as Japan and South Korea, as well as domestic competition, mainly in the three northeast provinces.

4. Development Situation of Ice and Snow Tourism in Jilin Province

Geographical environment and natural environment. Jilin Province is located in the northeast of China. It belongs to a typical temperate continental monsoon climate. The characteristics of the four seasons are obvious. The temperature in January is the lowest in January, the temperature in July is the highest, and the water resources are rich. In addition to abundant natural resources, Jilin Province also has strong human resources. There are 35 ethnic minorities in our province, mainly Han, Manchu, Mongolian, Korean and Hui. Each nation has its own cultural traditions and characteristics, which in turn promotes cultural integration.

Supporting facilities for ice and snow tourism projects in Jilin Province. If the ice and snow tourism project in Jilin Province is to develop rapidly, its related project supporting facilities must also keep up with the development situation. These supporting facilities mainly include catering, medical, transportation, communications, catering and accommodation and other related facilities, which can be said to be related to the ice and snow tourism hardware supporting facilities in Jilin Province. The laws and regulations related to ice and snow tourism and the warm, honest and sincere service of the Jilin people are related software supporting facilities. Only the combination of

hardware and software facilities can enable tourists to experience a high-quality ice and snow tourism experience.

The cultural history of ice and snow tourism in Jilin Province. The way the people of Jilin live in the natural conditions of ice and snow is a kind of ice and snow culture, but the people do not regard it as culture. In recent years, with the continuous increase of people's emphasis on the cultural industry, people have paid more and more attention to this lifestyle in an ice-snow environment, that is, ice-snow culture. For example, in winter, people use the ice and snow environment to carry out various cultural and sports activities, such as snowball fights, sledges, and ice monkeys. For another example, snow sculptures, ice sculptures, and ice lanterns are all types of ice and snow tourism culture. These entertainment methods have been passed down for many years, and they are still developing.

5. Problems Existing in the Development of Ice and Snow Tourism Industry in Jilin Province

The tourism consumption capacity of residents is limited. For travellers, ice and snow tourism is a high-consumption tourism item. Not only do you need ski-related equipment, but because the ski area is mostly located far from the urban area, tourists need to bear higher boarding and transportation costs. Taking 2017 as an example, the per capita disposable income of urban residents in Jilin Province was 28,319 yuan, the per capita consumption expenditure of urban residents was 20,051 yuan, the per capita disposable income of rural residents was 12,950 yuan, and the per capita consumption expenditure of rural residents was 10,279 yuan. In terms of consumption, entertainment and cultural expenditures are relatively small. According to statistics from Beidahu Ski Resort, the average daily consumption per person is about 400-800 yuan. From the data, it can be seen that most residents participate in skiing and snow tourism, and their consumption capacity is still relatively difficult.

The quality of ice and snow tourism related services is not high. It can be found from the survey that the infrastructure construction of ski resorts in Jilin Province has been increasing year by year, but the service quality of related supporting facilities such as accommodation, catering, shopping, medical treatment, and communication is not high. There is still a big gap between resorts. Although there are more than 10 ice and snow tourism routes in Jilin Province, there are not many of them that can be called internationally. In our province, only Beidahu Ski Resort and Vanke Songhua Lake Ski Resort are more famous, and the rest are not famous. At the same time, Jilin Province's propaganda of tourist information is not enough.

The relevant government departments have not paid enough attention to the ice and snow tourism industry. The tourism industry is one of the new economic models. It originates from changes in people's attitudes and methods of life, but it is limited by people's economic strength. The ice and snow tourism industry can reflect the advantageous characteristics of Jilin Province. It can be said that it is a very potential economic industry and a long-term cultural investment. However, the facts show that the government's attention to the snow and ice tourism industry is far from enough, because the government has focused more on the development of the heavy industry in our province, and has therefore ignored the snow and ice tourism industry.

The integration of snow and ice tourism industry and cultural industry is low. In recent years, Jilin Province has paid more and more attention to the integration and development of the ice and snow tourism industry and the cultural industry, but the degree of integration between the two industries is not ideal. And the integration of the two industries is only limited to the initial integration. The Changchun Vaasa Ice and Snow Festival and Jilin International Foggy Ice and Snow Festival are two ice and snow festivals with better integration of the ice and snow tourism industry and cultural industry, but their influence is not high. How to make the cultural connotation in ice and snow tourism deeper and more attractive is the problem we need to solve urgently.

6. Development and Countermeasures for the Integration of Ice and Snow Tourism Industry and Cultural Industry in Jilin Province

Give full play to the leverage effect of fiscal funds and improve the investment and financing mechanism. Funds are critical in the process of cultural tourism industry integration and development, and lack of funds will hinder the pace of industrial integration and development. The government can use financial tools-government investment to promote the integration of the cultural tourism industry in the region. However, the government's capital investment is just a sloppy salary, not a long-term solution. Moreover, the economic development of Jilin Province has been poor in recent years, so we must use the government 's guided investment leverage effect to mobilize the enthusiasm of cultural tourism enterprises, increase the funding sources of cultural tourism enterprises in multiple ways, improve the investment financing mechanism, and make use of government funds. Leverage. Similar to the policy of fiscal policy, through government investment, it will induce and leverage more social capital, drive private capital, and attract capital injections from all over the country. Let the money that is not part of the government listen to the government and give full play to fiscal investment. The role of these funds is to invest in some cultural tourism projects with good returns and high prospects to increase the economic growth rate. Therefore, Jilin Province should actively improve the investment and financing mechanism, provide a more sound investment and financing platform for the integration of the cultural tourism industry, innovate financial products, and set up a number of fund projects for the integrated development of the cultural and tourism industries to fundamentally eliminate Jilin. Provincial funding barriers for cultural tourism industry integration to promote the integrated development of cultural tourism industry

Strengthen the construction of ice and snow tourism related service facilities. Each ice and snow tourism area will further strengthen the construction of its own ice and snow tourism characteristics, but also strengthen the construction of related entertainment projects, accommodation, catering, medical services and other service facilities, so that passengers can experience the full range of services. To strengthen the necessary training for tour guides, coaches and other related personnel, and to improve the reception system of each tourist area and related travel agencies, thereby improving the service level of related personnel and related units, and providing each passenger with the best quality services . At the same time, it is necessary to strengthen market supervision. As one of the service industries, the ice and snow tourism industry cannot leave the market's supervision and policy constraints, otherwise the tourism industry will not develop in an orderly manner.

Strengthen the human, urban and ecological characteristics in tourism. During the development and design of tourism projects, it is necessary to strengthen the integration of snow and ice tourism and humanities, and to realize the construction of ice and snow tourism projects in Jilin Province from a cultural perspective, so that tourism projects are not only a fitness exercise, but also a cultural heritage and ideology. sublimation. Designers of tourism projects may consider developing ice and snow ecotourism projects and humanities ice and snow tourism projects, so that various tourism projects can become projects that show the characteristics of the region. Highlighting humanistic, urban, and ecological features as the original intention of the project development can not only promote the local national traditional culture, but also allow more people to experience the entertainment experience brought by snow and ice tourism. Intensify innovation in network technology In the report of the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping mentioned the issue of Internet construction many times, proposed the goal of building an Internet power, and followed the guidance of national industrial policies. The Internet industry will be China 's future. Pillar industries will certainly strengthen their role in promoting industrial integration. With the popularity of blockchain today, attention is paid to the application of blockchain technology among the Internet, cultural industry and tourism industry. The core of the application of blockchain technology lies in the development of Internet technology. Therefore, Jilin Province should establish its own Internet development plan based on actual conditions. On the

other hand, in promoting the development of science and technology, talents are indispensable, but in recent years there has been a serious brain drain in Northeast China. Therefore, it is necessary to build a talent training program that matches the integrated development of the tourism and cultural industries in Jilin Province and retain talents. The encouraging plan focuses on the introduction of high-end talents and the construction of a reserve army for technological innovation, so that they become the backbone of promoting technological innovation.

Strengthen industrial integration and promote the development of the ice and snow culture tourism industry. At this stage, the integration of the ice and snow tourism industry and the cultural industry in Jilin Province is not enough, and the integration of the two industries should be the breakthrough point to promote the development of the ice and snow culture tourism industry. Combining the characteristic cultural connotation of Jilin Province, the cultural connotation runs through the ice and snow tourism industry of Jilin Province. For example, Changchun can be built into a comprehensive ice and snow tourism city that integrates entertainment, shopping, and event venues; Jilin City can be built into a snow and ice tourism city with fog and snow festivals and large ski resorts; and Changbai Mountain can be built into a tourism and tourism Ice and snow tourism city with hot spring and leisure. Pay attention to the protection of natural resources and national culture of Jilin Province. While developing ice and snow tourism resources, minimize the damage to natural resources, and integrate local national culture into ice and snow tourism.

7. Conclusion

Combined with Jilin's unique cultural connotation, complete creative solutions with new cultural ideas, build new landscapes and facilities, and make cultural creativity and elements permeate the entire tourism industry in Jilin. Strengthen publicity efforts to attract domestic and foreign tourists to experience Jilin cultural attractions, facilities, and cultural tourism products, so that tourists can enjoy the unique value of Jilin culture during the tourism process, perceive Jilin culture, and enhance tourists' satisfaction with Jilin tourism culture, thereby improving The cultural connotation of ice and snow tourism in Jilin, and implant the cultural soul for ice and snow tourism products.

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