

Research on the Integrated Development Path of Snow and Ice Tourism Route of “Winter Fireworks, Snow Village in South China”

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Abstract: With the hosting of the Winter Olympics in China, snow and ice tourism continues to heat up. It is becoming a new highlight of winter tourism. In order to promote the development of ice-snow tourism, “Dream of ice and snow · Accompany the Winter Olympics” was created with ten ice and snow tourism product lines. This paper studies one of the product line called “winter fireworks, snow in the south China”. The line is in urgent need of enlarging the ice-snow tourism product supply, promote the development of ice-snow tourism quality, in order to better meet the demand of the masses of ice and snow tourism consumption. It can help build the new development pattern. Therefore, this article makes the high quality of snow and ice from tourism products, improve infrastructure, strengthen personnel training and so on to build the industry chain “fireworks, the winter snow in the south China” in line with the fusion development path, in order to boost “fireworks, the winter snow in the south China” a better route of ice and snow tourism.

1. Introduction

Snow and ice tourism belongs to the category of ecological tourism. It is a general term for all forms of tourism activities that experience the connotation of snow and ice culture. It is a very participative, experiential and stimulating tourism product ^[1]. Snow and ice tourism is characterized by high participation, experience, dependence and fitness. At present, a variety of snow and ice tourism projects of different forms have been derived, as shown in Table 1:

Table 1 Categories of Major Ice and Snow Tourism Projects

No.	Category	item
1	Sightseeing	ice sculpture
		Ice lanterns
		Ice waterfall
		Snow sculpture
		Ice hanging on a tree
2	Sports and leisure	ice sports
		Competitive sports on snow
3	Tourism Festival	Snow and ice Tourism Festival
		Ice sculpture Art Festival
		Ice fishing festival
4	Event	Alpine skiing
		The single board pursuit
		skating
		Ice hockey
5	Amusement	Snow and ice amusement park
	Deductive	Interpretation of snow and ice performance

With the hosting of the Winter Olympics, snow and ice tourism continues to heat up, becoming a new highlight of winter tourism. According to a report released by the China Tourism Academy, the

number of snow and ice leisure trips in China during the snow season reached 230 million in 2020-2021, and the revenue from snow and ice leisure tourism exceeded 390 billion yuan. It is estimated that the number of snow and ice leisure tourists in China will reach 305 million during the 2021-2022 ice and snow season, and the revenue of snow and ice leisure tourism in China is expected to reach 323.3 billion yuan.

2. Overview of Snow and Ice Tourism Route of “Winter Fireworks · Snow Village in South China”

In order to promote the development of ice and snow tourism, the Ministry of Culture and Tourism released 10 national ice and snow tourism routes “Dream of ice and snow · Accompany the Winter Olympics” in 2021. They are “snow of Beijing, a city of the games”, “inside and outside the Great Wall, snow ribbon”, “ice and snow, heart pasture land”, “le tour liaoning worthwhile”, “long white, about skiing holiday”, “baishan blackwater rhythm of snow and ice”, “north scenery, the poles through”, “the silk road, humanistic ice and snow”, “China, snow pure border,” and “winter fireworks, snow in the south China”. In “winter fireworks, snow in the south China”, there is a high-quality route, tourists can start from wuhan, yichang, chongqing and other places in sichuan province. Then they can visit dazhou, bazhong nanjiang, chengdu, aba maoxian county, aba gutang, mount siguniangshan, ganzi ZhouLuDing County and emei city for the winter scenery. Table 2 lists the main nodes:

Table 2 Summary of Snow and Ice Tourist Spots on the “Winter Fireworks · Snow Village in South China” Routes

No.	Province	City	snow and ice tourist spots
1	HuBei	WuHan	Yichang Baili Huang Ski Resort, Wufeng INTERNATIONAL
		YiChang	Ski Resort, Longjiangping International Ski Resort, Zhonghe
		EnShi	International Ski Resort, Tianyan Ski Resort, Shennongding
		LiChuan	Snow and Ice Park, Enshi Green Green Slope Ski Resort
2	--	ChongQing	Wuxi Hongchiba Ski Resort, Fengjie Grass Dam Ski Resort, South Tianhu International Ski Resort, Yunyang Longvat Ski Resort, Shizhu Cold Water International Ski Resort, Wulong Xiannu Mountain Ski Resort, Nanchuan Jinfan Ski Resort
3	SiChuan	DaZhou	Dazhou Bashan Grand Canyon ski Resort, Batai Mountain Ski Resort, Bazhong Guangwushan Dam ski resort
		ChengDu	Chengdu Sunac Snow World, Xiling Snow Mountain ski Resort
		ABa	Jiudingshan Taizi Mountain ski resort, Bipeng Ditch ski resort, Partridge Mountain ski resort
		GanZi	The Muya Resort ski Resort
		EMeiShan	Mount Emei Ski Resort

3. The Development of the Snow and Ice Tourism Route of “Winter Fireworks · Snow Village in South China”

3.1 Lack of Quality Products

From the perspective of the level of scenic spots, the existing snow and ice themed tourism resorts and scenic spots are not high enough. The snow and ice tourism projects launched do not highlight the characteristics of resources, environment, and snow and ice culture, so they cannot have characteristics in the national market. From the complex construction, the ice and snow tourist route of “winter fireworks, snow in the south China” doesn’t combine a variety of cultural and tourism activities such as skiing, mountain climbing, hiking, driving, camping, the body check, ice and snow culture shows as one high quality and compound ice and snow tourism base and a ski resort. It is unable to meet all kinds of tourists travel demand. From the perspective of snow and ice sports event brand building, the lack of well-known event brands, the weak attraction of tourists, it can not achieve the purpose of promoting tourism by competition. From the perspective of cultural and creative product development, the lack of cultural and tourism creative products with snow and

ice characteristics reduces the secondary consumption in the snow and ice tourism area and does not make enough contribution to economic growth.

3.2 Imperfect Industrial Chain

In the current snow and ice recreational sports, there are two forms of sports: skiing and ice. Now “fireworks, the winter snow in the south China” ice and snow tourism routes are mostly ski resorts, and the market for tourism goods and ice and snow tourism services related to the ice and snow tourism industry is not thoroughly developed. The route has not yet formed a real industrial chain because domestic material and technology cannot meet the requirements in terms of producing ice and snow tourism supplies and equipment to meet market demand [2]. Ice and snow tourism equipment almost all rely on imports. Ice and snow tourism service facilities supply quality is relatively low, lack of perfect commercial service system. The ice and snow sports model is less integrated with other activity areas. However, with the effective cohesion of transportation, catering, entertainment and other items, the influence of ice and snow sports activities has been expanding. However, the culture of ice and snow sports products is relatively single and the effectiveness of the service management system is insufficient to meet the current development of the ice and snow sports industry.

3.3 Inadequate Infrastructure

At present, the snow and ice tourism route of “Winter Fireworks · Snow Town in South China” lacks venues that can undertake international snow and ice events and activities. There is also a lack of star-level hotels and homestay facilities nearby the venues, which cannot provide high-quality accommodation and reception services for tourists. The restaurants providing food and beverage in ice and snow tourism venues cannot reflect the local folk customs and characteristic culture, and lack of excavation of specialty food. In some places, there are few traffic roads in the ski resort, and the width of the traffic road is not enough. Traffic congestion often occurs in the peak period, which is not conducive to tourists to enter the scenic area, and the congested traffic also reduces the tourism experience. The number of tourist toilets in ice and snow tourism venues is not enough, and most of them cannot meet the national standards for tourist toilets. The lack of scientific planning and reasonable moving line design of the walking path in the ice and snow tourism site leads to the restriction of tourists' walking in the site.

3.4 Lack of Professional Talents

Ice and snow sports professionals are mainly ice and snow athletes, coaches, referees, site builders, operations managers, etc.. At this stage, the "winter fireworks, snow in the south China" ice and snow sports professionals needed in the area of the ice and snow tourism line, mostly by the northern ice rinks, ski resorts in the hiring. This, in addition to having a high level of professional athletes and coaches, but also involves a low level of personnel, resulting in uneven ability of the ice and snow sports professionals themselves. In addition, the training and management system for ice and snow professionals is missing, and the management and training system for ice and snow sports social sports instructors is not constructed.

4. The Development Path of the Snow and Ice Tourism Route of “Winter Fireworks Snow Village in Southern China”

4.1 Create High-Quality Snow and Ice Tourism Products

To promote the construction of snow and ice themed tourism resorts and scenic spots, a number of snow and ice themed A-level scenic spots need to be built, and snow and ice themed resorts and A-level scenic spots need to explore and develop summer service formats. We should encourage places with rich snow and ice resources to improve their infrastructure and public services, and first-class snow and ice products and services, so as to build national and world-class snow and ice themed tourist resorts and scenic spots. Combined with its own snow and ice tourism resources, it has launched a number of snow and ice tourism theme boutique routes with folk customs and snow

and ice cultural characteristics, improved the level of products and services, and promoted the construction of a skiing tourism resort integrating fitness and leisure, competition performance, sports training and cultural experience. We need to actively build brand events and expand the participation population of ice and snow events with high-level ice and snow events and mass ice and snow events. We need to promote the development of snow and ice tourism in rural areas. It can help promote rural revitalization, vigorously develop rural ice-snow tourism, promote the construction of snow village, snow town, etc. These places will have abundant supply of ice-snow tourism, in order to carry out snow and ice entertainment activities such as the sled, sledge, watching lanterns, playing tug-of-war, gyro, snowmobiling, snow snow football, ice fishing, etc. We need to improve service levels. We have to encourage all localities to develop snow and ice themed rural homestay products, produce and sell cultural and tourism creative products with snow and ice characteristics.

4.2 Promote the Integration of Ice and Snow Tourism Industry

We need to promote the integration of ice and snow tourism with culture. It is necessary to connect tradition with the ice and snow culture resources, strengthen the ice and snow culture related non-material cultural heritage protection and utilization, give full play to the intangible cultural heritage projects and heritage, and rich ice-snow tourism culture elements. By the connection of the two, the creative production theme theatrical performances of ice and snow can be better in ice sculpture exhibition, the photography, digital culture. We need to make use of traditional festival cultural resources to enrich snow and ice activities in holidays and festivals, and form a snow and ice cultural tourism season supported by winter tourism festivals such as snow and ice tourism festival, snow and ice cultural festival, snow and ice carnival, happy snow and ice season, and snow and ice marathon. We need to promote the integration of ice and snow tourism and education, especially vigorously promote youth winter ice and snow sports. We can promote ice and snow sports into the campus. We need to support the cooperation between schools and social organizations in carrying out snow and ice sports, and promote the development of snow and ice research tourism and winter camps. We need to promote the integration of ice and snow tourism with equipment manufacturing. We can rely on the strong domestic ice and snow tourism consumer market, excellent docking platform, ice and snow equipment manufacturing enterprises, scientific research institutes and colleges and universities, and ski resorts and resorts to develop and promote the use of a number of safe and reliable, technologically advanced, good quality ice and snow field facilities, sports equipment, maintenance equipment, emergency rescue equipment. Thus cultivating a number of ice and snow equipment manufacturing enterprises with high visibility and influence. We need to promote the integration of ice and snow tourism with technology. We should vigorously develop "Internet + ice and snow tourism" and promote the combination of ice and snow tourism with new technologies such as big data, Internet of Things, cloud computing and 5G. We should promote the integration of ice and snow tourism and e-commerce platform construction, optimize information consultation, route design, traffic collection and distribution, and event booking. By doing these, we can innovate business models, improve management, and enhance service quality [3].

4.3 Improve Infrastructure and Services

The government encourages the establishment of ice-themed hotels, homestays and restaurants to provide high-quality reception places and services for tourists. We need to strengthen the construction of snow and ice tourism transportation infrastructure, promote the construction and widening of traffic roads, upgrade the tourist toilets in the site, improve the snow and ice tourism public transportation services^[4], promote the construction of snow and ice tourism scenic road and service system, and improve the safety emergency and risk management system. We need to improve the safety emergency plan and emergency rescue system for ice and snow tourism, and the coping mechanism for large passenger flows during peak periods, and strengthen safety tips and training for tourists. We need to encourage insurance institutions to launch comprehensive ice and snow travel insurance services, develop insurance products centering on site liability, facility

property, personal accident, etc., and encourage market entities and individuals to purchase liability insurance and sports injury and travel rescue insurance.

4.4 Introduce and Cultivate Snow and Ice Tourism Professionals

We need to encourage colleges and universities to set up snow and ice tourism departments and train snow and ice tourism professionals. Moreover, we need to encourage talents in related industries to participate in the development of ice and snow tourism, and cultivate compound ice and snow tourism talents. It is also important to encourage snow and ice professional coaches, athletes and social sports instructors to participate in snow and ice tourism, and improve the talent training system dominated by sports schools and sports colleges at all levels and supplemented by large, middle and primary schools and social institutions ^[5]. We should encourage local pilot construction of ice and snow tourism schools where conditions permit, and strengthen the construction of social sports instructors for ice and snow events. We need to accelerate the work of standardization. We should give full play to the standardization work in the ice and snow tourism market development support role, continue to carry out ice and snow tourism equipment, ice and snow tourism facilities and equipment, ice and snow tourism site construction, management and service standards for the formulation and revision of work to guide the ice and snow tourism products and services to continuously improve the quality.

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