

Development Strategy of Ice and Snow Tourism Products in Jilin Province Based on ERP

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Abstract: This paper uses BMP theory to analyze the ice and snow tourism resources, ice and snow tourism market and ice and snow tourism products in Jilin Province, and puts forward the clear market positioning of ice and snow tourism products around resources, market, products and infrastructure and supporting facilities, and develops multiple ice and snow tourism products; moreover, this paper proposes to implement the ice and snow brand strategy, carry out a variety of marketing strategies; build ice and snow tourism products, innovate new ice and snow tourism formats; improve the ice and snow tourism public service facilities, and advocate the development strategy of ice and snow tourism such as civilized green tourism.

1. Introduction

With the hosting of the 2018 Winter Olympics in South Korea and the upcoming 2022 China Winter Olympics, the country has fully launched its ice and snow development strategies, i.e., “ice and snow can also create wealth”, “ice and snow activities for 300 million people” and “use ice and snow to create wealth”. This has given Jilin Province ice and snow tourism a strategic window, comprehensive start-up period and golden growth period for comprehensive development, advantageous development, leading development and international development. The ice and snow tourism industry in Jilin Province has a solid foundation and good situation. The major ice and snow tourism projects are leading in the country, the ice and snow tourism resources have great potential, the ice and snow sports are leading in the country, the ice and snow culture is outstanding, and the ice and snow tourism ecological environment is very superior. Therefore, how to make rational use of the ice and snow tourism resources in Jilin Province, how to develop ice and snow tourism products in line with market demand, make ice and snow tourism become the pillar industry of Jilin Province's revitalization and development, and the comprehensive well-off happiness industry has become the focus and focus of research. In this context, this paper uses ERP theory to study the deep development strategy of ice and snow products based on resources, market-oriented, and product-oriented. It aims to broaden the perspective of research on ice and snow tourism products in Jilin Province, promote the diversified development of the ice and snow tourism industry in Jilin Province, and contribute to the strengthening of the ice and snow tourism industry in Jilin Province.

2. Analysis of Ice and Snow Tourism Resources in Jilin Province

2.1. Theoretical Basis

The RMP theory proposed by Wu Bihu in 1999 for the in-depth development of ice and snow tourism products, the RMP theory uses the resource-market-product analysis. It is necessary to develop a strategy for tourism product development through analysis of resources and markets, centering on tourism product development.^[1] Specific steps: Firstly, analyze the resource (R) itself and analyze the resource to product conversion to consider the cost of converting the resource into a product; Secondly, the analysis of the market (M) is mainly to examine the market demand, mainly including the demand elasticity of the tourism products themselves and the analysis of the

preferences of the tourism subject; Finally, the external environment of product (P) development is analyzed, and then tourism products that meet the market demand and characteristics are designed. The RMP model is essentially a model of tourism planning and a classic theory of tourism product development.^[2] This paper uses RMP theory to study the ice and snow tourism in Jilin Province. It can realize the structural optimization and innovation of ice and snow tourism products, and can develop ice and snow tourism products according to the needs of tourists, so as to realize the development of ice and snow tourism to the masses, and truly make the ice and snow tourism industry stronger and bigger.

2.2 General Overview of Ice and Snow Tourism Resources

Jilin Province is located in the core area of Northeast Asia in the world gold and ice tourism belt. The ice and snow tourism resources have the characteristics of globalization, type, high grade, good combination, small wind and relatively warm winter. The spatial distribution characteristics of “Western Ice, Midtown and Winter Snow” are outstanding. These have laid a very superior resource base for the development of global ice and snow tourism, key ice and snow tourism industry clusters, and characteristic ice and snow tourism towns and villages to create a boutique ice and snow tourism route.^[3]

2.3 Assessment of Ice and Snow Tourism Resources

Guided by Changbai Mountain, Songhua River and Chagan Lake, Jilin Province has outstanding special-grade ice and snow tourism resources. The fine-grade ice and snow tourism resources are rich in types and numerous, covering the whole province. The five grades of Jilin Youpin Ice and Snow Tourism Resources include Changbai Mountain, Tianchi, Jilin Haze, Changbai Mountain Hot Spring, Jingyuetan, Chagan Lake (Winter), Songhua Lake, Yanbian Ice and Snow Arirang, Tumen River Winter Scenic Road, Ji'an Ice Grapes, Qianchuan Snow Village, Changbai Mountain Plateau Ice and Snow Training Base, Vaasa International Cross Country Ski Festival, Jilin City Kaijiang Fish, etc.; The four-level tourism resources include Shuangyang Hanging Kettle, Changchun Lianhua Mountain, Jilin City Jixue (Dayu River), Jingyu Nanshan Park Skiing, Jindalai Korean Folk Village, Xianghai, Moon Lake Reservoir, Zishan, Jiguanshan, etc.

2.4 Analysis of Converting Ice and Snow Tourism Resources to Products

The conversion of tourism resources into tourism products requires supporting services and facilities. It is necessary to consider the quality of the resources themselves and the cost of conversion. The ice and snow tourism resources in Jilin Province are rich and concentrated, and it is easy to form a characteristic cluster advantage. This can be used by tourism companies to turn distance advantage into cluster advantage, which can attract more tourists to visit. For the government, it can save development costs and make full use of the infrastructure; for tourists, it can shorten the time to and from various scenic spots and save transportation costs.

Ice and snow tourism resources are costly to transform products. On the one hand, the quality of the air environment in Jilin Province needs to be improved, and financial support and policy guarantees are needed; On the other hand, existing ice and snow tourism products require further investment rectification, rectification of ski tracks and ski service facilities, and the level of ice and snow tourism facilities in Jilin Province is in line with international standards.^[4]

3. Investigation and Research on the Ice and Snow Tourism Market in Jilin Province (M)

This paper adopts the questionnaire survey method. The statistical time is from November 1, 2018 to April 1, 2019. A total of 2,804 questionnaires were issued, and the number of questionnaires was 2,606, with a total of 2,600 complete responses. The survey targets include foreign tourists visiting Jilin and local citizens in various parts of the province.^[5] The survey results are analyzed as follows:

The tourist market for ice and snow tourism in Jilin Province is dominated by domestic tourists, with the largest number of provincial tourists, followed by Liaoning, Beijing, Heilongjiang,

Shandong, Guangdong, Zhejiang and Shanghai. The entry market is dominated by South Korea, Russia, Hong Kong, Macao and Taiwan. Others are Japan, Germany, Singapore, Australia, the United States, the United Kingdom and France. In terms of gender and age, the proportion of female tourists is lower than that of men; 80 and 90 are the main , followed by the group of 40-60 years old, and finally the students as the representative group; in terms of occupational composition, the private sector, foreign-funded enterprises, state-owned enterprises/institutions, business and trade staff are the main force; in terms of travel and stay time, travel The time is mainly concentrated on the winter vacation, the New Year's Day holiday and the Spring Festival Golden Week. The surrounding tour around 1-2 days is more popular. The demand for the medium and long-term trips of tourists from other provinces for 2-3 days is also increasing year by year; the average stay time of tourists is 2 days. In Changchun, Jilin and Yanbian, the stay time is relatively long; in terms of consumption composition, it is concentrated in transportation expenses, accommodation expenses and food and beverage expenses; in the form of travel, the travel agency team and self-help tour are the main ones, only a small number of tourists are companies or units. organizational.

4. Analysis of Ice and Snow Tourism Products (P) in Jilin Province

4.1 Analysis of the External Environment for Ice and Snow Tourism Product Development

From a global perspective, the world's ice and snow tourism has entered a new stage of overall stable development and breakthrough development in Asia. As an emerging market for the development of Asian ice and snow, China's ice and snow tourism is growing rapidly and in good shape. With the hosting of the 2018 Korean Winter Olympics and the upcoming 2022 China Winter Olympics, the national ice and snow development strategy will be fully launched. With the strategic ideas of "ice and snow can also create wealth", "ice and snow activities for 300 million people" and "use ice and snow to create wealth", Jilin ice and snow tourism ushered in the key start-up period and gold growth period.

The ice and snow tourism industry in Jilin Province has a solid foundation and good situation. The major ice and snow tourism projects are leading in the country, the ice and snow tourism resources have great potential, the ice and snow sports are leading in the country, the ice and snow culture is outstanding, and the ice and snow tourism ecological environment is very superior. Guided by the "Implementation Opinions on Large and Strong Ice and Snow Industry", the top-level design and policy guidance of Jilin Ice and Snow Tourism Development, industrial growth and integration, basic and public service facilities, market cultivation and supervision, and safeguard measures are increasingly perfect. ^[6] It can be seen that the external environment for the development of ice and snow tourism products is very advantageous.

4.2 Satisfaction Analysis of Ice and Snow Tourism Products

According to the above market research results, the satisfaction rating of tourists is 80%, and the satisfaction of tourists in Yanbian, Changchun and Jilin is relatively high, 90%, 88% and 83% respectively. The factors affecting the satisfaction of tourists are mainly concentrated in the city's traffic, scenic environment, infrastructure, service details, etc. The traffic in the city is mainly the small through train in the scenic spot and the traffic congestion in the city; the scenic environment is mainly the lobby of the scenic spot of the ski resort. Functional areas such as restaurants are low in temperature, and the panoramic view of the ski resort and the guiding signs are not perfect; the infrastructure is mainly that the ski slopes are too narrow, the track is not finely divided, the ski resort guardrails and other safety facilities; the service details and thoughtfulness are not enough.

5. In-depth Development Strategy of Ice and Snow Tourism Products in Jilin Province

5.1 Defining the market positioning of ice and snow tourism products, and developing multiple ice and snow tourism products

It is necessary to follow the rules of the ice and snow tourism market and consider China's national conditions and social and economic development. The target market of Jilin Ice and Snow Tourism Products is: to focus on the domestic market and strive to expand the international market; the domestic market is based on the five major metropolitan areas, and strive to open up other urban and rural markets; and focus on the family market and take into account the traditional travel agency team market.

Table 1 Regional Positioning of Jilin Province's Ice and Snow Tourism Market

Positioning of Target Market	Main ice and snow tourism's target market area
International Market	1 st market: Hong Kong, Macao and Taiwan, Japan, South Korea, Russia, Far East, Southeast Asia
	2 nd market: Europe, Central Asia, the United States, Canada
	3 rd market and employment market: Anti-season ski market in Australia, New Zealand and South America
Domestic Market	1 st market: Heilongjiang, Liaoning, and Inner Mongolia in and around the province
	2 nd market: Bohai Sea City Group, Middle Yangtze River City Group, Yangtze River Delta City Group, Pearl River Delta City Group, Chengdu-Chongqing City Group
	3 rd market and employment market: Other urban groups in China

According to the characteristics of resources, industrial base and industrial chain, strengthen the development of characteristics and create a product space pattern of "Western Ice, Eastern Snow, and Middle Urban Cities". Adapt to market demand, optimize resource allocation, take skiing, snow skating and ice as the main products, hot springs as a golden partner, ice and snow folklore, ice and snow culture as the guide, ice and snow research as the basis, ice and snow crossing and self-driving tour as special, Formed the core product portfolio of ice and snow tourism, and finally formed the structure of ice and snow tourism products of "Ice and Snow Half the Sky, Spring and Culture Research". Among them, the product structure of "Seven Snow and Three Ice" is further formed.

Focus on building four core products: ice and snow leisure vacation, ice and snow hot spring health, ice and snow sightseeing culture, and ice and snow folk experience. The core product collection of Jilin Ice and Snow Tourism, which is "deep ice playing, thickness of snow, warm springs, and hot folk customs", is combined to form a colorful, diverse demand, long and short product portfolio.

Efforts will be made to build four major ice and snow tourism boutique routes: improve the experience of the eastern ice and snow experience, extend the development of the western fishing and hunting ice and snow journey, cultivate and develop the southeast health and wellness journey, and vigorously promote the border customs and self-driving tour.

It is necessary to carefully plan the products of the ice and snow tourism festival, improve and upgrade the Net Moon Vasa International Cross-country Ski Festival, expand its influence, and create international ice and snow tourism festivals and events; In addition, we must continue to carry out the "Family Ice and Snow Season" activities, cultivate the ice and snow market, inherit the folklore and culture of ice and snow, vigorously promote the "To the Great Years in Jilin" activities, and form the most tasteful Northern Spring Festival tourism brand; undertake and hold various levels Ice and snow events attract market attention through festivals, events and events, promote ice and snow tourism consumption, create a happy atmosphere and foster ice and snow culture. ^[7]

5.2 Implement Ice and Snow Brand Strategy and Develop Various Marketing Strategies

It is necessary to implement the ice and snow brand marketing strategy, focusing on cultivating four major ice and snow tourism brands: ice and snow Changbai Mountain, fishing and hunting Cha'gan Lake, Fairy Tale Smog Island and style Yalu River. At the same time, it is necessary to determine the theme slogan of the ice and snow Jilin ice and snow tourism marketing.

It is necessary to strengthen the marketing and promotion of government destinations, improve and upgrade traditional marketing methods, strengthen travel agency marketing and incentive policies; actively participate in international and domestic tourism trade fairs, use the Ice and Snow Expo and travel trade fairs to market Jilin ice and snow tourism products and brands; It is necessary to publicize the image of Jilin's ice and snow tourism at the national and provincial media.

It is necessary to strengthen new media marketing, use the Internet, mobile networks, relying on portals, and social media to build an online marketing matrix to achieve online and offline interaction.

It is necessary to strengthen club marketing, ice and snow tourism e-commerce cooperation marketing, ski resort cooperation marketing, multi-channel cultivation and expansion of the ice and snow tourism market.

It is necessary to establish an international ice and snow tourism marketing system, use the "China" overseas propaganda platform to promote Jilin ice and snow tourism and promote the steady growth of the inbound tourism market.^[8]

5.3 Create Ice and Snow Tourism Products and Form the New Development Form of Ice and Snow Tourism

It is necessary to build a tourism product system for ice and snow + accommodation, catering, shopping and entertainment. And we must vigorously promote the snowmobile snow and ice crossing, ice and snow self-driving tour, ice and snow walking tour, ice leisure sports, ice and snow red tourism, Yalu River ice wine tourism, ice and snow research tour and helicopter ice and snow tourism and other new forms of ice and snow tourism.^[9]

5.4 Improve the Ice and Snow Tourism Public Service Facilities, and Advocate Civilized Green Tourism

We must vigorously promote the "toilet revolution" travel to cold areas; comprehensively promote the construction of tourism distribution and consultation system; strengthen the safety of ice and snow tourism; strengthen market supervision and implement honest tourism projects; advocate civilized tourism and green ice and snow tourism^[10].

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