

Research on the development of ice and snow tourism in Heilongjiang Province

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Abstract

Ice and snow tourism is an experiential activity that attracts ice and snow resources. It originated in Europe and gradually emerged in China after entering the 21st century. The success of Beijing's bid to host the 2022 Winter Olympics has set off a wave of ice and snow tourism in China. How to develop ice and snow tourism products has caused many scholars to think. This paper takes ice and snow tourism products as the research object, taking the ski resort of Heilongjiang Province as an example. Through the analysis of the product development status of the ski resort, it is found that there is a single product type, the ice and snow culture is not prominent, and there are seasonal problems in the product development process. And targeted development strategies such as mining ice and snow culture, creating multi-products, developing festival products, etc., in order to provide some reference for the development of ice and snow tourism products and the development of ice and snow tourism in Heilongjiang Province.

Keywords

Ice and snow tourism; sports.

1. Introduction

Ice and snow tourism refers to the comprehensive tourism activities carried out by people in the snow and ice environment. It is a leisure way to experience the ice and snow culture in a short time. Mainly ice and snow fitness and appreciation, ice and snow art appreciation, ice and snow culture and entertainment, ice and snow folk activities. Ice and snow sports tourism has become a new highlight of sports tourism and an important part of sports tourism. The development of ice and snow tourism can promote urban development, mainly in the following aspects. First, it is based on its own reality, second, it is to promote the off-season economy, third, to find new growth points, and fourth, to play its own specialties. In short, it is also a broad idea to increase employment and increase income to promote consumption.

2. Ice and Snow Tourism Project and Development Status in Heilongjiang Province

The unique regional and seasonal nature of ice and snow tourism determines that Harbin, the first stop of the "ice and ice tourism in Northeast China", has extremely rich ice and snow resources. Especially since the International Ice and Snow Festival was launched in 2008, the number of winter tourists in Harbin has increased year by year. The benefits are also growing rapidly. According to incomplete statistics, during the International Ice and Snow Festival in Harbin in 2016, the number of tourists at home and abroad increased by 18.95% year-on-year, and the income from tourism activities increased by 168.87%. In recent years, the economic benefits of ski resorts in Northeast Asia have shown a steady growth trend, which depends on the rapid development of the ski tourism market in recent years and the continuous upgrading of the ski resort's own ice and snow tourism

products. The ice and snow world ice sculpture building has a total ice volume of 45,000 liters and a snow volume of up to 137,000 liters.

Entering December, I arrived at the "Great" season in the North. In addition to the heating that envious of the southerners, our snow is thick enough to build a house. The main venue of the Harbin International Ice and Snow Festival will return to the world of ice and snow. In order to provide the best service and experience for tourists, we have started to make snow and build snow sculptures! The ice and snow sculpture construction is expected to invest 10 million yuan, and plans to build nearly 500 ice and snow sculptures; to create the most dazzling ice and snow feast in Harbin.

The ice and snow tourism activities are mainly on the ice and snow viewing tour and the ice and snow experience tour. The large snow sculptures are set up, and the ice and snow sports bases of various professional winter sports venues are set up. The theme activities such as snow and ice carnival, polar road snow, ice and ice romance are held. The Ice and Snow Sports event will host and host national and provincial snow sports events, building mass snow sports venues, including the Volkswagen Speed Skating Invitational Tournament, the Snowmobile Drift Open, and the Winter Swimming Invitational. The winter catching activity is based on the unique winter catch of the Manchu in China, and launches new highlights and new brands in winter. Other activities such as Xuexiang Crossing, Manchu Old Family, New Year's Eve, Ice and Snow Hot Spring Festival, Yangko Competition, Snow Marathon, etc. all have strong local characteristics and excitement, creating a strong atmosphere of ice and snow tourism.

3. Problems in the development of ice and snow tourism in Heilongjiang Province

(a). Single tourism product, large seasonal differences

By comparing the ski resorts at home and abroad, it can be found that most of the domestic ice and snow tourism is single-sized and small in scale, mainly for short-distance tourists who receive day trips. Most of the foreign ice and snow tourism has formed an ice and snow tourist resort, which integrates skiing, recreation, sightseeing and skiing. Visitors can enjoy the fun of skiing and enjoy the combination of ice and snow and the surrounding environment. The purpose of mind and body. The seasonality of the ice and snow tourism venues is also very different. Ice and snow tourism products are relatively simple, only skiing projects and more than ten snow-skiing projects, lacking sightseeing-type ice and snow tourism projects. There is a homogenization phenomenon and the core competitiveness is insufficient. Seasonality is one of the prominent features of ice and snow tourism and an important factor hindering the operation and development of the resort. The annual winter operation time is generally from November to February of the following year, and the average annual skiing time is about four months. Therefore, how to develop the summer project for ice and snow tourism is a problem that needs to be considered by each ski resort.

(b). Ice and snow culture is not prominent, cultural characteristics are not clear

Ice and snow culture refers to the sum of material and spiritual wealth with the characteristics of ice and snow created by people in the snow and ice, relying on the corresponding ice and snow resources. It is the soul of ice and snow tourism products. While pursuing economic interests, some enterprises have generally developed projects with higher publicity and low investment returns, such as snow-carrying and snow-snow bicycles, and lack of awareness of ice and snow culture development. Excessive pursuit of economic growth in the development process, lack of integration with regional culture, folk culture, food culture, and ice and snow art culture, lack of related products with ethnic characteristics, its cultural connotation needs further

(c). Low space utilization

Most of the ice and snow tourist sites are ski areas, and a small part of the site is the Xuexue District. In addition, there are a lot of open spaces to be developed around, which causes a certain amount of waste of resources. In general, the distribution of ice and snow tourism products lacks overall

planning, and there is no obvious functional division. The facilities of ice and snow projects are more chaotic. In contrast, foreign ice and snow tourism planning usually divides the whole site into two areas: the north area is dominated by ice sculptures, snow sculptures and other ornamental tourism products. The southern area is mainly for leisure tourism products such as skiing and ice skating. The functional area division enhances the tourist experience satisfaction.

4. Research Countermeasures for the Problems Existing in Ice and Snow Tourism

(a). Combine multiple tourism products to reduce seasonal differences in snow fields

The ski resort can combine ice and snow tourism with hot spring tourism to form a “ski + hot spring” mode, creating a “white” leisure holiday enjoyment, integrating fitness, leisure and entertainment, enhancing national characteristics and ice and snow culture. As a hot spring province, Heilongjiang Province is mainly composed of sulfur hot springs, with high quality and numerous quantity. By combining high-quality hot spring resources with ice and snow tourism, it creates a snow and ice tourism that combines the characteristics of Heilongjiang Province and hot springs, making people in the snow and ice. After the experience, you can enjoy the warmth brought by the hot springs in the winter. In summer, you can learn from the Japanese White Horse Wulong Ski Resort to create an alpine botanical garden. In conjunction with the National Forest Park, you can attract tourists by theme tourism such as flower appreciation and mountain photography. You can also use the snow field as a sports base to provide mountaineering exercises for group customers. , extended training, orienteering, group walking and other travel projects. In addition, the ski resorts are generally built in beautiful and beautiful scenery, away from the city for a holiday, in order to make up for the seasonality of snow sports, the ski resort can make full use of the advantages of the geographical environment, actively carry out summer leisure vacations, can be in the snow field Around the development of some camping camps to meet the tourists' pursuit of nature, return to the true inner desire, especially for young people and parent-child tourists have greater market demand.

(b). Develop ice and snow infrastructure to show the characteristics of ice and snow tourism

The development of tourism resources requires the support of a sound infrastructure, and the satisfaction of visitors' experience is closely related to the improvement of infrastructure. Incorporating ice and snow elements on the basis of infrastructure development, in addition to the basic functions, it also becomes a unique ice and snow tourism product that can fully display the characteristics of ice and snow tourism. For example, since skiing is a labor-intensive exercise, it is generally suitable for women to ski between 1-2 hours, and men's skiing time is between 2-4 hours, which requires an open view in the snow field. Tea kiosks or water bars allow visitors to enjoy the snow and other people's skiing while resting. In the construction process, you can learn from the ski resorts in Finland, use ice and snow to create ice and snow bars, ice and snow castles and other facilities that use ice and snow. Tables and wine glasses can be made with ice sculptures. This not only enriches the basic service facilities of the ski resort, but also provides visitors with a novel ice and snow tourism experience. It also shows the characteristics of ice and snow tourism and forms a differentiated product project with its own characteristics. In addition, discarded snowboarding equipment, snow poles and other ice and snow equipment products can also be reused, used in landscape design, not only in line with the sustainable development of the ski resort, but also fully demonstrate the snow and ice features of the ski resort.

(c). Rationally plan the spatial layout to create a snow and ice project partition

Based on the experience of many experts and scholars and their own analysis, the ice and snow tourism products are roughly divided into three categories: one is sightseeing ice and snow tourism products, such as ice and snow, snow and ice, snow and ice events, etc. Activities; the second is the experience of ice and snow tourism products, to participate in skiing and skating sports-oriented leisure and entertainment with sports nature; the third is the festival-type ice and snow tourism products, using specific festival elements to carry out the activities of ice and snow tourism projects.

According to the classification of ice and snow tourism products, the whole ski area can be divided into two parts, one is the snow and ice landscape viewing area with open view, and the other is the sports and leisure area with ice project and snow sports. In the sports and leisure area, according to the actual situation, it is divided into ski area, skating area, ice and snow park area, Olympic project experience area and other areas. The skiing area and the skating area mainly rely on snow and ice trails for regular ski skating; the snow park area is mainly built for children groups and parent-child groups, providing some snow-skiing activities and parent-child projects to experience different ice and snow fun; Olympic Games The project experience area mainly includes some winter Olympics projects, such as ice hockey, curling, speed skating, ice ballet, ice sail, etc., which allows visitors to experience the Winter Olympics culture, which also responds to Beijing 2022 Winter Olympics. The meeting will be held. In addition, the ski resort can also invite some Olympic athletes to hold events to allow visitors to interact with the Olympic athletes. In this area, the Olympic Cultural Wall can be set up to show the development and achievements of previous Winter Olympic Games to tourists. The connotation of ice and snow culture.

5. Conclusion

Taking the ski resort of Heilongjiang Province as an example, this paper analyzes the current situation of ice and snow tourism products to reveal its existing problems, and proposes corresponding development countermeasures. The research results show that: (A). In recent years, the development of ice and snow tourism in the ski resorts in Heilongjiang Province has been accelerating, and the economic benefits of winter tourism have continued to grow rapidly. The ice and snow industry has begun to take shape. (B). Develop and improve countermeasures against the above problems: (a). Deeply excavate ice and snow culture and innovate ice and snow landscape products; (b). Rationally divide the market and create multi-tourism products; (c). Incorporate specific festival elements to develop ice and snow festival products; (d). Combine multiple tourism products to reduce seasonal differences in snow fields; (e). Develop ice and snow infrastructure to show the characteristics of ice and snow tourism; (f). Rationally plan the spatial layout to create a snow and ice project partition.

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