

A Strategic Study on the Sustainable Development of China's Sports and Ice Tourism Industry

Wang Sen^{1,a,*}, Wang Han^{2,b}

¹Physical Education Department, Northeastern University, Shenyang, Liaoning, 110819, China

²College of Physical Education and Health, Hebei Normal University of Science & Technology, Qinhuangdao, Hebei, 066000, China

^awangsen9957@163.com, ^b839143158@qq.com

*Corresponding author

Abstract: *With the rapid growth of society and economy, people's living standards are gradually improving. At the same time, due to global warming and environmental pollution, people are becoming more and more concerned about their health and environmental protection. Especially in recent years, winter sports have been rapidly popularized and promoted in China, and become an important activity loved by the general public. As one of the winter sports, ice sports, with its unique charm, attracts more and more people to participate in it, which promotes the rapid development of sports and snow tourism in China. However, we must be soberly aware that although China's sports and snow tourism has made great progress, it is still in its initial stage and there are many problems that need to be solved. This paper provides an in-depth analysis of the sports and snow tourism industry from the theoretical level, aiming to explore a sustainable development path for the sports and snow tourism industry that suits the actual situation in China.*

Keywords: *Frontiers of sports research, Sports and snow tourism industry, Sustainable development*

1. Introduction

In China, the sports ice and snow tourism industry is widely regarded as a modern service industry with the theme of ice and snow sports, integrating fitness and leisure, culture and entertainment functions. At the same time, it is also one of the important forces to promote the coordinated development of regional economy and society, promote employment growth and enhance people's quality of life. However, due to the lack of unified planning and management, coupled with fierce market competition and other factors, China's sports and snow tourism industry is still facing many challenges and difficulties. In response to these problems, scholars have proposed many solutions. Among them, the most representative ideas include: strengthen policy guidance and support efforts; promoting resource integration and optimal allocation; focus on scientific and technological innovation and talent training, etc. In addition, there are some new ideas and methods worthy of attention, such as cross-border cooperation, brand marketing, intelligent management, etc. These theoretical results not only help guide the practical work, but also provide useful inspiration and reference basis for the sustainable development of China's sports and ice tourism industry[1].

2. The Current Situation of the Development of China's Ice and Snow Market and Related Industries

The current situation of the development of China's ice and snow market and related industries. In recent years, China's ice and snow tourism industry has entered a period of rapid growth. According to statistics, by the end of 2019, there were 657 ski resorts in China, including more than 800 indoor and outdoor skating halls; the total number of snow parks reached 1,140, nearly 200 new ones compared with the previous year. Meanwhile, winter projects represented by ice hockey and speed skating have also received widespread attention and support. Under the support of national policies, various places have launched ice and snow events with local characteristics, such as the Northeast's "Enjoy Ice and Snow" series of activities, North China's "Beijing-Tianjin-Hebei Ice and Snow Carnival" and so on. These initiatives not only enrich people's spare time, promote the prosperity of the local economy and social and cultural undertakings, but also effectively promote the upgrading of the ice and snow

tourism industry. Statistics on snow and ice tourism arrivals in China from 2016-2022 are shown in Figure 1. However, at present, China's ice and snow tourism industry still has some problems that need to be solved. First is the lack of infrastructure construction, some regions, especially in the western region of the traffic, communications, water supply and power supply infrastructure is still relatively weak, which brings great inconvenience to the tourists' travel. Secondly, the shortage of talent is prominent, especially the lack of both business management and professional skills of the composite talent. In addition, because the ice and snow sports itself is a high-risk competitive sports, coupled with the natural environment is harsh, the security risks, so how to protect the safety of consumers' personal property has become a problem that can not be ignored. Finally, most of the domestic ice and snow tourism scenic area is still in the primary stage, the product is single, homogenization is serious, it is difficult to meet the needs of different levels of tourists, resulting in poor consumer experience, which restricts the healthy and orderly development of the industry[2].

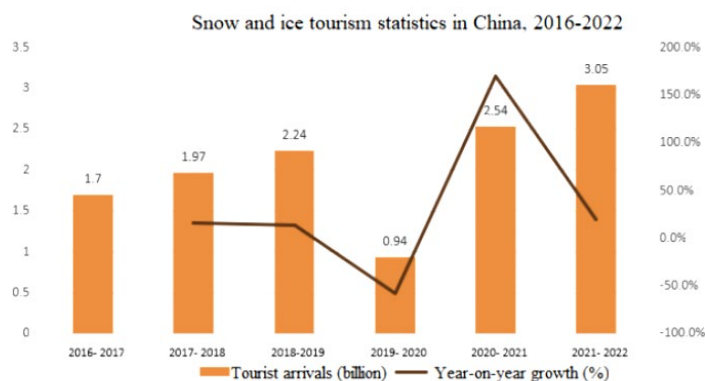


Figure 1: Snow and ice tourism attendance statistics in China, 2016-2022.

3. Problems in the Development of China's Snow and Ice Market and Related Industries

3.1. Lack of Total Development Rules and Policy Guidance for the Ice and Snow Market

At present, there is no complete system about the management, operation and safety of ice and snow sports at home and abroad. At the national level, although a series of documents have been issued to regulate the development of the ice and snow industry, such as the "National Winter Project Competition Management Measures", these documents do not involve specific implementation details and regulatory measures, making it difficult to implement them in the actual operation process. In addition, due to the lack of unified planning and guidance, the degree of development of ice and snow resources varies among regions, resulting in a serious imbalance between regional supply and demand. At the same time, some regional governments focus too much on economic benefits and neglect ecological environment construction, resulting in excessive commercialization, destruction of natural landscape and other negative consequences. Therefore, in order to promote the healthy and orderly development of China's ice and snow tourism, it is necessary to establish a comprehensive system of laws and regulations and supervision mechanisms to strengthen institutional safeguards[3].

3.2. Snow and Ice Market and Industry Development is not Coordinated

At present, domestic and foreign ice and snow tourism has formed a certain scale. However, there are still many shortcomings in the actual operation process. For example, in some areas, the construction of ice and snow facilities is not perfect, the quality of service is not high, which restricts the further development of local ice and snow tourism. At the same time, the lack of professional talents and the application of advanced technology means that the ice and snow sports projects cannot be better promoted and popularized. In addition, snow and ice tourism product monolithic phenomenon is also relatively serious, most scenic spots only provide simple sightseeing activities, and the price is relatively high, it is difficult to meet the diversified needs of tourists. These factors together make the ice and snow tourism industry in China's overall development level is still in a relatively primary stage. For the above problems, we need to take a series of measures to solve. Firstly, strengthen infrastructure construction, improve the safety performance and service quality of ice and snow facilities, and provide more comfortable and convenient tourism conditions for tourists; Secondly, focus on cultivating

professional talents, introducing advanced foreign experience, and improving the quality of employees in the entire industry based on local innovation situations; Develop more regional characteristic ice and snow tourism products again to meet the needs of consumers at all levels; Finally, we need to strengthen publicity to make more and more people aware of the new leisure method of ice and snow tourism, in order to promote the development of the ice and snow tourism industry to a higher level.

3.3. The "Ice and Snow Economy" Marketing Concept is Weak

With the continuous development of social economy, people's living standards gradually improve, the concept of consumption has also undergone great changes. In this context, ice and snow tourism as a new service industry has been developed rapidly. However, due to the lack of scientific and reasonable marketing tools and correct brand positioning and other reasons, resulting in many regions of the ice and snow tourism projects appear serious homogenization phenomenon, this phenomenon will not only make consumers produce aesthetic fatigue, but also affect the healthy and orderly development of the industry as a whole. Therefore, how to establish a distinctive, unique and core competitiveness of the brand image has become one of the important issues facing the current ice and snow tourism enterprises. In addition, some ice and snow tourism scenic spots also have management chaos, information asymmetry and other problems, which have restricted the further development and growth of the ice and snow tourism industry[4].

3.4. The Management System of the Ice and Snow Industry is not Perfect

At present, within the field of ice and snow sports in China, there is a lack of a sound and scientific management system. This is mainly manifested in the following aspects: first, unclear power and responsibility between government departments, resulting in unreasonable resource allocation; second, the role of intermediary organizations such as industry associations is not fully played, unable to effectively coordinate the interests of various parties; Third, the lack of standardized business consciousness of enterprises themselves, did not form a complete operating model. All these factors have restricted the rapid and healthy development of China's ice and snow industry. Therefore, the establishment of a sound ice and snow industry management mechanism has become an urgent task. Only by strengthening the policy guidance and support efforts, and constantly optimize the business environment, can we promote China's ice and snow industry towards a more orderly and stable direction.

4. China's Ice and Snow Sports Tourism Industry Development Measures

4.1. Strengthen the Reform of the Management System, Market-oriented, with Enterprises as the Main Body of Science and Planning

In the context of the current new era, we need to change the government-led to a diversified body. First of all, we should give full play to the guiding role of national policies, through the introduction of relevant policies and regulations to regulate and protect the healthy and orderly development of ice and snow sports tourism. The second is to establish and improve the ice and snow sports tourism industry association organization, improve the quality level of practitioners and enhance industry self-discipline. At the same time, should also actively encourage social capital to enter the field of ice and snow sports tourism, the formation of multi-channel, multi-level investment system. In addition, we should adhere to the "import" and "go out" combination of policy, increase foreign exchanges, learning from foreign advanced experience, and constantly improve their core competitiveness. Finally, we should focus on scientific and technological innovation, the use of modern information technology means to promote the digital transformation and upgrading of the ice and snow sports tourism industry, so as to achieve the goal of resource sharing, data interoperability[5].

4.2. Improve the Relevant System of China's Ice and Snow Market

In the current social context, as people's living standards continue to improve and consumer attitudes gradually change, the public's enthusiasm for participating in ice and snow sports is also increasing. Therefore, the government should increase investment, actively cultivate the ice and snow sports market, while introducing a series of preferential policies to attract more people to participate in ice and snow sports. In addition, it is also necessary to strengthen the construction, maintenance and

management of ice and snow facilities to provide better ice and snow sports venues and conditions for the general public. In addition, in order to promote the rapid and healthy development of China's ice and snow sports tourism, it is necessary to establish and improve the corresponding legal and regulatory system. At present, the state has promulgated the "Law of the People's Republic of China on the Protection of Public Cultural Services" and many other policies and regulations related to cultural undertakings, but there are still relatively few policies and regulations for this field of ice and snow sports tourism. Therefore, government departments should accelerate the development and implementation of standards and regulatory measures for the ice and snow sports tourism industry to ensure that the entire industry can move forward in an orderly and stable manner[6].

4.3. Vigorously Develop the Propaganda of Snow and Ice Activities in China

As the social economy continues to grow rapidly, people's living standards are gradually improving. At the same time, people's consumption concepts and methods have also undergone great changes. Nowadays, more and more people begin to pay attention to the concept of health, green and environmental protection. Therefore, in order to meet the growing needs of the general public, we need to make more efforts to promote ice and snow sports, so that more people can participate in ice and snow sports. In addition, it can be widely disseminated through various media means, such as television broadcast, live webcast, etc., so that the people can know and understand the ice and snow sports program more comprehensively. In addition, government departments should strengthen the support and guidance for ice and snow sports, formulate relevant policies and measures, and encourage enterprises to invest in the construction of ice skating rinks, snow sports venues, as well as facilities and equipment such as curling and ice hockey. At the same time, all kinds of ice and snow events should be actively carried out to attract more people to participate in them and promote the popularity and development of ice and snow sports. In addition, it is also necessary to establish and improve the training system of ice and snow talents, strengthen the training work of professional and technical personnel, improve the business quality of coaches and service quality, so as to enhance the overall image and competitiveness of the whole industry.

4.4. Accelerate the Training of Relevant Talents and Improve the Diversified Service System

In the field of ice and snow sports tourism, strong professionalism and high technical requirements are its outstanding characteristics. Therefore, a team of practitioners with high technical level and rich practical experience needs to be established. First of all, we should strengthen the training work of the existing personnel and improve their comprehensive quality by organizing business learning and job training; at the same time, we should also actively introduce a number of high-level management and scientific research talents to inject new vitality into the enterprise. In addition, it is also necessary to further improve the construction of ice and snow sports venues and facilities, and improve the quality and quantity of venues to meet the growing demand for fitness. Finally, a diversified service guarantee mechanism led by the government and participated by social forces should be built out to provide a full range of quality services to enhance consumer satisfaction and loyalty.

5. Sports Research Frontier on the Sustainable Development of China's Sports Ice and Snow Tourism Industry Strategic Path

5.1. Guided by the Scientific Concept of Development, Build a Strategic Goal of Sustainable Development of Sports and Snow Tourism Industry

In the context of the current rapid economic and social development and people's living standards continue to improve, people for health, recreation and other aspects of a higher level of demand. As an emerging sport, ice and snow sports are loved by the masses for their unique charm, and have also become one of the important platforms for competitive exchanges among countries. In China, with the implementation of the "North Ice South Exhibition" project and the successful bid for the Beijing Winter Olympics, various regions have actively responded to the national policy and vigorously promoted the popularization and promotion of ice and snow sports, which has led to the rapid development of ice and snow tourism. However, this is not matched by the fact that China's ice and snow tourism industry is still in its infancy and there are many problems that need to be solved. Therefore, from the macro level, to develop a reasonable and feasible strategic planning, clear sports ice and snow tourism industry sustainable development of strategic objectives is of great significance.

First of all, we should adhere to the people-oriented concept, put meeting consumer needs in the first place, focus on improving service quality, strengthen brand building, create special products and enhance market competitiveness. Secondly, the government should increase support, through tax incentives, financial subsidies and other ways to encourage enterprises to technological innovation and equipment updates, to promote the ice and snow tourism industry to scale, intensive development direction. In addition, it is necessary to establish and improve the relevant laws and regulations system, regulate the market order, protect the legitimate rights and interests of tourists, and promote the benign cycle of industry development. Finally, it is necessary to strengthen international cooperation, learn from advanced foreign experience, the introduction of high-end talent, training professional talent team, and jointly promote China's sports ice and snow tourism industry to a new level.

5.2. Innovation-driven Construction of Sports, Ice and Snow Tourism Industry as the Driving Force for the Sustainable Development of Strategic Content

In the current situation, with the continuous improvement of people's living standards and changes in consumption concepts, the public's demand for health, leisure, and entertainment is also growing. Therefore, in order to achieve sustainable development of sports and snow tourism, it is necessary to think and analyze from multiple perspectives. Firstly, it is the innovation of product development, by introducing advanced technological means and combining with the characteristics of local cultural resources, to create high-quality ice and snow tourism products with differentiated competitive advantages; Secondly, innovation in marketing models can be achieved by utilizing internet platforms to expand promotion, utilizing diversified sales channels such as online and offline integration, and collaborating with relevant industries to increase revenue sources; Thirdly, it is about innovation in management and operation, strengthening talent training and introduction, improving service quality, and enhancing consumer experience; Finally, policy support for innovation, strengthening talent training and introduction, improving service quality, and enhancing consumer experience; Finally, policies support innovation, and the government should formulate corresponding preferential policies or provide financial support to encourage enterprises to increase research and development investment and actively participate in international market competition.

5.3. With Talent Training as the Core, Build a Strategic Way for the Sustainable Development of Sports and Snow Tourism Industry

With the rapid development of social economy, people's living standards gradually improve, more and more people participate in sports. In this context, the sports tourism industry has also been rapidly developed and expanded. However, due to the lack of professional and high quality practitioners, there are many problems in China's sports and snow tourism industry, such as poor service quality and chaotic management. Therefore, achieve the sustainable development of the sports ice and snow tourism industry, it is necessary to strengthen the training of talents in related fields. Specifically, we should start from the following aspects: First, we should improve the comprehensive quality of existing practitioners by offering professional courses in sports and snow tourism or organizing vocational training courses; second, we should increase the introduction of high-level talents and attract more industry experts with rich experience and advanced knowledge to join the field; third, we should actively carry out international cooperation and exchange activities to learn from foreign excellent management concepts and technical means, and apply them to the actual situation in China. Only in this way can gradually establish a sports ice and snow tourism industry team to adapt to market demand, with strong competitive strength, so as to promote the whole industry to a higher level.

5.4. With Cultural Heritage as the Soul, Build a Strategic Guarantee for the Sustainable Development of Sports and Snow Tourism Industry

In the context of globalization and market economy, sports as an important social and cultural phenomenon, not only has fitness, entertainment and other functions, but also carries a rich history, humanities, art and other values. Therefore, in a sense, sports is the embodiment of the soft power of a country or region. In China, with the continuous improvement of people's living standard and the enhancement of national health awareness, participation in sports and watching sports competitions have become one of the important components of people's daily leisure activities. At the same time, due to the successful bid for the Beijing Winter Olympics, a wave of ice and snow fever has been set off across the country, which also makes the connection between sports and ice and snow tourism even closer. However, at present, China's sports and ice tourism industry is still in its infancy, and there are

many problems that need to be solved. One of the most prominent is the lack of cultural connotation support, resulting in serious homogenization of products, it is difficult to form a brand effect. Therefore, achieve the sustainable development of the sports and snow tourism industry, it must be considered in the overall cultural ecosystem, through the excavation of regional characteristics of cultural resources, to create high-quality events and tourism routes rich in cultural heritage, enhance the value of consumer experience and loyalty. In addition, it should also strengthen foreign exchanges and cooperation, learn from international advanced experience, introduce high-quality talents, promote scientific and technological innovation, promote management standardization, establish a sound system of relevant laws and regulations, create a good policy environment and market order, and provide a solid institutional guarantee for the sports ice and snow tourism industry.

6. Conclusion

Through the study of this paper, we found that the current domestic and foreign research on sports and ice tourism industry is relatively rich. But there are certain shortcomings in the research method, need to further improve. (2) From the research hotspots, scholars mainly focus on "ice and snow sports", "ice and snow tourism resources development and utilization" and "ice and snow event economy" and other directions for In-depth discussion. At the same time, some scholars have begun to focus on the field of "intelligent snow and ice", which provides new ideas for future research in this field. (3) From the research trend, as people's living standards continue to improve and health awareness gradually enhance, coupled with increased policy support, the ice and snow tourism industry will usher in a broader prospect of development. Therefore, the research and development innovation of relevant technical means should be strengthened in the future to improve its service quality and user experience. (4) From the research content, the current scholars mainly focus on the current situation of ice and snow tourism industry and its influencing factors, ice and snow tourism market demand characteristics, ice and snow tourism product system construction, ice and snow tourism brand construction strategy and other issues to discuss. In addition, there are a few scholars focus on the integration and interaction between the ice and snow tourism industry and other industries to explore.

References

- [1] Angela Magnanini. *Integrated Football: A New Frontier of Sport for All to Change the Attitudes* [J]. *Uluslararası Kültürel ve Sosyal Araştırmalar Dergisi (UKSAD)*, 2017(1):55-58.
- [2] Du Hongbo, Sun Weibo, Jiao Yufeng, Li Jialin, Liu Lei. *Countermeasures for the Development of Data Integration of the Internet Ice and Snow Tourism Industry under the Background of Artificial Intelligence*. [J]. *Applied bionics and biomechanics*, 2022:88-90.
- [3] Chang X, Gao W. *Research on the Development Strategy of Ice-Snow Tourism Industry in Arctic Village, Mohe County from the Perspective of Industry Integration*[C]//Wuhan Zhicheng Times Cultural Development Co. , Ltd. . *Proceedings of 2020 International Conference on the Frontiers of Innovative Economics and Management (FIEM 2020)*. BCP, 2020:348-351.
- [4] E. Cristobal-Fransi, N. Daries-Ramon, E. Mariné-Roig, E. Martin-Fuentes. *Implementation of Web 2. 0 in the snow tourism industry: Analysis of the online presence and e-commerce of ski resorts* [J]. *Spanish Journal of Marketing - ESIC*, 2017(2):21-25.
- [5] Yang Hui. *Research on the Integrated Development Mode of Ice and Snow Tourism Industry and Cultural Industry in Jilin Province* [P]. *2020 4th International Conference on Economics, Management Engineering and Education Technology*, 2020:33-36.
- [6] Qi D. *Countermeasure Research on Ice and Snow Tourism Industry Problems in Heilongjiang Province Based on Comparative Advantage*[C]//Institute of Management Science and Industrial Engineering. *Proceedings of 2019 9th International Conference on Information and Social Science (ICISS 2019)*. Francis Academic Press, 2019:59-63.