

Research on the Problems and Countermeasures of Ice and Snow Sports Tourism Resources in Daqing

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Abstract: *This article analyzes the development of ice and snow sports tourism resources in Daqing, providing a reference basis for the development of the sports tourism market in Daqing. It is believed that the management of the ice and snow sports tourism market is not standardized. There is a shortage of professional talents in ice and snow sports tourism and insufficient publicity and promotion efforts. This paper suggest to strengthen the government's guidance function, establish and improve the management mechanism of ice and snow tourism, accelerate the construction of professional talent teams for ice and snow sports tourism, increase publicity and momentum, establish brand image and highlight product features.*

Keywords: *Ice and Snow Sports Tourism Resources; the Problems and Measures; Daqing*

1. Introduction

Daqing is located in the central part of the Songnen Plain and the western part of Heilongjiang Province. It is known as the city of hundreds of lakes, the town of hot springs, and the capital of oil. At present, there are 57 tourist attractions of 2A level in the city, and 15 well-known tourist attractions in China. These abundant natural resources provide inherent conditions for the development of ice and snow sports tourism. In addition, Durbert Autonomous County in Daqing is also home to Mongolian people, who ride horses, hunt, and fight on the grasslands. The Nadam Festival, the Horse Milk Festival, the Lantern Festival, and other activities also provide rich cultural resources. The numerous cultural and natural landscapes are the advantages of the development of ice and snow sports tourism in Daqing. Taking advantage of the opportunity proposed by the State Council in 2014 to revitalize the old industrial base in Northeast China, efforts are being made to develop ice and snow sports tourism brands and projects with Daqing characteristics, in order to promote the rapid development of Daqing's ice and snow sports industry and make greater contributions to the economic transformation of Daqing [1].

2. The Development Status of Ice and Snow Sports Tourism in Daqing

2.1 Current Situation of Ice and Snow Sports Tourism Resources in Daqing

2.1.1 Natural Resources

As one of the excellent tourist cities in China, Daqing has very unique tourism resources, attracting a large number of domestic and foreign tourists to come here for sightseeing. Touring the characteristic industrial city of Daqing, tourists can say that this trip is worthwhile. there are magical natural scenery and natural landscape tours, magical wetland landscapes, allowing you to have zero distance contact with nature, experience the ecological atmosphere. It contains the rich history of Daqing petroleum culture and Daqing Iron Man spirit and makes you feel the patriotic spirit of Iron Man Wang Jinxi and the inheritance of Iron Man spirit. There is a popular hot spring hometown among tourists, allowing you to soak in hot springs on the ground in You cheng with a unique flavor.

In addition, Daqing has unique geographical and climatic advantages, as well as abundant ice and snow sports tourism resources. Its winter climate is relatively low, with stable snow cover and good snow quality. The snow period can reach 60-80 days, creating conditions for natural ski resorts and various ice and snow parks. Such ice and snow resources also add the finishing touch to the hometown of hot springs, making snow hot springs the most eye-catching place to soak in hot springs in Daqing.

At the same time, Daqing has numerous lakes and vast public water areas, creating favorable conditions for the construction of natural ice rinks and ice parks.

2.1.2 Humanistic Resources

Heilongjiang is a gathering place for many ethnic minorities, and Daqing, as one of the main cities in Heilongjiang Province, is also home to many ethnic minorities. Among them, there are more than 1000 people, including the Manchu, Mongolian, Korean, Hui, and Xibe ethnic groups. The existence of these ethnic minorities has added a rich and colorful touch to the cultural resources of Daqing. These ethnic minorities all have unique ice and snow sports activities. The Mongolian people who live in Durbert Mongolian Autonomous County and are good at riding, shooting, and hunting; the Manchu and Xibe ethnic groups are good at ice skating; the Korean people love football. There are various types of winter sports activities in Daqing, such as winter fishing, snow football, snow hot springs, grassland horse racing, water hunting, ice skating, and skiing. These cultural resources can be further developed into ice and snow sports tourism resources.

2.2 The Development Status of Ice and Snow Sports Tourism Projects in Daqing

2.2.1 Development of Fitness and Entertainment Projects

Ice and snow sports tourism projects integrate entertainment, leisure, fitness, and viewing, attracting people of all ages to participate. There are many types of ice and snow sports tourism projects currently being developed in Daqing, including fun skiing at the Feitian Ski Resort in Daqing, cableways, snow bikes, spinning bikes, etc. The Daqing Hongji Ski Resort offers various entertainment activities and facilities, including skiing, snow tires, and snow reality CS. There are snow plows, snow bicycles, snow motorcycles, cableways, snow tires, etc. at the Iron Man Park Ski Resort, skating, ice slides, children's drift bikes, snow motorcycle rings, snow spinning, snow rolling buckets at the Daqing Employee Ice and Snow Park, and enjoying ice sculptures, ice slides, ice caves, and pirate ship combination slides in the Land Lake Ice and Snow World. The existence of these winter sports and leisure venues provides a relaxed and entertaining entertainment environment for the people of Daqing and tourists who come to Daqing. It allows people to relax and integrate with ice and snow during their busy work, experiencing the joy brought by ice and snow, and allowing tourists from other places to fully experience the charm of winter ice and snow in Northeast China[2-3].

2.2.2 Development of Folk Characteristic Projects

Folk characteristic projects mainly refer to ice and snow sports projects in Daqing where various ethnic groups have their own unique living customs and traditional culture. The Mongolian people in Durbert Mongolian Autonomous County have winter sports such as ice hunting, ice winter fishing, and ice equestrian archery. The Manchu and Xibe ethnic groups organize various forms of winter sports such as skating and ice skating. The Korean ethnic group often organizes snow football in winter. The development and existence of these folk ice and snow sports projects with strong regional and ethnic characteristics not only enriches folk customs and sports, but also strengthens communication between different ethnic groups and stimulates the interest of tourists from other places to visit.

3. Factors Restricting the Development of Ice and Snow Sports Tourism in Daqing

3.1 Lack of the Standard Management of the Ice and Snow Sports Tourism Market

The development of winter ice and snow sports tourism projects is of utmost importance in the development of ice and snow tourism. With the successful bid for the 2022 Beijing Winter Olympics, more and more citizens of Daqing are investing in ice and snow sports, bringing a new peak to the ice and snow tourism industry in Daqing, and bringing unprecedented management pressure to ice and snow sports tourism venues. Due to the lack of a systematic and effective management system, the increasing number of tourists has exposed many problems in the operation and management of many ice and snow sports tourism venues. There is an overload of personnel in various business venues and attractions, which cannot effectively meet the needs of tourists and provide high-quality services. Even ski resorts, ice and snow parks, and hot springs blindly pursue profits and engage in low-priced competition. These all hinder the healthy development of the ice and snow sports tourism market, and there is an urgent need for an effective management method to address the current problems and improve the development of the ice and snow sports tourism market in Daqing.

3.2 Citizen's Lifestyle and Tourism Awareness

With the improvement of people's living standards, people have also begun to gradually change their way of life on the basis of pursuing clothing, food, housing, and transportation. Amateur leisure life has gradually enriched, and more and more people enjoy traveling. But most people's tourism is still relatively traditional, mainly focusing on historical attractions, natural scenery, civilized ancient cities, etc. They are not particularly familiar with the emerging ice and snow sports tourism in recent years. Like the citizens of Daqing, whose living standards have improved rapidly and their material lives are abundant, they are more inclined to go to the outside world, and broaden their horizons when pursuing quality of life. Especially, Daqing is located in Heilongjiang Province, which is rich in ice and snow resources, and is adjacent to the ice city of Harbin. It is attracted by the ice and snow in the ice city of Harbin, which limits the development of ice and snow sports tourism in Daqing.

3.3 Shortage of Professional Talents in Ice and Snow Sports Tourism

The success or failure of the development of sports tourism industry depends on a group of versatile talents who are both skilled in management, proficient in management, and highly professional. At present, there is a serious shortage of professional talents in ice and snow sports tourism in Daqing. The government and relevant departments have not formulated a complete talent training system and scientific management plans, resulting in an uneven educational, professional, and age structure of practitioners, which cannot provide strong guarantees for the ice and snow sports tourism market in Daqing. In addition, the development personnel of ice and snow sports tourism products lack cutting-edge ideological concepts, cannot actively update development concepts, cannot accurately grasp the psychological needs of ice and snow tourists, lack the ability to actively develop the market, and cannot contribute to the development of ice and snow sports tourism, seriously affecting the sustainable development of ice and snow sports tourism in Daqing.

3.4 Insufficient Publicity and Promotion Efforts

Ice and snow sports tourism belongs to an export-oriented industry with strong dependence on product promotion. In the past five years, Daqing City has achieved significant results through tourism promotion methods such as snow hot springs, big tourism, big marketing, and big development. However, in the fiercely competitive market, ice and snow sports tourism in Daqing still lacks popularity and influence nationwide. In terms of media promotion, product positioning, event promotion, creative promotion, etc., there is still insufficient awareness of promotion, single methods, and insufficient innovation, especially the lack of joint promotion, which leads to low attention and small impact on the appearance of tourist attractions.

3.5 Short Stay for Ice and Snow Tourists and Low Economic Benefits of Ice and Snow Tourism

Due to the low winter temperatures and limited ice and snow tourism projects in the north, ice and snow sports tourists generally stay in scenic areas for 3-5 hours. The economic benefits brought to ice and snow venues by the short stay of ice and snow tourists are limited. The economic benefits of most tourist attractions are driven by additional industries such as accommodation and catering. However, according to the actual situation in Daqing, the stay time of ice and snow tourists is short, and the basic economic benefits mostly come from ice and snow tourism projects[4-5].

4. Suggestions for promoting the sustainable development of ice and snow sports tourism in Daqing

4.1 Strengthen the Government's Guidance Function, Establish and Improve the Management Mechanism of Ice and Snow Tourism

The operation and management of the ice and snow sports tourism market in Daqing cannot be separated from the support and guidance of government departments. The current ice and snow sports tourism market in Daqing urgently needs the government to clarify its functions, strengthen macroeconomic regulation and professional management, and do a good job in guiding and regulating ice and snow sports tourism. Government departments should guide and protect the legitimate rights and interests of ice and snow consumers, while ensuring the normal operation of work in various ice

and snow venues. The government should also always follow and respond to the policies and guidelines of the National Tourism Administration's tourism industry, make a good plan for the future development of ice and snow sports tourism in Daqing, and pursue the sustainable development of ice and snow sports tourism in Daqing.

4.2 Accelerate the Construction of a Professional Talent Team for Ice and Snow Sports Tourism

In order to promote the rapid development of the ice and snow sports tourism market in Daqing, the problem of talent shortage in ice and snow sports tourism should be solved. With the aim of cultivating social talents through local higher education institutions, disciplines related to sports tourism should be added to universities to cultivate composite ice and snow sports tourism talents who are required to engage in ice and snow sports tourism work, especially advanced ice and snow sports tourism talents in product development. At the same time, travel agencies cooperate with universities to regularly hold training courses, increase professional training for employees, and improve the abilities, quality, and service level of workers. Alternatively, a group of young business elites can be selected to study in sports and tourism cities with good development, and a group of senior sports and tourism talents can be hired to work in our city at a high cost and build an excellent ice and snow sports and tourism team, in order to make the management of the ice and snow sports and tourism market in Daqing more scientific and standardized.

4.3 Increase the Publicity and the Publicity's efforts

As the second largest economic center in Longjiang, Daqing has a superior geographical location, which gives it great potential for growth in the ice and snow sports tourism market. Faced with the increasingly complex and ever-changing demand for ice and snow sports tourism, publicity and promotion are particularly important. Only by promoting comprehensively, from multiple angles, and through multiple channels, can the ice and snow sports tourism market in Daqing develop in an orderly and rapid manner. We should develop promotional strategies as soon as possible, strengthen cooperation and collaboration with neighboring cities and counties and the Northeast region, in order to expand the influence of Daqing's ice and snow sports tourism brand and market. By leveraging publicity and promotion to the source of the market, we have formed a tourism market network that is filled with new and colorful elements, mutually beneficial and win-win. For example, Daqing and Heilongjiang have jointly created winter themed hot spring tourism brands, opening up a new tourism landscape and forming a new pattern of winter themed hot spring tourism development that is mutually beneficial.

4.4 Establish brand image and highlight product features

The tourism industry has developed rapidly in the 21st century with an increasing number of tourist attractions available for tourists to choose from. The competition among tourist attractions has also become increasingly fierce. If tourists want to choose a certain tourist attraction instead of choosing a tourist attraction that can meet their own needs, they must firmly establish their brand image and highlight product characteristics. Tourism products are actually spiritual products, which have significant differences compared to traditional material production. Its product is a concrete form of material that is invisible and can be felt by the senses. It is abstract and mainly expressed in the form of human experience. Therefore, the popularity of tourism products is more inclined towards brand design and creativity. A scenic area without distinctive and holistic tourism image will not attract tourists for a long time and win in a fiercely competitive market. So, when designing and developing sports tourism resources, it is necessary to highlight characteristics, uniqueness, and attract attention in order to stand out in sharp contrast.

5. Conclusion

The development of ice and snow sports cannot be separated from the construction of ice and snow culture, which is the core driving force supporting the sustainable development of ice and snow sports. By fully and reasonably developing the ice and snow resources in Daqing, establishing a linkage mechanism of ice and snow tourism culture, creating a local ice and snow cultural brand with unique characteristics, and improving the infrastructure construction of ice and snow sports, we can meet the needs of the general public to strengthen themselves through ice and snow sports. The demand for

physical fitness promotes the development of the local ice and snow industry and enhances the influence of ice and snow sports in cities.

Acknowledgements

The paper was supported by “The Philosophy and Social Science Research Project in Daqing, Heilongjiang, China. (Grant No. DSGB2023071)”.

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