

Research on the Innovation of Marketing Model of Ice and Snow Sports Tourism Market in Heilongjiang Province under the Background of “Internet +”

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ABSTRACT. *Under the background of “Internet +”, the popularity and application of Internet terminals are constantly influencing and changing people's lives. As a lifestyle pursued by modern people, tourism is inevitably influenced by the information revolution. As a kind of tourism, ice and snow sports tourism is facing unprecedented opportunities and challenges. The project takes the marketing model of the ice and snow sports tourism in Heilongjiang Province as the research object, and studies its marketing model innovation under the background of “Internet +”. Based on the analysis of the current situation and integration of the ice and snow sports tourism market in Heilongjiang Province, the combination of qualitative analysis and quantitative analysis, theoretical analysis and empirical analysis, field investigation, expert consultation and other research methods are used to collect and sort out the snow sports in Heilongjiang Province. The market size, project and operation data, analyze the main problems in the marketing of ice and snow sports tourism in Heilongjiang Province, and put forward the marketing strategy of the ice and snow sports tourism in Heilongjiang Province under the background of “Internet +”, aiming to improve the snow sports in Heilongjiang Province. The competitiveness of the tourism market.*

KEYWORDS: *Internet +; Ice and snow sports tourism; Marketing model innovation*

1. The background of the development of ice and snow sports tourism in Heilongjiang Province

1.1 “Internet +” policy

“Internet+” is a new form and new format of the integration of Internet and traditional industries promoted by Innovation 2.0. It is the new normal of economic and social development driven by the evolution of Internet form driven by knowledge society innovation 2.0. It represents a new form of economic growth, that is, giving full play to the optimization and integration of the Internet in the

allocation of production factors, in-depth integration of Internet innovations into all areas of economic and social development, and enhancing the innovation and productivity of the real economy. A broader economic development model with Internet-based infrastructure and implementation tools. "Internet +" has become the "new engine" for China's economic transformation and upgrading, and is bringing new development opportunities to all walks of life.

1.2 The impact of "Internet +" on tourism

(1) For travel demanders-consumers. In the "Internet +" era, new concepts such as "Internet + Finance", "Internet + Medical", "Internet + Tourism" are emerging one after another, and a number of new star enterprises are emerging. These new industries and new enterprises are gradually changing people's lifestyles while driving employment growth and promoting economic transformation. In terms of tourism, consumers can check online, book flights, hotels, restaurants, etc. It can be said that consumers are aware of the convenience brought by "Internet +", while consumer behavior is undergoing subtle changes. According to the current domestic tourism industry, the OTA market share continues to grow. OTA, the online travel agency, can also be understood as a travel supermarket. Its appearance makes tourism information more symmetrical and provides consumers with more comprehensive information. It has changed the situation of making decisions through the information of travel agencies in the past, which also makes the demand for tourism consumers more and more diversified[1].

(2) For tourism providers - destinations and tourism companies. In the era of "Internet +", information sharing can be achieved. The consultation information of ice and snow sports tourism in the world will also realize resource sharing on the Internet. When consumers understand more, people's tourism consumption demand changes constantly, and proposes a higher level of demand for tourism destination. This requires tourism providers to improve the level of tourism products, increase supply channels, promote wider, and more convenient to spread; more needs tourism providers to conduct data-based analysis of consumer demand, continuous innovation, and optimize service delivery in the new era ability.

1.3 Opportunities and Challenges for the Development of Ice and Snow Sports Tourism in Heilongjiang Province

With the success of Beijing's application for the Winter Olympics in 2022 and the strategic goal proposed by General Secretary Xi, "300 million people on the ice and snow", China's ice and snow sports tourism industry will embark on the fast track of development, and the development of ice and snow sports tourism in Heilongjiang Province is in full swing. On the one hand, national policy support. The development of ice and snow sports tourism in Heilongjiang Province can actively respond to the strategy of popularizing the snow and ice movement proposed by the Party Central Committee, implement the strategic goal of "300 million people on ice and snow" proposed by General Secretary Xi, strongly popularize the national ice

and snow movement, and highlight the ecological civilization of economic development in the Northeast. Features. According to the pre-set strategic goal, the total size of China's ice and snow industry will reach 600 billion yuan by 2020, and the total size of China's ice and snow industry will reach 100 billion yuan by 2025. Therefore, Heilongjiang Province can take advantage of the golden development period of the national ice and snow industry development and the popularity of ice and snow sports to enhance the influence of ice and snow sports tourism in Heilongjiang Province. On the other hand, Heilongjiang Province is located at a high latitude, low temperature, and slow snow melting, so the snow period lasts for a long time, the snow quality is good, and the mountains in Heilongjiang Province are mostly north-south, and the winter is affected by the monsoon. Meet the water vapor from the ocean, so the amount of snow is large. Therefore, the superior natural geographical conditions make the Heilongjiang ice and snow resources very rich, not only suitable for holding ice and snow sports competitions, but also suitable for snow sports tourism and entertainment activities. In addition, Heilongjiang Province has more famous places such as Xuexiang, Yabuli, Sun Island, Central Avenue and many important historical and cultural landscapes. It is not only a paradise for snow sports enthusiasts, but also an ideal resort for tourism and vacation[2].

Although Heilongjiang Province has an unparalleled superiority in the development of the ice and snow sports tourism industry: good snow quality and long snow period. However, the demand and management of the ice and snow sports tourism market has strong seasonal and fragile characteristics. Due to the lag of the marketing model of the ice and snow sports tourism market in Heilongjiang Province in the context of the new era of "Internet +", the snow sports in Heilongjiang Province The development of the tourism industry has been hampered. Therefore, we should seize the potential and opportunities of the development of the ice and snow sports tourism industry market in Heilongjiang Province, and innovate the marketing road of the unique ice and snow sports tourism with Heilongjiang characteristics.

2. Analysis of the current situation of supply and demand in the ice and snow sports tourism market in Heilongjiang Province

2.1 Ice-snow sports tourism resources composition and product development

In terms of the composition of sports tourism resources, the winter ice and snow resources in Heilongjiang Province have unparalleled advantages in the country. The snowfall in the mountainous area is about 100~300 cm, and the skiing period is up to 4 months. At present, according to the information of the Heilongjiang Provincial Culture and Tourism Office in May 2018, Heilongjiang Province has more than 80 snow fields and 30 S-class ski resorts, including 4 S-class ski resorts and SS-level ski resorts. There are 6 SSS-class snow fields, 8 SSSS-class snow fields, and 4 SSSSS-level snow fields. Among the S-class and above ski resorts, there are 8 in Harbin, 4 in Yabuli Town of Shangzhi City, 4 in Yichun City, 3 in Mudanjiang City, Daxinganling City, Jiamusi City, Heihe City, Jixi City and Hegang City. City;

Qiqihar City; Qitaihe City has one each. It can be seen that the high-quality snow field resources in Heilongjiang Province are abundant, but there is a problem of uneven spatial distribution.

In terms of product development, Heilongjiang Province has successively held the 19th International Ski Festival, the World University Winter Games and other international-level large-scale ice and snow events, relying on its own advantages in ice and snow resources. In the skating sports, skiing, snow sports and other ice and snow sports, it is also constantly excavating. There are three famous skis from Harbin to Mudanjiang, Harbin to Yichun, Harbin to Daxing'anling, which make the Heilongjiang Province snow and ice sports tourism products rich and diverse. However, it is not difficult to see that the current development of ice and snow sports tourism products in Heilongjiang Province is in the stage of primary development. It is necessary to transform the ice and snow sports tourism products from "primary" to "intermediate" and from "hard development" to "soft development".

2.2 Analysis on the Competitive Environment of Ice and Snow Sports Tourism Market

Heilongjiang Province is located in the eastern part of Eurasia and northeastern China. It is cold and long in winter, with good ice quality and abundant snow. It has unique natural conditions for developing ice and snow tourism, especially the snow and ice festival in Harbin, the big world of ice and snow, and the Yabuli ski resort. It has become a brand of ice and snow tourism products at home and abroad. However, the advantages of ice and snow tourism in our province are not absolute, and it faces increasingly fierce market competition across the country. First, ice and snow resources are not unique to our province. There are snow and ice resources in the northwest, north and northeastern provinces, especially in North China. Although the quantity and quality of ice and snow resources are far less than that of Heilongjiang, it is located in the Central Plains and has convenient transportation and is closer. Beijing, Tianjin, Hebei and the southern provinces; Second, the existing ice and snow tourism products in our province are relatively mature, and the problems of slow development of new products and repeated construction of similar attractions are also common, while other provinces and cities are accelerating ice and snow. The process of tourism construction has caused some southern tourists to propose that "seeing ice skiing may not go to the ice city".

2.3 Characteristics of consumer demand for ice and snow sports tourism

According to the recovery of the questionnaire on the consumption status of consumers of ice and snow sports tourism in Heilongjiang Province, it is concluded that from the perspective of age structure, the main consumer groups of ice and snow sports tourism in Heilongjiang Province are young and middle-aged; relatively few elderly people over 50 years old. Because the snow sports are full of adventure and irritability, they are more favored by middle-aged people and young people.

Coupled with the cold winter in Heilongjiang Province, the travel of the elderly is limited to some extent. Therefore, in recent years, among the tourists in the ice and snow sports tourism in Heilongjiang Province, we can draw a group of young people, especially those who are more agile by the Internet, and are potential groups for ice and snow sports tourism consumption. In terms of gender composition, males are predominant and women are supplemented. This is mainly due to the fact that in the current state of development of ice and snow sports tourism products in Heilongjiang Province, skiing still dominates in ice and snow sports tourism, and its participation is mainly male. Therefore, it directly leads to a higher proportion of males and lower females. In terms of geographical composition, the proportion of non-local Chinese is the highest, followed by local people in Heilongjiang Province. The province's ice and snow sports tourism resources are unique and high in comparison with some provinces, but while attracting foreign tourists, they still cannot ignore the local consumers .

3. The problems in the marketing of ice and snow sports tourism in Heilongjiang Province

3.1 Ice and snow sports tourism product development in a low level

Heilongjiang's current market advantage of ice and snow sports tourism is weakened. In China, the northeast is in a monopoly position due to good snow quality, long snow period, abundant products and high market awareness. However, with the rise of Jilin Province, Heilongjiang Province is not unique in the Northeast; North China has a location close to the Beijing-Tianjin source market. Advantages, the northwest has the cultural advantage of the Western folk customs. Not only that, but all parts of the country are actively constructing an ice and snow tourism product system featuring sightseeing, sports, fitness, and local folklore. The scale of indoor ice and snow stadium construction is expanding from south to north. It can be seen that the homogenization competition of the ice and snow sports tourism products in Heilongjiang Province is fierce and the development level is low. There is no subdivision of the consumer market demand, and the development of special characteristic products is not enough. At present, it only stays in the competition of some events and ice sports clubs, which is different from other provinces and cities, and the product chain has a low degree of extension. For example, the ice and snow sports tourism routes of most travel agencies in Heilongjiang Province are packaged and sold, and there is a serious lack of development of different tourism product lines for different types of tourism consumers.

3.2 Ice and snow sports tourism high price, low cost performance

The high price of ice and snow sports tourism in Heilongjiang Province is mainly reflected in: high ticket fees and expensive ski equipment. In the peak season of some snow fields in Heilongjiang Province, skiing tickets can be as high as 200-300 hours. Compared with the official ticket sales of the Jilin Province North Lake Ski

Resort in the neighboring provinces, 120 yuan an hour, it can be said that the ticket set in our province is set to be high. We can see such a message on the travel stickers of the price of skiing ski equipment in Heilongjiang Province. "The ski gear is still suitable for yourself and be carefully slaughtered." From the side, it can directly reflect the unreasonable price of the snow rental price in Heilongjiang Province.

The low-cost performance of ice and snow sports tourism in Heilongjiang Province is mainly reflected in the obvious seasonal characteristics of ice and snow sports tourism in Heilongjiang Province. The peak season is short and the source of tourists is relatively concentrated. It exceeds the reception capacity of some tourism enterprises in Heilongjiang Province, which makes it impossible to increase effectively in a short time. The tourism supply, and thus the quality of tourism services will decline, so during this period, the cost of ice and snow sports tourism is high, and the service quality is low, which leads to the low cost performance of the ice and snow sports tourism in Heilongjiang Province[3].

3.3 Ice and snow sports tourism promotion is less

There are more than 80 snow farms in Heilongjiang Province, with an average annual reception of 80,000 people. Compared with 22 snow farms in Jilin Province, the average annual number of visitors is 20,000. The average annual number of receptions in 9 snow farms in Liaoning is 7. There are still big gaps between thousands of people. As early as in the "Eleventh Five-Year Plan" of tourism in Heilongjiang Province, Heilongjiang people loudly proposed: "To build Heilongjiang into a world ice and snow tourism center and a Chinese ski resort." However, from the current proportion of tourism data, it is not optimism. According to the survey, the festivals such as Heilongjiang International Ice and Snow Festival and Harbin Ice and Snow Festival are mostly TV propaganda or official propaganda. The propaganda channels are not novel enough, the public attention rate is low, the propaganda frequency is low, and the radiation range is small, resulting in less influence on activities. The ability to attract tourists is weak.

3.4 Ice and snow sports tourism sales place is single

The sales channels of ice and snow sports tourism are mostly the agent channels of offline travel agencies, and the development of Internet sales channels is insufficient, and no comprehensive online sales channels have been formed. There are some problems in the development of sales channels of the ice and snow sports tourism network in Heilongjiang Province, such as: scattered network resources, lack of rich website information, and weak tourism e-commerce functions. The website of the Ministry of Culture and Tourism of Heilongjiang Province is only an information publishing platform, and there are no other functions such as product reservation. At the same time, channel management is not centered on consumer demand, not only to do the sale of ice and snow sports tourism products, but also to provide high-quality after-sales service and quality assurance. In order to realize these intelligences, we must think about what consumers think, do what consumers

do, and spend more time understanding the needs of consumers, so as to design a channel that meets the needs of the consumer group of ice sports.

4. The Innovation Strategies of Marketing Model of Ice and Snow Sports Tourism in Heilongjiang Province under the background of Internet +

4.1 New tourism products under market segmentation

Utilize the Internet and big data to summarize the current market demand for ice and snow sports tourism consumers, and to segment the community preferences, and to provide tourism products after market segmentation. According to different market needs, we divide the consumers of ice and snow sports tourism into professional competitive and recreational sports. In the professional competitive market, we can clearly distinguish between two types of consumers. The first category is the participants of the ice and snow sports professional competition. For this group of people, we can carry out the “ice sports + tourism” line sales, let it Relax and relax after a professional competitive game. However, because of the professional sports athletes, the time is tight. We can launch travel route products on the return journey. For example: Yabuli - Xuexiang - Phoenix Mountain - Harbin's travel routes along the way. The second category is the onlookers of the professional sports economy of ice and snow. Such consumers are more like fans of stars, and they have a strong interest and great love around the ice sports stars. For such consumers, we should extend the product chain as much as possible, not only to create some ice and snow sports peripheral products, but also to launch such “wine and snow athletes develop” travel programs and travel routes for such consumers, such as: Visit the training base of professional ice and snow athletes; experience the training of professional ice and snow athletes, and so on. In the popular type, we can also divide consumers into two categories, one is fitness and entertainment, and such consumers are characterized by regular and frequent snow sports. For such consumers, we can carry out the Ice and Snow Sports Club, and regularly hold club networking activities and use the Internet to launch a WeChat public account or online forum on how to build a sports and sports body, to achieve community-based operations and help stabilize customers. source. The other type is casual sports. These consumers are characterized by occasional entertainment, skiing, and ice skating. Compared with such consumers, they are less interested in ice and snow sports, but they are still happy to feel the ice and snow culture. We can use this Internet to carry out the registration and collection of ice and snow sports fun competitions, such as winter catching festivals and high-altitude pole dancing, through the Internet, while selling such tourist products with strong ice and snow culture. Collecting, forming corresponding communities and conducting community-based operations.

4.2 Reduce the price of ice and snow sports tourism and improve the price

By means of the Internet, group purchase activities can be carried out on a

number of platforms, and the ticket thresholds for activities related to ice and snow sports can be appropriately reduced, and the rationalization and sharing of ski equipment can be realized, and the relevant experience tickets for the scenic spots can be rationalized and packaged. The timeliness of sports tourism products is relatively strong. Many events are once a year or even a few years. This requires sports and tourism product dealers to seize the opportunity to appropriately reduce product prices in the absence of exciting events to stimulate consumption and expand market share. At the same time, because ice and snow sports tourism is a relatively new thing for most consumers, there are many people who are basically aware of the knowledge of ice and snow sports or do not understand, so they need some professionals and The relevant service personnel help and provide them with some technical guidance and security protection explanations. Therefore, Heilongjiang Province can use the "Internet +" platform to open a public number for skiing, share video and video related to ski technology; shoot ice and snow creative interactive video, VLOG and so on. While improving the stickiness of ice and snow sports tourism consumers, it also optimizes the service quality. Through online interactive platform, we can more fully understand the needs of consumers and improve them, thus improving the cost performance of ice and snow sports tourism.

4.3 Create a unique ice and snow sports tourism IP

In the era of "Internet +", information sharing can be achieved, and the scope and intensity of information dissemination of ice and snow sports will affect people's demand for ice and snow sports tourism. From the PC to the Phone, from the computer website platform to the new era from the media. According to a white paper published by Peking University on April 18, 19, the daily use of mobile phones after the 95s was 8.33 hours, of which the social time was the longest, nearly 2 hours. After 95, I prefer the online social circle. The number of friends is 1.63 times that of the address book, and the average number of friends is about 240. Through the data, it can be concluded that the mobile phone has become an important source of information for some generations. Internet content is gradually shifting from PC-side web pages to mobile apps that have mushroomed. So, we have to take advantage of this feature and make a publicity on the corresponding mobile app. Such as: vibrato, micro-vision and many other young and middle-aged people's favorite app promotion.

Using the Internet + to vigorously promote related festivals, according to relevant data, the scale of China's ice and snow industry will reach 615.2 billion yuan in 2020, and the government's planning target of more than 600 billion yuan will be completed. By 2025, this number will exceed one trillion. With the support of this policy, the Heilongjiang ice and snow sports tourism market has broad prospects. Therefore, since the media is popular, Heilongjiang Province should combine its own advantages to shape the unique Heilongjiang Ice and Snow Sports Tourism IP. Combine the exciting outdoor skiing sports with a good holiday environment to further stimulate consumers' participation and experience enthusiasm, shape the unique ice and snow sports tourism IP of Heilongjiang, create

the characteristic ice and snow industry of Heilongjiang, and promote the development of ice and snow sports tourism resources in Heilongjiang Province. Deep development, and then obtain certain economic and social benefits. On the basis of traditional propaganda methods, we will continue to strengthen the propaganda role of new media, use new media to strengthen the guidance of winter sports, and pay attention to the two-way interaction between communicators and recipients. In the process of promoting winter sports science fitness knowledge, Encourage the participation of all the people in the winter sports, create a national fitness atmosphere, and enhance the participation of the whole people in winter sports.

4.4 Broaden sales places

Due to the continuous maturity of Internet technology, OTA has become a favorite way for travel consumers to travel. Online airfare, ticket purchases, and hotel styles can all be implemented on the Internet platform. At the same time, consumers can shop around to find the cheapest price; they can also get reviews from other consumers. The information you want. Therefore, in the context of the Internet becoming a habit of consumers year after year, the ice and snow sports tourism in Heilongjiang Province needs to expand the online and offline publicity channels. O2O (Online to offline) is a kind of connection between Internet sales and offline services. New way. Ice and snow sports travel suppliers sell their goods through the Internet, and sports tourists experience in real life. Such as: through the network live broadcast platform - "net red with goods." The core of O2O is to ensure the perfect connection between the Internet and the actual situation, and to achieve the high quality of sports tourism products in the eyes of dealers and in the actual experience of tourists.

Combine O2O with localized marketing channels, deepen the local market in Harbin, realize the accurate marketing of the Internet, effectively eliminate the information imbalance between producers and consumers, and make the service and quality of the ice and snow sports tourism industry in Heilongjiang Province practical. Sexual improvement.

5. Conclusion

In summary, China's ice and snow sports tourism market is entering a critical period. The ice and snow sports tourism in Heilongjiang Province has become an important industry to promote the economic development of Heilongjiang Province, and should not be underestimated. Therefore, we need to focus on the improvement and innovation of its marketing model strategy, which will promote the vigorous development of the Heilongjiang ice and snow sports tourism industry, and ultimately promote the sustainable and ecological development of Heilongjiang Province's economy.

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