

Discussion on the Development of National Fitness and Ice and Snow Sports

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ABSTRACT. *The current era is the era of knowledge economy, people's life concept and life requirements have undergone a significant change, more attention to the spiritual level of demand and quality of life to improve. Especially in terms of health, people pay more attention to health, and the development of harmony of nature and ecological sports makes the value of ice and snow sports more and more obvious. Compared with common summer sports, ice and snow sports are carried out in a special time, so how to create a new model of ice and snow sports under the requirement of national fitness has become a major problem in the research work.*

KEYWORDS: *National fitness, Snow sports, the development*

1. Introduction

During the period of the 13th five-year plan period, the country has significantly increased its attention to the snow and ice sports, and various regions are actively responding to the national development plan for the snow and ice sports (2016-2025). This shows that the development trend of the ice and snow movement in China is also towards the direction of full citizenship. China also successfully bid for the 2022 winter Olympics, hoping to vigorously promote the ice and snow culture and reach a new height of national construction.

2. Features of the Popularization of Ice and Snow Sports

2.1 Project Clustering

The popularity of ice and snow sports in recent years has made the world realize that China is an important market for ice and snow sports. At present, snow and ice sports have become one of the favorite sports events. The popularity of snow and ice sports in China is in a good situation, and many ski resorts have a relatively high reputation in the world. Under the new social background, the traditional advantageous sports have been constantly consolidated and strengthened, and the new ice and snow sports have been improved and optimized on the basis of the original ones. For example, sports events such as aerials chemistry and snowfall have emerged one after another, which not only realize the cluster development, but also meet the public's demand for physical fitness, so that people can relax themselves with sports activities in their spare time [1].

2.2 Diversified Project Organization

With the support of the sports bureau and other departments in northern China, the ice and snow market is at the leading level in China, and the number of mass skiers is also on the rise. For example, table 1 is the data of China's snow and ice tourism (from November 2018 to April 2019). (data source: big data report on China's snow and ice tourism consumption in 2019 jointly released by China tourism academy and ctrip big data)

Table 1 Cities and Consumption of Ice and Snow Tourism in China

Ranking	Departure city	Per capita consumption (yuan)
1	Guilin	7069
2	Yantai	5029
3	Zhuhai	4634
4	Shenzhen	4512
5	Wenzhou	4159

It can be seen from the data that China's snow and ice tourism industry has entered the fast track mode of development, and many of the cities of origin of snow and ice tourism are southern cities. The reason is that due to the climate problem in southern China, the local people have less access to snow and ice sports and are more inclined to participate in snow and ice sports through outdoor tourism. Take heilongjiang province as an example, the snow and ice industry in heilongjiang province includes various types of fitness, ski resort construction, ice and snow cultural activities, etc. In addition, there are more than 100 ski clubs and associations in heilongjiang province, with the participation of people from enterprises and institutions, commercial personnel, civil servants and the general public. The diversified project is organized in a simple way and meets the public's objective demand for the harmonious development of body and mind, which indicates that the future organizational management situation is bound to move towards the diversified and comprehensive development mode. It is worth mentioning that the number of ice and snow outbound tourism also has a significant trend of growth. Here are the top 10 overseas ice and snow destinations. (data source: big data report on China's snow and ice tourism consumption in 2019 jointly released by China tourism academy and ctrip big data)

Table 2 Ranking of Overseas Ice and Snow Tours

Ranking	Country (region)
1	Hokkaido, Japan
2	Interlaken, Switzerland
3	Reykjavik, Iceland
4	Helsinki, Finland
5	Lake Baikal, Russia
6	Rovaniemi, Finland
7	Alaska
8	Aomori, Japan
9	Stockholm, Sweden
10	Geneva, Switzerland

2.3 Ecological and Artistic Development

In contemporary society, ice and snow projects are no longer limited to the development of traditional sports projects, but focus on the perspective of cultural development and pursue the way of ecological and artistic development. Specifically, it emphasizes the harmonious development between man and nature, pursues the development of social ecological civilization, and emphasizes the value of physical fitness and environmental protection of ecological sports. In particular, with the popularization of the ice and snow sports, the green and ecological value of the ice and snow sports will also be fully exploited, so as to build cultural and artistic projects in the new era on this basis. Ice and snow culture has typical national and regional features, such as Harbin international ice and snow festival, Quebec winter carnival in Canada, Sapporo Snow Festival in Japan and so on. These ice and snow cultural projects can show the unique charm of ice and snow culture to the world, drive the demand for economic development and economic system reform in various aspects, and promote the all-round development of the local economy.

3. Problems in the Process of National Fitness and the Development of Ice and Snow Sports

In 2019, the general office of the CPC central committee and the general office of the state council issued the opinions on taking the 2022 Beijing winter Olympics as an opportunity to vigorously develop ice and snow sports, which set out new requirements for the development of ice and snow sports and the promotion of national fitness. In particular, the implementation of the strategy of "the south of north ice and the west and the east" has gradually brought regions outside the non-traditional provinces and cities of ice and snow into the ranks of the ice and snow movement. For example, the China cup of figure skating held in chongqing and the men's ice hockey qualification competition of Beijing winter Olympics held in hainan all indicate that the participation of ice and snow sports among audiences has been significantly increased. But we also need to correctly recognize that the development of ice and snow sports under the requirement of national fitness still faces practical problems and needs to be properly solved.

3.1 Market Operation

Whether a movement can realize the development of the whole people is closely related to the enthusiasm of

the masses and the number of participants. The current market operation mechanism of ice and snow events is not clear, and the public's understanding of high-end ice and snow events is not outstanding. In fact, many people's understanding of ice and snow sports is only limited to traditional skiing. In addition, they will not spend time and energy to participate in it, and they do not take ice and snow culture as an integral part of their daily sports life and fitness process. In order to promote the popularization of ice and snow sports, it is necessary to coordinate the industrial development requirements from the perspective of the development of mass sports, study the countermeasures for the development of ice and snow sports, and formulate the industrial development plan in line with the regional characteristics [2].

3.2 Planning of Snow and Ice Resources

There are still some management problems in the resource planning of ice and snow sports, and the current market supervision and the utilization of ice and snow resources need to be effectively solved. For example, whether the ice and snow facilities in some schools and skiing venues should be open to the public and optimize the utilization of facilities has not been clearly concluded, so as to obtain economic benefits on the basis of meeting the requirements of national fitness.

3.3 Industrial Chain Development

The ice and snow industry in heilongjiang and other regions of China has a certain reputation at home and abroad, but the market development process is still lack of reasonable Settings, failed to establish the image of ice and snow tourism with Chinese characteristics. In many areas of China, the infrastructure construction and service quality cannot reach the level required by the industry, which may restrict the popularity trend of the ice and snow sports to some extent.

4. Development Plan of Snow and Ice Sports under the Concept of National Fitness

In summary, the ice sports culture has a unique charm. We cannot watch it disappear in the long stream of the times. We should protect it and vigorously spread the cultural system. This has great significance in many ways. This article analyzes the ice and snow sports cultural communication, proposes a communication path based on the existing obstacles, and proposes a communication strategy suitable for the current era around the path. Through the strategy, a basically complete cultural communication route can be constructed to play a cultural role. The role of protecting and promoting cultural heritage.

4.1 Market Model of Coordinated Development

Under the requirement of the concept of national fitness, we can coordinate the development of competitive ice and snow sports and public ice and snow sports, link sports with education and culture, and increase the participation of the masses. According to the data results of China's snow and ice tourism consumption big data report (2019), the participation groups of China's snow and ice movement have changed significantly. For example, figure 1.

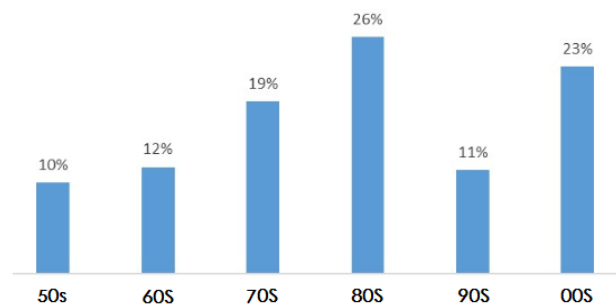


Fig.1 The Proportion of Participating Groups in Ice and Snow Sports in China

As can be seen from the figure, the overall number of the post-80s, post-90s and post-00s is relatively large, but the middle-aged and elderly people born in the 70s, 60s and even 50s all start to lag behind and even surpass the post-90s group in terms of the number of people. This shows that the development prospect of the ice and

snow market is good. Under the background of cultural integration, the sports level of personnel can be significantly improved. The content of mass sports culture can be deeply rooted in the people's hearts and regarded as the main project of national fitness to achieve a virtuous circle and reasonable development. If government departments can participate in the process of coordinated management and establish complete regulatory measures, the brand image of ice and snow sports can be improved, effective market operation mechanism can be built, and institutional and environmental protection can be provided for scientific development [3].

4.2 Give Play to the Advantages and Effectiveness of Snow and Ice Resources

Problems mentioned above of ice and snow resources efficiency directly affects the development of ice and snow sports as a result, the requirements and popularization of snow and ice, reasonably provide venues and facilities for the public, in a good regulatory requirements under the ice and snow more reasonable use of resources, can give full play to the advantages, to give ice and snow culture to the whole society, develop its fitness value and the economic and cultural value. As can be seen from the previous figure, the enthusiasm of middle-aged and elderly people to participate in fitness activities is getting higher and higher, which indicates that we should encourage more people to engage in ice and snow sports as a cause benefiting the public, so that every citizen can enjoy the pleasure and benefits of ice and snow sports [4].

4.3 Determine Industrial Chain Development Objectives

The development of the ice and snow sports needs to be led by the government departments to carry out management and development in a scientific way and put an end to repetitive and blind construction with a more standardized management system. To be specific, local governments in various regions should take the nationalization of the ice and snow movement as an important part of urban development planning, and create a good internal and external environment in terms of infrastructure construction, institutional guarantee and management measures. In this respect, we can refer to the advanced management experience at home and abroad, comprehensively enhance the competitiveness of China's snow and ice sports industry, to ensure the sound development. In heilongjiang province for example, in order to give a full play to the superiority of the ice and snow resources in heilongjiang province, the provincial sports bureau in adolescent ice response on the basis of the development of mass sports activity, to Harbin, qiqihar and Harbin, mudanjiang two snow sports line developed on the basis of Harbin - yichun and Harbin - jiamusi ice and snow sports, covers more than the province within the scope of the municipal, county region, vigorously promote the ice and snow culture products, promoting the construction of the industrial chain, the masses have more opportunities for participation. From the results, it not only promotes the economic growth in the region, but also promotes the cultural exchange, significantly improves the image of the city, and even promotes the sports industry in some regions to get in line with the international standard and establish a long-term operation mechanism.

5. Conclusion

From the strategic perspective of sports development, a reasonable development plan based on the objective law of the development of popular ice and snow sports can promote the cooperation, exchange and information sharing of ice and snow culture, build more colorful ice and snow sports and cultural theme projects, and enhance the participation of the public while enriching the connotation of sports. National fitness and lifelong sports are the inevitable trend of social development in the future. It is also of great practical significance to attach importance to the fitness value of ice and snow sports and improve the system requirements so as to promote the sustainable development of public health.

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