

Research on the Promoting Effect of Ice-snow Tourism on Regional Economic Development

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ABSTRACT. *With the improvement of living standards, the people have begun to pay attention to spiritual life while their material life has been satisfied. One of the leisure methods is tourism, so the tourism industry in China has also developed very rapidly. In recent years, the travel demand of the tourists has also been increasing, and the tourism is gradually transformed from single sightseeing and vacation-oriented tour to special tour. Ice-snow tourism is one of the newly developed tourism programs. As more and more people pursue health and ecological tourism, the ice-snow tourism program is expanded and developed rapidly. It can not only promote the development of tourism industry, but also promote the development of other related industries, which is important for promoting local economic growth and development.*

KEYWORDS: *Ice-snow tourism; Regional economy; Promotion*

1. Introduction

Ice and snow is one of the three recognized tourism resources in the world. Ice-snow tourism is an activity to relax the body and mind and strengthen the physical fitness. Integrating experience, fitness, entertainment and aesthetics, ice-snow travel is very popular with tourists. In a broad sense, ice-snow tourism mainly includes three parts: one is ice-snow sightseeing tourism (view snow mountains, snow sculptures, ice lanterns, etc.), the second is ice-snow sports tourism (such as skiing, skating, etc.), and the third is ice-snow entertainment tourism (such as ice sledge, dog sledding, etc.). At present, the ice-snow tourism is gradually developed from sightseeing type to participatory experience type. With strong seasonality and reusability of renewable resources, ice-snow tourism is increasingly popular with tourists and has become one of emerging tourism industries. Ice-snow tourism has also driven the development of transportation, accommodation, finance, construction, clothing and other industries, and has become an important growth point for the regional economy.

2. Development status of Ice-snow tourism at home and abroad

As an important part of the entire social and economic activities, Ice-snow tourism has had a major impact worldwide. At present, ice-snow tourism in the world has entered a stage of rapid development. In some countries with abundant ice-snow tourism resources, ice-snow tourism has formed a sound industrial system and become an important economic growth point of the country.

Since the 21st century, China's Ice-snow tourism has developed rapidly. Skiing tourism has become the main program of ice-snow tourism in China. At present, nearly 300 ski resorts have been built, with annual revenues of more than RMB 10 billion, bringing huge economic benefits to the development of ice-snow tourism. For example, ice sculpture, snow sculpture and skiing in Heilongjiang Province have great influence at home and abroad, and ice-snow tourism has become a new economic growth point of Heilongjiang Province. In recent years, emerging ice-snow tourist cities and tourist attractions, such as outskirts of Beijing, Sichuan and Xinjiang, have emerged in several major regions including North China, Northwest China, and Southwest China. These regions attach great importance to the ice-snow tourism industry, develop rapidly, and have brought new opportunities for the development of ice-snow tourism. Especially with the successful bid for the Beijing-Zhangjiakou Olympic Winter Games in China in 2022, ice-snow industry in China has ushered in the best opportunity for development[1]. At present, China's ice-snow sports industry has basically formed a new pattern of a northern ice-snow sports industrial zone starting from Xinjiang and connecting Beijing, Tianjin, Hebei and Northeast China.

3. Role of ice-snow tourism in regional economic development

3.1 Promote an increase in the proportion of regional tourism economy

As a popular leisure travel mode in the world, ice-snow tourism has been developed for hundreds of years in European and American countries, and developed for more than 50 years in Asian countries, such as Asia, Japan and South Korea. Ice-snow tourism and its affiliated industries are contributing more and more economic share to the economic output of the entire tourism industry. For example, the revenue of ice-snow tourism industry in the United States, Canada, France, etc. has accounted for a large proportion in GDP, ranking the top five in the gross national product. Although China is the largest primary market of ice-snow tourism in the world, the ice-snow tourism industry in China is also growing at a rate of 20%. However, compared with other industries, the economic contribution rate of ice-snow tourism is still relatively low. On the one hand, because China's ice-snow tourism industry is still in the early stage of development and the ice-snow tourism market is also in the early stage of growth, and the relevant industrial systems and industry operation criteria still need to be further standardized. On the other hand, it is greatly affected by the low level of correlative industry of skiing industry in China. It is the key to the development of the entire ice-snow tourism industry to extend the

effective length of the ice-snow tourism industry chain. It can be said that ice-snow tourism is an emerging industry, as well as the trend and direction of future tourism development, but there is still a long way to go to develop the ice-snow industry[2].

3.2 Promote the improvement of regional economic structure

As an important branch of ecological tourism, ice-snow tourism plays an important role in promoting the improvement of regional economic structure. The emergence and development of ice-snow tourism, on the one hand, has promoted the rapid development of sports tourism and expanded the proportion of the tertiary industry. On the other hand, as a green industry, ice-snow tourism can promote the coordinative development of regional economy and environment and realize the benign operation of regional economy. About 70% of winter sports events are skiing events. In addition to great potential and huge industrial chain, skiing industry also has huge market and development space in many aspects, such as clothing equipment, venues and facilities, personnel training, skiing experience, performance and competition, transportation, catering, and "Internet +" etc[3]. With the popularization of winter sports, it will inevitably drive the great development of the skiing industry, and thus increasing the demand for skiwear and skiing equipment, expanding the market related to personnel training, profession demand, and skiing consumption, and upgrading the service, guarantee and functional facilities.

3.3 Promote the great development of regional economy

Generally speaking, ice-snow tourism resources are mostly concentrated in the areas with abundant mountain resources, excellent ecological environment and long distance far from large cities. Most of these areas remain a relatively backward state, with limited news resource, poor traffic conditions, undeveloped science and technology, and slow economic growth. Ice-snow tourism with local characteristics can bring about new ideas and technologies into these areas, update the ideas of local people and improve their quality, promote the economic development of other industries in these areas, and shorten the gap with large cities and economically developed areas. Therefore, the development of ice-snow tourism is an important path and means to achieve regional economic development.

3.4 Promote coordinated development of regional economy and environment

Ice and snow is a kind of pollution-free and renewable resource, it is advocated to achieve harmonious coexistence between people and the natural environment, ice-snow tourism is a high-efficiency comprehensive industry, so the vigorous development of ice-snow tourism not only adapts to the current ecological and environmental protection trend, but also has strong driving force for related industries . While developing ice-snow tourism, attention should be paid to the protection and improvement of the ecology and environment of the tourist destination. Ice-snow tourism is a kind of sustainable tourism. Its greatest

significance is to emphasize the organic combination and coordinated development of social, economic and environmental benefits, and to emphasize the sustainability of sports tourism. Therefore, ice-snow tourism is of great significance to the development of regional economy and the improvement of regional ecological environment[4].

4. Conclusions

To sum up, ice-snow tourism is a unique tourism program. Ice-snow tourism is a unique tourism program. Its development has not only promoted the development of the whole tourism industry, but also promoted the industries related to ice-snow tourism (transportation, construction, clothing, equipment, food, science and technology, etc.). Ice-snow tourism plays an important role in developing domestic regional economy and improving people's living standards. The people are the core consumer group of ice-snow tourism. The promotion of ice-snow tourism consumption is conducive to accelerating the development of regional economy. Therefore, ice-snow tourism areas should do a good job of their own ice and snow sports and Ice-snow tourism, gradually promote ice-snow tourism to the whole country and abroad, and export ice-snow sports, art, architecture and tourism talents and supplies to the whole country and the world, so as to build a nationwide and even worldwide famous ice-snow tourism area.

Acknowledgement

Fund Project: Project of Hunan Social Science Fund in 2016 (16YBA116), General Project of 2017 Hunan Social Science Achievements Selection Committee in 2017 (JYX179)

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