

Analysis on the Sustainable Development Path of Skiing Industry in Heilongjiang Province under the Background of Beijing Winter Olympic Games

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ABSTRACT. *At present, there are two bottlenecks in the development of skiing industry in Heilongjiang Province, that is, the total number of customers has not broken through for a long time, and it is in a downward trend; the number of users of each skiing enterprise is very thin, which can not support the operating expenditure, which shows that the sustainability of the development of skiing industry in Heilongjiang Province is greatly weakened, and how to improve the sustainability of development is a problem worthy of attention of skiing enterprises. At this time, the emergence of the Beijing Winter Olympic Games has given Heilongjiang Province ski industry the direction to break through the bottleneck and improve the development sustainability. Ski enterprises can use the appeal and audience groups of the Beijing Winter Olympic Games to achieve their goals. This paper will analyze this and elaborate the ways and strategies to achieve the goals.*

KEYWORDS: *Beijing winter olympic games; Heilongjiang province; Skiing industry*

1. Introduction

Skiing industry is one of the characteristic industries in Heilongjiang Province. It is very popular in the hearts of local people and customers. Therefore, more and more people are engaged in the skiing industry in Heilongjiang Province in the early development. However, in the modern development, because people are more and more aware of skiing, and the demand for playing is more and more diversified, which leads to the backward service of skiing industry, and there are problems in many aspects, so the skiing industry in Heilongjiang Province is currently in the state of eager pursuit of transformation. The 2022 Winter Olympic Games will be held in Beijing. Skiing is one of the main projects. The Winter Olympic Games will definitely bring positive effects to the skiing industry in Heilongjiang Province. At this time, we should take the opportunity of the Winter Olympic Games to vigorously reform the skiing industry in Heilongjiang Province, so as to keep up with the modern pace of industrial services and improve the sustainability of Industrial Development [1].

2. Sustainable Development Path of Heilongjiang Skiing Industry

2.1 Optimization of Industrial Structure

In fact, compared with other countries, China's skiing industry started late, which led to restrictions in the past development of skiing industry in Heilongjiang. For example, the local government in Heilongjiang Province strictly controlled the scale of skiing industry, considering that skiing sites need to occupy large land resources, etc., which led to the beginning of the scale of Heilongjiang skiing industry. In the end, it can't be expanded. So far, there has been a serious structural imbalance [2]. There are two kinds of unbalance problems in Heilongjiang skiing industrial structure, one is the simplification of product development, the other is the imbalance of development structure. The following will analyze these two points.

(1) Single Product Development

According to the product development situation of modern Heilongjiang skiing industry, almost all skiing products are alpine skiing, which can only carry out skiing activities on behalf of customers in the skiing field, while the needs of modern customers are not limited to this, and may also produce accommodation, tourism and other needs. It can be seen that the product development level of Heilongjiang skiing industry is not only single, but also relatively low, which is one of the fundamental reasons for the disconnection between the industry and

modern customer demand [3]. Table 1 is the product list of five Heilongjiang skiing enterprises, which can confirm the existence of product development simplification.

Table 1 Product List of Five Skiing Enterprises in Heilongjiang

Enterprise serial number	Product
1	Alpine skiing, skiing training, air skiing
2	Alpine skiing, Air skiing
3	Alpine skiing, skiing training
4	Alpine skiing, Air skiing
5	Alpine skiing

(2) Unbalanced Development Structure

Unbalanced development structure refers to the phenomenon that Heilongjiang skiing industry is restricted by comprehensive development and can only rely on tourism to attract tourists, resulting in unbalanced development structure. According to the current development situation of Heilongjiang skiing industry, most of the supplies and equipment of the industry are imported, and even though they are produced by domestic manufacturers, there will be problems such as output and fraud. These problems make the cost of Heilongjiang skiing industry soar, in addition, it can not meet the needs of current users, resulting in the industry's economic benefits and costs are not directly proportional [4]. Table 2 shows the economic benefits and costs of three Heilongjiang skiing enterprises in one year.

Table 2 Economic Benefits and Costs of Three Skiing Enterprises in Heilongjiang Province in One Year

Enterprise serial number	Economic returns	Cost
1	301438	381127
2	292131	337545
3	273371	345753

It can be seen that under such a development trend, the development of Heilongjiang skiing industry will inevitably go to ruin. However, the existence of the problem also brings us development enlightenment, that is, if we can use the Winter Olympics to reverse this situation, we can optimize the skiing industry in Heilongjiang Province, and its development sustainability will also be improved.

2.2 Optimization of Production Factors

According to the theory, the power of upgrading and development of any industry comes from production factors. Therefore, from the perspective of skiing industry in Heilongjiang Province, it is necessary to optimize the current production factors to improve the sustainability of the industry. The production factors of Heilongjiang skiing industry include skiing field, skiing population and skiing professionals. These factors have bad performance in the current situation of the industry. That is to say, most of the skiing fields in Heilongjiang skiing industry are small and medium-sized skiing fields, most of which are small-sized skiing fields. Such skiing fields can only meet the needs of entertainment or beginners, while when users have learned When skiers are skilled skiers, they will not carry out activities in small and medium-sized ski resorts, which shows that ski resort factors lead to the sustainable development of skiing industry in Heilongjiang Province; in terms of skiing population factors, in fact, many people in our country want to try skiing, but most of them are skiing for the purpose of entertainment and simple taste, while some people are harmed Afraid of the risks in skiing, so they will not put into practice. These phenomena lead to the limitation of skiing population, which is also a blow to the sustainability of the development of Heilongjiang skiing industry. In terms of the elements of skiing professionals, such talents are necessary elements for the operation of skiing industry, but because of the small base of skiing population and the high level of technology, they will choose to become professional athletes, Therefore, there are few professional talents in Heilongjiang skiing industry, which makes its development more difficult and indirectly affects its development sustainability [5-6]. Table 3 data statistics of skiing industry, skiing population and skiing professionals in Heilongjiang Province.

Table 3 Data Statistics of Skiing Industry, Skiing Population and Skiing Professionals in Heilongjiang Province

Statistical terms	Data
Ski Field	Small 20 seats / medium 13 seats / large 1 seat
Skiing population	101378

Skiing professionals	30171
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2.3 Improve Management Level

At present, the management level of Heilongjiang skiing industry is relatively low, and it has never established a strict access and exit system. This phenomenon has led to a huge conflict between most ski resorts and national norms, which indirectly limits the development of skiing industry. At the same time, there are many illegal ski resorts in the current situation of Heilongjiang skiing industry. These ski resorts usually establish cooperative relations with the tourism industry, and then carry out some unworthy publicity work. These behaviors will greatly damage the image of Heilongjiang skiing industry in tourists' hearts, indirectly making the skiing industry receive less attention. If this continues, skiing tourists and investment The number of investors will continue to decrease, which is not conducive to the sustainable development of Heilongjiang skiing industry [7-8]. Table 4 shows the data of tourists and investors in a year before and after a skiing industry in Heilongjiang Province.

Table 4 Data of Tourists and Investors in a Year Before and after a Skiing Industry in Heilongjiang Province

Time	Visitor data (mean)	Investor data (average)
A year ago	207212	5012
One year later	134727	3391

2.4 Strategies to Improve the Sustainable Development of Skiing Industry in Heilongjiang Province

In view of the above three approaches, the following will analyze the corresponding strategies. The strategy is mainly based on the background of the Winter Olympic Games, which can promote the transformation and development of the skiing industry in Heilongjiang Province.

2.5 Optimization Strategy of Industrial Structure

In terms of industrial structure, according to the distribution of skiing product manufacturers in China, most of them are located in the south, that is, the Yangtze River Delta and the Pearl River Delta are the regions with the highest production capacity of chemical products, which almost occupy a monopoly position in the market. Under this condition, the ski industry of Heilongjiang Province should actively establish cooperative relations with the relevant manufacturers in the South under the call of the Beijing Winter Olympic Games, so as to make up for the lack of their own production capacity. In view of the possible fraud in southern production, the local governments of the South and the North must strengthen market supervision and set up relevant systems such as compensation and punishment to protect the interests of both sides. In addition, although most of the ski products need to be produced in the south, the north is dominant in some heavy machinery production, such as ski cars. Therefore, it is suggested that ski enterprises in Heilongjiang Province should establish cooperative relations with the North heavy industry, so as to reduce the logistics cost and facilitate communication.

2.6 Optimization Strategy of Production Factors

In the background of Beijing Winter Olympic Games, China has carried out in-depth scientific and technological development of the skiing industry, integrating many advanced technologies into the skiing industry, such as skiing products, the chemical products used by athletes in the Winter Olympic Games are produced by high-tech molecular science, nanotechnology, material technology, etc.; skiing training methods, etc. all rely on VR, AR technology, etc. Under this condition, when the Winter Olympic Games are held, the products and training methods under these advanced technologies will inevitably become the goal of ski lovers. Therefore, Heilongjiang Province, as a ski industry cluster, should start to produce such products now, so as to meet the impact of the Winter Olympic Games. At the same time, in terms of ski resorts and professional talents, these advanced technologies can also be used for optimization. For example, VR technology can provide virtual training for ski beginners to experience the fun of skiing, and then guide users to enter various levels of ski resorts for activities. VR technology can be used to train talents to improve their professional ability, which can make up for this the problem of professional talent subsidy.

2.7 Management Level Optimization Strategy

First of all, under the background of the 2022 Beijing Winter Olympic Games, the skiing industry in Heilongjiang Province has been highly concerned by the state. The state has put forward strict rectification requirements for the “market chaos” caused by the lack of the current management level of the industry. Therefore, under the condition of national control, the local government of Heilongjiang Province should increase its efforts to carry out politics on the current situation of the skiing industry in Heilongjiang Province, focusing on improving the market. In order to maintain the image of Heilongjiang province's skiing industry and set up the correct concept of industrial management, we must strictly punish those skiing enterprises that do not meet the standards. Secondly, because the local government of Heilongjiang Province has invested in the early development of skiing industry, leading to some nonstandard skiing industry “owning protective umbrella”. In response to this problem, the local government must strictly prohibit it, and require the government departments that have already invested to gradually withdraw their capital and let the industry operate with private capital. This not only can eliminate the problem of “protective umbrella”, but also can So that the development of skiing industry can not be interfered by the government and break through the existing restrictions.

3. Conclusion

To sum up, this paper analyzes the current situation of the skiing industry in Heilongjiang Province, puts forward the current problems, and expounds the development path guided by the problems. Based on the 2022 Winter Olympic Games and the influence of the Winter Olympic Games, this paper puts forward the strategies to improve the sustainable development of the skiing industry in Heilongjiang Province, and analyzes the key points and functions of the strategies. The results show that the current restrictions of the skiing industry in Heilongjiang Province can be reversed through the strategies, so that the industry will develop in a diversified direction, representing the sustainable development of the industry.

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