

# Review and Prospect of China's Ice and Snow Sports Tourism Research

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**Abstract:** In this paper, literature related to ice and snow sports tourism in China in recent ten years is reviewed, and it is found that the research mainly focuses on the comprehensiveness of ice and snow sports tourism development and development, market operation, consumers, economic construction, resources, Industrial chain and industrial clusters, etc. In general, qualitative research is the majority, and there are problems such as repeated generalization of research objects and homogenization of research content, and the practical significance and value depth also need to be strengthened. Therefore, it is suggested that the future research on China's ice and snow sports tourism should focus on the integration of methods and complement each other qualitatively and quantitatively; break through regional limitations and strengthen micro-case thinking; expand the scope of research and deepen the practical significance of the content; emphasize the value of cooperation and promote the diversified development of the field.

**Keywords:** Ice and snow tourism, Sports tourism, Research review.

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## 1. Introduction

### 1.1. Research Background

In recent years, China has continuously deepened the reform of the ice and snow sports industry, promulgated a series of policies and regulations at the national level, and formulated development plans for ice and snow sports. Emphasizes that at this stage, it is necessary to take ice and snow and other characteristic projects as a breakthrough to form new sports consumption hotspots, to promote the popularization and improvement of leisure and fitness projects for the masses; to encourage and guide social forces from all walks of life at home and abroad to actively participate in the China's ice and snow sports industry reform, and vigorously expand the scale of ice and snow sports, deepen the reform, explore the development path of ice and snow sports with Chinese characteristics, and promote its healthy and prosperous development(Wei YR et al.,2018 ) [1].

As an important part of the ice and snow industry, ice and snow sports tourism has ushered in a new development opportunity under the promotion of the preparations for the 2022 Winter Olympics. The era of ice and snow sports tourism has come, and it will become a new driving force for the development of the ice and snow sports industry. At present, China's ice and snow sports tourism is in a period of improvement. Relying on the advantageous resources of ice and snow and the Beijing Winter Olympics, we will speed up the popularization of ice and snow sports, expand and strengthen the ice and snow industry and form cluster advantages, rationally optimize and lead the transformation and upgrading of the ice and snow industry structure, and Improve the total output value of ice and snow sports tourism, digging deep into the resources of ice and snow sports tourism, and comprehensively enhancing the core competitiveness of ice and snow sports tourism, thereby promoting the integrated development of ice and snow sports tourism have become the focus of attention in the political, business, academic, and sports circles at this stage.

This paper reviews the research and development process

of ice and snow sports tourism in China in the past ten years (2011-2020), and then summarizes and reviews the key research areas of ice and snow sports tourism in China, and gives in-depth thinking on the deficiencies existing in the research and prospects for the future. In order to provide a reference for the subsequent theoretical research and practical application of ice sports tourism in China.

### 1.2. Research Progress

The research takes "Ice and Snow Sports Tourism", "Ski Sports Tourism" and "Winter Sports Tourism" as the subject words. The retrieval years are from 2011 to 2020, and 411 related journals are retrieved from CNKI academic journal database, among which 53 are core journals. After sorting out, it is found that the literature on the comprehensiveness of ice and snow sports tourism development and development far exceeds other aspects, followed by market operation, consumers, economic construction, resources, industrial chain and industrial clusters, etc. Less is the research and discussion on the cultivation of professional talents, industrial linkage and regional cooperation in ice and snow tourism. In addition, in recent years, there have been relatively many related studies on ice and snow sports tourism under the background of "Internet plus" and "Beijing Winter Olympics".

## 2. Research Literature Review

### 2.1. Research on the Comprehensiveness of Ice and Snow Sports Tourism Development and Development

The rise of ice and snow sports tourism industry provides a new idea for the development of ice and snow resources, and gradually forms a perfect ice and snow sports tourism industry chain, becoming another driving force of national economic development. However, as a new industry, the development status of ice and snow sports tourism in China is not ideal. At present, China's ice and snow market needs to further optimize and integrate the existing ice and snow resources and fully expand the development space. The development, market grasp and operation of related industries

should be based on long-term development to promote the comprehensive and sustainable development of the ice and snow sports industry economy (Yu L, 2012) [2]. Compared with the international ice and snow sports tourism industry, there are still many gaps in the construction of China's ice and snow sports industry. The development of ice and snow sports tourism in China is still relatively backward, and there is a big gap in hardware facilities. In addition, the promotion of sports events, the service level of the tourism industry and the management and other aspects need to be strengthened (Cong HY, 2015) [3]. In the development process of China's ice and snow sports tourism, there is still a lack of brand awareness and insufficient popularity, and the overall brand image is still relatively weak (Li YF, Liu ZM, 2012) [4]. At the same time, many regions in China do not integrate their characteristic culture with ice and snow sports tourism, which makes the development of ice and snow sports tourism in China relatively lag behind (Xi YF, Jiang GY, 2016) [5].

Ice and snow sports tourism is an emerging industry, and the situation of each country is different, and each region has its own development characteristics, so it is particularly important to find out the development model and development path suitable for the local situation. Yu HR and Liu YN (2013) put forward the development model of ice and snow economy in Heilongjiang Province according to the problems existing in the development of ice and snow economy in Heilongjiang Province, that is, "taking ice and snow resources as the carrier, scientific planning as the premise, competition as the pull, culture as the support, propaganda as the guide, and policy as the guarantee, to promote the sustainable development of the ice and snow economy"[6]. Cui YB et al. (2014) put forward a series of development measures such as adhering to the tourism development strategy of "government-led, social-driven", and insisting on and continuously promoting the point-and-axis development model of "one core, one axis and four lines", which has better promoted the rapid development of ice and snow sports tourism industry in Heilongjiang Province [7]. Qi F (2018) discussed the feasible paths for the coordinated development of the current and future winter sports tourism industry in Beijing-Tianjin-Hebei, and proposed a three-step development path [8].

## **2.2. Research on the Market Operation of Ice and Snow Sports Tourism**

Li YL and Li G (2016) from the perspective of product growth, explored four typical stages of product power, brand power and value system development from low-level to high-level in the whole product cycle of ice and snow sports tourism products; from the perspective of marketing mode, revealed the transformation process of marketing strategy of ice and snow sports tourism enterprises from product marketing to brand marketing; from the perspective of industrial development, confirmed the uneven regional development of China's ice and snow sports tourism industry, formulated a multi-dimensional reference strategic plan for the marketing of ice and snow sports tourism enterprises in different regions and different product development stages in China [9]. In addition, China's e-commerce has become increasingly mature in recent years, and the Internet-based management and marketing model of ice and snow sports tourism industry has become an inevitable development trend. The marketing model of Internet + ice and snow sports tourism are represented by OTA, O2O and V2O. The

integration and innovation of the three marketing models will guide the development of ice and snow sports tourism and create a new marketing format of ice and snow sports tourism (Wu CX, 2017) [10].

## **2.3. Research on Consumers of Ice and Snow Sports Tourism**

The development of the sports industry chain is inseparable from the tourism industry, as well as the consumer link and the orientation of marketing strategies. The research on the development of ice and snow sports tourism industry should be based on the needs of sports consumption. Gu JX (2016), through the case analysis of Hebei ice and snow sports tourism, found that the orientation of the 2022 Beijing Winter Olympics will prompt consumers to have a positive attitude and thus form consumption motivation [11]. The consumption motivation of ice and snow sports tourism consumers mainly includes 5 aspects: relaxation motivation, emotional motivation, self-motivation, learning motivation and natural motivation (Wang HL, Zhou WJ, 2018) [12]. Consumers of ice and snow sports tourism have 4 characteristics: most of them are members of clubs and associations, most of the students are experience-oriented, the group of vacation tourism is mainly family groups, and those who are involved in the early stage are not normalized (Zhang RL et al., 2017) [13]. Wang HL et al. (2019) also explored the factors that affect female consumers' participation in ice and snow sports tourism, and found the main influence paths, in order to expand the female ice and snow sports participants, expand the consumer market and propose corresponding marketing strategies [14].

Regarding the research on ice and snow sports tourism consumers, in addition to qualitative research, many scholars have adopted quantitative research methods. For example, Zhang RL et al. (2017) cited the experience economic model, used the social network analysis method to analyze the diverse relationship between ice and snow sports tourism consumers and the experience field, formed the membership matrix of the ice and snow sports tourism experience field, and used the Net-Draw program to generate a visual structure diagram [13]. Wang HL, Zhou WJ (2018) used mathematical statistical analysis methods to screen variable factors, and used path analysis methods to construct a model that affects women's ice and snow sports tourism consumption motivation [15].

## **2.4. Research on the Economic Construction of Ice and Snow Sports Tourism**

The development of ice and snow sports tourism industry has made more and more obvious contribution to regional economic development. Zu Y (2011) pointed out that ice and snow tourism is of great significance to the economic development of Heilongjiang Province, which can optimize the industrial structure and drive the development of related industries; improve the regional economic level; expand employment opportunities; provide necessary material conditions for economic cooperation; expand international exchanges to promote economic cooperation and development [16]. Teng ZQ (2013) studied and analyzed the construction of Changchun-Jilin-Yanbian regional ice and snow sports tourism economic circle, and put forward the construction strategy of Changchun-Jilin-Yanbian ice and snow sports tourism economic circle based on the relevant basic theories of economic circle construction as the logical

starting point [17].

## **2.5. Research on Resources of Ice and Snow Sports Tourism**

Ice and snow sports resources are an important support for the development of the ice and snow sports tourism industry, and their maximum benefits can only be achieved through rational development. Therefore, exploring the ice and snow sports resources in typical case sites and their development has always been a research hotspot in this field. Wu WW et al. (2017) constructed an analytical framework for the value of ice and snow sports resources from three aspects: the economic value, ecological value and cultural value of ice and snow sports resources, and evaluated the resource value of ice and snow sports in Heilongjiang Province accordingly [18]. Guo S (2019) found that the development of sports resources in Heilongjiang province has four types: experience, viewing, competition and leisure. According to the four development projects of ice and snow sports tourism in Heilongjiang Province, she formulated and established the values of ice and snow sports, promoted the development of ice and snow sports tourism resources in Heilongjiang Province, strived to create a brand of ice and snow sports tourism in Heilongjiang Province with regional characteristics, and developed a multi-patterned ice and snow sports cultural tourism base [19].

## **2.6. Research on the Industrial Chain and Industrial Clusters of Ice and Snow Sports Tourism**

Under the macro background of globalization, industrial clusters have become an important model for the development of the world economy. Relying on the advantages of the sports industry cluster, the western developed countries have basically monopolized the world sports production and consumption market. Therefore, the construction of industrial clusters is an inevitable way to expand and strengthen the ice and snow sports tourism industry. China's ice and snow sports culture industry chain has not been fully established, and there are problems such as lack of core competitiveness, lack of influence, and lack of basic education in leading industries (Yao XL, 2015) [20]. Cui YM et al. (2013) analyzed the problems existing in the ski gathering areas in Hebei Province. In order to improve the development strategy of the ski gathering areas in Hebei Province, they proposed the application of industrial chain theory to integrate the competition, fitness, entertainment and tourism of the ski gathering areas in Hebei Province into a single ice and snow sports tourism industry chain [21]. Jiang XL and Zhou DH (2015) put forward the cluster development model and countermeasures of sports tourism industry in Heilongjiang Province from four aspects: building core advantages, developing diversified paths, and creating favorable internal and external environments for cluster development [22].

## **2.7. Research on the Beijing Winter Olympics**

With the approaching of the 2022 Beijing Winter Olympics, the influence of this grand event on China's ice and snow sports tourism and the corresponding industrial development countermeasures have become an important research direction of scholars. Wang XJ et al. (2016) explored the development orientation of Zhangjiakou ice and snow sports tourism industry in different Olympic cycles based on the perspective of the economic effects of the Olympic Games, and analyzed the extension development mode of the ice and

snow sports tourism industry chain from the aspects of talent training, market positioning, service system, and operation mode [23]. Zhang L et al. (2018) systematically analyzed the impact of the Winter Olympics on the development of ice and snow sports tourism in Northeast China, and proposed to seize the opportunity of the Olympics, segment the mass ice and snow market, and promote the diversified development of ice and snow sports [24].

# **3. Conclusion and Prospect**

## **3.1. Conclusion**

From the above review, in terms of research content, China's research in the field of ice and snow sports tourism in the past ten years has mainly focused on the comprehensiveness of ice and snow sports tourism development and development, market operation, consumers, economic construction, resources, Industrial chain and industrial clusters, etc., and for the cultivation of professional talents, industrial linkage, and regional cooperation in ice and snow tourism is lack. In terms of research areas, most of the research is concentrated in the Northeast region, and there are relatively few researches on other regions. At the same time, there is also a lack of research on the overall macro development strategy, and it is impossible to form an overall grasp of China's ice and snow sports tourism. In terms of research methods, most of the researches focus on qualitative thinking, and relatively few quantitative researches. In general, there are problems such as repeated generalization of research objects and homogenization of research content, and the practical significance and value depth also need to be strengthened. In addition, in recent years, there have been relatively many related studies on ice and snow sports tourism under the background of "Internet plus" and "Beijing Winter Olympics", which is a current research hotspot.

## **3.2. Prospect**

### **3.2.1. Focus on Method Integration, Qualitative and Quantitative Complement Each Other**

On the one hand, the application of mathematical models in research and the empirical analysis of case sites should be strengthened in the future. On the other hand, multi-disciplinary theoretical research methods should be integrated on the basis of tourism, so as to comprehensively explore ice and snow sports tourism from different disciplinary perspectives development problems and countermeasures, and promote the all-round development and sustainable development of the ice and snow sports tourism industry.

### **3.2.2. Break Through Geographical Limitations and Strengthen Micro-case Thinking**

On the one hand, the selection of research objects should break through the regional limitations of traditional ice and snow sports tourism regions, strengthen the exploration of emerging ice and snow sports tourism destinations and learn from the experience of foreign developed ice and snow sports tourism regions, and expand the spatial scope of research objects of ice and snow sports tourism. On the other hand, it is necessary to refine the research objects and start with typical cases.

### **3.2.3. Expand the Scope of Research and Deepen the Practical Significance of the Content**

On the one hand, with the continuous enrichment of practical achievements of ice and snow sports tourism in China, scholars should also actively expand the relevant

research content, pay attention to the research on the cultivation of professional talents, industrial linkage and regional cooperation in ice and snow tourism, and promote the in-depth development of ice and snow sports tourism research. On the other hand, it is necessary to insist on interpreting relevant national policies and plans from an overall perspective, fully combining the actual needs of ice and snow ecology and other fields, and enhancing the practical guiding significance of ice and snow tourism research.

### 3.2.4. Emphasize the Value of Cooperation and Promote Diversified Development in the Field

The research on ice and snow sports tourism should integrate the forces of all parties to promote cross-regional, cross-institutional and cross-professional exchanges and cooperation.

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