

Research on Development and Industry Chain Construction of Ice and Snow Tourism Resources in Changchun

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ABSTRACT

With the development of economy and the improvement of people's living standard, tourism has become an important way for the people to relax and travel. Among them, ice and snow tourism in winter has become the primary choice for people to travel for entertainment. Changchun has a natural advantage in ice and snow tourism, which has laid a realistic foundation for the development of ice and snow tourism in Changchun, and attracted a large number of tourists at home and abroad. But at present, there is still a huge space for the development of ice and snow tourism resources in Changchun. In this regard, this paper studies the development and industry chain construction of ice and snow resources in Changchun, and discusses its future development directions and effective ways, which is of great significance for promoting the development of ice and snow tourism industry in Changchun.

KEYWORDS

ice and snow tourism; resource development; industry chain

With the vigorous development of tourism, ice and snow tourism has attracted a large number of tourists with its unique charm, become an important part of the tourism market, and ushered in unprecedented development opportunities. In recent years, ice and snow tourism has become the choice of winter travel, and the three northeast provinces in China have attracted a large number of tourists with their unique natural advantages. Changchun has unique ice and snow resources and huge development potential. The development of ice and snow tourism industry will help Changchun's economic development and promote the construction of a complete tourism industry chain in Changchun ^[1]. However, at present, the development of ice and snow tourism resources in Changchun is not complete, and is lack of perfect industry chain. Therefore, this study deeply discusses the effective methods for the development of ice and snow tourism resources in Changchun, and studies the strategies and paths for the construction of ice and snow tourism industry chain, in order to provide practical guidance for the development of ice and snow tourism industry in Changchun.

1 Develop Digital Tourism Resources and Enrich the Forms of Tourism

The use of digital technology to develop ice and snow tourism content can innovate the form of

tourism, enhance the attraction of ice and snow tourism, and let tourists feel unprecedented travel experience. First of all, ice and snow tourism in Changchun can use VR and AR to bring visual enjoyment and immersive experience to tourists. VR and AR technologies are used to realize the interaction between virtual and reality, so as to enhance the fun of sightseeing and improve tourists' cognition of scenic spots. Through the applications of VR and AR technologies, a creative and virtual ice and snow world can be created, and the interaction between virtual and reality can be enhanced to encourage tourists to immerse themselves in the ice and snow world. Secondly, big data and artificial intelligence technologies are used to develop digital tourism products. By collecting data such as tourists' preferences and consumption habits, tourist attractions can form a large database of ice and snow tourism, and use artificial intelligence technology to analyze the data, so as to provide digital tourism products consistent with the market and promote the transformation and upgrading of tourism products. The scenic guide function should be developed to show the classic routes inside the scenic area, provide tourists with intelligent tour paths and meet the different needs of tourists. Artificial intelligence services for scenic spots should be launched to provide personalized and diversified route choices for tourists, and innovative tourism services are developed to provide diversified tour experiences for tourists^[2]. Finally, the 5G network and Internet of Things technologies can be reasonably used to establish a network intelligent service platform to improve the service efficiency of tourist attractions. With the help of 5G network technology, ice and snow tourism attractions in Changchun can establish scenic information processing centers, and quickly collect relevant information through tourist network feedback to provide feedback and solutions for tourists. Intelligent tourism scenic spots should be developed and public information screens should be set up in scenic spots, in order to timely update the weather conditions, surrounding traffic conditions and hotel prices of tourist destinations. The Internet of Things technology can be used to build a scenic spot intelligent ticketing system, to achieve unmanned ticketing and checking, improve the speed of tourist import and export, and reduce the labor cost. The automatic monitoring of tourist flow in scenic spots should be built, and the tourist flow should be controlled according to tourist flow and load capacity of scenic spots, so as to achieve the accurate control of tourist flow.

2 Strengthen the Publicity of Tourism Resources and Improve the Visibility

To promote the development of ice and snow tourism in Changchun, it is necessary to strengthen the publicity of ice and snow tourism resources in Changchun, enhance the visibility of ice and snow tourism in Changchun, and expand the tourism market at home and abroad^[3]. First of all, ice and snow tourism resources in Changchun need to accurately position their own tourism industry, create local tourism brands, and combine with local tourist attractions to give full play to the competitive advantages of ice and snow tourism resources in Changchun, provide brand packaging for the local attractions, such as Jingyuetan snow scenery, the Palace Museum of the Manchurian Regime and the Harbin Ice and Snow World, and achieve the joint publicity of local tourism resources. The ice and snow culture, historical stories, folk customs and other tourism cultural resources should be deeply explored, and the cultural elements of them should be integrated into the construction of ice and snow tourism scenic spots to add the humanistic style. The brand publicity of ice and snow tourism should be strengthened and the brand effect should be used to enrich the impression of ice and snow tourism in Changchun and make ice and snow tourism in Changchun deeply rooted in people's hearts. Secondly, Changchun should actively carry out publicity activities, and innovate publicity methods to improve the visibility. It should pay attention to the online publicity, make full use of the Internet and new media social platforms, such

as Weibo, Wechat, TikTok, Little Red Book, etc., to promote ice and snow tourism, and publish pictures and high-quality propaganda videos of ice and snow tourism to increase young people's attention to ice and snow tourism. The publicity department of Changchun can establish an official online account to actively interact with fans, and cooperate with anchors of major new media platforms and influential Internet celebrities to enhance fans' understanding of ice and snow tourism in Changchun and further improve the visibility of ice and snow tourism in Changchun. Variety production shows and new media creators are invited to experience on the spot and share their travel feelings, in order to improve the visibility of tourist destinations, and popularize the cultural connotation of tourist destinations. Finally, snow and ice tourism in Changchun should take the initiative to develop tourism business opportunities, carry out brand marketing, and improve its share in the tourism market. For example, through the second creation, joint branding, animations and other digital communication, the network digital cultural and creative products can be developed to promote the digital innovation and development of scenic spots. Scenic spot marketing activities can be launched, such as the online scenic spot ticket discounts and online lottery. The point system for scenic spot members should be built to provide a variety of benefits for scenic spot members, such as point exchange, hotel concessions around the scenic spot, and package discounts. There is a need to publish travel guides and other graphic information on the Internet, and cooperate with tourism bloggers to create videos.

3 Improve the Quality of Service Personnel and Provide Quality Services

In the construction of the ice and snow tourism industry chain in Changchun, improving the quality of service personnel and providing quality services for tourists are important ways to promote the sustainable development of ice and snow tourism industry in Changchun^[4]. First of all, it is necessary to conduct professional training for ice and snow tourism service personnel in Changchun to improve their professional skills. Establish The systematic training of tourism service system can be built to provide professional training for tourism service personnel, and the content covers safety knowledge, service skills, language communication and first-aid knowledge of ice and snow tourism. Through theoretical education and practical training, tourism personnel can master scientific service skills. The personnel of snow and ice tourism in Changchun should be regularly organized to conduct simulation scene drills. Emergency situations should be built to improve the emergency response ability of service personnel, and make them practice training content. Mature tourism personnel at home and abroad are invited to provide guidance and carry out snow and ice tourism lectures. And the professional level of personnel of ice and snow tourism in Changchun can be improved continuously through professional guidance and experience exchange. Secondly, a feedback mechanism for ice and snow tourism services should be established to optimize tourism services. With the help of the Internet platform, a tourist feedback section can be set up, and the tourism service research, comment area interaction and offline service feedback platform should be carried out to timely understand the feedback and suggestions of tourists. For service personnel, the quality assessment of feedback problem handling should be conducted, including response quantity, tourist evaluation, service attitude and other aspects, to ensure the quality of tourism service. According to feedback and suggestions, Constantly adjust and optimize the content of tourism services can be constantly adjusted and optimized, in order to encourage service personnel to improve service strategies to meet the diversified needs of tourists. Finally, snow and ice tourism in Changchun should establish a service personnel training mechanism. Through the cooperation with schools, curriculum content is formulated for ice and snow tourism, joint personnel training is implemented by schools and enterprises, internship platforms are provided for college students,

and students with good performance can directly sign contracts to ensure the quality of tourism service personnel. Through the interaction and exchange between enterprises, tourism resources, service experience and service technology are shared to achieve positive interaction of the tourism industry and improve the ice and snow tourism industry chain.

4 Improve Tourism Supporting Facilities and Optimize the Tourism Environment

The development of ice and snow tourism in Changchun requires more perfect tourism supporting facilities and tourism environment ^[5]. First of all, in terms of transportation, the Changchun government should actively build an efficient and convenient tourism transportation network, improve the transportation system, and conduct traffic control according to the changes in the visitors flowrate, so as to facilitate the travel of tourists, optimize traditional tourism transportation routes, and add tourism routes and transportation facilities, such as buses, and online car-hailing, etc. It should establish traffic route cooperation between tourist attractions and airports, high-speed railway stations, passenger stations and other transportation hubs, develop high-quality tourism routes, design high-quality tourist routes, save tourists' time and cost, and promote the coordinated development of surrounding traffic. Transportation solutions should be actively explored, intelligent tourism transportation platforms should be established, and travel routes and travel plans for tourists should be planned through GPS and travel applications, in order to reduce waiting time and improve travel efficiency. For special snow and ice weather, the safety protection measures should be strengthened, such as regular road snow removal, road anti-skid and vehicle parking, etc., to ensure the safety of tourists. Secondly, in terms of travel accommodation, it is necessary to optimize the accommodation conditions near ice and snow tourism scenic spots in Changchun, and provide different types of accommodation options to meet the needs of tourists with different consumption habits. There is a need to strictly control the price of accommodation during the peak season to leave a good impression on tourists, and strengthen the training and management of accommodation services to ensure a high-quality service experience for tourists. Moreover, in terms of catering services, it is necessary to optimize and upgrade the catering industry in and near Changchun tourist attractions. It should provide a variety of food choices, such as snacks, special food, etc., and set up catering meeting points to conduct the centralized management and achieve a scientific and reasonable catering system. A variety of food types should be provided, such as Western food, Chinese food, etc., to meet the tastes of different tourists. There is a need to pay attention to the food safety and health management of the catering industry, and regularly conduct safety checks on the catering enterprises in Changchun to ensure the safety of tourism food. Ice and snow themed catering activities shall be launched, and be combined with special cultural factors to make tourists feel the unique fun brought by ice and snow. Finally, environmental health protection measures should be implemented. It is necessary to strengthen the environmental sanitation management in the scenic spot, carry out garbage sorting and recycling, and keep the environment inside the scenic spot clean. Environmental protection inspectors should be set up to timely stop the behavior of damaging the environment, and create a good tourism ecological environment.

5 Conclusion

As an important city in northeast China, Changchun has unique advantages in the development and industry construction of ice and snow tourism. In recent years, Changchun has shown strong development potential in the field of ice and snow tourism, and has a deep cultural foundation for

the development of ice and snow tourism industry. However, the development and the construction of industry chain of ice and snow tourism in Changchun are still facing a series of challenges and problems, which restrict the further reform and development of ice and snow tourism. In this regard, by studying the development of ice and snow tourism resources in Changchun and the construction of the industry chain, this paper provides a new development direction and effective practice path for ice and snow tourism in Changchun to form a multi-level and diversified product system, enrich the tourism market and promote the local economic growth, so as to realize the high-quality development of ice and snow tourism industry in Changchun.

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