

Development Opportunity and Strategy of Qinhuangdao City Ice-Snow Tourism under the Background of the Winter Olympics

Shuangquan Ren*

Northeast Petroleum University, Daqing, Heilongjiang, China

*Corresponding Author.

Abstract:

The successful application and hosting of the 2021 Beijing Winter Olympics has brought opportunities for the development of China's ice-snow tourism industry. Qinhuangdao City, as one of the ice-snow tourist cities, has also ushered in a good opportunity for the development of ice-snow tourism industry under the background of the Winter Olympics. However, due to the influence of ice-snow tourism planning, industry development guidance, tourism product supply, regional cooperation and other mechanisms, there are some shortcomings and urgent improvements in the development of ice-snow tourism in Qinhuangdao City. Based on this, this paper takes Beijing Winter Olympics as the research background, and on the basis of analyzing the present situation of ice-snow tourism in Qinhuangdao City, studies the development opportunities and development strategies brought by Beijing Winter Olympics to ice-snow tourism in Qinhuangdao City, with the aim of providing reference for better promoting the development of tourism in the Winter Olympics.

Keywords: *Beijing Winter Olympics, Qinhuangdao City, Ice-snow tourism, Development opportunity.*

I. INTRODUCTION

Ice-snow tourism, as one of the leisure sports industries, is one of the sports with strong participation and entertainment through ice-snow sports, ice-snow entertainment, ice-snow field tours and competitions. From the perspective of foreign development, ice-snow tourism has become a sports fashion in Europe and America. With the successful bid to host the 2015 Winter Olympics in China, China has become one of the "Dual Olympics" countries, and the successful bid for the Olympic Games has brought new opportunities for the development of China's ice-snow tourism^[1]. Moreover, with the rapid economic and social development in China and the continuous improvement of people's living standards, there are favorable conditions for the development of leisure sports, including ice-snow tourism. Qinhuangdao City, as one of the key tourist areas in Hebei Province, has been widely welcomed by people for its rich tourism resources and diverse seasonal tourist sites. However, from the current situation of ice-snow tourism development in Qinhuangdao City, there are still some problems such as slow development of ice-snow tourism resources, insufficient supply of ice-snow tourism products, seasonal problems of ice-snow tourism, etc. Based on this, this paper studies the development status and development opportunities of ice-snow tourism in

Qinhuangdao City after analyzing the development conditions of ice-snow tourism in Qinhuangdao City, with the aim of providing theoretical and practical reference for better promoting the development of Qinhuangdao City ice-snow tourism.

II. CONDITIONS AND OPPORTUNITIES FOR MASS ICE-SNOW SPORTS IN QINHUANGDAO CITY UNDER THE BACKGROUND OF BEIJING WINTER OLYMPICS

2.1 Qinhuangdao City has Excellent Natural Environment and Conditions

Qinhuangdao City, as one of the cities in Hebei Province, is connected to Tangshan in the west. In 1898, the Emperor Guangxu of the Qing dynasty established a port on his own initiative and opened up Beidaihe area as a tourist summer resort. Because Qinhuangdao City is located in the junction of Northeast China and North China, it has no cold weather in winter compared with the three northeastern provinces, and has a long winter time compared with the weather in North China. It has a very comfortable climate and scenery. Seen from the natural conditions and mass base of ice-snow sports, it has obvious geographical advantages. Besides, as a traditional ice-snow sports area of China, the northeast region has a relatively perfect ice-snow talent training system, which provides very important help for the development of ice-snow tourism and tourism industry in Qinhuangdao City^[2].

2.2 Qinhuangdao City is Rich in Ice-Snow Sports Resources

At present, judging from the ice-snow sports resources in Qinhuangdao City, there are four major ski resorts and ski amusement parks in the city, including Laojunding, Ziyunshan of Yansai Mountain and Jifa Sightseeing Park, in which there are primary runs, intermediate runs and some laps. In these ski resorts, besides traditional snowboarding, there are more than ten kinds of sports such as snowmobiling and snow bikes. Most of the outdoor skating rinks in Qinhuangdao City are located in Laojunding, Tanghe of Qinhuangdao City and other areas, and the indoor skating rinks in Qinhuangdao City are mainly located in the Olympic Sports Center. The construction of these skiing resources provides remarkable basic conditions for the ice-snow sports and ice-snow tourism in Qinhuangdao City. In recent years, with the continuous promotion of ice-snow sports in Qinhuangdao City, the influence of the participating people and sports becomes increasingly stronger.

2.3 Qinhuangdao City is Rich in Tourism Resources

From the industrial chain of ice-snow sports, the industrial composition is very systematic and complex, mainly including ice-snow leisure tourism, ice-snow site construction, ice-snow equipment and ice-snow event organization, etc. In the process of the development of ice-snow sports, the tourism industry attribute of ice-snow sports plays an extremely strong driving role. For example, ice-snow tourism can promote the development of local cultural tourism, real estate, catering and related cultural industries, and inject great vitality into the development of local economy^[3]. Qinhuangdao City, as a world-famous tourist destination,

has abundant tourism resources, mature transportation facilities and perfect reception services, which provide remarkable basic conditions for promoting the development of ice-snow tourism in Qinhuangdao City.

III. DEVELOPMENT STATUS OF MASS ICE-SNOW SPORTS IN QINHUANGDAO CITY

3.1 The Development Plan of Ice-Snow Tourism Industry Needs to be Further Improved

With the continuous improvement of people's living standards, the ice-snow tourism in Qinhuangdao City has a grand prospect in view of its rich tourism resources and vigorous consumer market. However, due to the influence of Qinhuangdao City's ice-snow tourism industry development plan and other factors, although some opinions and suggestions have been put forward to accelerate the development of ice-snow tourism in Qinhuangdao City, most of them are carried out around departmental work, and there is a lack of guidance and directional policies for ice-snow sports, ice-snow tourism and ice-snow industry. The lack of special planning for the development of the city's ice-snow tourism industry is manifested as: less attention is paid to the development goal, overall layout and industrial agglomeration of the ice-snow tourism industry in Qinhuangdao City, and systematic planning cannot be carried out from the perspective of the development of the ice-snow tourism industry. This problem has led to problems such as homogenization and blind competition in the development of the ice-snow tourism industry in Qinhuangdao City, which has adversely affected the cohesion of the development force of the city's ice-snow tourism industry^[4]. Judging from the development stage of ice-snow tourism in Qinhuangdao City, it is still in the initial stage, which puts forward highly urgent requirements for the systematic planning.

3.2 Guidance Policies for the Development of Ice-Snow Tourism Industry in Qinhuangdao City Need to be Further Strengthened

The ski industry in Qinhuangdao City is an important component of ice-snow tourism. With the successful bid of the Winter Olympics and the rapid development of national ice-snow tourism, the ice-snow tourism project in Qinhuangdao City has also entered the fast lane of development. However, due to the influence of the change of site construction policy orientation, a considerable number of ski resorts failed to be built in time due to formalities and other reasons, which resulted in the slow development of ice-snow tourism in Qinhuangdao City. As the construction and design of ski resorts and other venues are involved in finance, planning, land and other departments, the approval process and procedures of ski resorts are rather cumbersome, which affects the development effect of the ice-snow tourism industry in Qinhuangdao City. Moreover, judging from the current ski resorts in Qinhuangdao City, a considerable number of ski equipment and facilities need to be updated, and there are some problems such as slow updating of ski trails and ski facilities and poor site conditions. These problems not only cause potential safety hazards, but also affect tourists' skiing experience. Compared with the national policies to encourage the ski industry, there is still a big gap, which also leads to the unfavorable development of talents training

for ice-snow sports and tourism development in Qinhuangdao City.

3.3 Products of Ice-Snow Tourism in Qinhuangdao City Need to be Further Enriched

The development of ice-snow tourism industry in Qinhuangdao City mainly includes the following three aspects: the first is ice-snow event tourism, which attracts more people to participate in ice-snow tourism by holding ice-snow events. The second is the development of mass ice-snow tourism. The ice-snow tourism in Qinhuangdao City has a certain foundation. By holding popular ice-snow events, we can promote the rapid development of the ice-snow tourism industry. In this process, Qinhuangdao City has held some skating and skiing competitions in recent years. However, due to financial support and other factors, the scale and normalization of brand competitions have not been formed, nor have these competitions been well combined with cultural tourism. Furthermore, the driving effect of ice-snow tourism industry has not been fully exerted. From the analysis of the current public participation in the ice-snow tourism industry, the ice-snow tourism products in Qinhuangdao City have relatively simple categories, such as skiing and ice activities, and there are no branded ice-snow tourism products. Moreover, the construction of the ice-snow tourism industrial base also needs to be scaled and normalized. These factors have influenced the development of ice-snow tourism industry in Qinhuangdao City.

3.4 The Regional Cooperation Mechanism of Ice-Snow Tourism in Qinhuangdao City Needs to be Further Improved

Judging from the current development of ice-snow tourism projects in Qinhuangdao City, there is a lack of cooperation with Beijing and Tianjin. Although Qinhuangdao City has issued some plans to accelerate the development of cultural and sports tourism, the cooperation has not been implemented much. Especially in the joint development of industrial resources of ice-snow tourism, marketing of ice-snow tourism products, development of ice-snow tourism projects and dislocation promotion of ice-snow tourism, there is still a lack of effective mechanism for cross-regional cooperation, which also affects the effectiveness of ice-snow tourism development in Qinhuangdao City to a certain extent.

3.5 The Ice-Snow Tourism Infrastructure in Qinhuangdao City Needs to be Further Improved

Complete ice-snow tourism facilities are an important condition to speed up the development of ice-snow tourism, and the development of ice-snow tourism industry can not be separated from related supporting conditions such as facilities at the opening place and public services for ice-snow tourism. However, judging from the present situation of the development of ice-snow tourism industry in Qinhuangdao City, the infrastructure of ice-snow tourism has become one of the important factors restricting the development of the industry. The problem is mainly manifested in the shortage of ice-snow sports venues in Qinhuangdao City, the small scale of venues and the single service products. At the same time, the lack of environmental construction, supporting facilities, safety protection and other services related to the ice-snow tourism industry has affected the rapid development of ice-snow tourism in

Qinhuangdao City in a way.

IV. THE DEVELOPMENT STRATEGY OF QINHUANGDAO CITY ICE-SNOW TOURISM UNDER THE BACKGROUND OF WINTER OLYMPICS

4.1 Enhancing the Planning of Ice-Snow Tourism Development in Qinhuangdao City

The nature of Qinhuangdao City's mass ice-snow tourism project and the quality of tourist sites determine the effectiveness of the development of ice-snow tourism industry. Therefore, in order to better promote the development of ice-snow tourism in Qinhuangdao City, we should seize the opportunity of the 2022 Beijing Winter Olympics to attract more people to participate by strengthening the development plan of ice-snow tourism and improving the coverage of ice-snow tourism projects. In terms of operation mode, we can learn from the operation experience of comprehensive shopping malls, and provide abundant catering and entertainment facilities to meet the consumption needs of different consumers. In the development of sports, it is necessary to increase the development of traditional ice-snow tourism projects, such as the common ice cart, cuqiu on ice and skiing, and increase the fit between ice-snow projects and traditional festivals, so as to develop ice-snow tourism industry in a more cultural and distinctive manner^[5].

4.2 Strengthening the Cultivation of Talents for Ice-Snow Tourism Industry in Qinhuangdao City

Professional ice-snow sports talents are an important factor to promote the rapid development of ice-snow tourism in Qinhuangdao City. At present, there are insufficient ice-snow sports coaches and employees in the ice-snow industry in Qinhuangdao City, and the lack of professional coaches in terms of professionalism has caused some problems in the sports skills teaching, industrial management and industrial service of ice-snow sports. Therefore, to better speed up the development of ice-snow tourism in Qinhuangdao City, it is urgent to increase the training of personnel related to ice-snow tourism sports, industrial management and tourism services. By attracting more ice-snow tourism talents to participate in this industry, the rapid development of ice-snow tourism projects in Qinhuangdao City will be promoted, and the popularization and development of ice-snow tourism projects in Qinhuangdao City will be accelerated. As for the training approach, we can attract the masses of ice-snow sports talents through cooperation, co-construction and sharing with domestic universities, as as to effectively make up for the shortage of ice-snow tourism talents in Qinhuangdao City.

4.3 Enhancing Efforts to Build Ice-Snow Tourism Culture in Qinhuangdao City

Strong ice-snow tourism culture is one of the important factors to promote the development of ice-snow tourism industry. Qinhuangdao City, as one of the ice-snow tourism cities, should take advantage of the opportunity of the 2022 Beijing Winter Olympics to increase the popularity of the mass ice-snow culture, increase the flow of reports and publicity on the ice-snow events of the Beijing Winter Olympics

with the help of government websites and various WeChat official account, and constantly enhance and deepen the public's understanding of ice-snow tourism projects. At the same time, it is also necessary to take advantage of the opportunity of the Olympic Year to strengthen the organization of ice-snow tourism and entertainment projects and attract more people to actively participate in ice-snow tourism. For example, since 2016, the Laojunding Ice-snow Carnival has been held continuously in Qinhuangdao City, which has played a positive role in tourism culture and industry building. Its experience is worth popularizing and learning from. At the same time, to strengthen the social publicity of the ice-snow tourism industry and make more people understand and participate in the ice-snow sports, Qinhuangdao City municipal government may attract more people to participate in the ice-snow tourism activities by increasing the investment of special funds for ice-snow tourism, thus providing more opportunities for the development of the ice-snow industry^[6].

4.4 Promoting the Activities of Ice-Snow Tourism in Qinhuangdao City in the Campus

Teenagers are one of the main groups participating in ice-snow tourism. To better promote the development of ice-snow tourism in Qinhuangdao City, it is necessary to stimulate teenagers' interest in ice-snow sports by increasing activities such as ice-snow entering the campus, and expand the cultivation of potential crowds in ice-snow tourism. For example, schools can take teenagers as a breakthrough to develop their interest in ice-snow sports from an early age by publicizing the 2022 Winter Olympics, the Winter Olympics culture, the ice-snow tourism in Qinhuangdao City, and setting up the teaching content of ice-snow tourism. If possible, schools can incorporate the teaching of ice-snow projects into the optional course of school physical education, help young people master the basic knowledge and related skills of ice-snow sports, thus providing an effective starting point for better popularization of mass ice-snow sports.

4.5 Promoting the Dislocation Development of Ice-Snow Tourism in Qinhuangdao City

In view of the basic needs of ice-snow tourists, it is necessary to strengthen the support and development of tourism resources and existing ice-snow resources in Qinhuangdao City, and further enrich the development of tourism industry in Qinhuangdao City by combining the research and development of ice-snow tourism products. First, we should speed up the research and development of "skiing+tourism" project, and constantly improve the population base of ice-snow tourism in Qinhuangdao City. Second, we should speed up the "skiing+experience" tourism project and continuously improve the skiing experience; third, we should speed up the "skiing+living" tourism project, and constantly enhance the effectiveness of the development of ice-snow tourism around the new consumption patterns of tourists; fourth, we should speed up the development mode of "skiing+education" and attract more teenagers to participate by activities such as skiing entering into the campus.

V. CONCLUSION

To sum up, the successful application and hosting of the 2022 Beijing Winter Olympics has created a good foundation for the development of ice-snow tourism in Qinhuangdao City, and the promulgation and implementation of national policies on ice-snow tourism has provided many help for the development of ice-snow tourism in Qinhuangdao City. Therefore, to better make use of these bonus policies, Qinhuangdao City should strengthen the analysis of its existing ice-snow tourism projects and resources, and on this basis, combine the needs of society and people, develop more ice-snow tourism products with novel projects and complete sites, and promote the better and faster development of ice-snow tourism industry with greater government planning and industrial agglomeration, thus creating more powerful conditions and favorable environment for its ice-snow tourism industry and economic and social development. The Qinhuangdao government should provide more resources, policies and financial support to build the growth pole of industrial development in the new period.

ACKNOWLEDGEMENTS

This research was supported by Guiding Innovation Fund of Northeast Petroleum University, Project No.: 2018YDQ-13, Project Name; A new Opportunity for the Development of Ice-snow Sports Tourism in Qinhuangdao City under the Background of 2022 Winter Olympics.

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