

Study on Planning and Design of Ice and Snow Sports Tourism in Jilin Province under Changji-Tu Strategy

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Abstract. Using the literature method, with the basic theory of economic circle construction as the logical starting point, puts forward the Changji-Tu of ice and snow sports tourism economic circle construction strategy, This paper analyzes the advantages and characteristics of ice and snow tourism in Jilin Province under the framework of Changji-Tu development strategy, discusses the present situation of the tourism and ice-snow tourism overall planning, ice and ice tourism brand consciousness, develop ice and snow tourism market, provide theoretical reference for Jilin province regional economic development.

keywords: Changji-Tu; Ice and snow sports tourism; Planning and design research.

1. Introduction

Changji-Tu development and open pilot area as the only country approved the border development and open area, includes most of the tourism resources in Jilin province, especially the rich ice tourism resources ", Jilin province is located in the middle of the northern hemisphere, located in the middle of the northeast region, winter temperature is moderate, large snow, and high snow resource quality, especially suitable for the development of ice and snow tourism long development pilot area is an important day involved in cooperation in northeast Asia, under the framework of Jilin ice and snow tourism status and countermeasures,. With the release and implementation of the Outline of the Plan, with the warming up of China's tourism heat, the tourism with ice and snow sports as the theme is also favored by people, followed by the development of ice and snow sports tourism projects. It is of great significance to plan and form an ice and snow sports tourism economic circle in Jilin Province, aiming to provide some reference opinions for the development of the ice and snow tourism industry in Jilin Province.

2. Current situation of ice and snow tourism in Jilin Province

A. The Advantages of ice and snow tourism in Jilin Province

Ice and snow tourism is to take the experience of ice and snow culture as the main tourism resources of the activities, Its participation, interest and high experience of Jilin Province ice and snow natural resources are superior, And has its own characteristics in addition to the regular projects such as snow appreciation, skiing, playing with snow, ice lights, snow sculpture and so on, Jilin Province has also developed new products such as Wusong natural wonders, Chagan Lake winter fishing, Changbai Mountain hot spring and Kanto annual customs combined with ice and snow tourism, In China, Jilin Wusong is the essence of the natural resources of ice and snow tourism in Jilin Province, The Guilin landscape, Yunnan Stone forest and the Three Gorges of the Yangtze River are the four natural wonders of China; Chagan Lake is a famous fishery production base in Jilin Province, It is also one of the top ten freshwater lakes in China. Chagan Lake winter fishing originated from the original fishing and hunting culture in northeast China, It has now been listed as a national intangible cultural heritage; Changbai Mountain is one of the areas with relatively concentrated hot spring distribution in China, Spring water contains a variety of trace elements and minerals beneficial to the human body, With a high health care value; These characteristic products attract a large number of tourists from home and abroad every year

B. Current situation of ice and snow tourism in Jilin Province

During the 2019 Spring Festival, Changchun, Jilin and other places have held large-scale ice and snow tourism activities, Welcome to tourists at home and abroad, For example, Changchun City held the "2019 China Changchun Ice and Snow Festival and Jingyuetan Wasa International Ski Festival" activities, Jilin City launched the "19th China Jilin International Wusong Ice and Snow Festival" activities, Songyuan City held the "Chagan Lake Winter Fishing Tourism Festival" activities, and Yanbian held the "2019 Yanji Changbai Mountain International Ice and Snow Tourism Festival" and other activities, Welcome to the Chinese and foreign tourists, "According to the tourism sample survey report of Jilin Provincial Bureau of Statistics, During the 2019 Spring Festival holiday, the total number of tourists and total tourism revenue in Jilin Province rose again, A total of 6.672,700 tourists were received, Year-on-year growth of 18.20%, Total tourism revenue was 5.135 billion yuan, Year-on-year growth of 25.09%; Among them, the "1-day tour" tourists accounted for 22.75%; Per capita cost of 769.55 yuan, Year-on-year growth of 5.83%.

3. Problems existing in ice and snow tourism in Jilin Province

A. In Jilin Province, the ice and snow tourism lacks the overall planning Compared with other

European and American countries, Jilin province ice and snow tourism development late, ice and snow tourism products also exist characteristic is not outstanding, tourism facilities, at present, Jilin province has more than 2 more large ski resorts, but due to the lack of overall planning, our country top ten ski resort in Jilin province ice and snow characteristic tourism such as rime natural wonders while new products were developed, but due to the lack of scientific overall planning, the number of domestic and foreign tourists did not achieve the ideal effect.

B. Jilin Province ice and snow tourism service facilities are backward

After years of development and construction, Jilin Province has formed its own ice and snow tourism service system, but compared with the world ice and snow tourism power, the related infrastructure construction lags behind the international level, the public service facilities are not complete, and the tourist satisfaction is not high.

C. Jilin Province ice and snow tourism tourist source market is relatively narrow

Jilin province ice and rich natural resources, geographical location is superior, but due to the propaganda, the overall marketing level, tourism reception and tourism income is far behind the neighboring Heilongjiang and Liaoning provinces in Jilin province, now Jilin province inbound tourist market is still in the advantage on structure, but in the overall competitiveness is not optimistic in the hinterland of northeast China, the eastern and Russian far east border, from the ice and snow tourist market, Jilin province and the Russian far east economic hinterland advantage did not play out.

4. The basic theory of the construction of sports tourism Economic circle

Sports tourism economic circle refers to the regional economic cooperation body with sports as the carrier, relying on tourism resources, integrating sports, fitness, leisure, culture, entertainment, festival and other multiple functions.

A. Growth pole theory

"Growth pole theory" can be fully applied in the construction of changjitu ice and snow sports tourism economic circle. Because the three different areas can not be completely synchronous development, must be radiation development, and finally achieve complete development. This is the theoretical basis provided by the "growth pole theory" for regional economic development.

B. Regional Economic Integration theory

Build changjitu ice and snow sports tourism economic circle, and build an economic consortium of sports tourism. To realize the regional economic integration, and effectively promote the free circulation and optimal allocation of resources as far as possible in the region, so as to accelerate the economic development and common prosperity of the region.

C. Distribution theory of industrial structure

Long ji figure the construction of ice and snow sports tourism economic circle, should follow the theory of industrial structure layout, between the regional sports tourism scenic spots and urban traffic trunk construction, improve the sports tourism economic circle facilities service ability and the overall comprehensive reception ability, within the scope of sports tourism economic circle of key sports tourism scenic spots, attractions for reasonable development, promote the scientific distribution of industrial structure within the sports tourism economic circle.

5. Strategic Analysis of the Construction of Ice and Snow Sports Tourism Economic Circle

A. Focus on the overall planning of ice and snow tourism, improve the service quality of ice and snow tourism

Jilin province ice and snow tourism should learn from Europe in ice tourism and tourism management experience, pay attention to the ice and snow tourism overall scientific planning, reasonable layout, improve the management rules and regulations of ice and snow tourism pay attention to protect the sustainable natural environment, development and cultural social environment inheritance and innovation to strengthen the management and training of ice and snow tourism service personnel, improve the service quality, improve the service satisfaction of tourists.

It is the premise of success to develop changitu, build ice and snow sports tourism economic circle and strengthen and improve the level of scientific management. We should take the government as the lead and make scientific planning and standardized management. Develop and build the ice and snow sports industry and tourism industry to prevent the waste and destruction of resources caused by repetitive construction. On the policy support, financial support, actively encourage social investment, also can introduce enterprises, foreign investment, multi-channel financing development of ice and snow sports tourism market, increase investment in the construction of ice, snow and ice tourism, and in the related facilities, related industries for macro-control, gradually adjust and improve the industrial structure to achieve scale, collectivization. This is conducive to the formation of the industrial system of ice and snow sports tourism, comprehensively enhance the competitiveness of ice and snow sports tourism in Jilin Province and realize the sustainable development of ice and snow sports tourism in Jilin Province.

B. Establish the brand awareness of ice and snow tourism, and improve the ice and snow tourism service facilities

1) Build a resource brand

We should make full use of the "Jilin Rime", one of the four major landscapes in China, as well as the effect of cultural and natural scenic spots in China's Changbai Mountain Tianchi Lake, develop a unique and charming ice and snow tourism resources boutique hotline, and create distinctive ice and snow tourism brands to meet the needs of different levels and different categories of ice and snow sports tourists. Expand and strengthen Jilin ice and snow tourism market, and enhance its attraction. Truly turn resource advantages into industrial advantages, promote the construction of related ice and snow industry chain, and promote Jilin ice and snow sports tourism to the whole country and even the world.

2) Build product brands

Develop ice and snow tourism products with Jilin characteristics, novel and unique souvenirs and tourism products. Through the development of tourism products, not only can increase the tourism income, but also can better promote the ice and snow tourism in Jilin Province, thus forming its own distinctive product brand characteristics. There are many kinds of ice and snow tourism products, and it is our top priority to build brands, such as ice and snow sports clothing, ice and snow sports equipment, ice and snow tourism souvenirs, commemorative plates, commemorative coins and so on.

3) Build a cultural brand

Brand culture is the advanced form of brand competition, and it is the advanced form of changing brand image management into cultural management. Based on the characteristics of Jilin ice and snow

culture, traffic pattern and market demand, Changchun will continue to improve Vasar skiing as its brand advantage for ten years; Jilin will build its brand with activities such as alpine skiing and rime viewing, and build ice and snow culture brand with local and ethnic characteristics with Yanbian Korean folk customs, wildlife sight-seeing and cross-border tourism.

4) Improve the changjitu ice and snow sports tourism industry chain

Sports tourism is a sunrise industry of China's sports industry. Due to its late start, although the development speed is fast, it is far from reaching the level that people expect. Jilin Province is a national ecological pilot province, rich in tourism resources. The development of ice and snow tourism has promoted the economic and trade cooperation between Jilin Province and domestic and international governments, and can effectively drive the development of transportation, communication, catering, service, tourism products and other related industries. With the increase of people's income and the diversification of living needs, the development of consumption structure will inevitably be improved. Tourism drives domestic demand is an important way to drive the current and long-term economic development, and it is the most potential economic growth point. By advantage of the good experience of Japan and South Korea in developing snow and ice industry, we should combine snow and ice and ice sports tourism with landscape sightseeing, scenic spots and historic sites, local folk customs activities and hot spring bath, beauty, massage, food and shopping, so as to increase the industrial linkage effect and greatly improve and meet the needs of tourists.

6. Conclusion

Jilin Province has high-quality cultural tourism resources. Although most of them are in their own single resource elements as the core development, not combining culture and tourism organically, but comprehensive investigation of Jilin province region of natural ecological environment, historical relics, modern civilization construction, custom performance and other cultural resources, explore the tourism fusion potential and internal law, from the overall planning to build long cultural tourism system, develop scientific and effective evaluation standards, jointly build a new platform of cultural tourism resources, strive to achieve long tourism fusion background high quality development.

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