

Analysis of the Status and Strategies for the Development of Ice and Snow Tourism in Northeast China

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Abstract. Ice and snow tourism, subordinated to the broad category of ecotourism, is a general term for a variety of tourism activities that take ice and snow climate tourism resources as the main attraction, so that visitors can experience in-depth ice and snow cultural connotations. In recent years, the ice and snow tourism industry in the Northeast demonstrates vigorous development. It not only brings visitors a pleasant and unforgettable experience, but also greatly promotes the economic development of the Northeast. The Northeast region becomes an important pillar of the local economy. However, in the rapid development of snow and ice tourism, the Northeast region is also facing a number of problems and challenges that need to be addressed.

Keywords: ice and snow tourism, economic development, healthy and sustainable development.

1. Introduction

Ice and snow tourism, subordinated to the broad category of ecotourism, is a general term for a variety of tourism activities that take ice and snow climate tourism resources as the main attraction, so that visitors can experience in-depth ice and snow cultural connotations. The main feature of ice and snow tourism is to take the natural winter scenery as the main element to create tourism and leisure projects related to ice and snow. By engaging people to watch ice and snow landscapes and play ice and snow projects, they can experience the nature's ice and snow ecology, and make contact with nature wholeheartedly[1]. As a highly involved, experiential and exciting product, ice and snow tourism has become increasingly popular in the dual context of the rapid development of global tourism and climate change. Especially in the Northeast, with its rich snow and ice resources, the development of snow and ice tourism has incomparable advantages, emerging tourism industry with great potential.

In recent years, the ice and snow tourism industry in the Northeast demonstrates vigorous development. It not only brings visitors a pleasant and unforgettable experience, but also greatly promotes the economic development of the Northeast. The Northeast region becomes an important pillar of the local economy. Governments at all levels fully recognised the value of snow and ice tourism, and the snow and ice tourism industry took off through a series of policy support and infrastructure construction.

In addition, the interest of southern tourists in snow and ice tourism continues to rise, forming a new trend of "southern petite" and other tourists from all over the world to enjoy the snow, which not only reveals the diversified needs of the domestic tourism market, but also injects new vitality into the development of snow and ice tourism in Northeast China. However, in the rapid development of snow and ice tourism, the Northeast region is also facing a number of problems and challenges that need to be addressed.

This essay analysed the development status quo of ice and snow tourism in Northeast China in a comprehensive and in-depth manner. Secondly, this paper revealed the current major problems and their causes by systematically sorting out the resource and development. Finally, this paper discussed the future development direction and strategy of ice and snow tourism in Northeast China, with a view to providing useful insights and suggestions for the healthy and sustainable development of the ice and snow tourism industry.

2. Current Development of Snow and Ice Tourist Destinations in Northeast China

2.1. Overall Situation Description

In view of global climate change and the growing popularity of winter sports in recent years, snow and ice tourism in the Northeast has witnessed unprecedented growth. According to the latest statistics for the year 2022-2023, the total number of tourists received by snow and ice tourism visitors in the three northeastern provinces exceeded 200 million, an increase of 15 per cent year-on-year. Among them, the number of foreign tourists also showed a steady growth of 10 per cent. The direct commercial revenue generated by snow and ice tourism exceeded 150 billion yuan, an increase of 20 per cent year-on-year, fuelling the local economy. Dozens of large-scale ski resorts, ice and snow theme parks and ice and snow resorts recently were added in the Northeast, with a total investment of more than 10 billion yuan. The accomplishment of these new facilities not only enhanced the reception capacity of ice and snow tourism, but also greatly enriched the product line of ice and snow tourism. The Northeast region strengthened the training of practitioners and improved the service quality of ice and snow tourism. At the same time, tourists' travel experience optimised and their satisfaction increased through intelligent and information-based means. However, a number of problems and challenges still exist in the integration of resources, product innovation and marketing of ice and snow tourism in the Northeast, despite the significant achievements.

2.2. Current Situation of Ice and Snow Tourism Development in Jilin Province

Located in Northeast China, Jilin Province is a key region for ice and snow tourism in China, relying on its rich snow and ice resources and unique natural conditions. High visibility of scenic spots such as Changbai Mountain, as a world natural heritage site, Changbai Mountain is uniquely attractive for its snow and ice landscapes and hot spring resources. Jilin province's ice and snow culture has a long history of accumulation. On the basis of wealth of cultural content such as "the origin of skiing in new China" and other cultural concepts, with the help of cultural and tourism resources such as Changchun film and television bases and multi-ethnic characteristics of the cultural support, integration of snow and ice elements with regional folk characteristics and historical resources are further intergrated, and then are inherited the province's snow and ice culture[2]. The integration of cultural industry and ice and snow tourism industry is poor; some facilities are aging and the service capacity is insufficient, which needs to be improved with more efforts[3]. Secondly, there is still some singularity and repetition in the development of ice and snow tourism in Jilin Province. Jilin Province is required to further strengthen the research and development and innovation of ice and snow tourism products to create more attractive and competitive tourism projects.

2.3. Current Situation of Ice and Snow Tourism Development in Liaoning Province

With the location advantages of cities such as Shenyang and Dalian, Liaoning Province has made great efforts to develop urban ice and snow tourism with rich resources and innovative projects. Shenyang, as the capital city of Liaoning Province, has a number of well-known ski resorts, which are well-equipped and spacious. Dalian, for its part, is famous for its ice and snow parks, and some seaside parks are transformed into ice and snow parks in winter, providing visitors with a wide range of ice and snow entertainment projects, such as ice slides, ice and snow swings, ice sculpture exhibitions, snow sculpture exhibitions, and ice and snow carnivals. The emergence of creative ski resorts and ice and snow parks in Shenyang and Dalian enabled ice and snow tourism to be experienced and enjoyed in a more diversified way in Liaoning Province. Meanwhile, corresponding supporting services are also being improved, including ice and snow equipment rental and ski teaching. The implementation of these initiatives provides better service guarantee for tourists and supports the promotion, prosperity and development of ice and snow tourism.

Extensive snow and ice resources, innovative tourism projects and active promotion by the government bring unique charm and competitiveness to the snow and ice tourism destinations in

Liaoning Province. However, the service quality and management level of ice and snow tourism in Liaoning Province need to be further improved, and the infrastructure and service quality need to be further improved to provide more opportunities and potential for the development of ice and snow tourism in Liaoning Province.

2.4. Current Situation of Ice and Snow Tourism Development in Heilongjiang Province

Ice and snow tourism resorts in Heilongjiang Province are known for their rich resources and unique landscapes. Harbin Ice and Snow World, Sun Island Snow Expo and other symbolic attractions are renowned both at home and abroad. The government focuses on ecological protection and sustainable use of snow and ice resources, and the ecological environment and snow and ice resources are well protected; it actively promotes the publicity and promotion of snow and ice tourism, and has successfully raised the popularity and influence of snow and ice tourism by holding colourful snow and ice carnivals and international snow and ice tournaments. At the same time, Heilongjiang Province is also promoting the combination of ice and snow tourism with other elements such as culture and art, creating unique cultural ice and snow tourism products, providing tourists with a more comprehensive and rich ice and snow tourism experience. However, a series of problems such as the lack of innovative projects, old facilities and equipment, and unbalanced and homogenised tourism management structure have gradually emerged within the Heilongjiang snow and ice tourism industry[4], affecting the overall satisfaction of tourists. There is still much improvement in the professional skills and service awareness of some practitioners.

3. A Comparison of the Development of Snow and Ice Tourism Resorts in the North-Eastern Region

3.1. A Comprehensive Comparison of Snow and Ice Tourism Resorts in the Northeast

By comprehensively surveying and analysing the snow and ice tourism resources, infrastructure and industrial development of various places, the differences and problems in the development of various places can be revealed more profoundly, and might provide a solid basis for the formulation of targeted development strategies.

3.1.1 In terms of Tourism Resources, the Three Northeastern Provinces are Rich and Diverse

Heilongjiang is famous for its long snow and ice landscape routes and magnificent natural scenery. Jilin attracts tourists with its unique snow and ice activities and deep snow and ice culture. Liaoning, on its part, gains wide acclaim for its distinctive snow and ice recreation programmes. The differences in the type and scale of snow and ice resources in these regions have laid a solid foundation for them to create their own unique snow and ice tourism brands.

3.1.2 Differences in the Qualities of the Three Northeastern Provinces in terms of Tourism Facilities

In terms of tourism infrastructure, the three provinces also differ in their characteristics. With Harbin as the centre, Heilongjiang has successfully built a number of world-class ice and snow tourism facilities, such as the breathtaking Sofia Cathedral Ice Kingdom and Harbin Ice and Snow World. Jilin, with its excellent transport network and abundant snow and ice hotels, such as Changchun Jingyuetan Ice and Snow Tourism Resort and Jilin Xiushan Ski Resort, has been widely acclaimed for its excellent service. Liaoning, meanwhile, built a series of popular ice and snow tourism facilities based on the cities of Shenyang and Dalian, such as the Shenyang Ice World and Dalian Baokusan Ski Resort, which are popular among tourists for their unique experiences. The differences in these infrastructures have a direct impact on tourists' travel experience and satisfaction.

3.1.3 In terms of the Tourism Industry, the Three Northeastern Provinces Reflect Different Dynamics

In terms of the development of the tourism industry, the three provinces also show different development trends. Heilongjiang's ice and snow tourism industry has matured, with a perfect industrial chain and rich tourism products, attracting not only domestic tourists, but also tourists from all over the world to experience. Jilin's snow and ice tourism industry has also achieved rapid development in recent years, gradually becoming one of the important snow and ice tourism destinations in the Northeast. In contrast, Liaoning's snow and ice tourism industry is still weak and needs to be further promoted to improve its tourism quality and attractiveness in order to catch up.

3.2. Comparison of Spatial Distribution of Snow and Ice Tourism Sites in The Northeast Region

Each of the three northeastern provinces has its own unique geographical location and climatic conditions, we are required to explore and analyse the spatial distribution of the ice and snow tourism sites in the northeastern region in a more detailed and in-depth manner with regard to the geographic location of the three northeastern provinces, the characteristics of the resources, the state of development, as well as the existence of problems and challenges, etc., so as to provide some useful references and suggestions for the further development of ice and snow tourism in the northeastern region.

3.2.1 Geographic Location of the Three Northeastern Provinces in terms of Spatial Location

Heilongjiang Province, as the core region for ice and snow tourism in the Northeast, with its rich natural resources and magnificent ice and snow landscapes, has formed a concentration of ice and snow tourist locations in Harbin, Changbai Mountain and Mudanjiang. These locations attract a large number of tourists through their diverse ice and snow activities and deep cultural connotations. In contrast, the snow and ice tourist sites in Jilin Province are mainly scattered in Songyuan, Yanbian and Baishan, relying on unique snow and ice resources, such as Changbai Mountain and Songhua Lake, to create tourist attractions with distinctive regional characteristics. As for Liaoning Province, although its snow and ice resources are relatively limited, the warm climate of Dalian, Dandong and Jinzhou combined with the fascinating snow and ice landscapes have given its snow and ice tourism a unique charm.

3.2.2 Resource Characteristics of the Three North-eastern Provinces in terms of Spatial Location

From the perspective of spatial distribution, Heilongjiang Province plays an important role among the three northeastern provinces. Its rich snow and ice resources and beautiful natural environment make Heilongjiang Province a popular destination for ice and snow tourism. In contrast, Jilin Province has a relatively more dispersed distribution of snow and ice tourism sites, but still possesses a unique attraction of snow and ice landscapes. And although Liaoning Province is more limited in terms of snow and ice resources, its special combination of warm climate and snow and ice landscapes makes the development of snow and ice tourism in the province uniquely attractive.

3.2.3 Development of the Three Northeastern Provinces in terms of Spatial Location

There are also some common problems in the spatial allocation of ice and snow tourism sites in the three northeastern provinces. Firstly, the development of tourism resources is not balanced sufficiently, and the resource utilisation rate of some ice and snow tourism sites is low. Secondly, the imperfections of the transport network hinder the interconnection between tourist sites. Once again, the construction of tourism facilities and the quality of services need to be improved, limiting the enhancement of tourists' experience. Finally, in terms of tourism marketing, the three northeastern provinces still have some gaps in the effectiveness of promoting ice and snow tourism, and need to strengthen publicity and promotional measures.

3.3. Comparison of Chronological Distribution of Snow and Ice Destinations in Northeast China

In the development of ice and snow tourist places in the three northeastern provinces, by comparing the time distribution characteristics of the three provinces, the seasonal characteristics of ice and snow tourism in each place can be understood in depth, which provides valuable reference for the development of related tourism. For different time distribution characteristics, different strategies can be adopted in different places to optimise the utilisation efficiency of tourism resources and promote the sustainable development of ice and snow tourism.

3.3.1 Ice and Snow Tourist Places in Heilongjiang Province, the Time Distribution Shows Obvious Winter Characteristics

Due to Heilongjiang's cold climate and abundant snow and ice resources, winter is the peak season for tourism in the area. In particular, events such as the Ice and Snow Festival in March of the year and the Harbin Ice and Snow World promote the prosperity of the local winter tourism economy. Because of seasonal constraints on snow and ice resources, there is relatively little snow and ice tourism in Heilongjiang in other seasons, thus making the utilisation of tourism resources somewhat limited.

3.3.2 Ice and Snow Resorts in Jilin Province Show a Relatively Balanced Chronological Location

Jilin Province has relatively mild climatic conditions and long winters, which makes the utilisation of tourism resources high. In contrast to Heilongjiang, ice and snow tourism in Jilin Province is not limited to winter. This is due to Jilin's abundant hot spring resources and cross-seasonal tourism activities. For example, at hot spring resorts and ski resorts, tourists can enjoy snow and ice in winter while enjoying hot springs and outdoor sports in summer, and this cross-seasonal feature makes ice and snow tourism in Jilin Province highly attractive.

3.3.3 Ice and Snow Resorts in Liaoning Province Show Some Diversity in Chronological Location

The chronological distribution of ice and snow tourist places in Liaoning Province also shows some diversity. The climatic conditions of Liaoning Province are between those of Heilongjiang and Jilin Provinces, which gives it a certain advantage in ice and snow tourism. Liaoning Province has long winters and abundant snow and ice resources, and winter tourism is the peak season in the area. However, Liaoning Province also focuses on the diversification of ice and snow tourism and endeavours to expand tourism to other seasons. For example, Shenyang's Ice and Snow Carnival has corresponding tourism activities in non-winter time periods.

4. Issues in the Development of Snow and Ice Tourism in the Northeast

In the development of ice and snow tourism in the Northeast, due to the lack of an effective cooperation mechanism, the three provinces tend to work separately, which leads to obvious problems in resource development, product innovation, infrastructure construction and marketing. The fragmented development model ignores the compatibility and interconnectivity of ice and snow tourism resources among the three northeastern provinces, which affects the overall effectiveness and competitiveness of ice and snow tourism in the northeastern region, and restricts it from moving towards a higher quality of development.

4.1. Insufficient Integration of Resources and Failure to Realise Complementarity of Advantages

Despite the fact that each of the three northeastern provinces has abundant snow and ice tourism resources, these resources have not been fully integrated and optimally allocated. At present, there is a certain amount of duplication and vicious competition in the development of ice and snow tourism

in the three provinces, and there is a lack of effective cross-regional synergistic planning and development mechanisms. This not only leads to inefficient use of resources, but also makes the overall development of ice and snow tourism in the northeast region constrained.

4.2. Tourism Product Innovation is Falling Behind and Market Demand is Difficult to Meet

At present, the ice and snow tourism products in Northeast China are mainly based on traditional sightseeing and skiing projects, lacking innovation and in-depth experience. With the continuous changes and upgrading of market demand, this single product model has been difficult to meet the increasingly diversified needs of tourists. Therefore, accelerating the innovation and upgrading of tourism products has become an urgent need for the development of ice and snow tourism in Northeast China.

4.3. Infrastructure shortcomings are evident and collaboration needs to be strengthened

The development of ice and snow tourism is highly dependent on a sound infrastructure. However, at present, there are still certain shortcomings and deficiencies in transport, accommodation, catering and other infrastructures in the Northeast. These problems seriously affect tourists' travelling experience and satisfaction. At the same time, the three provinces lack synergy and sharing mechanisms in infrastructure construction, leading to certain duplication and waste of resources.

4.4. Insufficient market publicity and promotion, brand image to be improved

There are obvious shortcomings in the publicity and promotion of ice and snow tourism in the Northeast. Due to the lack of a unified brand image and publicity strategy, the overall visibility and reputation of ice and snow tourism in the northeast region is not high. In addition, the traditional means of publicity has been difficult to adapt to the development needs of the new media era, and there is an urgent need to explore and innovate more effective ways of publicity and promotion.

4.5. Inadequate Mechanisms for Talent Development and Technology Exchange

The development of ice and snow tourism cannot be separated from professional talents and technical support. However, at present, the northeastern region is still insufficient in ice and snow tourism talents and technical reserves. At the same time, the three provinces have certain barriers and limitations in talent training and technical exchanges, and lack effective cross-regional cooperation and exchange mechanisms. This not only restricts the development potential of ice and snow tourism, but also affects its overall competitiveness and sustainable development capability.

4.6. Industrial Development Environment to be Optimised

The healthy development of the ice and snow tourism industry needs to be supported by external conditions such as a favourable policy environment, talent support and international cooperation. However, at present, there are still many unfavourable factors in the development environment of ice and snow tourism industry in the northeast. For example, insufficient policy support, imperfect talent training and introduction mechanism, poor international cooperation and exchange channels and other issues have restricted the rapid development and growth of the ice and snow tourism industry. Therefore, optimising the industrial development environment has become one of the important tasks to promote the high-quality development of ice and snow tourism in the northeast.

5. Development Strategies for Ice and Snow Tourism in Northeast China

In recent years, ice and snow tourism in the Northeast has risen rapidly and become a new highlight of regional economic development. The Northeast region needs to formulate and implement a series of optimisation strategies to optimise snow and ice tourism resources based on geographical distribution, forming a regional tourism network for the whole Northeast region and stepping into a benign development track[5]. From the perspective of regional tourism, the implementation path of

ice and snow tourism in the Northeast region is promoted by extending the industrial chain through integrated planning, resource sharing, and industrial linkage[6].

5.1. Demonstrate Resource Integration and Complementary Advantages

The north-eastern region has abundant snow and ice tourism resources, such as the Harbin Ice World in Heilongjiang, the freezing fog and Changbai Mountain ski resorts in Jilin, and the snow and ice hot springs in Liaoning. In order to maximise the use of resources and avoid wastage, the Northeast should strengthen cross-regional planning and collaborative development. By building an ice and snow tourism loop through the three provinces, the quality ice and snow resources of each province should be integrated to create an integrated ice and snow tourism product system. At the same time, according to their respective characteristics and resource advantages, form a complementary development pattern to enhance the overall competitiveness of ice and snow tourism in the Northeast.

5.2. Reinforce Tourism Product Innovation and Iteration

In order to meet the increasingly diversified market demand, the northeastern region needs to accelerate the innovation and upgrading of ice and snow tourism products. On the one hand, creative exchanges among the three provinces can be promoted through regional economic cooperation, and new ice and snow tourism products with market competitiveness can be jointly developed. On the other hand, the connotation of traditional ice and snow culture should be deeply excavated, combined with modern technological means to create immersive ice and snow experience projects to enhance the sense of participation and satisfaction of tourists. In addition, customised ice and snow tourism routes and services should be designed according to the needs of different groups of tourists to provide a personalised tourism experience.

5.3. Upgrade Infrastructure and Sharing

Proper infrastructure is an important guarantee for the development of ice and snow tourism. The Northeast region should strengthen the collaborative planning and construction of transport, accommodation, catering and other infrastructure, and improve the efficiency of the use of facilities and the degree of sharing. For example, it is possible to jointly invest in the construction of a regional transport network to improve accessibility and convenience; to cooperate in the development of accommodation and catering resources to form a diversified service system; and to build a unified ice and snow tourism service platform to provide one-stop information consulting and booking services. Through the collaborative construction and sharing of infrastructure, operating costs can be reduced, service quality can be improved, and tourists can be provided with a better tourism experience.

5.4. Strengthen Publicity and Promotion of Snow and Ice Tourism

In order to enhance the popularity and reputation of ice and snow tourism in the Northeast, marketing and promotion efforts need to be strengthened. On the one hand, new media channels, such as social media and short-video platforms, can be used to release exquisite snow and ice tourism pictures and videos to attract the attention of potential tourists. On the other hand, word-of-mouth marketing can be carried out in co-operation with famous bloggers and netizens in the field of tourism to expand the influence of ice and snow tourism. In addition, the unique charm and development results of ice and snow tourism in the Northeast can be demonstrated by organising ice and snow tourism festivals and participating in international tourism exhibitions.

5.5. Deepen Talent Training and Technology Exchange

Talent and technology are the core elements of ice and snow tourism development. The northeastern region should strengthen the cultivation of talents and technical exchanges in the field of ice and snow tourism, establish a sound mechanism for the introduction and cultivation of talents, and improve the professional quality and skill level of practitioners. At the same time, it encourages

co-operation among enterprises, universities and scientific research institutions to jointly develop and promote advanced snow and ice tourism technology and equipment, and enhance the industry's scientific and technological content and innovation capacity. Through the exchange and co-operation of talent training and technology, it can provide strong talent guarantee and technical support for the development of ice and snow tourism in the northeast.

5.6. Optimise the Development Environment for Snow and Ice Tourism

A favourable development environment is an important guarantee for the healthy development of the ice and snow tourism industry. Northeast China should strengthen policy support, formulate preferential policies and support measures for the snow and ice tourism industry, reduce the operating costs of enterprises and promote the development of the industry. At the same time, strengthen the construction of regulations, improve the snow and ice tourism related laws and regulations, to protect the legitimate rights and interests of tourists and enterprises. In addition, cooperation and exchanges with international ice and snow tourism organisations should be strengthened to learn from international advanced experience and technical standards, and to promote ice and snow tourism in the Northeast to the world stage. For example, the ice and snow tourism industry is encouraged to combine with scientific and technological innovation to promote the application of intelligent and information technology in the field of ice and snow tourism. For example, the use of big data, artificial intelligence and other technological empowerment, innovative tourism projects, the creation of virtual ice and snow experience products, breaking the condition limitations, leveraging the integration of modern emerging technologies^[7], to provide tourists with a more convenient and personalised tourism experience, and to create favourable conditions for the sustainable development of snow and ice tourism in the northeast region.

6. Conclusion

With the global climate change and the rise of healthy lifestyles, ice and snow tourism has gradually become a new fashion trend, and the ice and snow tourism industry in the Northeast region has also shown unprecedented vigorous development vitality. According to the latest white paper report on China's ice and snow economic development, from 2017-2022 China's ice and snow economic development index as a whole showed an upward trend, nearly one and a half times the increase in the past five years, which also reflects that China's current ice and snow tourism industry has a broader market development prospects [8]. This positive trend for the northeast region of the ice and snow tourism industry has brought unprecedented development opportunities, but also accompanied by many challenges. In order to meet these challenges and capture the opportunities, the ice and snow tourism industry in the Northeast must face up to the problems and further deepen the development and utilisation of ice and snow tourism resources through the synergies of policy guidance, market operation and social participation, and promote the process of industrial diversification. In this process, it is crucial to strengthen cooperation, innovative development and focus on sustainability, while the implementation of the concept of environmental protection and sustainable development should not be overlooked. Scientific deepening of reform and development should be based on the unique cultural heritage and characteristics of the Northeast region, with colourful and innovative tourism content as a means to carefully create high-quality ice and snow tourism projects, and grasp the opportunities for development. Through the effective integration of ice and snow resources, national culture and regional characteristics, the ice and snow tourism in the Northeast will become more glamorous, gradually realise industrialised development and build a complete industrial chain, which will in turn promote the broad prospects of the ice and snow tourism industry in the three northeastern provinces and inject new vitality into the development of the local economy and society.

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