

Research on Development Strategies of China's Ice-and-snow Theme Parks

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Abstract: This paper takes basically literature data method to sort out the types of China's ice-and-snow theme parks and their typical characteristics. Ice-and-snow theme parks in China can be classified into: destination level, regional level, city level and community level, in line with the investment scale and market radius; ice-and-snow theme amusement parks, ice-and-snow landscape parks, supporting amusement parks of ski fields and parks for winter events, in line with the thematic elements and content. Their typical characteristics include the regionality of distribution and periodicity of life cycles; the cultural nature of themes and diversity of products; the comfort and excitement of playing experience. In addition, this paper presents five development strategies of ice-and-snow theme parks.

Keywords: Theme Park; Ice-and-snow theme park; Regionality.

1. Introduction

With the development of China's economy, people's living conditions and aesthetic ability are both constantly improving. As a result, experience-oriented amusement parks with innovative themes are now having greater attraction to tourists compared with traditional amusement parks. Since the second Olympic hosted by China was held in the winter of 2022, new images of a more developed China, with winter sports, have been shown to the globe. With the pervading trend of winter sports, ice-and-snow theme parks will show greater and greater cultural advantages of themes and will be sought after by people. Theme parks are parks built for profit with a certain scale of land and investment, and are in closed management. They have one or more specific cultural tourism theme and provide leisure experience with cultural entertainment products or services to tourists for a fee. Ice-and-snow theme parks are theme parks with the theme of ice-and-snow culture and its specific content. They are built with modern architecture and construction technology with the main construction material ice and snow. The landscapes and ice-and-snow arts of an ice-and-snow theme park are designed with the modeling technology of ice-and-snow arts with geographical factors of the region taken into consideration. An ice-and-snow theme park is an integrity of ice-and-snow arts, park landscapes and entertainment projects as a whole. Thus, ice-and-snow theme parks are all regional, seasonal and experiential.

2. Types and Characteristics of China's Ice-And-Snow Theme Parks

2.1. Types of China's Ice-and-snow theme parks

Ice-and-snow theme parks can be classified from many aspects. Generally, they are classified in accord with thematic elements and content. They are also classified regarding investment scale, designed capacity and market radius. In line with the investment scale and market radius, China's ice-and-snow theme parks can be categorized into destination level,

regional level, city level and community level. According to the researches of scholars, large ice-and-snow theme parks are ice-and-snow theme parks with a total investment of more than 2 billion Yuan, a designed capacity of more than 1 million people and a proportion of special trip tourists more than 30%. Large ice-and-snow theme parks include that of destination level and regional level, such as The Ice and Snow World of Harbin.

In line with the thematic elements and content, the ice-and-snow theme parks can be classified into ice-and-snow theme amusement parks, ice-and-snow landscape parks, supporting amusement parks of ski fields and parks for winter events. At present, there are large ice-and-snow amusement park in China including Shenzhen Window of the World Ice and Snow World, Bird's Nest Happy Snow Season, etc.; large destination level ice-and-snow landscape parks, including The Ice and Snow World of Harbin, China Snow Town, Jilin International Fog and Snow Festival; large supporting amusement parks of ski fields, including Yabuli Ski Resort, Chongli Genting Ski Park, Jinfo Mountain Scenic Area in Chongqing, Wawu Mountain National Forest Park in Sichuan, etc. Some ice-and-snow theme parks may have the characteristics of the above types at the same time. For example, The Ice and Snow World of Harbin and China Snow Village are destination level parks which are both ice-and-snow landscape parks and ice-and-snow amusement park.

2.2. Typical characteristics of Chinese Ice-and-snow theme parks

2.2.1. Regionality of distribution and periodicity of life cycle

The distribution of regional and life cycle snow and ice theme parks is greatly affected by climate and region. At present, the main locational distribution happens to be the northern parts of China and is relatively concentrated in Heilongjiang, Jilin, Liaoning and Beijing-Tianjin-Hebei region. At present, there are 23 snow and ice theme parks of large, medium and small size in Heilongjiang, Jilin and Liaoning. In the past two years, under the background of the national promotion of "Spread in the South and Expansion to the West" of winter sports, southern regions with favorable

conditions are provided with opportunities of construction of ice-and-snow theme parks. Either artificial or natural, they are landscapes of ice and snow, so their life cycles are rather short. As a result, they need to be constantly updated to create new attractions so as to create new life cycles.

2.2.2. Cultural nature of themes and diversity of products

The large snow and ice theme parks show the unique regional cultures with snow and ice symbols created by people with the life styles based on ice-and-snow ecological environment. The appeal to tourists who have not yet experienced ice-and-snow culture is strong, for there are unique exotic cultures and tourism products. The selections of themes also embody diversification and compatibility. While showing the charm of ice-and-snow sculptures and light art, it absorbs elements of politics, economy, social culture, domestic and foreign fairy tales into the works. For instance, the 12th Snow and Ice World and the American Disney authorized cooperation with the Chinese side and constructed Disney Cartoon Story Park. The park perfectly combines the theme of fairy kingdom with ice and snow, reflecting the east-west cultural integration from respects of theme selection and products of large ice-and-snow theme parks.

2.2.3. Comfort and excitement of playing experience

Tourism experience is deep-level feelings formed by tourists spending time in a particular tourist destination to go around, see, learn and feel. It is affected by many factors including personal perception, local impression and consumed tourism products. The main factors affecting the tourists' playing experience in ice-and-snow theme parks are, on the one hand, the cultural and appreciative nature of the theme products, the nature of leisure and entertainment which is also the key factor for the destination-level ice-and-snow theme parks to attract tourists. On the other hand, comfort is an important factor as well. In addition to the supporting service facilities that are necessities in theme parks, snow and ice theme parks also need to set up heating and leisure rooms, mobile phone charging sheds, etc. to ensure comfortable playing experience and extend the playing time. The excitement is embodied in the speed-oriented and game-oriented events such as playing on ice slides and skiing, which are extreme experience products meeting the needs of tourists for breath-taking and thrilling experience. Tourists can experience the speed and passion of ice and snow, as well as the original life and entertainment of the people in the cold area. These are the unique playing experiences provided in ice-and-snow theme parks.

3. The Development Strategies of Ice-And-Snow Theme Parks

3.1. Conforming to the spatial distance structure

The selection of venue location is of great significance to realization of sustainable development of snow and ice sports. An winter sports venue is not just a single building. Its development needs a lot of support of land resources, human resources, social services and support from cultural and sports industry. Its development is greatly dependent on the society and requires a lot for the regional social development. Location of an winter sports venue must be integrated into the urban space in a proper position which is in harmony with other urban functions and following the trend of urban

development, whether it is the transformation of existing venues or the construction of new venues. Different development modes should be chosen according to the different geographical locations to make positive interactions between the venues and the cities.

3.2. Building the mass brand of ice-and-snow activities

Carry out different types of winter sports activities can not only bring "ice and snow" into people's daily life and make people experience the fun of winter sports in a more active way, but also help people further understand the traditional ice-and-snow culture and sense the charm of ice-and-snow culture. Related departments should carry out ice-and-snow competitions with national, folk and popular characteristics according to local population characteristics and customs, create mass brand activities and gradually develop activities with unique local characteristics; utilize various media resources to promote publicity and create an atmosphere of winter sports to mobilize the enthusiasm of the masses to participate in winter sports.

3.3. Perfecting the industrial auxiliary structure

Winter sports are physical activities that integrate fitness, leisure and entertainment, thus they have a high degree of social dependence. Their sustainable development requires not only the field itself to have relatively complete equipment, but also the surrounding supporting facilities, such as surrounding buildings, decoration, catering, accommodation, transportation, etc. The construction of ice-and-snow venues and related supporting facilities in developed countries abroad is relatively perfect, presenting a development mode of high-end and agglomeration, while the development of winter sports in China has not formed obvious industrial agglomeration. This calls for attention of the government to the demand of winter sports from the industrial level, the introduction of relevant support policies, and the promotion of ice-and-snow industry from the supply side; the stronger cooperation of government and social capital, and the macroscopic readjustment and control of related supporting facilities and industries with the government playing a leading role; the government's perfecting the industrial structure, broadening the financing channels, relaxing the market access of private capital, giving full play to the supervision and guidance of the government, improving the comprehensive development level of ice-and-snow tourism industry and related industries, and then realizing the sustainable development of ice-and-snow industry.

3.4. Establishing a more perfect feedback mechanism

In order to realize the long-term sustainable development of winter sports, innovation and adjustment must be made continuously in the whole development process to meet people's increasingly multi-level and diversified demands of sports. As the main body of winter sports, the mass' feedback information has higher value for the sustainable development of winter sports. Sports management departments should understand the sports demands of the masses through field visits, newspapers, WeChat public accounts, citizens' hotlines, the Internet and other ways, improve the supply efficiency, and realize precise supply. Sports management departments should also give timely solutions in response to problems

reflected in the mass' feedback, so as to have further good interactions with the mass, to create a better sports environment and provide better services for the mass.

3.5. Providing strong institutional guarantee

Winter sports have large initial investment, high sustained operating costs and long capital return cycle. Their sustained operation must depend on the long-term development of the whole social system, and can never run well on their own without the support and guidance of central and local government. Plan of Promotion and Popularization of Mass Winter Sports provides effective institutional guarantee for China's development of winter sports. Governments at all levels should respond to the national call actively, make full use of regional resources, mobilize advantageous resources in all respects to promote supply of public services with ice-and-snow fields, lower price threshold; set standards and regulations for existing ice-and-snow fields, perfect infrastructure construction of fields and venues, promote management and maintenance of fields and facilities, ensure effective supervision and management, reasonable utilization of ice-and-snow resources, in order to provide good sports environments for people of different consumption levels.

4. Conclusion

Ice-and-snow theme parks can not only beautify cities, but also provides a unique display platform for the cultures of cities. The theme parks are given specifically fixed themes, and are a new type of amusement parks. We should construct ice and snow parks with unique and avant-garde atmospheres.

With the development of the times, the ice and snow tourism industry is heating up, and healthy while rapid development patterns begin to emerge. Ice-and-snow theme parks is a new carrier for the dissemination of ice-and-snow culture, which is indirectly but quickly affecting the development cause of and reflecting the unique artistic charm of whole cities.

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