

Research on the Brand Building of Jilin Province Ice and Snow Sports Equipment Industry under the Background of All-for-one Tourism

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Abstract: The successful holding of the Beijing 2022 Winter Olympics provides a better development opportunity for building a regional brand of the snow and ice sports equipment industry in Jilin province. With natural snow and ice resources and a good snow and ice industry foundation, it is possible for Jilin province to build a regional brand of the snow and ice sports equipment industry with regional characteristics and to enhance the regional competitiveness of Jilin province, thereby accelerating the transformation of economic growth mode as well as the transformation and development of the regional economy. Through analyzing the influencing factors of regional brand building of Jilin province ice and snow sports equipment industry under the background of all-for-one tourism and through comparing and analyzing the model with the successful cases of domestic typical regional industry brand building, this paper proposed the construction strategy of Jilin province ice and snow sports equipment industry brand.

1. Introduction

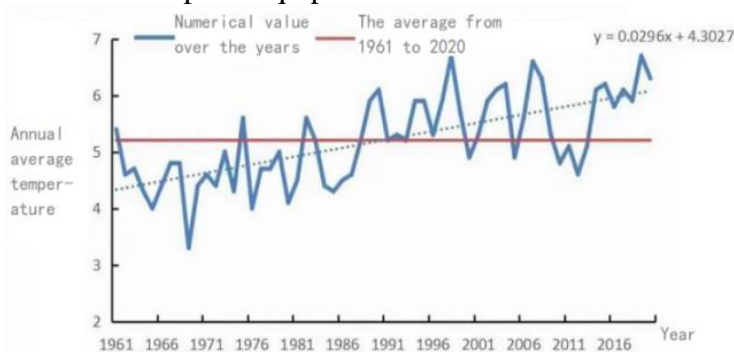
The proposal of the all-for-one tourism policy provides a solid policy foundation for various provinces for their development of the tourism industry. With the initiative of this policy, more and more provinces have made vigorous efforts in developing the tourism industry in recent years and achieved good economic and cultural benefits. Jilin province actively responds to national policies and vigorously develops the all-for-one tourism model, providing development opportunities for the ice and snow sports equipment industry. Besides, the successful holding of the 2022 Beijing Winter Olympics also provides an opportunity for the development of ice and snow sports. With the help of the promotion of television direct transmission, short online videos and other media, the concept of ice and snow sports has gradually taken shape among the people of the whole country. In addition, people's love for ice and snow sports is also at an all-time high. Nowadays, material and cultural life has become increasingly rich. Thus, the public not only wants to understand the ice and snow sports, but also wants to take part in them. Under such an opportunity, all the parts of the country

are vigorously developing the ice and snow sports equipment industry. With unique geographical location, climatic and environmental conditions, local culture and policies and other factors, which have a good promotion effect, Jilin province has built a regional brand of ice and snow sports equipment industry.

2. Analysis of the influencing factors of regional brand building of Jilin province ice and snow sports equipment industry

2.1. The factor of natural location

Jilin province is a major province in China, which develops ice and snow sports. With abundant ice and snow sports resources, Jilin province boasts unique advantages in developing the ice and snow sports industry. Moreover, due to its location in the highest latitude zone of Central Asia, it is the most typical temperate continental monsoon climate and is known as the “golden latitude zone of ice and snow”. This climate condition brings about the annual average temperature of about 5°C (See Figure 1), the average annual snow-covering days of over 150 days, and the average winter temperature of about - 20°C. The snowfall amount in Jilin province is very stable and the snowflake water content is low. In addition, the structure and nature of snowflakes are also very suitable for skiing. All these conditions have provided abundant snow and ice resources as support for the development of the snow and ice sports equipment industry in Jilin province, promoting the development of the snow and ice sports equipment industry there. Besides, Jilin province is located in the center of the three northeast provinces of China, which boasts significant regional advantages, developed transportation and a vast land area. Currently, all kinds of transportation modes in the province have been developed and matured, including railways, planes and various urban tourism bus routes, providing good transportation conditions for tourists and solid infrastructure support for the development of ice and snow sports equipment brand.



The picture is from Jilin Provincial Meteorological Bureau
<http://jl.cma.gov.cn/>

Figure 1: Change of annual average temperature in Jilin province from 1961 to 2020

2.2. Ice and snow tourism base and tourist source factor

As the first choice of ice and snow tourism areas, Jilin province has a large number of passenger trips which play a supporting role in promoting the construction of the ice and snow sports equipment brand. So far, there are several famous ice and snow tourism bases for tourists to choose from in Jilin province, including Changbai Mountain Wanda Ski Resort (See Figure 2), Beidahu Hotel Apartment Golf Ski, Changchun Shimao Lotus Mountain Ski Resort, etc. As one of the three largest snow bases in the world, Changbai Mountain Wanda Ski Resort is greatly popular with ski

enthusiasts due to the delicate and soft snow and a variety of ski track facilities that have been developed and built in the ski resort. For this reason, the ski resort can fully meet the different demands of people at different levels of skiing at various stages and is regarded as a paradise for ski enthusiasts. Changbai Mountain Ski Resort is also the key area for the largest and best mountain ice and snow sports in-depth development activities in China, which is a natural ski resort.



The photo is from CCTV.com
www.cctv.com

Figure 2: Changbai Mountain Wanda Ski Resort

2.3. Human resource factor of ice and snow sports equipment industry

As a province with multiple ethnic groups, Jilin province has distinctive regional culture and ethnic characteristics, and it is well known for its rich and unique ice and snow cultural environment. In order to make the ice and snow culture in Jilin province full of vitality, Jilin province has widely carried out various forms of mass ice and snow sports. For instance, the Yanbian Korean Autonomous Prefecture launched the Changbai Mountain Snow Culture Tourism Festival, aiming to let tourists experience various traditional ethnic activities and ice and snow activities^[1]. In addition, at the Beijing 2022 Winter Olympics, athletes from Jilin province achieved remarkable results, taking the lead across the country in the ice and snow sports industry. Such achievements have further encouraged the public to take part in snow and ice sports. In addition, it has also promoted snow and ice sports and deepened the public's understanding of the snow and ice culture as well as the snow and ice sports. Under such a cultural background, the public has strong and increasing demands for snow and ice outdoor sports products, which provides a solid consumer foundation for the transformation of snow and ice into economic benefits.

2.4. Policy support factors

Policy support and guidance are the key driving force for the development of the ice and snow sports industry. In November 2016, the General Administration of Sport of China, the National Development and Reform Commission, the National Tourism Administration and the Ministry of Education jointly issued the *Ice and Snow Sports Development Plan (2016-2025)*, hereinafter referred to as the Plan. As the government guidance document that was issued to accelerate the construction of the national ice and snow industry and promote the key tasks of China's supply-side structural reform at the current stage, the Plan attached emphasis on accelerating the joint and stable development of the ice and snow industry. In addition, the Plan clearly proposed that it was necessary to strengthen the theoretical and practical study of youth ice and snow sports so that the wide popularization and development of ice and snow sports could be promoted^[2]. In June 2019, the Ministry of Industry and Information Technology of the People's Republic of China and the General Administration of Sport of China of the People's Republic of China jointly released the

Action Plan for the Development of Ice and Snow Equipment Industry (2019-2022), which was proposed to develop mass sports equipment and special equipment for competitions. Besides, it was stressed that the construction of an ice and snow tourism complex shall be actively promoted, with a focus on building an international top composite ice and snow tourism base, strengthening the cultivation of enterprise brands, and improving the relevant infrastructure. In October 2021, the General Administration of Sport of China of the People's Republic of China issued the *Sports Development Planning during the Twelfth Five-year Plan Period*, which required the northeast region to give play to the advantages of equipment manufacturing so as to build a high-end equipment manufacturing brand. With these efforts, the level of tourism services could be improved. Besides, it was stressed that it was necessary to build a high-quality ice and snow tourism destination. In order to improve the localization level of the ice and snow sports industry and the relevant equipment, the *Jilin province Ice and Snow Sports High-quality Development Plan (2021-2035)* was issued, which adhered to the significant guiding spirit of General Secretary Xi Jinping's "ice and snow are also gold and silver mountains". It was issued to vigorously promote the construction of international ice and snow sports demonstration zones and accelerate the high-quality development of China's ice and snow industry, which pursued to accelerate the comprehensive revitalization and all-round revitalization of Jilin province in the new era. In addition, a specific development plan for this purpose was also put forward^[3]. Under such a policy background, Jilin province is expected to have broad development prospects for building and developing a regional brand of ice and snow sports equipment industry.

2.5. Manufacturing power factor

As one of the old industrial bases in China, Jilin province enjoys a perfect industrial foundation in equipment manufacturing. In recent years, the policy of revitalizing the old industrial base in Northeast China has been gradually implemented. It is the good equipment manufacturing foundation as well as the advantages in scientific and technological resources of Jilin province that provides a strong guarantee for the development and growth of the ice and snow equipment manufacturing industry. It was stated in *Jilin Provincial High-quality Development Plan for Ice and Snow Sports (2021-2035)* that efforts shall be made to build the Changchun Ice and Snow Equipment R&D and Manufacturing Base, the Jilin Ice and Snow Leisure Equipment Manufacturing Base and the Liaoyuan Ice and Snow Clothing Equipment Manufacturing Base. It was also stressed that it was necessary to develop ice and snow facilities and heavy equipment, establish scientific research and production parks, and take advantage of the talent resources and equipment manufacturing resources of scientific research institutions. Other actions shall also be taken, such as actively introducing global famous ice and snow equipment manufacturing enterprises and famous brand manufacturers, further strengthening investment attraction and increasing the total number of ice and snow equipment manufacturing enterprises in accordance with market demands ^[3]. Through these efforts, the market competitiveness can be improved, thereby providing power for manufacturing ice and snow sports equipment.

3. Successful case analysis and model comparison of domestic typical regional industrial brand building

By referring to the successful cases of industrial brand building in other typical regions in China, it is possible to propose enlightening suggestions for the brand building of the ice and snow sports industry in Jilin province. A brief analysis and a comparison of the regional brands of the ice and snow tourism industry in Heilongjiang province, the cashmere industry in Inner Mongolia, and the cultural industry in Hunan province are shown as follows:

3.1. Analysis of successful cases of industrial brand building in typical domestic regions

3.1.1. Regional brand of ice and snow tourism industry in Heilongjiang province

Heilongjiang province is located on the east coast of the Eurasia continent, where the temperature indicators are designated as temperate and cold temperate zones from south to north. It has the continental monsoon climate and the average temperature there remains around zero degrees throughout the year. The winter there lasts long and the weather is cold. The amount of snowfall is large. And as for the terrain, the whole province is mainly the terrain of mountains and plains. These representative climatic environment and geographical conditions impel Heilongjiang province to take the lead in developing the ice and snow tourism industry at the beginning of this century. Secondly, Heilongjiang province has the largest snow and ice theme park in the world, and its snow sculpture art group (See Figure 3), indoor ski resort as well as other tourism products enjoy great prestige in the world ^[6]. Heilongjiang province, relying on its unique ice and snow resources and rich and colorful cultural and tourism resources, has built an ice and snow tourism brand, which has promoted the rapid development of the all-for-one tourism model of ice and snow sports in Heilongjiang province. Besides, these resources have built Heilongjiang into a province with an ice and snow tourism brand, making the province get a great start in the fierce competition ^[7]. However, Heilongjiang province is also afflicted by many shortcomings in developing regional brands of ice and snow tourism industry: since the reform and opening up, the economy of each province has gradually developed and the competition is fierce. As the ice and snow tourism industry in other two provinces of the three northeast provinces of China, Tibet, Sichuan and other places has enjoyed rapid development, the characteristics of the ice and snow tourism brand in Heilongjiang province are gradually reduced. The ice and snow tourism projects in these regions have reduced the regional characteristics of Heilongjiang province as well as the passenger flow to a certain extent. Such situation is a crisis that the ice and snow tourism industry in Heilongjiang has to face.



The pictures are from Heilongjiang Provincial Department of Culture and Tourism
<http://wlt.hlj.gov.cn/mobile/index>

Figure 3: Harbin Ice and Snow World, China

3.1.2. Regional brand of cashmere industry in Inner Mongolia

As the largest cashmere raw material producer in the world, China has many famous cashmere brands and has a monopoly advantage worldwide (See Figure 4). One of the most representative cashmere brands in China is Ordos cashmere in Inner Mongolia. Inner Mongolia Autonomous Region has natural conditions that are conducive to the growth of cashmere. The temperate continental climate with high altitude and low temperature makes the quality of cashmere in Inner Mongolia always at the forefront of the world. In 2013, the Ordos Municipal Government issued the Implementation Opinions on Revitalizing the Development of Cashmere Industry (EFF [2015] No.

54), which was proposed to build Ordos into a “Cashmere Capital of China” with obvious industrial characteristics, high efficiency of industrial chain cooperation, remarkable enterprise agglomeration effect and green environmental protection^[5]. With 40 years of rich experience and market popularity, Inner Mongolia Erdos Cashmere Group Co., Ltd has established a complete business model of coordinated development of the whole industry chain. The core competitiveness of Ordos cashmere brand relies on the fact that the brand has competitive advantages in the whole industry chain, which has obvious regional advantages from raw material control to production and processing. In terms of brand and channel, in 2016, the brand was integrated into the international design concept. The brand kept committed to interpreting oriental aesthetics and building Ordos cashmere brand into a high-end brand featuring youth and modernization. The successful transformation of the brand expanded its popularity and reputation. Secondly, excellent quality and core production technology are also the keys to the success of brand building. In order to improve its core competitiveness, the brand continued to carry out independent innovation, combine with production, teaching and research, and introduce world-class equipment so as to keep the company’s technology maintain at the world’s advanced level ^[8]. Despite its great advantages in resources, industrial scale, technology and products, Ordos cashmere brands also have to face serious problems. As is known to all, Inner Mongolia Autonomous Region is densely populated and the cashmere processing industry is labor-intensive. Thus, the labor price is relatively low. The brand requires not only long working hours and high intensity, but also high requirements for technology. Such a situation has resulted in a series of problems over time, such as the outflow of talent. As time passes, the quality of cashmere decreases. Besides, Ordos cashmere brands also have to face the following problems: the continuous downturn of the international economy under the influence of the epidemic, the continuous price depression caused by industrial competition and the lack of effective marketing policies.



The picture is from Prospective Industry Research Institute
<https://f.qianzhan.com/>

Figure 4: Cashmere output of major provinces in China from 2016 to 2019

3.1.3. Regional brand of cultural industry in Hunan province

As the domestic economy and science and technology have enjoyed continuous development, the proportion of the tertiary industry has also gradually increased. In recent years, the cultural industry in Hunan province has developed strongly and has gradually become a pillar industry to promote the development of Hunan province. Under such backgrounds, a series of pillar leading brands, which rely on the development of characteristic culture, emerge in response to the proper time and conditions. As a significant base of the red revolutionary, Hunan province has a rich and long history and culture. Besides, a number of red tourism brands represented by Chairman Mao Zedong Memorial Hall, Liu Shaoqi’s Former Residence and Hunan Lei Feng Memorial Hall are also in

Hunan province. In addition, TV, animation, performance and other distinctive cultural industry brands have become the “cultural industry benchmark” of Hunan province^[4]. On this account, Hunan province has formed a film and television culture that consists largely of film, television and animation. Changsha, the capital of Hunan province, is known as the “Star City”. The famous Hunan Satellite TV and Mango TV have created many popular film, television and animation works, which have brought a lot of economic benefits and laid a solid economic foundation for the sustainable economic development of Hunan province. Besides, the cultural industry brand of Hunan province keeps up with the pace of the times. Hunan province not only has a folk culture brand with local characteristics, but also vigorously promotes the digital cultural and creative brand guided by the scientific and technological revolution. The brand development is vibrant, providing a strong impetus for the prosperity and development of emerging industries. However, at present, the cultural industry in Hunan Province is still in the stage of continuous development, which still exposes some problems. For example, the speed of industrial development is relatively slow, the integration of culture and technology is lacking, the industrial economic appreciation experiences a slow speed, the internal structure of the industry is not perfect, and the promotion of traditional folk culture obtains insufficient emphasis. However, in general, Hunan province has opened up whole new cultural industry chains and built a regional brand chain based on the cultural industry.

3.2. Comparison of regional industrial brand-building models

As a successful case of domestic typical regional brand building, Heilongjiang province, Inner Mongolia Autonomous Region and Hunan province all have their own brand-building models. Heilongjiang province, depending on its own resources, develops ice and snow sports in an active manner and broadens the development path of ice and snow industry equipment. The efforts mentioned above are also a successful example of the development of ice and snow sports equipment industry under the background of all-for-one tourism. Although there are deficiencies in the development, Heilongjiang has many advantages in developing ice and snow tourism. For example, it has abundant ice and snow resources, and it has complete and relevant infrastructure. As a base of ice and snow tourism, Heilongjiang province is more competitive than Jilin province and boasts a competitor that Jilin province can't underestimate. The Inner Mongolia Autonomous Region has great advantages in resource supply, processing capacity, regional brand awareness and other fields. In addition, its processing advantages and the brand image of the Inner Mongolia cashmere industry are also very conducive to the development of the cashmere industry. Although it faces several problems, such as severe ecological challenges, cashmere supply and intensifying competition in domestic and foreign cashmere markets, the market and economic environment have changed under the guidance of national policies. The innovation and the progress of cashmere transgenic technology have provided a new opportunity for the development of the cashmere industry in Inner Mongolia. As for Hunan province, it has actively responded to the call of China, followed the pace of the times, and realized the rapid and stable development of the cultural industry with the help of modern multimedia technology. Although it also faces many problems, such as slow industrial growth, incomplete industrial system development and a single development channel, the construction of the cultural industry brand in Hunan province is still the pioneer of the regional brand chain dominated by the cultural industry.

Jilin province shall learn from the experience and lessons of other places across the county so as to make every effort to build a unique snow and ice tourism industry brand with Jilin characteristics, expand the industrial scale, combine with snow and ice sports equipment, and develop snow and ice sports equipment industrial parks. In this way, it can improve market competitiveness. Facing competition and pressure, Jilin province shall follow the policy guidance, try its best to realize

innovation and development, make good use of the local nature and manufacturing advantages, and vigorously develop the ice and snow sports equipment manufacturing industry. It shall make use of modern media and short videos to actively promote ice and snow culture as well as ice and snow sports, deepen people's understanding of ice and snow culture as well as ice and snow sports, and improve people's interest in outdoor sports so as to stimulate the demand for ice and snow sports equipment products. Therefore, providing a solid mass foundation for the development of the ice and snow sports equipment industry.

4. Brand building strategy of Jilin province ice and snow sports equipment industry

4.1. Diversified publicity channels and ice and snow tourism market

The development of network media has brought about diversified publicity channels. In the context of this network boom, it is necessary for Jilin province to seize the advantages of publicity. It is necessary for it to publicize local ice and snow culture through traditional media, such as TV and new media channels of various network platforms and to constantly expand the communication channels of the ice and snow sports industry. Moreover, in recent years, the scale of the Jilin ice and snow tourism market has continued to expand, with the tourism market keeping the rising trend. By making use of rich ice and snow tourism resources, Jilin province can attract a large number of tourists and maintain to improve its competitiveness and influence. In this way, it can seize the opportunity to create a brand and open up a new path for the branding of the Jilin province ice and snow sports equipment industry.

4.2. Stimulate brand vitality through ice and snow culture

The successful holding of the Beijing 2022 Winter Olympics has made the ice and snow sports industry realize an unprecedented upsurge, followed by a wave of ice and snow tourism. The development of ice and snow tourism in Jilin province has been relatively mature, which thereby drives the strong development of other ice and snow industry chains, such as the integration of the ice and snow tourism industry and ice and snow culture. As far as Jilin province is concerned, one of the significant cores determining whether the brand vitality of ice and snow sports equipment can be activated is if the ice and snow cultural atmosphere is strong or not. From the current point of view, holding all kinds of ice and snow activities and establishing ice and snow tourism bases can be important ways to shape the ice and snow cultural atmosphere. The spread and promotion of the ice and snow culture in Jilin province is the basis for supporting the development of the ice and snow sports equipment brand, which is also the key point for the long-term development of the characteristic ice and snow sports equipment industry in Jilin province.

4.3. Assist brand development through talent cultivation

Technical talents associated with ice and snow sports equipment are the key to the development of the ice and snow sports equipment industry. The long-term development of any industry can't be realized without the support of relevant talents. Thus, the key to promoting the rapid development of the brand is to strengthen the training of the relevant talents, ensure the supply of talents, give free rein to the value of various colleges and universities to cultivate professional and skilled talents in the ice and snow sports equipment industry, and offer support for the long-term development of the ice and snow sports equipment industry in Jilin province with professional theoretical knowledge.

4.4. Government investment and investment promotion

Jilin provincial government requires to give play to its own advantages, promote the development of characteristic ice and snow industry, strengthen the construction of the relevant basic resources, and invest a lot of funds. In this way, it can promote industrial development as well as brand building. However, the investment of government departments alone is far from reaching the goal of the required funds if it only cooperates with some powerful groups. Thus, it is necessary for Jilin Province to attract the groups to invest in the ice and snow sports equipment industry and establish a special fund, so that the industrial scale can be expanded and the investment environment can be optimized to attract more powerful large groups to take part in the construction and development of the related industries. Ultimately more funds and greater influence will be realized.

5. Conclusion

In order to build the brand of ice and snow sports equipment industry, Jilin province shall make good use of the ice and snow tourism market and open up new ways for the construction of industrial brands by means of multiple publicity channels. Through holding various snow and ice activities, establishing snow and ice tourism bases, and creating a snow and ice cultural atmosphere, brand vitality can be stimulated. In order to promote the long-term and rapid development of the brand, it is necessary to strengthen the training of the relevant talents and to establish a team of professional talents. The government requires to invest a lot of money to promote industrial development and expand the industrial scale and connect with large groups, so that brand building can be promoted. All in all, Jilin province must give full play to its existing advantages, accelerate the progress of the “snow for silver” project, make use of the resource advantages of the old industrial base in the northeast, strive to build a national ice and snow equipment production park, and place emphasis on the development of outdoor sports equipment industry. With these efforts, Jilin province will be built into a top ice and snow tourism resort at home and abroad, which can give play to the existing resource advantages, build a regional brand of ice and snow sports equipment industry, and improve the regional influence of the industry. Thus, the shift of economic development focus in Jilin province can be promoted, thereby providing new ideas as well as new directions for the development of the ice and snow industry in other cities and regions in Northeast China.

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