

# SWOT Analysis on the Development of Snow and Ice Tourism in Jilin Province

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**Abstract:** In recent years, with China's successful bid to host the 2022 winter Olympic Games, snow and ice tourism has become an important choice for people to travel in winter. As an important part of the whole season tourism, snow and ice tourism has gained great support and promotion from both the government level and the industry level, and is being concerned and favored by the vast majority of people with the momentum of setting fire to the countryside. This paper uses SWOT analysis method to study the development of snow and ice tourism in jilin province, analyzes the advantages, disadvantages, opportunities and challenges of the development of snow and ice tourism in jilin province, and puts forward corresponding countermeasures, hoping to provide some reference for the development of snow and ice tourism in jilin province.

## 1. Introduction

As a popular theme tourism industry in the world, ice and snow tourism has developed for more than 100 years in Europe, America and other countries, and has formed a considerable scale and established a perfect industrial system. More developed countries such as Japan and South Korea also have a history of more than half a century. Although China is a rising star, it is the country with the greatest development potential. China has a diverse climate, a vast territory and abundant ice and snow resources. After more than 20 years of development, China has initially formed a snow and ice tourism mode with Chinese characteristics. Jilin province the implementation opinions about industry bigger and stronger ice for the first time introduced ice industry of ice-snow tourism industry architecture - as, on the basis of the ice and snow sports, with ice and snow culture as the leading three core industries, and combined with snow and ice trade traffic, the wisdom of ice and snow, ice and snow, ice and snow manufacturing and other related industries and supporting industries "3 + X" of the whole industry chain system of industry. In recent years, jilin's ice and snow industry has taken the lead in some fields, especially in the field of ice and snow tourism. This paper USES SWOT analysis method to study the current situation of the development of snow and ice tourism in jilin province, and gives reasonable Suggestions, hoping to promote the comprehensive, scientific and sustainable development of snow and ice tourism in jilin province.

## 2. Advantage analysis

Jilin province has high quality and abundant natural resources, good policy advantages, profound ice and snow culture deposits, colorful and diverse ice and snow events, and its ice and snow tourism industry has high resource endowment, large consumption driving force, good market prospect, strong comprehensive driving force, and huge development potential.

### 2.1 Abundant ice and snow resources

Jilin province, located at 41-46 degrees north latitude, is located in the golden latitude zone of snow and ice and has a long winter snow period. It is a suitable place for ice and snow sports and activities such as ice sculpture, snow sculpture, skiing, skating and so on in three "powder snow" bases in the world. In particular, changchun, jilin, yanbian, changbai mountain and other places have a long snowfall period, a large amount of snow, and soft snow quality, which is very suitable for snow sports. Among them, jilin city known as the "rime capital, snow city" reputation, snow tourism

products with northern characteristics, occupies an important position in the country. Especially in the unique geographical environment and climate conditions, the natural formation of the rime. As the urban business card of jilin city, has become "the four meteorological wonders in China" .At present, jilin province has occupied a favorable position in the domestic and even the world ice and snow tourism industry and other related fields by virtue of its featured ice and snow tourism resources, such as rime, ice and snow, hot spring and winter fishing.

## **2.2 The policy advantages**

According to the report on the development of China's ice and snow tourism (2017), China's old ice and snow provinces are constantly consolidating their position as ice and snow tourism. Jilin, Heilongjiang and other provinces have issued opinions on the development of ice and snow tourism at the provincial level to promote the great development of ice and snow tourism. The implementation opinions on making the ice and snow industry bigger and stronger is the first implementation opinions on the ice and snow industry issued in the name of local government in jilin province, which aims to build the characteristic industrial chain of all-round ice and snow tourism and build its unique brand. The ice and snow experience tour in the east, fishing and hunting culture tour in the west, and health and fitness tour in the south will be formed. The ice and snow ecological resort in Changbai Mountain and ice and snow sports and leisure resort in changji city will ensure the development of ice and snow tourism from the policy level. In order to further promote the development of snow and ice tourism, tourists from zhejiang province and the Yangtze river delta region (Shanghai, zhejiang and jiangsu) have been able to visit all tourist attractions above 4A level in jilin province with valid id CARDS since Nov. 1, 2017, solstice, April 30, 2018. At the same time, a "list of heroes of ice and snow" has been set up with ten million yuan to provide financial support to travel agencies that have made outstanding contributions to ice and snow tourism, and corresponding guarantee and scientific development mechanism has been established.

## **2.3 Profound cultural deposits**

Jilin province is a multi-ethnic province with rich folk culture. The han, Korean, manchu, Mongolian and other ethnic groups live in a concentrated community. The activities related to snow and ice have already become an indispensable part of the winter life of ordinary citizens. Jilin people take ice and snow as the brand, created a unique ice and snow culture, mainly including ice and snow sports, ice and snow tourism and ice and snow technology. In recent years, in order to let people experience the strong folk customs and mellow flavor of the year, jilin province elaborately created "to jilin to celebrate the New Year" and other authentic folk tourism products are very popular. Through carefully organized activities of folk customs, such as grinding tofu, sticky bean buns, yangge dance, New Year's eve shousui, receiving the god of wealth and so on, many tourists from other parts of the country spend the Spring Festival in jilin province, which is full of guandong style. At the same time, local snow and ice tourism features, also launched a large number of colorful festival activities.

## **2.4 Ice and snow events are diverse**

In recent years, tourism events themed by snow and ice in jilin province have attracted large Numbers of professionals and enthusiasts from home and abroad, and greatly promote the development of local economics and tourism. For example :2018 China changjing moon vasa international ski festival, 2017 changbai mountain ice and snow festival and changbai mountain international ice and snow festival, dozens of tourism festivals and events, have attracted a large number of tourists. The unique and diverse ice and snow events in Jilin province are gaining international recognition.

### **3. Disadvantages**

In China's existing more than 600 ski resorts, the existing ski resorts in jilin province still need to be further improved in innovation consciousness, ice and snow tourism services, the development of the ice and snow industry still has problems such as short chain, single products, lack of brands, and the ski resort accommodation facilities also need to be improved.

#### **3.1 It was colder and started later**

Jilin province is located in the northeast, and compared with the southern cities that develop snow and ice tourism, although it has rich snow and ice resources, the winter climate is cold, the average temperature in the skiing season is generally around minus 20 degrees Celsius, the lowest temperature in some areas can reach more than minus 30 degrees Celsius. Especially, compared with Beijing, hebei, henan and other cities in the south that carry out snow and ice activities, snow and ice weather is smooth and difficult to travel, which virtually becomes a major obstacle to the development of snow and ice tourism. Compared with other provinces and cities with an earlier start, jilin's ice and snow tourism has made some achievements, but there is still a certain gap compared with the neighboring heilongjiang province's more than 30 years of ice and snow tourism history.

#### **3.2 The industrial chain is not perfect and there is a shortage of talents**

In jilin province, ice-snow tourism industry and other areas of integration is low, such as real estate, transportation, catering, entertainment, finance, information, etc, has yet to form a compact and effective cohesion, related cultural products also relatively single, service system is not perfect, backward management concept, management system is not perfect, the relevant departments of the division of labor is not clear, these will directly influence the development of relevant industries chain is perfect. At present, there is a shortage of professional talents in ice and snow tourism in jilin province. In particular, some regions are not professional enough in ice and snow product making and tourism event planning, which makes the development of relevant industries slow down.

### **4. Opportunity analysis**

#### **4.1 "300 million people on the ice and snow" historical opportunity**

With the successful bid for the 2022 Beijing winter Olympics, the country has set a goal of "300 million people going to the ice and snow", which has made the sports and industries related to ice and snow grow rapidly, and created a new historical opportunity for the development of ice and snow tourism in China. Jilin province can take this as an opportunity to develop the related industries of snow and ice tourism, and make it a top priority for relevant departments to build a distinctive cultural brand.

#### **4.2 Opportunities to revitalize the old industrial base in northeast China**

The state council and the national development and reform commission have issued a series of policy plans, studied and formulated special plans for the development of logistics and tourism, promoted the development of culture, sports and other industries, and strengthened infrastructure development to create conditions for the comprehensive revitalization of northeast China. This has greatly supported and promoted the development of snow and ice tourism in jilin province. To develop the ice and snow tourism industry, the threshold is low, the investment is small, the effect is fast, not only pollution-free, but also green environmental protection, can reduce the damage to the surrounding environment, further enrich the local industrial structure, make the tourism industry become the dominant industry in winter, the industrial structure is optimized and upgraded.

## **5. Challenges analysis**

### **5.1 The threat of global warming**

The impact of global warming on ice and snow related sports and industries has attracted the attention and research of many scholars. It can be seen that global warming has an increasingly significant impact on ice and snow tourism. Global warming is bound to cause shorter snow periods, leading to increased operating costs such as skating rink and ski resort. At the same time, it will inevitably affect the popularization of ice and snow projects and the development of ice and snow sports in jilin province, and hinder the development of ice and snow tourism.

### **5.2 Fierce competition at home and abroad**

The foreign threats to the development of snow and ice tourism in jilin province mainly come from South Korea, Japan, Russia and other neighboring countries. In China, in addition to the three provinces of liaoning, jilin and heilongjiang, there are many well-developed ski resorts in Beijing, hebei, sichuan, xinjiang and Inner Mongolia. Their various ice and snow activities have attracted many tourists at home and abroad. Virtually threatened the development of snow and ice tourism in northeast China, but also brought new great challenges.

## **6. Conclusion**

The development of ice and snow tourism is closely related to the local economic, political, social, cultural development, technological and cultural progress, as well as historical and cultural significance. In the development process of the ice and snow tourism industry in jilin province, advantages, disadvantages, opportunities, challenges and other factors coexist. Jilin province should make use of the successful application of 2022 winter Olympics to make the ice and snow tourism industry in Jilin province on the road of standardization, scientific and sustainable development.

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