

Research on the Present Situation and Countermeasures of Heilongjiang Ice and Snow Sports Industry Based on the Transformation of Government Functions

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ABSTRACT. Heilongjiang ice and snow sports industry is an important part of Heilongjiang's national economy, and its development is closely related to government management. The ice and snow sports industry has always been a trump card in Heilongjiang Province. The promotion of ice and snow culture, the development of ice and snow sports and tourism industry, and the deepening of ice and snow manufacturing are all the advantageous items in the ice and snow industry in Heilongjiang Province. Ice and snow teaching is an important part of winter sports education in our country's colleges and universities, shouldering the important responsibility of training students' ice and snow sports skills. Heilongjiang Province has unique climatic conditions, which is conducive to the construction of campus sports and ice snow culture. This paper analyzes the development of ice and snow sports industry in Heilongjiang Province from the perspective of government functions and discusses how to promote the optimal utilization of ice and snow sports resources in Heilongjiang Province, so as to accelerate the upgrading and optimization of ice and snow sports industry in Heilongjiang Province.

KEYWORDS: Ice and snow sports industry, Ice and snow culture, Government functions

1. Introduction

Heilongjiang Province is located in the frontier of China with cold winter climate, abundant water and forest resources, which undoubtedly creates favorable conditions for Heilongjiang Province to carry out winter ice and snow sports, and also creates conditions for Heilongjiang Province to carry out ice and snow sports industry [1]. Ice and snow teaching is an important part of winter sports education of our country's colleges and universities, shouldering the important responsibility of training students' ice and snow sports skills. The construction of ice and snow sports culture with unique climate conditions is widely welcomed by teachers and students in Heilongjiang Province.

The ice and snow sports culture in colleges and universities in Heilongjiang Province is unique and widely welcomed by teachers and students [2]. The ice and snow sports industry cluster is an aggregation of time and space within a specific area, which is also an internally closely linked system. Its spatial structure characterized by certain axes, circles and network fully reflects the interaction between various components and overall structure of the cluster [3]. The pace of China's economic development has also slowed down appropriately, and the mode of development has shifted from the growth type to the intensive type with quality and efficiency. As the characteristic sports culture of colleges and universities in Heilongjiang, the construction and development of ice sports are immature. For a variety of reasons, colleges and universities are even experiencing a lack of ice sport culture [4].

The reasons why ice and snow culture first appeared in Heilongjiang are mainly the location advantage of high dimensions, cold winter and long icing period and snow covering time, which are conducive to developing ice and snow culture [5]. Under the atmosphere of preparing for the Beijing Winter Olympics, China's sports colleges and universities have carried out certain reforms and adjustments in the development of ice and snow sports courses. However, there are still many problems. Therefore, it is essential and meaningful to understand the current development of ice and snow sports courses in colleges and universities in China [6]. Setting up ice and snow sports courses in colleges and universities can not only enhance students' ability to resist cold, but also greatly improve their physical and mental health. In this context, Chinese universities should make adaptation of snow and ice teaching to improve the current state, so as to enhance the overall teaching results [7].

2. The External Environment Faced by Heilongjiang Ice and Snow Sports Industry

For a long time, due to the influence of various subjective and objective factors, ice and snow teaching in colleges and universities in our country has many realistic problems that need to be solved urgently. China's successful bid for the 2022 Winter Olympics has brought unprecedented opportunities to the development of the national ice and snow sports industry. Heilongjiang Province, as a province with earlier development of the ice and snow sports industry, has even more prominent importance of the opportunities. The introduction of ice and snow sports into winter sports teaching in Heilongjiang colleges and universities is not only conducive to the cultivation of students' physical and psychological qualities, but also enriches the contents of college sports teaching, broadens students' vision, and is conducive to the cultivation of students' practical ability and the spirit of brave innovation. The actual participation in the ice and snow sports in Heilongjiang province is not optimistic, especially under the common constraints of the restriction of education system and low efficiency of industrial development, the effect of participation in the ice and snow sports is not ideal. In recent years, due to global warming, the utilization rate of ice venues has decreased significantly. Affected by this and economic factors, ice venues have decreased year by year. This to a large extent limits the activities of students' ice and snow classes, and also makes the content of more abundant ice and snow activities not be carried out and updated enough. Ice and snow tourism is the pioneer force and main support of Heilongjiang ice and snow industry.

Heilongjiang Province has the characteristics of short summer and long winter due to high latitude in geography. The characteristics of low temperature and long outdoor ice period in winter have the advantages of cultivation and development of ice sports. Cultivating Heilongjiang province college students' understanding of the ice and snow sports culture can not only enliven the campus atmosphere of colleges and universities, but also expand the influence of the ice and snow sports culture, so that residents around colleges and universities can also participate in the ice and snow sports exercise together. College students are a very young group, they have a strong enthusiasm for all new things, which can be an important successor to the development of ice and snow sports culture [8]. As the school itself, setting up ice and snow sports is no different from adding sports events and increasing the optional sports for students. Natural conditions such as severe winter and a large number of rivers and lakes in Heilongjiang Province provide the foundation for the formation and development of a rich ice and snow cultural atmosphere, as well as an external guarantee for the diversity and differentiation of ice and snow sports. Colleges and universities in Heilongjiang province bear the responsibility of developing regional culture, so they should use their own advantages to deepen students' understanding of ice and snow sports culture in different ways and stimulate students' interest in it. Setting up ice and snow courses should start from the point of view of students' interests and actual situation, and try to set up projects with strong students' interests and hobbies, which will not only promote the smooth development of ice and snow courses, but also make teachers easier in teaching and training.

3. The Adaptive Development Strategy of Ice and Snow Teaching in Universities of Heilongjiang Province

3.1 Increase the Integration and Utilization of Ice and Snow Teaching Resources in Colleges and Universities

The implementation of the integrated physical education teaching mode inside and outside the class on the existing physical education curriculum mode can strengthen the integration of the curriculum, develop and utilize various physical education curriculum resources in the north to the greatest extent, continuously train and introduce human resources, and tap their physical education potential to the greatest extent. College physical education is an important part of China's physical education development system and a key link between school physical education and social physical education. With the adjustment of the strategic goal of sports development in our country, the importance of social sports has been comprehensively improved, and its important foundation function has been generally recognized. University campus ice and snow sports culture is a group culture with university students as the main body, various ice and snow sports activities as the main content, university campus as the main space, and ice and snow sports spirit as the characteristic. In the construction process of ice and snow facilities, schools should adopt a cost-effective way to avoid excessive investment but not achieve the corresponding teaching effect. Colleges and universities in Heilongjiang Province should make full use of off campus resources and offer relevant courses to make up for the lack and deficiency of large-scale ice and snow facilities. Higher vocational colleges should take quality education as the model, highlight the beneficial personality, so as to cultivate students' consciousness and motivation of independent learning, give full play to their subjective initiative, and promote college students to create a space for active thinking and exploration. In order to construct campus ice snow sports culture, the school should actively participate in the construction of ice snow sports venues, cooperate with enterprises and introduce social funds to construct ice snow sports facilities in Colleges and universities.

3.2 Increase Attention

The news of Beijing's successful bid for the Winter Olympics is encouraging. It can not only improve the status of

China's sports in international sports, but also greatly promote the development of domestic ice and snow sports. Schools can open their facilities for ice and snow sports to the public at weekends and charge a certain fee to obtain the cost of maintaining the facilities. However, colleges and universities are places for imparting knowledge and educating people. Therefore, each school should grasp the standard in this process and avoid excessive commercialization tendency [9]. Ice and snow sports are relatively expensive sports, which have high requirements for venues and equipment, and to a large extent affect the development of ice and snow sports in colleges and universities. In terms of publicity facilities for ice and snow sports in colleges and universities, school leaders should pay attention to them, build more publicity columns for ice and snow sports, and regularly update the contents of the publicity columns so as to arouse students' interest and concern. In the process of preparing for the ice and snow sports course in Heilongjiang province, we can make use of the network service, which is a convenient and low-cost method for introduction, to publicize and increase publicity efforts to attract more students to participate. Higher vocational colleges need to attach great importance to the teaching infrastructure, especially the high standard and large number of venues, and take effective measures to increase capital investment in ice and snow teaching.

4. Conclusion

The unique natural conditions of Heilongjiang Province and the long history of ice and snow sports have forged the ice and snow culture with Heilongjiang characteristics. The spirit of ice and snow is the core content of the ice and snow culture. Although Heilongjiang ice and snow sports industry has made great progress, it also faces many problems and more development opportunities. Strengthening the discussion on the adaptive development strategy of ice and snow teaching in colleges and universities is not only the need to realize the innovative development of ice and snow teaching in colleges and universities, but also the inevitable demand to adapt to the social development situation, improve the practical value of ice and snow teaching in colleges and universities, and promote the sustainable development of ice and snow sports in China. The development of ice and snow sports course in Colleges and universities in Heilongjiang Province is the inevitable trend of the development of physical education course in Colleges and universities. In order to adapt to the development level of various undertakings in our country at this stage, college physical education should meet the requirements of facing the world, the future and modernization, and the new requirements of modern society for college physical education. The ice and snow sports industry in Heilongjiang Province should be planned and coordinated by all departments, take the road of production, research and development in line with the actual situation of Heilongjiang Province, and drive the sustainable development of ice and snow sports industry in Heilongjiang Province through the innovation of production, learning and research.

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