

RESEARCH ON THE DEVELOPMENT OF ICE AND SNOW SPORTS TOURISM INDUSTRY IN HEILONGJIANG PROVINCE UNDER THE BACKGROUND OF THE INTEGRATED DEVELOPMENT OF "SPORTS, SPORTS AND TOURISM"

Xue Qiu¹, Nuttavut Phonsri², Yu Fu³

¹sports management, College of Innovation and Management, Suan Sunandha Rajabhat University,
Bangkok, Thailand,

E-Mail: s65584950008@ssru.ac.th

²sports management, College of Innovation and Management, Suan Sunandha Rajabhat University,
Bangkok,

Thailand,

E-Mail: nuttavut.ph@ssru.ac.th

³sports management, College of Innovation and Management, Suan Sunandha Rajabhat University,
Bangkok,

Thailand,

E-Mail: s65584950007@ssru.ac.th

ABSTRACT

As a province rich in ice and snow resources and a strong province of ice and snow sports, the ice and snow sports tourism industry in Heilongjiang province has always been one of its important industries, which has promoted the rapid economic growth of the province. In the foreseeable future, the ice and snow sports tourism industry is expected to continue to be a strong driving force for the economic development of Heilongjiang Province. With its unique advantages of ice and snow resources, it is expected that Heilongjiang Province can promote the development of ice and snow sports tourism industry with new ideas and methods in the post-Winter Olympics period, and usher in a brighter prospect.

This study in ice and snow sports tourism industry in Heilongjiang province in the "style brigade" fusion under the background of the development as the research object, on the basis of "industrial integration" theory, clear culture, sports, tourism industry integration development theory, experience and conditions, through the literature method and interview method research method, analysis of ice and snow sports tourism industry in Heilongjiang province in the humanities, field, natural advantage resources. Combined with related investigation and mathematical statistics, summarizes the current situation, evaluate the Heilongjiang province in "style tour" industry integration on the basis of the development and summarizes the dilemma of ice and snow sports tourism industry development, mainly involving human resources, material resources, product supply, talent training, industrial added value, core competitiveness and service level, etc., further analysis of its in the process of integration development of opportunities and challenges. Based on the core theory of industrial integration of "sports, sports and tourism", it is believed that the realization of industrial integration should meet the three conditions of upgrading the industrial structure, exploring the connotation of ice and snow culture and improving the degree of industrial coupling. Accordingly, this paper proposes to promote the integration of "sports and tourism" through multi-dimensional measures such as ice and snow events, industrial product chain and industrial ecology, so as to promote the development of ice and snow sports tourism industry in Heilongjiang Province.

Keywords: ice and snow sports tourism ; industrial convergence ; integration of culture,
sports and tourism ; ice and snow industry

INTRODUCTION

As one of the pillar industries of Heilongjiang Province, ice and snow sports tourism has promoted the rapid economic development of the province. In the Heilongjiang Ice and Snow Industry Standard System released in November 2022, it is clearly pointed out that the ice and snow sports tourism industry is one of the basic industries for the development of the ice and snow industry in Heilongjiang Province, and the corresponding industrial standard system has been formulated, which reflects the great importance attached to it. In recent years, thanks to the guidance of national policies, ice and snow sports have been rapidly popularized. Inspired by the success of the Winter Olympics and the goal of "300 million people on ice and snow", ice and snow sports tourism has ushered in a turning point of development. Under the background of the globalization of sports and the country actively promoting the deepening reform of the industry, the integrated development of culture, sports and tourism industries has become an irreversible trend, which is the inevitable trend and core of the in-depth development of the industry.

At present, the country has developed for "style brigade" industry integration development strategic planning, related functional departments have issued such as "about promoting the development of culture and tourism guidance" and "about developing the guidance of sports tourism policy documents", has been clear about the cultural industry, sports industry and tourism industry depth integration of strategic position and its important role. In the first half of 2018, The State Council approved the merger of the Ministry of Culture and the National Tourism Administration into the Ministry of Culture and Tourism, aiming to jointly explore a new mechanism for the integrated development of cultural, sports and tourism. The essence of the integrated development of sports, sports and tourism is a new development mode of business form formed to meet the needs of high-quality industrial development. With the increasingly prominent pillar role of sports industry in the national economy, in order to achieve sustainable and high-quality development, it is necessary to clarify the boundary of industrial integration, and make use of the natural coupling advantages of culture, sports and tourism industries to give play to the advantages accumulated by the long-term development of these industries to achieve complementarity. From the perspective of the industrial growth rate, thanks to the joint efforts of the national and local governments, the ice and snow sports tourism in Heilongjiang province has developed rapidly. However, during the 14th Five-Year Plan period, the new development concept proposed by General Secretary Xi Jinping requires all industries to abandon the old ideas and thinking modes, and use the five new development concepts of innovation, coordination, green, openness and sharing to promote the rapid and high-quality development of the industry. The new development concept provides important theoretical guidance and practical direction for the key points, ways and driving forces of deepening the reform of China's ice and snow sports tourism industry, which has significant guidance and guidance. In this context, especially in the post-Winter Olympics period, how to ensure the stable development of the ice and snow sports tourism industry in Heilongjiang Province is particularly prominent, which cannot only rely on the temporary progress brought by the Winter Olympics.

OBJECTIVE

1. Analyze the current situation of ice and snow sports tourism industry in Heilongjiang Province
2. What opportunities and challenges do the ice and snow sports tourism industry face in the integrated development of "sports, sports and tourism"?
3. What are the development countermeasures of the ice and snow sports tourism industry in Heilongjiang Province under the background of the integration of "sports, sports and tourism"?

METHODOLOGY

"The development of ice and snow sports tourism industry in Heilongjiang Province" is a mixed method research, which uses both qualitative and quantitative research. Make this research in accordance

with the research objectives. Therefore, the researchers determined the research process population and sample research tool creation research tool data collection data analysis and statistics for data analysis, as follows :

Sub-Section 1

The research to be carried out in accordance with the research methodology and in accordance with the objectives of the research Therefore, the researcher has defined the research process in 3 steps as follows:

Step1: Study the path and pattern formation process of the integrated development of "sports and sports tourism" in Heilongjiang Province.

Step2: develop the realization path and model of the integrated development of "sports and sports tourism" in Heilongjiang Province.

Step3: Using the method of focus group discussion, confirm the realization path and model of the integrated development of "cultural and sports tourism" in Heilongjiang Province ice and snow sports tourism industry.

Sub-Section 2

2.1Population and samples

Step 1

This paper adopts the method of telephone interview, mainly aiming at the theoretical basis of this paper, research ideas, research content, snow and ice sports development and other issues to interview with relevant experts, to obtain relevant information about the development of snow and ice sports tourism. The interviewees included 2 people from Harbin Institute of Sport, 1 person from the State General Administration of Sport, 1 person from Beijing Sport University, 1 person from Heilongjiang Provincial Tourism Development Commission, 1 person from Heilongjiang Provincial Sports Bureau, 1 person from Yabuli Forestry Bureau and 1 person from Heilongjiang Provincial Ski Association.

Step 2

At least 50 questionnaires of all ages and occupations were issued in each survey region, and the proportion of male and female questionnaires was basically equal. A total of 2,000 questionnaires were distributed in this survey, and 1639 valid questionnaires were collected.

Step 3

Within the reasonable range of research. The validity test of the questionnaire mainly adopts the expert evaluation method. After the questionnaire design is completed, 5 experts in the field are invited to test the appropriateness and structural validity of the questionnaire.

2.2Research Tools

Step 1

The research tool used at this stage is structured interview.

Step 2

The research tools used in this stage are questionnaires about consumers of ice and snow sports tourism and the demand for ice and snow sports tourism products.

The "Ice and Snow Sports tourism Consumer Survey" includes general demographic information such as age, gender, place of residence, occupation, income and education, as well as the number of participation, form of participation, consumption amount and duration of participation equal to the personal information related to this study.

The "Questionnaire on demand for ice and snow sports tourism products" includes general demographic information such as gender, age, place of residence, education, occupation, as well as relevant information such as family income, types of participation in ice and snow sports, ways to pay attention to ice and snow, reasons for buying ice and snow sports tourism products, and consumption motives.

Step 3

The research tool used in this paper is the form of group discussion to test and confirm the correctness, appropriateness and feasibility of the development strategy of ice and snow sports tourism industry in Heilongjiang Province under the background of "cultural and sports tourism" integration.

Creating Research Tools

Step 1

The creation of the research tool, the structured interview form, has the following steps:

1.1 Document analysis of snow and ice sports tourism related to domestic and foreign textbooks, documents, concepts, theories and research, as well as documents related to the construction of structured interview forms.

1.2 Use content analysis as a framework for structuring structured interviews

1.3 Create the structured interview form, prepare the draft of the structured interview form, and modify it according to the suggestions in consultation with the chair of thesis supervision.

1.4 The structured interview form was given to five experts and the validity of the content was tested by calculation of an objective agreement index (IOC) (Rovinellia & Hambleton, 1977, pp. 49.-60) Considering that the IOC value is greater than 0.5, corrected. The language used in structured interviews must be correct.

1.5 Structured interview forms are used to interview senior executives involved in decision-making. To improve the interview form with excellent 5 people more complete.

1.6 Structuring interviews using consistency index (IOC) (rovinellel& Hambleton, 1977, pp. Be equivalent to For interviews with sample groups.

Step 2

Create research tools such as opinion questionnaires. There are steps like the following.

2.1 Two questionnaires, "Ice and Snow sports Tourism consumers" and "Demand for ice and snow sports tourism products", are designed according to the status quo of resource development and management.

2.2 Before asking 5 experts to check the correct quality of the questionnaire, please consult the thesis supervisor to verify the correct use of language; Content and find project objective consistency index: IOC(Rovinelli & Hambleton, 1977, p. 49-60), only considering an IOC value greater than 0.5. The agreement index of the question and conceptual framework is equal to..... used correctly in the questionnaire Modified language expression.

2.3 In order to ensure the reliability of the two questionnaires, the research adopts retest reliability analysis to test the questionnaires. Sample groups of 20 people in each age group and each occupation are selected, and the second round of questionnaires is distributed two weeks after the first round of questionnaires to calculate the confidence. alpha coefficient method was used. Krumbach's α Coefficient (Burning and Grove, 1997, p. 42-50). The resulting confidence value is between -1 and 1. A valid value should be 0.75 or higher.

2.4 Make questionnaires about the demand of ice and snow sports tourism consumers and ice and snow sports tourism products. Samples that have passed quality control.

Step 3

Creation of research tools, including focus group logs by creating a memo to take notes on focus group discussion.

2.3Data Collection

Step 1

1.1 Make a letter requesting courtesy from the Graduate School to a qualified person to arrange an interview date.

1.2 The structured interview form was used to interview the interactive sample group.

Step 2

2.1 The validity test of the questionnaire mainly adopts the expert evaluation method. After the questionnaire design is completed, five experts in the field are invited to test the suitability and structural validity of the questionnaire, and the questionnaire about the demand of ice and snow sports tourism consumers and ice and snow sports tourism products is allowed to be submitted.

Step 3

3.1 Make a letter requesting courtesy from the Graduate School to a qualified person to arrange a date. When and where in a group chat.

3.2 Implement group chat management and recording group discussion, collect opinions, and summarize the review and confirmation of the development countermeasures of ice and snow sports

tourism industry in Heilongjiang Province under the background of "cultural and sports tourism" integration.

2.4 Data analysis and Statistical data analysis

Step 1

At this stage, the researcher performs the data analysis as follows:

1.1 Analysis of data from the study of concepts and theories and related research papers by document analysis.

1.2 The analysis of data from the sample interviews was done using content analysis.

Through document analysis and interview, the opportunities and challenges of ice and snow sports tourism industry in Heilongjiang Province in the integrated development of "sports and sports tourism" are analyzed. Based on the analysis of all the data, this paper summarizes the development countermeasures of ice and snow sports tourism industry in Heilongjiang Province under the background of "cultural and sports tourism" integration for further research.

Step 2

At this stage, the questionnaire data is analyzed using a packaging program. In order to deal with the sub-components/indicators of the demand of snow and ice sports tourism consumers and snow and ice sports tourism products, the statistics used in the data analysis include percentage, average, frequency, standard deviation, exploration factor analysis and extraction of non-significant factors. By extracting factor principal component analysis (PCA).

Step 3

Through content analysis, the paper analyzes the opportunities and challenges faced by the ice and snow sports tourism industry in Heilongjiang Province in the integrated development of "sports and sports tourism", and confirms the development countermeasures of the ice and snow sports tourism industry in Heilongjiang Province under the background of the integration of "sports and sports tourism". Through focus group discussions, the strategy was confirmed based on expert advice.

RESULTS

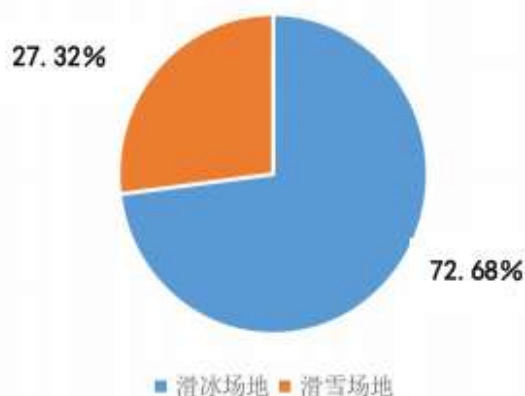
1. Development status and problems of ice and snow sports tourism industry in Heilongjiang Province

1.1 Development status of ice and snow sports tourism industry in Heilongjiang Province

1.1.1 Current situation of ice and snow sports tourism site resources

The most critical thing for the development of ice and snow sports tourism industry in Heilongjiang Province is the guarantee of ice and snow venues. In recent years, with the national promotion of ice and snow sports, the construction of ice and snow sports infrastructure in Heilongjiang Province has been rapidly. On December 31, 2020, the standard time point of Heilongjiang Provincial Sports Bureau made statistics on snow and ice sports venues in the province (see Figure 1): There are 194 ice and snow sports venues in Heilongjiang Province, including 141 skating venues, accounting for 72.68%, and 53 ski venues, accounting for 27.32%.

Figure 1
Statistical chart of the number of ice and snow sports venues in Heilongjiang Province



Although Heilongjiang province has not built new ski resorts in recent years, the number and scale are still leading in the country. Under the condition that the number of ski resorts in Heilongjiang province is close to saturation, more attention should be paid to the reasonable allocation of snow and ice sports tourism resources mainly in ski resorts. All regions should operate around the snow and ice sports infrastructure, and give full play to the cluster effect to build the characteristic brand of snow and ice sports tourism industry in Heilongjiang Province.

In addition, the ice and snow sports tourism site resources also cover the ice and snow sports tourist attractions. This kind of site resources focuses on expanding the radiation range of ice and snow sports tourism and enriching the tourism content. According to the local actual situation, they integrate into the appropriate ice and snow sports, and connect with the main content of scenic spots. For example, ice and snow complex can be combined with ice and snow sports to integrate into local cultural customs and form characteristic integration. For the sustainable development of the ice and snow sports tourism industry, the most urgent task at present is to improve the business strategy, make full use of the existing resources, and actively seek new ways of industrial development.

1.1.2 Current situation of talents in the ice and snow sports tourism industry

The cultivation of ice and snow talents and the integration of talent with the market are also important components of the human resources in the ice and snow sports tourism industry. The cyclical training of ice and snow talents is crucial to whether the ice and snow sports tourism industry in Heilongjiang Province can develop in a positive cycle, and the degree of integration between talent and the market is related to the resolution of practical problems encountered in the development of the ice and snow sports tourism industry. Both are indispensable. The cultivation of ice and snow talents mainly relies on university education, influenced by geographical location, the cultivation of talents related to the ice and snow sports tourism industry is mostly concentrated in the Beijing-Tianjin-Hebei and the three eastern provinces regions. However, due to the strength of economic development and significant employment pressure, Heilongjiang Province has been experiencing a serious brain drain phenomenon, and ice and snow talents are no exception.

1.1.3 Current situation of ice and snow sports events

Firstly, regarding the hosting of ice and snow events. In recent years, the number of ice and snow event activities held in Heilongjiang Province has been steadily increasing, mainly focusing on three sports: skiing, skating, and ice hockey. In the past five years, Heilongjiang has hosted over 6,000 ice and snow sports events, attracting and influencing 90 million people to participate in ice and snow sports. Among these, the most famous is the Heilongjiang "Appreciating Ice and Enjoying Snow" series of events, which is divided into four major sections: international-level events, national-level events, provincial-level events, and mass-participation events (see Table 1).

Table 1
Series of Activities of 2021-2025 in Heilongjiang Province (Unit: Item)

year	2021-2022	2022-2023	2023-2024	2024-2025
International sports events	4	6	5	6
National sports events	31	19	15	14
Provincial events	29	31	25	60
Mass sports events	32+	24+	35+	30+

Secondly, regarding the supply of ice and snow sports tourism projects, apart from skiing, which is the main business, the projects offered by various ski resorts in Heilongjiang Province mainly focus on recreational ice and snow activities such as snowmobiles, snow tubes, and ice sleighs, while the experience for tourists engaging in more professional ice and snow sports like skiing and skating is relatively low. Additionally, in terms of ice and snow sightseeing, most of the ice and snow theme parks

across Heilongjiang Province attract ice and snow sports tourism crowds with ice sculptures and exotic architectural styles. Internationally, the most famous is the Harbin Ice and Snow World, which, as one of the earliest ice and snow theme parks in the country, has established a certain brand recognition both domestically and internationally. However, in recent years, similar ice and snow theme parks have emerged across various regions, with similar designs and offerings, causing Harbin Ice and Snow World to lose its original advantages. In summary, in the absence of core competitiveness and innovation, ice and snow sports tourism resources are gradually being fragmented and homogenized. Each region has its own "ice and snow characteristics," yet none of them have a clear advantage.

1.2 Problems existing in the development of ice and snow sports tourism industry in Heilongjiang Province

1.2.1 Human resources shortage

According to the survey, at present within the scope of Heilongjiang province, in addition to the Harbin sports institute and a few colleges have complete snow professional talent training system, most of the lack of role positioning, especially in skilled ice and snow talent training theory is stronger than practice, the serious obstacle to ice and snow sports tourism industry extension and development in China. In the talent demand of the snow and ice sports tourism industry in Heilongjiang Province, the talents related to ski sports tourism are one of the core components of talent resources. There is a serious shortage of professional talents in the management and profit of ski resorts in Heilongjiang Province. According to statistics, there are less than 600 intermediate or above managers in ski resorts in Heilongjiang Province, among which there is a serious shortage of senior managers.

1.2.2 Lack of relevant service level and quality

Heilongjiang province snow and ice sports tourism started earlier, under the promotion of policies and funds, although very much for people Big attraction, but in the overall level of service, there are still many shortcomings. Heilongjiang province due to the development of ice The snow movement time is the earliest, so the horizontal comparison, the relevant supporting services are also relatively perfect, but recently in the In terms of service quality and level, there are also many problems in the snow and ice sports tourism industry in Heilongjiang Province, with a large capital Although the quantity investment can form a high-specification and high-end product supply in a relatively short time, but the high-end ice and snow sports brigade The premise of tourism product supply is to provide high-quality and high-quality service, so as to improve the connotation of industrial supply.

2. Conditions for the integrated development of "sports and tourism" of snow and ice and snow sports tourism industry in Heilongjiang Province

In terms of the whole country, Heilongjiang province has obvious basic advantages in the ice and snow sports tourism industry, and in the "sports and sports tourism" Under the condition of integrated development, the industry can achieve sustainable development. After the Winter Olympics period, Heilongjiang Province ice and snow sports The development of tourism industry should ensure high quality and high efficiency, in the clear Heilongjiang Province snow and ice tourism industry in the " culture and sports After the opportunities and challenges in the integrated development of the formation conditions are analyzed. In consulting about the " article In the process of theoretical literature of industrial integration of sports and tourism ", the connotation and mechanism of" sports and tourism " integration are clarified Mode, summarizes the formation conditions of industrial integration and combined with the actual situation of Heilongjiang Province, and finally formed in line with the black The actual formation conditions of the development of ice and snow sports tourism industry in Longjiang Province. To sum up, the author summarizes the formation conditions for the integrated development of "sports, sports and tourism" of ice and snow sports tourism industry in Heilongjiang Province into three points: upgrading the knot of ice and snow sports tourism industry Construct, excavate the connotation of ice and snow culture, and improve the coupling degree of ice and snow sports tourism industry.

3. Countermeasures for the development of ice and snow sports tourism industry in Heilongjiang Province under the background of "sports, sports and tourism" integration

3.1 Policy to attract school-enterprise cooperation to cultivate "cultural, sports and tourism" compound talents

3.2 Create Longjiang characteristic ice and snow events, and shape the cultural influence of the event brand

3.3 Enhance the strength of industrial integration, and enrich the supply content of industrial products

3.4 We will improve the system for building snow and ice infrastructure, and enhance the service capacity of industrial entities

3.5 We will improve the ecology of the ice and snow sports tourism industry, and promote the integrated use of cultural, sports and tourism capabilities

3.6 We will improve the ecology of the ice and snow sports tourism industry, and promote the integrated use of cultural, sports and tourism capabilities

CONCLUSION AND FUTURE WORK

As one of the earliest provinces to develop ice and snow sports in our country, Heilongjiang Province has certain advantages in terms of natural and cultural resources. With the in-depth development of the ice and snow sports tourism industry, it will pay more attention to the elements of industrial integration in the development process, and the convergence of "culture, sports, and tourism" will undoubtedly become an unstoppable trend. The convergence of "culture, sports, and tourism" in the ice and snow sports tourism industry of Heilongjiang Province deepens the connections between the ice and snow sports industry, the tourism industry, and the cultural industry. In the long run, this not only enhances consumer satisfaction and experience with ice and snow sports tourism but also importantly expands the driving force for industrial development. In the process of "culture, sports, and tourism" convergence, the knowledge barriers between industries will be broken through, the original boundaries between industries will be blurred or even eliminated, making the three industries inseparable from each other. They will continuously penetrate and expand in product supply, market promotion, and other aspects, with the hope of deriving diverse branch industries in the future. In summary, this article takes the development of the ice and snow sports tourism industry in Heilongjiang Province under the background of "culture, sports, and tourism" convergence as the research object. Supported by the theory of industrial convergence, it summarizes the development circumstances and basic issues of the ice and snow sports tourism industry in Heilongjiang Province during the process of "culture, sports, and tourism" convergence and draws the following conclusions:

Firstly, it's about the development resources of the ice and snow sports tourism industry. Whether it's natural resources or cultural resources, Heilongjiang Province has a very obvious advantage. However, in the actual development process, there has been overdevelopment of ice and snow natural resources, while cultural resources have been neglected or even ignored. There is also blind construction and dependence in terms of infrastructure such as ice and snow sports venues, which leads to an uneven distribution of ice and snow resources and actually becomes an obstacle to the integrated development of the industry. In addition, the cultivation and supply of "industry, education, and research" integrated talents are crucial. The development of "culture, sports, and tourism" definitely requires a large number of interdisciplinary talents, so human resources cannot be ignored. It's not just about training; the talent introduction policies of the Heilongjiang provincial government also need to undergo qualitative changes.

Secondly, it's about the product supply of the ice and snow sports tourism industry. The main problem with product supply is also due to the ineffective development and utilization of cultural resources related to ice and snow, causing Heilongjiang Province to gradually lose its original inherent conditions among the three eastern provinces. The phenomenon of homogenization of product supply in the ice and snow sports tourism industry is quite common, lacking the excavation and integration of cultural connotations, which also leads to a low industrial added value. The form of product supply required for the integrated development of "culture, sports, and tourism" should be one with local cultural characteristics, showcasing the local customs and practices. This not only enriches the content of ice and snow sports tourism industry products, ensuring a stable frequency of updates and replacements, but more importantly, it gives the products unlimited space for expansion, rejecting similarities and imitation.

Lastly, it's about the overall development structure and service level of the industry. For the development structure of Heilongjiang's ice and snow sports tourism industry, the main consideration

should be the balance of factor supply and the different development needs and purposes of government agencies, public institutions, and private enterprises. In general, multiple parties should form a positive interaction, with a consistent macro goal and each meeting their own needs, which is also conducive to forming a complete and sustainable ice and snow sports tourism industry chain in the future.

In summary, the integrated development of "culture, sports, and tourism" in Heilongjiang's ice and snow sports tourism industry is a necessary path in the process of deepening industrial development. Based on the theory and practical operation path of industrial integration, fully utilizing the integration advantages of "sports +" and "culture +", coordinated development, moving towards mutual benefit, and jointly promoting the deepening reform and development of Heilongjiang's ice and snow sports tourism industry.

Given the current state of industrial development and existing issues, Heilongjiang Province needs to quickly identify its own positioning in the ice and snow sports tourism industry. Facing the rapid development of ice and snow sports across the country, Heilongjiang's traditional advantages have been weakened. Guided by the mainstream ideology of industrial development, seeking strategies for the integrated development of "culture, sports, and tourism" should be a top priority. In the process of industrial integration, it is essential to analyze specific issues specifically and seek individual differences within the general context to achieve targeted development. With the gradual relaxation of epidemic prevention policies, the ice and snow sports tourism industry is once again welcoming a "spring" of development. In the face of this rare opportunity for development, choosing the right path is crucial. Heilongjiang Province should actively grasp the trend of integrated development of "culture, sports, and tourism," and leverage its own strengths to fully utilize the industry's advantages. Therefore, the suggestions for both the government and private enterprises in the ice and snow sports tourism industry can be summarized into three main directions: building local (regional) ice and snow sports event brands to provide agglomeration effects for the industry; endowing products with cultural cores to improve the industrial ecosystem and supply chain, thereby enhancing the industry's gold-making capabilities; and creating distinctive ice and snow cultural tourism routes and content to highlight the charm of cultural integration and showcase the exclusive style of Heilongjiang's ice and snow sports tourism industry.

ACKNOWLEDGEMENTS

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research.

REFERENCES

- Sun Dongying, Guan Jichen. (2019), -Research on the development strategy of snow and ice sports tourism industry in Heilongjiang Province under the perspective of Beijing Winter Olympics, ice-snow, Vol.41, No.1, Pp.58-62.
- Liu Zian, Bai Lin. (2022), -Research on the development and innovation of ice and snow sports tourism industry in Heilongjiang Province under the perspective of the Winter Olympics, Chinese business theory, Vol.16, No.1, Pp.145-147.
- Zhang Jing. (2022), -Research on the integrated development of sports and tourism in Xuzhou Sports Town from the perspective of "ice and snow +", Contemporary sports technology, Vol.12, No.1, Pp.125-128.
- Robert Steiger, Daniel Scott. (2020), -Ski tourism in a warmer world: Increased adaptation and regional economic impacts in Austria, Tourism Management, Vol.12, No.1, Pp.77.
- He Li, Zhao Shutong. (2021), -The dilemma and cracking mechanism of the integrated development of sports culture and tourism industry, Journal of Ezhou University, Vol.28, No.1, Pp.61-62.