



Research Article

ISSN : 0975-7384
CODEN(USA) : JCPRC5

Analysis of the bottleneck of sustainable development for Chang-Ji-Tu ice sports tourism industry

Zhanqiang Teng

Institute of Physical Education, Changchun Normal University, Changchun, China

ABSTRACT

With the methods of documentation and logic, the ice sports tourism industry in Chang-Ji-Tu are analyzed, especially the bottleneck that restrict sustainable development of Chinese ice sports tourism industry. After the research we found that ice sports tourism industry in Chang-Ji-Tu around the Beijing Olympic Games has developed rapidly and has become a new spot, but many problems exist, which are called "bottleneck". It will contribute to the sustainable development of the ice sports tourism industry in Chang-Ji-Tu to find and solve those problems.

Keywords: Ice sports tourism industry, Sustainable development, Bottleneck

INTRODUCTION

Ice sports tourism industry in Chang-Ji-Tu has a late start and its development is also extremely uneven, and the gap between Chang-Ji-Tu and the western developed countries is still considerable big, which restricts the development of the ice sports tourism industry in Chang-Ji-Tu, also restricts the development of Chinese economy. Therefore, It has a very important theoretical and realistic significance for the sustainable development of ice sports tourism industry in Chang-Ji-Tu to draw the lessons, make a direction of development and propose strategy and measures.

RESULTS AND DISCUSSION

1. Analysis of the bottleneck of sustainable development for Chinese ice sports tourism industry

1.1 the uneven development of the ice sports tourism industry

Due to social, economic and cultural factors, there exist obvious binary structure and the gap and the gap between west and east is obviously big, so does the ice sports tourism industry. Therefore, the development of Chinese ice sports tourism industry shows imbalance in region.

According to national sports statistical documents, local revenue in Shanghai has the largest revenue with 10915yuan, the least Ningxia with only twenty-eight million yuan; the latter's 390 times of the former. The national sports lottery circulation in 2008 reach 45.6 billion with the eastern coastal areas rank the first places such as jiangsu province 5.007 billion yuan, Zhejiang 4.024yuan, guangdong 3.92 billion yuan, while the western regions such as Gansu has only0.758billion , Ningxia billion 0.389 million and Qinghai province 0.229 billion .

Such as other sports industry,the development of each ice sports also exist obvious imbalance.Because of the differences on the popularity economic levels and advertisement value, there exist great on the marketing degree and the profit .It can be divided into three groups: the first has already formed,such as project market football, basketball, volleyball, table tennis programs, that have attracted business for investment; the second is the market is being formed, such as diving, badminton, whose market operation management level is low; the third is project has

not formed, such as market track and field, gymnastics, archery, weightlifting, etc, those projects can get some sponsorship and advertising revenue, but they lack their own hemopoietic function and count on the state.

1.2 the unreasonable structure of ice sports tourism industry

The main problems in current ice sports tourism industry structure is the lagging of ice sports tourism industry, the unhealthy developing mode and project and the imbalance of the regional development etc. Although Chang-Ji-Tu domestic ice sports product enterprises in some ways has risen even more than foreign enterprise, but in ice sports product development, design, product value-added and value-added, brand awareness, international market share a large gap still aspects. The ice sports tourism industry in Chang-Ji-Tu on a smaller scale, the structure unreasonable, causing the international competitiveness of Chinese ice sports tourism industry is not strong. The ice sports tourism industry in developed countries currently have occupied an important economic status, according to relevant data shows, the sports tourism industry in Europe developed countries are already accounted for 3% in GDP, in the United States also up 6%, Italian football industry has become the important economic income sources, etc. And the current Chinese sports tourism industry are small in scale, developed provinces in the eastern economy in the sports tourism industry accounted for only about 0.6~1%, in the Midwest underdeveloped areas the rate will be smaller. Compared with Chang-Ji-Tu sporting goods industry development, the Chinese ice sports fitness entertainment industry competitive performance industry and the speed of development are slow[1].

1.3 ice sports tourism industry laws and regulations lag

Whether from developed countries or from the development of the industrial market operation precedents, at the same time, the basic requirements of ice sports tourism industry and other industries as its development, even in development, they must have can effectively regulate the market participate in various aspects of market conduct, and the relevant laws and regulations in the legal guarantee market participants to the balance of interests. This, in fact, it has become an established industry development secret. In the development of ice sports tourism industry in our country, the related laws and regulations system construction has obvious lag and imperfect, the legalization of the ice sports market management, standardization degree not high. At present Chinese ice sports market management is still lack of high-level legislation, administrative regulations and rules, and even have no legal documents, although about half of the capital city of provinces, autonomous regions have released a local ice sports market management regulations or the management of government regulations, but still need to be significant problems, clarifying the legislation by high-level, such as administrative privileges to differentiate clearly, law enforcement level of perfect and unified, the definition of legal liability[2].

2. Solve our country ice sports tourism industry sustainable development "bottleneck" problems countermeasures

2.1 the ice sports market greatly cultivate

Actively cultivate the fitness leisure market and competition demonstration market, to promote the development of ice sports market. Actively encourage social forces investment health benefits of ice sports fitness activities, through perfect policy, reduce the burden and the taxes operators operating costs, the operator to provide corresponding guidance services. Meanwhile strengthen the management of ice sports service security, protection of consumer safety. Actively guide and regulate the market operation of events, especially to actively explore comprehensive national ice sports market development and operation mode, perfect China's Olympic committee, all-China sports federation, each federations market development mode, but also seriously study the process of developing the national athletes market the relation of property right, income distribution, and other key issues, correctly deal with the state, the collective and the individual to safeguard national interests relationship with athletes rights and interests.

In developing the economy at the same time, strengthen the government's macro-regulation, revolves the implementation of the national fitness program, taking public ice sports venues and other business ice sports place, especially the school ice sports venues and social fitness project to rely on, form a reasonable layout, satisfy people's diversity, multi-level ice sports consumption service system. Encourage and support development of ice sports fitness in the community consultation instruction, ice sports medical rehabilitation services activities in the masses, advocate science, health fitness entertainment concept, guide the consumption structure adjustment, so as to promote the development of ice sports tourism industry and promote regional balance the sustainable development of the ice sports tourism industry.

2.2 The ice sports tourism industry structure adjustment

There is a rationally adjust to our country ice sports tourism industry structure, promoting the internationalization, specialization of ice sports tourism industry, large scale integration, enhancing the competitiveness of our country ice sports tourism industry in Chang-Ji-Tu. Beijing Olympic Games plays very good role in our country ice sports tourism industry structure. First, hold the Olympic Games can greatly drive fitness entertainment industry,

competition demonstration industry, ice sports intermediaries, ice sports lottery industry, at the same time it also can drive ice sports tourism, ice sports insurance, ice sports media industry, etc, so as to improve the development of ice sports tourism industry in the whole ice sports services output value of proportion, solve the problem ontology industry lags. Secondly, with the Olympics host makes the ice sports tourism industry in Chang-Ji-Tu is gradually merge with the world, makes the ice sports tourism industry and capital market docking, let the ice sports tourism industry into the capital markets, so as to improve the ability of ice sports tourism industry financing, in this process the constantly optimize the operating mode. Thirdly, Holding the Olympic Games, it can solve the problem of the imbalance of regional development to a certain extent ice sports items. it make exercise to medium-sized city from big cities, to small towns from medium-sized city, make people to pay attention to ice sports, ice sports tourism industry can alleviate the problem of the imbalance of regional development[3].

2.3 The ice sports tourism industry legalization strengthen

Ice sports market development Primary task is to speed up the high level legislation. The current our country ice sports market management legal construction is very weak and no high-level legislation[4]. So we should publish early on national ice sports market management regulations explicitly management functions, the scope of management, management authority, And to define to enter the market of professional and technical conditions, qualifications examination, approval procedures, rules of various market subjects legal status, rights and obligations, maintain ice sports market order. To strengthen management of ice sports market, supervision and regulation, on this basis to further perfect the management regulations of single ice sports market. Ice sports business activities project relates to people's physical and mental health and safety guarantee, has a strong professional and high technical requirements, therefore shall establish service standards, this is the premise of management according to the ice sports market. Industry service standard to provide services for market subjects, to provide measure for consumer, establish fairness, and open the market operation order, it can make the market main body in fair market environment to compete[5].

CONCLUSION

The ice sports tourism industry in Chang-Ji-Tu start late, but has developed rapidly. Sport is becoming the hot consumption and investment of the whole society. With the expanding of the field and the scale, the quality and profit has been improved. Ice sports tourism industry has gradually formed the ice sports fitness services, ice sports competition demonstration industry and sporting goods industry as the main contents of the ice sports market frame system. But compared with that of foreign countries, the ice sports tourism industry is still in youth. There are many problems to be solved. Only in this way can we promote the sustainable development of Chinese ice sports tourism industry.

REFERENCES

- [1] Wang YueHua YangXinSheng, XiongJiang. *mall modernization*, **2007**(6):327-328.
- [2] ZHong Bo. *China Business & Trade*, **2010**(8):148-149.
- [3] Yu Lin. *The northern economy*, **2009**(9): 78-79.
- [4] Tang Yunsong. *Journal of Jilin Institute of Physical Education*, **2008**(24):73-74.
- [5] Wei Gao. *J. Chem. Pharm. Res.*, **2013**, 5(12):290-295.