



Research Article

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Development strategy of Chang-ji-tu ice and snow sports tourism industry economic circle

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ABSTRACT

There are a variety of strategies in tourism industry development. Such as government-led development strategy; The development of the market adjustment strategy; Regional priority development strategy, and so on. In addition, the construction of economic circle is a kind of very good development strategy. Economic circle the building is conducive to the further development of regional economy, Chang-ji-tu is located in jilin province in northeast of longitudinal axis, has a unique geographical, economic and cultural characteristics. Building a good Chang-ji-tu ice and snow sports tourism economic circle, to develop the local economy will be of great help in jilin.

Key words: Chang-ji-tu; Ice and snow sports; Tourism industry; Economic circle

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INTRODUCTION

Chang-ji-tu is located in jilin province in northeast of longitudinal axis, including Changchun region, Jilin region, the Tumen river area. Jilin province is located in the northern hemisphere mid-latitudes, clear four seasons, winter time is long, a large quantity snow, good quality snow, temperature is appropriate, for the ice and snow sports tourism to create a good environment. Changchun, Jilin, Siping, Baicheng area of Jilin province, the annual snow-day is in 140 ~ 150 days, snow days In Tonghua, Liaoyuan areas 150 ~ 160 days, Yanbian, Tumen 160 ~ 160 days, Baishan region of 180 ~ 200 days, the Changbai mountain Tianchi annual snow days to 280 days or more. Jilin province average annual snow depth increase gradually from west to east, from the density of snow, snow depth and snow days, snow grains temperature, snow grains, quality is top all over the country. In addition, the Jilin province has superior geographical conditions, Jilin rime is one of the four natural wonders [1].Jilin province is rich in ice and snow sports tourism resources. Every year there are ice and snow for about five months, has the obvious advantages for development of industry of ice and snow sports tourism industry, the market prospect. But ice and snow sports tourism industry in jilin province, both opportunities and challenges. With the improvement of the people consumption level, the increase in leisure time, fitness value and charm of ice and snow sports tourism industry will be more and more obvious. In recent years, following the Jilin city North pot and the Songhua lake skiing court, successively built Changbai mountain, Heping, Lianhua mountain, Jingyutan, Miaoxiangshan, and other large and medium-sized ski resorts in Jilin province, together with the original some ice rich tour resources, but also keep the ice and snow tourist activities to a new climax. At present, the Jilin province has 22 a certain scale of ski resorts, concentrated distribution in Changchun, Jilin, Yanji, Tonghua cities, basically open forerunner area distribution Chang-ji-tu. There are 12 ski resort concentrated in Changchun, Jilin. The ski resort is not only for the use of professional athletes training [2], are open for visitors to go sightseeing. In such an advantageous condition, Chang-ji-tu in Jilin province to establish a good ice and snow sports tourism economic circle, is a very creative thing, for the local economy development will also have a lot of help in Jilin province.

RESULTS AND DISCUSSION

2.1 the connotation of Chang-ji-tu ice and snow sports tourism economic circle

Sports tourism economic circle, refers to sports as its carrier, based on tourism resources, integration of sports, fitness, leisure, culture, entertainment, holiday and other multi-function of regional economic cooperation. In recent years, our country has launched the construction of sports tourism economic circle, such as Qinghai lake national sports zone, Yangtze river delta, Ring taihu sports circle has achieved good benefits, such as to a certain extent, led to the development of local economy [3]. And the subject of ice and snow sports tourism, and other three provinces in northeast China area has just started. There is rich tourism resources in Chang-ji-tu, ice and snow sports tourism is the advantageous conditions, suitable for the establishment of the sports tourism economic circle. There are Changchun Puppet Palace Museum, the Moon Lake, Lotus mountain and industrial tourism resources; Jilin fog pine wonders, Songhua lake tourism brand; In Yanbian, there are Changbai Mountain, Sea Platform, Fang Chuan state-level scenic spots and the Korean folk culture, and international tourism resources; Three cities have ice and snow tourism, ecological leisure, hot spring tourism and leisure programs; they have combined to tourism community, launched the tourist routes together, to develop northeast Asia tourism and leisure resort [4]. So, like the Qinghai lake national corresponding of our country, Yangtze river delta sports circle, Ring taihu lake sports circle, build the northeast regional characteristic of ice and snow sports tourism economic circle, is a kind of feasible completely. Formed the construction of sports tourism economic circle, and improve the sports tourism industry and also can be combined with local characteristics, creating their own cultural brand, forming good sports industry chain[5]. serving the local economy in Jilin province.

2.2 theory basis of Chang-ji-tu ice and snow sports tourism industry economic circle

2.2.1 growth pole theory

Theory of growth pole can be fully used in Chang-ji-tu ice and snow sports tourism economic circle. Because of Chang-ji-tu three different areas can't be fully synchronous development, must be radioactive development, finally achieve full development together. According to the original theory, growth pole theory provides theory basis of the development of the regional economic.

2.2.2 regional economic integration theory

Building Chang-ji-tu ice and snow sports tourism economic circle, building a consortium of sports tourism economy. So as to realize Chang-ji-tu regional economic integration, as much as possible and effective to promote the region realize the free flow of resources and optimal configuration, so as to accelerate regional economic development and common prosperity.

2.2.3 distribution theory of industrial structure

Chang-ji-tu construction of ice and snow sports tourism economic circle, We should follow the layout of the industrial structure distribution theory, strengthen the construction, especially Chang-ji-tu area inside the sports tourism scenic area, between the city traffic trunk line. Improve the sports tourism economic circle of the service ability and the overall comprehensive reception capacity, within the scope of the sports tourism economic circle, we should focus on the sports tourist attractions (scenic area) to carry on the reasonable development, encourage sports tourism economic circle in the distribution of the industrial structure rationalization.

2.2.4 sustainable development theory

Building Chang-ji-tu sports tourism economic circle, in the process of construction and research, the view of sustainable development, we should be pay more attention. Because only follow the principle of sustainable development, adhere to the development and protection, pay attention to sports tourism and ecological environment symbiotic, forming a virtuous cycle of the construction of the sports tourism development and environmental protection, in order to realize the sustainable development of sports tourism economic circle and overall coordination.

2.2.5 unbalanced growth theory

Chang-ji-tu economic development is not balanced, so it can't completely synchronous development. Can only take the unbalanced growth model. In the construction aspect of Chang-ji-tu sports tourism economic circle, we should focus on investment, especially for social fixed capital. Through in-depth investigation and study and comprehensive demonstration, let the limited sports tourism fixed capital, into more where can create economies of scale, produce the most widely contact effect, by promoting the rapid development of sports tourism center city, to point with surface, so as to produce good economic radiation effect.

3 the development strategy of Chang-ji-tu ice and snow sports tourism economic circle

3.1 make Chang-ji-tu brand resources

We should make full use one of China's four big landscape of Jilin rime, and China's Changbai Mountain Tianchi, such as the effect of the humanities and the natural scenic spots in the province. We develop unique charm of ice and snow tourist resources, build boutique hotline characteristic of ice and snow tourism brand in order to different levels and different categories of ice-snow sports tourist. Doing big, doing strong Jilin ice-snow tourism market, enhance the attractiveness. Let resources advantages into industrial advantages, pushing related ice and snow industry chain construction, pushing Jilin ice and snow sports tourism to the country and the world.

3.2 build Chang-ji-tu product brand

We should develop characteristic of ice and snow tourism products and souvenirs. With the development of tourism products, not only can increase the tourism income, but also can promote ice-snow tourism in Jilin province, developing their own distinctive brand features. There are many different kinds of ice and snow tourism products and building brands is our top priority, such as ice and snow sports clothing, ice and snow sports equipment, ice and snow tourist souvenirs, monuments, commemorative COINS, and so on.

3.3 build Chang-ji-tu cultural brand

Brand culture is the advanced form of brand competition, is the brand image management as the senior form of cultural management. According to the characteristics of the ice and snow culture in Jilin province and the traffic pattern, market demand and other factors, in Changchun, we should use Vasaloppet Cross-Country Skiing Festival as its brand advantage for ten years, we will continue to improve; In jilin city, we should watch the alpine skiing, rime and a series of activities to build brand; In Yanbian area, we should combine the Yanbian Korean folk customs, Changbai Mountain wild animals and plants and cross-border tourism, etc, with local and national characteristics of ice and snow culture brand.

3.4 perfect Chang-ji-tu tourism industry chain

Sports tourism industry is a sunrise industry of Chinese sports industry, although development speed faster, but started very late, no achieve the desired level. In a sense, the ice and snow sports tourism industry, should be a characteristic industry of Jilin province, the government is planning construction. Jilin province is Chinese ecological pilot province, rich in tourism resources, development of ice-snow tourism industry, to promote Jilin province and the domestic and international economic and trade cooperation, can effectively promote transportation, communications, catering, service, tourism products, such as the development of related industries. As incomes rise, the life needs diversification, is bound to improve the consumption structure development, tourism can boost domestic demand, also can drive current and long-term economic development, is one of the most potential economic growth point. We make full use of ice and snow sports tourism industry development the good experience of Japan and South Korea, the ice and snow sports tourism and landscape, scenic spots and historical sites, local folk customs activities and hot spring bath, hairdressing, massage, food, shopping, etc, the combination of increasing industrial linkage effects, greatly improve and meet the diverse needs of tourists.

3.5 increase Chang-ji-tu tourism management level

Developing Chang-ji-tu, constructing the ice and snow sports tourism economic circle, is important to strengthen and improve the level of scientific management. The development of ice and snow sports tourism industry, must be the government-led, scientific planning and management. Ice and snow sports tourism industry development and construction, should prevent the waste of repeatability, and the destruction of resources. On policy support, financial assistance, actively encourage social investment, of course, we can also introduce enterprise, foreign investment, financing, with the development of ice and snow sports tourism market, and more investment ice-snow tourism, in terms of relevant supporting facilities, related industry macro-control, gradual adjustment and improvement of industrial structure, gradually, scale up of the group. It is advantageous to the formation of ice and snow sports tourism industry system, improve the competitiveness of the ice and snow sports tourism in Jilin province, realize the sustainable development of ice and snow sports tourism in Jilin province. [6]

CONCLUSION

Comprehensive the above research, we can see, in order to better development of Chang-ji-tu ice and snow sports tourism industry, the first thing, understanding their regional characteristics, understanding their own advantages, at the same time it should also be based on certain theory, carries on the analysis and research, make oneself of the features and benefits, namely the learning and understanding of other types of economic construction, finding Chang-ji-tu the connotation of the development of sports tourism economic circle road, to establish the sports tourism economic circle. Next, paying more attention to the construction of strategy, from brand tourism products, tourism industry chain development, tourism science management thinking, laying the foundation for the development of ice and snow sports tourism, and also laying a foundation for the development of local economy of Jilin province.

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