



Research on the Development Path of Jilin Province's Ice and Snow Cultural Tourism Industry from the Perspective of Cultural IP

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Abstract: This study focuses on the development of the ice and snow cultural tourism industry in Jilin Province from the perspective of "Cultural IP". By exploring the integration of Jilin's unique ice and snow culture with tourism resources, the research proposes the creation of regionally distinctive ice and snow cultural IPs and promotes the deep integration of ice and snow culture with the tourism industry. The study indicates that by developing elements of ice and snow culture and innovating tourism projects, the cultural content of tourism products can be enriched, and their added value increased. Simultaneously, it can drive the synergistic development of related industries, create positive interactions along the industrial chain, and enhance the attractiveness and competitiveness of Jilin Province's ice and snow tourism.

Keywords: cultural IP, ice and snow cultural tourism industry, Jilin Province

1. Main Content of the Research Topic

1.1 Exploring the significance of integrating cultural IP with the ice and snow cultural tourism industry, and deepening the theoretical research perspective

Firstly, the introduction of the cultural IP concept can combine Jilin Province's unique ice and snow culture with its tourism resources, transforming ice and snow tourism from mere observation to a cultural experience, enhancing tourist satisfaction and loyalty[1]. Secondly, cultural IP has a strong market appeal and brand effect. By creating ice and snow cultural IP with Jilin characteristics, it can attract more domestic and international tourists, further expanding the market space for ice and snow tourism[2].

1.2 Investigating the current development status of Jilin Province's ice and snow cultural tourism industry and analyzing existing deficiencies

This research involves designing survey questionnaires and interview outlines to investigate the cultural tourism enterprises, cultural and creative companies, cultural and tourism departments, sports departments, and practitioners related to Jilin Province's ice and snow cultural tourism industry[3]. This multi-faceted and multi-layered approach will provide an understanding of the development of the industry, including existing resources and characteristics, current development bottlenecks, and challenges, thereby identifying factors affecting and constraining the industry's development, offering a basis for further research[4].

1.3 Exploring the development path of Jilin Province's ice and snow cultural tourism industry under the perspective of cultural IP

First, deeply explore the connotations of ice and snow culture. Jilin's ice and snow culture, rich and long-standing, integrates diverse cultural elements from ethnic groups like the Manchu and Korean[5]. To create ice and snow cultural IP with Jilin characteristics, it's essential to delve into and organize these cultural elements, extracting unique cultural symbols and stories to provide rich materials for subsequent creative planning and offering a deep cultural foundation for the industry's development[6].

Second, create ice and snow cultural IP with Jilin characteristics. By combining Jilin's ice and snow resources and cultural characteristics, create a series of ice and snow cultural IPs that have regional, ethnic, and contemporary relevance, such as ice and snow festivals and carnivals, forming a brand effect[7].

Third, promote deep integration between ice and snow culture and the tourism industry. On one hand, by exploring the profound connotations of ice and snow culture, create unique ice and snow tourism experiences, allowing tourists to appreciate the beauty of ice and snow while experiencing its cultural charm. On the other hand, integrate ice and snow

cultural elements into tourism product development, innovate ice and snow tourism projects and activities, and enrich the cultural connotations and added value of tourism products. Simultaneously, strengthen the synergistic development of ice and snow tourism with related industries, forming a positive industry chain interaction.

Fourth, enhance the marketing and promotion of cultural IP. Utilize new media and social platforms to widely promote and publicize ice and snow cultural IP. By organizing events like ice and snow cultural festivals and carnivals, attract tourists to experience Jilin's ice and snow culture. Also, collaborate with tourism agencies, media, and others to conduct diversified marketing activities, enhancing the visibility and influence of ice and snow cultural IP.

Fifth, establish a cooperation and exchange platform for the ice and snow cultural tourism industry. Strengthen cooperation and exchange with other regions and countries in the ice and snow cultural tourism industry, learn from advanced experiences and technologies, and promote the international development of Jilin Province's ice and snow cultural tourism industry.

1.4 Constructing an implementation and safeguard mechanism for the development of Jilin Province's ice and snow cultural tourism industry under the perspective of cultural IP

First, develop an industry development plan. Based on Jilin Province's actual situation and development goals, formulate a scientific and reasonable development plan for the ice and snow cultural tourism industry. The plan should clearly define development focuses, tasks, and timelines to promote the healthy development of the industry[8]. During the planning process, consider Jilin's natural resources, tourism infrastructure, talent reserves, and other advantages and features, along with national policies and strategies, to ensure the feasibility and sustainability of the plan.

Second, strengthen policy support and financial assistance. Introduce a series of policy measures, such as tax incentives and financial subsidies, to provide robust support for the development of the ice and snow cultural tourism industry. Also, actively seek national and local financial support to facilitate project implementation.

Third, train and introduce professional talent. Enhance the training and introduction of talent for the ice and snow cultural tourism industry, establishing a high-quality, professional talent team to support industry development.

Fourth, reinforce intellectual property protection. Strengthen the protection of intellectual property rights for ice and snow cultural IP, combat infringement, and maintain market order and fair competition.

2. Research Value of the Selected Topic

2.1 Practical value

The practical value of this research includes the following aspects:

Firstly, guiding the specific practices of the ice and snow cultural tourism industry. This study can provide concrete guidance for the ice and snow cultural tourism industry in Jilin Province, assisting industry decision-makers in understanding market demands, grasping development trends, and formulating reasonable development strategies. This includes determining the industry's development direction, target market, product positioning, and marketing strategies, offering guidance for the industry's sustained development[9].

Secondly, promoting the integration of ice and snow culture with the tourism industry. Under the perspective of "Cultural IP," the development of the ice and snow cultural tourism industry requires the deep integration of ice and snow culture and tourism. This research can facilitate the integration of the two, promoting the incorporation of ice and snow cultural elements into tourism products, and enhancing the cultural connotation and added value of these products.

Thirdly, enhancing the competitiveness and influence of the ice and snow cultural tourism industry. This study can help identify the competitive advantages and unique features of Jilin Province's ice and snow cultural tourism industry, boosting its core competitiveness. Additionally, by conducting an in-depth analysis of the industry's development path, the study can spur innovative growth in the industry, enhancing its influence and reputation.

Fourthly, driving local economic growth. The development of the ice and snow cultural tourism industry plays a positive role in local economic growth. This research can provide decision-making support for local governments, accelerating the rapid development of the ice and snow cultural tourism industry in Jilin Province, stimulating the growth of related industries, increasing employment opportunities, and fostering local economic prosperity and development.

3. Conclusion

In summary, we delve into the development path of the ice and snow cultural tourism industry in Jilin Province from a "Cultural IP" perspective, highlighting the significance of the integration between culture and tourism for regional economic development. By thoroughly exploring and integrating Jilin's unique ice and snow resources and rich cultural elements, we

realize that constructing region-specific ice and snow cultural IPs not only enhances tourists' cultural experiences, elevating their satisfaction and loyalty, but also effectively boosts the brand influence and market competitiveness of Jilin's ice and snow tourism.

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