



Comparative Study on the Development of Ice and Snow Tourism Industry in China and Spain

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DOI: 10.32629/memf.v5i1.1613

Abstract: Tourism plays an important role in economic development. As an emerging sector in the tourism industry, the ice and snow tourism industry has great development prospects. The ice and snow tourism industry in China and Spain is facing both development opportunities and challenges. This paper will analyze the current situation of China and Spain's ice and snow tourism industry, and put forward some suggestions from the aspects of government support, diversified products and services, environmental protection and sustainable development, and strengthening international exchanges and cooperation in combination with the current development trend of the global ice and snow tourism industry. The ice and snow tourism industry of the two countries is expected to usher in a better future.

Keywords: China, Spain, ice and snow tourism industry

1. Introduction

With the development of economy and the improvement of people's living standard, tourism has developed into an important industry. Ice and snow sports have a strong sense of participation and experience, which helps people who live and work in the city for a long time to adjust pressure, and at the same time can exercise their bodies. More and more people fall in love with ice and snow sports. Both China and Spain have rich snow and ice tourism resources and a long history, and have great advantages and development prospects in the development of snow and ice tourism industry. This paper will analyze and compare the status quo of ice and snow tourism industry in China and Spain, and put forward reasonable suggestions to promote the sustainable development of ice and snow tourism industry, so as to drive the development of local economy.

2. Status quo, advantages and challenges of China's ice and snow tourism industry

2.1 Status quo

China is rich in snow and ice resources, with large ski resorts and snow resorts in Heilongjiang, Jilin and Xinjiang. In recent years, relying on the Beijing Winter Olympics, the Chinese government has actively promoted the popularization and development of ice and snow sports, encouraged enterprises from all over the world to invest in the ice and snow industry, and the ice and snow tourism market has been expanding and booming. At the same time, the holding of ice and snow sports events also provides important opportunities and platforms. The 2024 China Snow and Ice Tourism Development Report released by the China Tourism Academy shows that China's snow and ice tourism industry has entered a new stage of quality improvement and innovation. From 2023 to 2024, the number of ice and snow tourists in China is expected to reach more than 400 million, and the revenue of ice and snow tourism will reach 550 billion yuan.[2]

2.2 Advantages

China has abundant snow and ice resources, which provides favorable conditions for the development of China's snow and ice tourism. With the development of economy and the improvement of people's consumption level, people tend to relax by traveling. As an emerging market, the ice and snow tourism market has great market potential and broad prospects for future development. In the post-Winter Olympics period, the atmosphere of ice and snow sports in China is good, and more and more people know about ice and snow sports, like and are willing to participate in them. The government has also formulated policies to encourage enterprises to join in the construction of ice and snow resorts, ice and snow activity venues and various ice and snow events. The diversified formats of China's ice and snow tourism industry are integrated and developed, ice and snow products and services are continuously enriched, and the industrial chain is extended to meet the diversified consumption needs of the masses and drive the development of other industries.

2.3 Challenges

First, the development of ice and snow sports in China started late, although the success of the Beijing Winter Olympics promoted the fire of ice and snow sports, but the mass penetration rate is still low. Secondly, there is an imbalance of snow and ice resources between the north and the south. In the north, there are many large and high-quality ski resorts and other snow and ice places, but in the south, because there is not much natural snow and ice resources, the cost of building outdoor ski resorts and other snow and ice places is higher. Third, the existing talent training system is difficult to meet the market demand, the snow and ice tourism industry and snow and ice sports talent gap is large, lack of systematic talent. At the same time, global warming also affects the reduction and quality of snow and ice resources, which also brings challenges to the operation of snow and ice places and visitor experience. Finally, the destruction of the snow and ice industry to the environment is an important factor hindering the development of the snow and ice industry. How to make the snow and ice tourism industry achieve sustainable development is also a problem that needs to be solved urgently.

3. The status quo, advantages and challenges of the development of Spain's ice and snow tourism industry

3.1 Status quo

The southern part of Spain has a warmer climate, but the northern part, such as the Pyrenees Mountains, is rich in winter snow and ice. At present, the Spanish snow and ice tourism industry is developing, and there is still a big gap compared with other European countries. In recent years, the Spanish government has recognized the potential of the snow and ice tourism industry, gradually increased the importance of the snow and ice tourism industry, and adopted some measures to promote development. For example, through some marketing channels to promote the ski resorts in Spain, improve the quality of service and so on. At the same time, Spanish ski resorts are also actively hosting international ski events to increase their visibility and influence. Spain's ice and snow tourism market is gradually expanding, and its ice and snow tourism consumption is also increasing year by year.

3.2 Advantages

Spain is ideally located and has a warmer and more pleasant climate than other ice and snow powers in Europe. Its rich natural resources and beautiful natural scenery make it an advantage in the European ice and snow tourism market. Secondly, Spain uses the natural snow and ice resources of the Pyrenees Mountains to provide favorable conditions for the development of its snow and ice tourism industry. Third, ski resorts in Spain offer a variety of post-ski services and activities. Diversified tourism products to meet the needs of different tourists. Fourth, the Spanish snow and ice tourism industry has an international market, especially the Catalonia region, which as one of the well-known ski destinations in Europe, attracts more and more foreign tourists to experience snow and ice sports. Finally, Spain has a rich and diverse cultural experience. While participating in ice and snow sports, visitors can also visit famous attractions such as Sagrada Familia and Park Guel, enjoy a flamenco dance performance, taste local food and feel the local customs.

3.3 Challenges

With the change of global climate, snow and ice resources are greatly affected, which will not only affect the operation of snow and ice places, but also affect the experience of tourists. Secondly, Spain's ice and snow tourism industry is affected by the surrounding ice and snow powers, and the market competition is fierce, and it needs to continuously improve its competitiveness and attractiveness. Third, Spain's snow and ice tourism industry needs a large number of professional talents and technical support. The Spanish snow and ice tourism industry is not yet mature, and there is still a shortage of talent. Fourth, the infrastructure services of Spain's snow and ice tourism industry are not perfect. Finally, the snow and ice tourism industry has a great impact on the natural environment, and it is necessary to find a sustainable development path for the snow and ice tourism industry.

4. Comparative analysis of ice and snow tourism industry between China and Western countries

4.1 Market size and structure

China has abundant snow and ice resources and a huge population base, which makes its snow and ice tourism market has great potential. It is mainly composed of ski resorts, resorts, ice and snow sports clubs, as well as related supporting facilities and services. The Spanish snow and ice tourism market is relatively small, but it also has a certain potential for

development. Spain's snow tourism industry is concentrated in a few ski resorts and resorts, offering a diverse range of skiing, leisure and cultural experiences.

4.2 Policies and regulations

The Chinese government has issued a series of policies to strongly support the ice and snow tourism industry. The government encourages enterprises to invest in the construction and improvement of ice and snow sites, provides financial subsidies and other support, and also strengthens the government's supervision of environmental protection and safety management. The Spanish government has relatively few policies to support the development of the snow and ice tourism industry, but there are relevant rules and regulations. The government mainly regulates the development of the snow and ice tourism industry through land use planning and environmental protection standards.

4.3 Tourism products and services

The tourism products and services of China's ice and snow tourism industry are relatively rich and diverse. Ski resorts and resorts offer various types of pistes and facilities, as well as services such as accommodation, dining and entertainment. In addition, China also has some unique ice and snow tourism activities, such as ice festivals and ice sculpture exhibitions. Spain has relatively few, but also offers some diverse skiing and leisure tourism offerings. Spain also built a ski amusement park next to the ski resort, providing a fun and recreational ice and snow playground for families with children. The area around the ski resort is also suitable for outdoor activities such as hiking and horse riding.

4.4 Marketing strategies

In terms of marketing, China's ice and snow tourism industry pays more attention to publicity and brand building. Ski resorts and resorts promote through various channels, including online platforms, media cooperation, tourism exhibitions, etc., and actively participate in the hosting of domestic and international ice and snow events and events. Spain's ice and snow tourism industry relies mainly on word of mouth and traditional marketing channels to attract tourists. Some ski resorts will cooperate with travel agencies, hotels, etc., for joint promotion, and will also participate in some international tourism exhibitions and promotion activities.

5. Summary and suggestions

5.1 The development trend of global ice and snow tourism industry

With people's pursuit of outdoor activities and healthy lifestyles, the scale of the ice and snow tourism market continues to expand. More and more people are willing to spend time and money to experience snow sports such as skiing and snow hiking. Ice and snow tourism is no longer limited to traditional ski holidays, but also covers various activities such as ice sculpture exhibitions and ice festivals, attracting a wider group of tourists and enhancing the attractiveness of the ice and snow tourism industry. With the enhancement of environmental protection awareness, sustainable development has become an important direction of the ice and snow tourism industry. The application of digital technology is also continuously improving the experience of snow and ice tourism products and services.

5.2 Inspiration for the development of China's ice and snow tourism industry

Improving infrastructure construction is one of the important directions for the development of ice and snow tourism in China. Build perfect infrastructure around the ski resort, optimize snow and ice tourism products, improve infrastructure, and improve the quality of tourism services around the whole chain of "food, transportation, housing, purchase and tour", and strive to build a multi-level and multi-form snow and ice tourism industry system to improve tourists' experience and satisfaction. In addition, the development of China's ice and snow tourism industry also needs to focus on service quality. Provide quality service and personalized experience to attract more tourists to come to experience. Promoting ice and snow culture and activities is also an effective way to promote the development of China's ice and snow tourism industry. Holding ice and snow activities to promote the inheritance and promotion of ice and snow culture can not only increase the interest and participation of tourists, but also enhance the visibility and attractiveness of China's ice and snow tourism.

5.3 Inspiration for the development of ice and snow tourism industry in Spain

First of all, Spain should increase its promotion efforts in the international market to improve the visibility and attractiveness of its snow and ice tourism. Through participating in international exhibitions and overseas promotion, we can show the unique snow and ice tourism resources and charm of Spain to global tourists. At the same time, it is also necessary to broaden the range of products and services to meet the needs of different tourists. In addition, special snow and ice activities can be launched to provide diversified experiences for tourists. Spain can cooperate with the ice and snow

tourism industry in other neighboring countries to share experience, resources and markets. Exchange activities can also be carried out, such as holding international ice and snow tourism forums, organizing professional training, etc., to enhance the competitiveness and influence of the industry and achieve sustainable development.

5.4 Sino-Western cooperation and exchanges in ice and snow tourism industry

The two countries can achieve mutual benefit and common development by sharing experiences, promoting destinations, strengthening cultural exchanges and conducting business cooperation. China and Spain can share their experiences and methods in the ice and snow tourism industry by organizing exchange activities and holding seminars, and jointly discuss how to improve service quality and promote ice and snow sports. At the same time, China and Spain can also promote their own ice and snow tourism destinations to attract more tourists through publicity, increase visibility and attract more tourists. China and Spain can promote the culture of the two countries through ice and snow art performances, cultural exchange activities and other forms, so as to increase the understanding and cognition of the two peoples on each other's culture. In addition, Chinese and Western enterprises can cooperate to jointly develop ice and snow tourism products and provide quality services. The two sides can jointly invest in the construction of ice and snow venues to improve the quality and market competitiveness of the venues.

Acknowledgments

This paper was supported by the following fund project: College Student Innovation and Entrepreneurship Project, "Current Situation and Prospect of Ice and Snow Sports in China in the Post-Winter Olympics Era" (Project number: 202310964018).

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