

Study on the Current Development Status of Ice and Snow Cultural Resources in Jilin Province

Guojun Deng¹, Fang Gao^{2,*}

¹*Jilin Sports University, Changchun, Jilin, China*

²*Jilin Provincial Institute of Education, Changchun, Jilin, China*

**Corresponding Author.*

Abstract: With the rising popularity of domestic ice and snow sports culture, Jilin Province has achieved good development due to its high-quality ice and snow resources. This study starts with the concept of ice and snow culture, which is a unique cultural form developed by humans to adapt to the natural environment in specific geographic conditions. By developing the ice and snow industry chain, including ice and snow tourism, ice and snow culture, ice and snow sports, ice and snow commerce, and ice and snow equipment manufacturing, it can generate economic, social, and environmental benefits. Based on this, the study proposes detailed paths for the development of ice and snow culture in Jilin Province to promote faster and better development of its ice and snow cultural resources.

Keywords: Ice and Snow Culture; Current Status; Jilin Province; History; Development

1. Overview

Ice and snow culture is a unique cultural form developed under the premise of the natural ice and snow environment and through the mediation of the ice and snow ecological environment. It is influenced by multiple factors such as regional economic conditions, public cultural quality, and social values [1]. Ice and snow culture is regionally specific, mainly concentrated in Jilin Province, Liaoning Province, and Heilongjiang Province in China [2].

1.1 The History of Ice and Snow Culture

The history of ice and snow culture can be divided into four stages: natural formation, applied development, independent activities, and mass participation. Tracing the origins

of ice and snow culture, the earliest known roots are in the Altay region, China, which is currently recognized as the birthplace of the earliest ice and snow culture [3]. Archaeological discoveries in the Handegate Mongol Ethnic Township of Altay, found a series of rock paintings depicting human skiing postures dating back 12,000 years. On January 16, 2007, the Shanghai Great World Guinness Headquarters officially confirmed Altay, as the birthplace of human ice and snow culture, highlighting China's historical significance in global ice and snow culture. Although China is the origin of human ice and snow culture, its modern development lagged. Modern Chinese ice and snow culture began to develop around the 19th century, with Harbin hosting an ice-skating competition in 1907, marking the beginning of China's ice and snow culture.

1.2 The Development History of Ice and Snow Culture in Jilin Province

Jilin Province has a long history of ice and snow culture and is known as the cradle of skiing in New China. Records show that the Jilin City Ski Team, established in February 1951, was the first ski team in New China. The first National Ski Games of New China were held in Tonghua, Jilin Province, in February 1957 [4].

1.2.1 The history of ice and snow culture in Jilin province

According to the "Book of Sui," over 1,400 years ago, the Shiwei people living in the Northeast region engaged in "riding wooden boards" activities. During the Song Dynasty, ice and snow culture flourished even more in Jilin Province. In the Ming Dynasty, ice and snow cultural activities further developed among ethnic minorities. On the second day of the first lunar month in the

fifth year of Emperor Xizong's reign, Nurhaci, the leader of the Jianzhou Jurchen tribe in Northeast China, hosted a grand ice sports event on the Taizi River, using ice and snow culture to showcase the strength of the ethnic minorities at that time.

1.2.2 The current status of ice and snow culture in Jilin province

Jilin Province, with its long history of ice and snow culture, is home to the famous Beidahu Ski Resort, designed in 1993 by the Canadian Ecosign Mountain Resort Planners Ltd. Verified and approved by international skiing experts, Beidahu hosted the 8th and 9th National Winter Games in 1995 and 1999, respectively, and is currently hosting the 12th Winter Games. Under the influence of Beidahu, the number of ski resorts in Jilin Province continues to grow, providing more options for ice and snow culture enthusiasts.

2. Current Status of Ice and Snow Culture

Jilin Province develops ice and snow culture in various forms: ice and snow tourism culture, closely combines ice and snow culture with ice and snow tourism, and develops ice and snow tourism location, ice and snow tourism catering, ice and snow tourism transportation, ice and snow tourism commodities and ice and snow tourism attractions according to local ice and snow resources; Ice and snow sports culture, the competition and fitness, leisure and entertainment closely combined, according to the existing ice and snow venues, ice and snow venues supply ice and snow events, ice and snow sports training ice and snow public services and ice and snow leisure and entertainment publicity; Ice and snow art culture, ice and snow culture and art activities closely combined, according to the existing platform, do a good job of ice and snow photography ice sculpture snow sculpture art advertising and art performance display. As shown in Figure 1.

2.1 Ice and Snow Tourism Culture

Jilin Province, located at 40 degrees north latitude, boasts exceptional ice and snow resources, which include natural resources and many ice and snow events and

recreational projects, referred to as ice and snow cultural resources. By deeply integrating these two forms, an ice and snow cultural tourism industry can be developed [5].

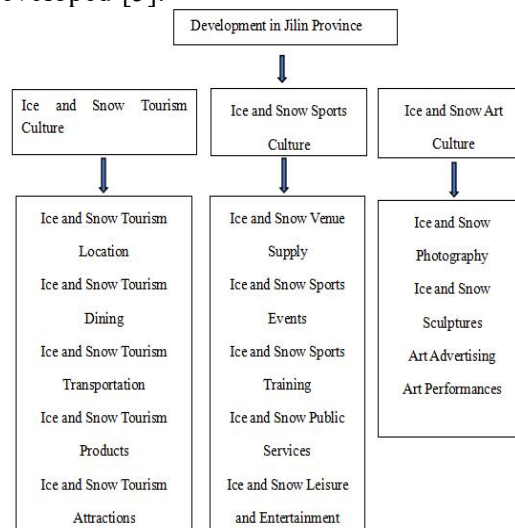


Figure 1. Ice and Snow Resources Development Schematic

2.1.1 Ice and snow cultural tourism resources in Jilin province

Jilin Province is rich in ice and snow cultural tourism resources, thanks to its topographical and climatic advantages. The ice and snow period here lasts for six months, with excellent snow quality suitable for various ice and snow events, such as skiing, ice skating, ice soccer, and snowmobiling. Additionally, various ice and snow recreational activities, such as ice and snow hot springs, ice sculptures, snow sculptures, ice and snow tourism festivals, and rime ice and snow festivals, can be held. Visitors can enjoy ice and snow tourism culture while participating in various tourism projects [6], which are both ornamental and experiential. This not only increases the income of Jilin's cultural tourism industry but also provides multiple benefits.

2.1.2 Current status of the ice and snow cultural tourism industry in jilin province

Jilin Province's ice and snow cultural tourism includes both ornamental and recreational projects. Many new recreational projects have been developed, such as dog sledding, ice car racing, ice hockey games, snowball fights, and snow hunting. These projects are derived from and related to the lifestyle and hunting

culture of ethnic minorities. While experiencing ice and snow tourism, visitors can also enjoy the local ethnic customs, and the integration of local food and accommodation adds a unique regional flavor [7].

2.2 Ice and Snow Sports Culture

Ice and snow sports culture refers to the aspects related to ice and snow sports activities. The people of Jilin Province have created many excellent ice and snow sports activities through their productive and daily lives. The common feature of these activities is their wide acceptance by the public, reflecting the people's feelings, expressing their expectations, and perfectly integrating with the characteristics of ice and snow. This culture is known as ice and snow sports culture. With the continuous development of the social economy, the concept of ice and snow sports culture is also continuously evolving.

2.3 Ice and Snow Art Culture

Art is a specific form created during human production activities to meet the aesthetic needs of life, resulting in brilliant cultural achievements. Any ice and snow activities and products with skill and thought can be considered ice and snow art. Ice and snow art culture expands, enriches, and enhances the quality of winter life for people in cold regions. Like all social products, it has its structure and form, content and style [8].

3. Major Issues in the Development of Ice and Snow Culture in Jilin Province

3.1 Lack of Overall Planning

The ice and snow tourism culture industry in Jilin Province is still in its early development stage. Despite certain advantages, many operators and managers do not have a deep understanding of Jilin's ice and snow culture. They lack a profound cultural connotation, do not fully understand the needs of tourists, and are not familiar with the target user groups for ice and snow tourism projects. Many infrastructure constructions and cultural tourism products fail to attract tourists due to a lack of creativity. The emphasis on competitive sports in ice and snow tourism

is excessive, lacking thematic and storytelling elements and insufficient integration of folk customs, traditions, and cultural heritage. Additionally, most operators imitate domestic and international mature ice and snow facilities, lacking regional characteristics and failing to highlight the cultural features of Jilin Province.

3.2 Lack of Ice and Snow Tourism Projects

Compared to other forms of tourism, ice and snow tourism is relatively expensive. The domestic consumption of ice and snow tourism has just begun, and ice and snow activities require a certain technical foundation. As a result, many tourists who enjoy watching ice and snow tourism projects cannot participate in them. Consequently, despite the construction of many ice and snow tourism venues in Jilin Province, high prices deter tourists. Moreover, most venues lack personalization, reducing tourists' interest in participating in ice and snow activities. Therefore, for Jilin Province's ice and snow cultural tourism industry to develop rapidly, it should start by boosting local consumption and increasing the participation of non-local tourists.

3.3 Lack of Competitive Ice and Snow Brands

The most well-known ice and snow project in Jilin Province is the "Changchun Jingyuetan Vasaloppet International Skiing Festival." Besides this, there are no other internationally recognized ice and snow brands. Although Jilin Province has abundant high-quality ice and snow resources, Changchun is located in a plain area with a lack of mountains, resulting in insufficient variety in ski trails. Although the Changbai Mountain region has rich mountain resources, its remote location, rugged terrain, and harsh geographical conditions make it less advantageous compared to Hebei and Heilongjiang provinces. Additionally, Inner Mongolia is also developing ice and snow tourism projects with distinctive regional features. Therefore, how to stand out from numerous ice and snow cultural tourism brands is a

major challenge for Jilin Province.

3.4 Lack of Professional Talent

Ice and snow cultural tourism is an emerging industry with a high degree of specialization. Traditional tourism management programs rarely cover this field, which is also highly seasonal and discontinuous in work processes, limiting the improvement of professional skills. Most current employees in the ice and snow cultural tourism industry have switched from non-specialized fields and lack systematic understanding of the cultural tourism industry, resulting in varied business capabilities. Ice and snow tourism is a sunrise industry, and as people's living standards continue to improve, their awareness and consumption of ice and snow tourism are gradually increasing. A professional technical and management team dedicated to ice and snow tourism projects is necessary, leading to an increasing demand for talent in the ice and snow cultural tourism industry [9].

4. Implementation Paths for the Development of Ice and Snow Culture in Jilin Province

The rapid development of ice and snow sports in China, especially with the successful bid for the 2022 Beijing Winter Olympics, has brought significant opportunities for the flourishing development of ice and snow sports. To promote the prosperous and healthy development of ice and snow sports in China, the General Administration of Sport of China formulated the "Ice and Snow Sports Development Plan (2016-2025)." Jilin Province has deeply studied and implemented this plan, promoting the integration of ice and snow sports and ice and snow culture, focusing on exploring the development potential of the ice and snow industry, and demonstrating new responsibilities and actions in advancing the development of Jilin's ice and snow industry.

4.1 Implementing the Spirit of the Instructions and Popularizing Ice and Snow Culture

Northeast China, as the country's old

industrial base, has been exploring new paths for transformation and development for nearly 18 years. Expanding and innovating with ice and snow culture as the background helps to leverage the advantages of Northeast China's ice and snow culture and resources to develop the economy and improve resource utilization rates. It aids in driving the economic revitalization of the old industrial base with a new era ice and snow economic system, injecting new vitality into the development of the Northeast economy. It also helps to use the innovative thinking of cultural and tourism integration to create a unique strategic platform, inherit and promote the spirit of ice and snow culture, and enhance national cultural confidence. The new empowerment of ice and snow culture provides a path for the innovative development of the ice and snow culture industry in our province.

4.2 Relying on "Ice and Snow into Schools" to Strengthen Campus Ice and Snow Culture

In May 2019, the Ministry of Education and three other departments issued the "Guidance on Accelerating the Promotion of National Youth Ice and Snow Sports into Schools." It requires schools at all levels, especially northern schools, to fully launch campus ice and snow activities and adaptive ice and snow project courses in winter according to their actual situations. Schools are to explore three main tasks for school sports: teaching, practicing, and frequent competitions, which are also the core tasks of promoting ice and snow sports into schools. Actively carrying out ice and snow project teaching activities, incorporating ice and snow sports knowledge into physical education curriculum content, supporting schools in cooperating with social training institutions to carry out ice and snow sports teaching activities, and improving teaching quality are essential. At the same time, strengthening the guidance of ice and snow sports teaching and building a campus ice and snow sports teaching guidance system are necessary. Schools should enrich extracurricular ice and snow sports activities. Schools with the capacity should include ice and snow projects in

extracurricular sports activities, organize a variety of ice and snow activities, and promote ice and snow sports during holidays. Effective ice and snow winter camps, winter study tours, ice and snow experiences, and inter-provincial and international ice and snow exchange activities should be conducted to form a good pattern of mutual assistance and development. Continuously improving the top-level design of the competition system, establishing a complete campus ice and snow extracurricular training and primary, middle, high school, and university four-level league system, and deeply integrating it with the professional youth ice and snow training competition system is crucial. Establishing a youth campus ice and snow sports competition system, strengthening the integration of education and sports, jointly exploring the development of youth club leagues, organizing national youth ice and snow summer and winter camp events, and actively participating in international ice and snow sports exchanges and competitions are necessary.

4.3 Regional Collaboration and Coordinated Development

Each region should plan in accordance with the overall layout and combined with local socioeconomic conditions. Detailed planning based on local ice and snow cultural resources and the development of cultural products should ensure orderly ice and snow cultural activities. Jilin Province's ice and snow cultural industry should seek market-oriented approaches based on its own characteristics, continuously strengthen regional cooperation, achieve resource sharing, and coordinated development. This approach aims to expand the ice and snow cultural industry chain, actively build brands, and develop a new regional pattern for the ice and snow industry [10].

4.4 Utilizing the Winter Olympics to Create an Atmosphere

Leveraging the advantages of ice and snow resources, Jilin Province should accelerate the construction of ice and snow infrastructure to enhance the influence of its ice and snow culture and related industries. Promoting the development of ice and snow

sports through diverse forms of mass fitness and sports competitions will encourage the public to engage in ice and snow activities. Activities such as sledding, ice cycling, ice sledding, spinning tops on ice, snowmobiling, snow tug-of-war, snow soccer, and ice fishing combine entertainment with participation. Hosting domestic ice and snow competitive sports events and amateur competitions, supporting the development of ice and snow associations, and encouraging autonomous operation by civil organizations will enhance the ability of the competition performance industry to develop, manage, serve, and self-regulate. Increasing the publicity of ice and snow sports, promoting public understanding, and fostering enthusiasm for these activities will enhance the public's recognition of ice and snow culture. This foundation will help solidify the development of mass ice and snow culture in Jilin Province and promote further improvement of ice and snow culture [11].

4.5 Excavating Ethnic Traditional Culture and Inheriting Ice and Snow Culture

Jilin Province is home to various ethnic groups, including Han, Korean, and Mongolian, each with rich folk cultures where ice and snow sports are integral to daily life. Highlighting ethnic characteristics can showcase Jilin's ice and snow culture, such as Mongolian snow horse racing and winter hunting activities. Additionally, connecting various folk sports projects within the province will enhance Jilin Province's ice and snow sports tourism routes and products. Thoroughly researching, organizing, excavating, and inheriting ice and snow sports culture, combined with project cultural characteristics, will foster diverse cultural activities like essay writing, photography, and stamp collecting. This approach not only preserves and develops excellent ethnic traditional culture but also ensures the sustainable development of Jilin Province's ice and snow culture. By integrating ice and snow sports with local cuisine, leisure games, and folk culture, a comprehensive "one-stop" ice and snow

culture can be formed [12].

5. Conclusion

Building confidence in ice and snow culture is of paramount importance for achieving the strategic goal of the great rejuvenation of the Chinese nation. Under the promotion of the Beijing 2022 Winter Olympics and various policies, China's ice and snow sports are flourishing. Jilin Province, by actively constructing its unique ice and snow culture and integrating ice and snow resources, has vast potential for the sustainable development of its ice and snow economy and the creation of a strong ice and snow sports atmosphere. Drawing strength from traditional culture, inheriting ethnic traditional ice and snow culture, and laying a solid foundation for spreading and developing ice and snow culture are essential. Promoting ice and snow sports, advocating for the spirit of sportsmanship, and driving the prosperity and development of ice and snow cultural resources are crucial. This paper focuses on the inheritance and development of ice and snow tourism culture, ice and snow sports culture, and ice and snow art culture. It outlines the implementation paths for the development of Jilin Province's ice and snow cultural resources, aiming to build a system for the development of these resources and further promote the sustainable development of ice and snow culture, contributing to the flourishing development of Jilin Province's ice and snow cultural industry.

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