

# Research on High-Quality Development Strategies for Sino-Russian Ice and Snow Tourism in Heilongjiang Province Under the Context of New Quality Productive Forces

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**Abstract:** In the context of the new era, how to utilize new quality productivity to promote the high-quality development of the Sino-Russian ice and snow tourism industry in Heilongjiang Province is of great significance for the economic development of Heilongjiang Province. In terms of technological revolutionary breakthroughs, a new type of Sino-Russian ice and snow tourism platform can be built to solve problems such as language exchange and currency payment for tourists; In terms of innovative allocation of production factors, surplus ice and snow tourism sites can be eliminated and integrated; In terms of deep industrial transformation, the efficiency of production methods can be evaluated to determine whether reform and upgrading are necessary.

**Keywords:** New Quality Productivity; Heilongjiang Province; Sino-Russian Ice And Snow Tourism; High Quality Development

## 1. Introduction

Heilongjiang Province is an important energy base, industrial base, and grain production base in Northeast China. The development of Northeast China is closely related to the development of Heilongjiang Province to a certain extent, making it an urgent issue to promote the rapid development of Heilongjiang and achieve solid progress in the comprehensive revitalization strategy of Northeast China. In the 21st century today, as the tourism industry's contribution to GDP continues to increase, tourism has increasingly become a pillar industry for many cities. Each city has its own unique resources and cultural customs, which means that the tourism industries of different cities vary significantly, and successful cases from other cities cannot simply be copied or directly applied to local contexts. Due to its unique geographical advantages—its proximity

to Russia—and abundant ice and snow resources, Heilongjiang Province holds distinctive strengths for developing Sino-Russian ice and snow tourism. Developing Sino-Russian ice and snow tourism can improve local income levels; this increased income can help improve infrastructure, benefit local residents' living standards; construct Sino-Russian commercial centers to attract domestic and foreign investment, promoting urban economic growth; and build uniquely themed tourist facilities to attract more visitors, increase foot traffic, stimulate consumption, raise revenues, and create a virtuous cycle. Therefore, the development of Sino-Russian ice and snow tourism plays a vital role in the province's economic development.<sup>[1]</sup>

In September 2023, General Secretary Xi Jinping first proposed the concept of "new quality productive forces" during an inspection tour in Heilongjiang. New quality productive forces represent the evolving direction of advanced productive forces, emerging from revolutionary technological breakthroughs, innovative resource allocation, and deep industrial transformation<sup>[3]</sup>.

Therefore, we should actively promote the development of "new quality productive forces" to realize "high-quality development" of Sino-Russian ice and snow tourism.

## 2. The Proposal and Development of New Quality Productivity and Its Impact on Ice and Snow Tourism between China and Russia

New quality productive forces are the key to liberating and developing productive forces in the new era and on the new journey. With continuous social progress and development, various industries have achieved advancement by relying on emerging technologies, concepts, and management methods. Many new industries and new forms of business have also emerged,

all of which have contributed to rapid socio-economic growth. The proposal of new quality productive forces has promoted technological innovation and digital transformation, providing greater convenience and innovative experiences for Sino-Russian ice and snow tourism. By introducing advanced technologies and digital tools, tourists can more easily access and book travel products, while also enjoying higher-quality services. The concept of new quality productive forces has also driven the innovative reallocation of idle or inefficient production factors within the ice and snow tourism industry. Through comprehensive consideration and strategic redistribution of certain production elements, it is possible to improve production efficiency and reduce production costs.

### **3. Countermeasures for High Quality Development of Ice and Snow Tourism in Heilongjiang Province**

#### **3.1 Technological Revolutionary Breakthrough**

Revolutionary technological breakthroughs refer to significant improvements in productivity driven by entirely new technological revolutions. Internet technology is the core of the fourth technological revolution, and its rapid development and widespread application have had a profound impact on various fields including socio-economics, culture, politics, and personal life. By leveraging internet technology, the efficiency and accuracy of matching tourism supply with demand can be improved, thereby accelerating the transaction process for tourism products and services. In terms of the direction of technological innovation, specifically, cloud computing and big data statistics can be used to analyze individuals' preferences, interests, and capabilities. These analyses can then be synthesized to recommend suitable ice and snow tourism destinations. Internet technology can also be utilized to build a new type of ice and snow tourism platform that helps tourists make reservations before their trips, provides navigation to tourism destinations, and offers real-time explanations of scenic spots during their visits—such as style interpretations and historical and cultural introductions—to help tourists become more immersed in the experience. For foreign visitors, the platform could provide real-time language translation features, enabling easier communication with

locals and allowing them to express their needs more conveniently. At the same time, this new ice and snow tourism platform should also include payment functionality, allowing international tourists—who may lack the time to exchange currency—to make direct payments through the platform. Within ice and snow tourism scenic areas, virtual reality (VR) technology can be employed to create immersive viewing facilities that meet diverse sightseeing demands.

#### **3.2 Innovative Allocation of Production Factors**

Innovative allocation of production factors refers to enterprises improving production efficiency and reducing production costs by innovatively arranging the elements involved in the production process. High-quality development emphasizes prioritizing quality over mere quantity in the development process, which aligns with the internal logic of China's ongoing supply-side structural reform in recent years—namely, producing goods that meet quality standards and satisfy people's needs. Strict quality control contributes directly to improving people's living standards. Specifically, in terms of tourist attractions, Heilongjiang Province has numerous ice and snow recreational facilities. Across the entire province, there are more than 80 ski resorts. In comparison with the other two provinces in Northeast China, Jilin Province only has 22 ski resorts, while Liaoning Province has just nine. Having a large number of ski resorts is generally a positive sign, indicating a developed ice and snow tourism industry in Heilongjiang. However, according to the theory of spatial competition among tourist destinations, when multiple destinations offering similar experiences exist within the same region, spatial competition arises. As a result, the attractiveness of these destinations may either grow simultaneously or fluctuate competitively. In other words, when ski resorts are overly concentrated in one area and offer homogeneous resources, it can lead to cutthroat competition among them, ultimately causing a significant decline in the overall attractiveness of these destinations and resulting in economic and resource wastage. This is precisely the issue currently faced by Heilongjiang's ice and snow tourism industry. According to the theory of optimal resource allocation, when an industry becomes profitable, substantial capital will flow

into it until profits reach the level of the average social profit, at which point capital gradually withdraws. Heilongjiang's ski resorts are clearly still in a profitable stage, suggesting the need for human intervention to reduce unnecessary ice and snow recreational facilities. According to central place theory, central places of a certain hierarchical level can provide goods and services of corresponding and lower levels. Therefore, we can consider abolishing or merging some ski resorts with limited influence or overlapping functions, allowing capable ones to serve as central places. Regarding how to carry out such consolidation—such as which ski resorts should be merged or abolished—we can assess them using theories from regional economics, such as industrial linkage theory and the multiplier effect theory, to conduct an economic utility analysis of ice and snow tourism sites. Based on this, we can determine which ski resorts should be abolished or consolidated. This approach would increase Russian tourists' recognition of Heilongjiang's ice and snow tourism products during their travels, thereby boosting the overall appeal of these products.

### 3.3 Deep Transformation and Upgrading of Industries

Industrial transformation and upgrading refer to the process of shifting traditional industries from low-value-added, low-efficiency, and high-pollution production methods to high-value-added, high-efficiency, and low-pollution production models, in order to enhance industrial competitiveness and sustainable development capabilities. Sino-Russian ice and snow tourism enterprises share many common problems found in other industries: within these enterprises, there are often redundant, repetitive production methods where production efficiency is lower than production costs, and environmental pollution is relatively severe. As other enterprises continuously adapt to the new era and promote reforms toward new quality productive forces, Sino-Russian ice and snow tourism enterprises should also actively pursue production innovation to improve their own competitiveness. Specifically, first, enterprises can apply utility functions to evaluate the utility of various production methods. By incorporating factors such as the degree of environmental pollution (as an environmental pollution index), the number of buyers (as a measure of social influence), and the ratio of profit to product

quantity (as a measure of production efficiency), enterprises can identify those production methods with negative overall utility. These methods can then be further assessed based on their importance to the enterprise, leading to comprehensive decisions regarding whether they should be eliminated or integrated. Second, higher-quality labor is the primary element of new quality productive forces<sup>[4]</sup>. Since a large number of scientific research talents are concentrated in universities, research institutes, and academies of sciences, innovative R&D talents are relatively scarce within enterprises. Enterprises can therefore hire top experts in relevant fields at competitive salaries to conduct scientific innovation for the company. At the same time, internal employees should also be encouraged to engage in innovation. Appropriate incentives for innovation can motivate talented individuals who have ideas and abilities but lack motivation, thereby promoting continuous updates and improvements in enterprise production. Finally, there exists a common phenomenon among many enterprises: rather than pursuing reform and innovation, many companies prefer to stick stubbornly to traditional practices. This is because traditional methods come with accumulated experience and predictable profitability—though modest, it ensures stable returns. In contrast, reform and innovation represent uncharted territory that requires investment, and enterprises cannot be certain whether the benefits will outweigh the costs. Therefore, most enterprises tend to remain conservative and wait-and-see, rather than take the initiative in reforming and innovating. To address this issue, the government can appropriately provide a certain level of subsidies to enterprises that proactively innovate, and offer additional rewards to those that successfully implement innovations. This would serve as an incentive for enterprises to carry out reforms and innovation.

### 4. Conclusion

The Sino-Russian ice and snow tourism industry plays a significant role in Heilongjiang Province's tourism sector. Promoting the high-quality development of this industry is crucial for the province's overall economic growth. Developing new quality productive forces is an important pathway to achieving high-quality development, and we should actively respond to national policy initiatives by advancing the

development of new quality productive forces.<sup>[5]</sup>Specifically, internet technologies such as cloud computing and big data can be utilized to improve the efficiency and quality of tourism services, and to build new types of ice and snow tourism platforms that enhance tourists' travel experiences. Blockchain technology can also be applied to ensure transparency, efficiency, and security in transaction information. Production factors should be innovatively allocated to optimize ice and snow tourism resources, avoid homogenized competition, and increase the appeal of tourism products. Industrial transformation and upgrading should also be promoted—using utility functions to evaluate production methods, hiring high-quality talent, encouraging internal innovation within enterprises, and implementing government incentive policies for innovative companies.

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