

The Research of Jilin City Snow Festival Tourism International Development Path

Qiang Zhang

Economics and Management School of Beihua University, Jilin 132013, China

418470072@qq.com

Keywords: Jilin City; Ice and snow tourism; Ice and snow tourism festival; Internationalization

Abstract. Jilin city is the national famous ice and snow tourist city, it is rich in natural resources, suitable for a variety of forms, a variety of ice and snow tourist activities. Unique ice and snow resources and geographical advantages, makes the city convenient for the development of the tertiary industry. Jilin city of ice and snow tourism festival held the more success, won the certain brand in domestic benefit. How to make the Jilin city of ice and snow tourist from national famous into to internationalization is need to research and analysis. Through to the Jilin city internationalization of ice and snow tourism development research, with innovative management model, combining with the development of national revitalization of northeast old industrial base, using the four-step development strategy to promote Jilin ice-snow tourism brand value promotion, get the value of the study.

Preface

In view of the current status of the development of Jilin city ice and snow tourism festival brand building, research and explore Jilin city of ice and snow sports tourism disadvantage and advantage, thinking how to adopt international development, applied the method of moderate to Jilin city of ice and snow tourism development, follow the local characteristic tourism resources development, the concept of tourism cycle economy development, to Jilin city sustainable development of local tourism as longitudinal deepening, laminating the current urban planning and construction, bring economic value growth point for the local economic development.

Firstly, Jilin Ice-snow Tourism internationalization Development Present Situation

Around the Ice and Snow Economic Highlighted the Superposition of the National and Provincial Strategic Opportunities. At present, the national and provincial use a variety of policy guarantee, actively encourage and support Jilin city of ice and snow tourist economy benign development. Jilin city's tourism development has issued a certain scale, and brought to economic driving force directly. In 2011, the government work report put forward the establishment of the special tourism products lines, and develop folk tourism, ecotourism has acquired more successful implementation. Jilin tourism holiday tourism statistical prediction, and provincial bureau of statistics data shows, and advance the 10 want to focus on tourism project, through the integration of tourism resources of science, won the "national global tourism demonstration zone" to create. In 2015, the city's tourism revenue is 54.2142 billion yuan, up 25.66% year-on-year, the tourism income of 2016 broke through 67 billion yuan, perfecting and establishing the Songhua lake 5 a grade scenic spot, rime island, hot spring tourism industry, ice and snow tourism development, and many other projects. Depth of ice and snow sports development, makes the ice-snow tourism brand, as the "Internet +" tourism promotion plan, add wisdom, relying on the hot spring tourism construction, meteorites and the canto folk gain of the ice and snow tourism brand promotion is needed [1].

Ice and Snow the Internationalization of Economic Exchanges and Competition has Become Increasingly Obvious. After years of economic building and upgrading, ice and snow "of rime"

reputation has won the formation. The internationalization of ice-snow tourism to track development become the facing upgrade direction. Communication forms of ice and snow the internationalization of the economy from a single to extensive and in-depth development[2]. With build stable growth, "hummin" polity, adjust and optimize the existing results, is the need to seriously study and rigorous analysis.

For Many Years, The International and Domestic Well-known Brand Ice-snow Tourism Activities. Jilin rime ice and snow international tourism festival is in Jilin city tourism development under the background, through the tourism in Jilin province and Jilin city people's government jointly initiated by ice and snow tourism activities and. Relying on the rime ice and Jilin city sports tourism resources, combined with the local amorous feelings of humanity, establish a special tourism brand, starting from the first held in 1991, has many consecutive terms, for the tourism development of Jilin city increased build good brand support. Has been successfully held for 25 years, the huge economic efficiency has appeared, in 2015, during the period of rime ice and snow, realize the tourism income of 20.9 billion yuan, up 27% over the same period in 2014[3]. Drive the jilin team and travel throughout the year. In the spring of 2016 golden week data statistics, the tourist reception for 2.7058 million people, has realized the tourism income of 2.2732 billion yuan a week.

Secondly the Existing Problems

Tourism Enterprises Small in Scale, Lack of Competitiveness. Jilin city of ice and snow tourism economy, although after years of development, but each enterprise on the scale of tourist industry of Jilin city is relatively small. Through data is the main body in tourism enterprises, private enterprises as of late 2016, the private enterprises in the city for the 33310, rose 8.1% year-on-year, but the Jilin city remains small scale tourism enterprises, mature and has a certain number of tourist enterprise management strength is low. Current tourism enterprises in the registered capital of 1 million, the proportion of more than 79.32% of the city's tourism enterprises, tourism enterprise scale small, led directly to the competitiveness of the domestic market is low.

The International Tourists Narrow Channel. Jilin city of ice and snow tourism the main customer base for local as well as other regional domestic tourists. Visitors in 2016, the year of 44.768 million person-time, rose 17.5% year-on-year, which accounts for 27% of the province, has realized the scale of the tourism income of 67.82 billion yuan, which accounts for 23% of the province, rose 25.1% year-on-year, but 98.43% of visitors are domestic tourists, and contains the local tourists. International tourist arrivals and the low proportion, the main reason is one of the existing international tourism caused by the narrow channel.

The City Tourism Function is Not Strong. Jilin city tourism function is not strong, in terms of ice-snow tourism, although many times hosted the rime ice and snow, also established the "reward rime, having snow, hot spring bath, enjoy folk" tourism theme of this functionality. But remain sticky target user groups, a large number of tourists in Jilin city of ice and snow tourism functional knowledge is not enough, can't drive the appeal to establish for a long time. City tourism, therefore, need to improve on existing functionality.

Tourism Scenic Area Development Lag, the Weak Attraction. In 2016, the city's planning and carrying on the new 33 key travel project, and to achieve the goal of investment 5.721 billion yuan, and in the four main cities and development zones and surrounding the 5 counties (city) was carried out by 38 tourism investment projects. But for the situation of the development of the scenic spots still lagged. In the depth of the scenic area of the humanities value and the tourism resources value development and explore, research deficiencies and implementation does not reach the designated position, the ascension of the scenic area development space is huge, the attraction of the existing weak.

Tourism Service Level Remains to be Improved. Jilin city also in and out of the low level of tourism service. Although after years of tourist city development strategy, such as catering, accommodation,

transportation and other related tourism services, there are many problems which need to be improved, such as the dining areas still exist certain rip off QiKe, health conditions are grim, etc ; Some hotels and hotel management is not standard; During the ice and snow tourism scenic area project in charge is not transparent and so on. This over to a certain extent, by strengthening the supervision and administration of improved, but the overall tourism service level still need to improve.

Tourism Facilities Are Not Perfect. Good just to obtain the cornerstone of the development of the tourism industry, tourism resources require a combination of excellent tourist resources, developing and perfecting tourism supporting facilities, perfect and systematic. The current Jilin city need many improvements on the travel security facilities. On such as ski resorts surrounding the transportation and accommodation need to be convenient way to study. Such as skiing, all need certain ski equipment support, need more optimize and convenient transportation. Need relevant peripheral accommodation consumption characteristics of consumer groups, different levels and so on which is still in the stage of research extent ^[4].

Thirdly, Jilin Ice-snow Tourism Internationalization Development Countermeasures

Awareness, Correct Orientation to Promote Tourism Brand Construction. Jilin city need to improve own tourism brand value. Jilin city tourism resource advantage obviously, as one of the four Chinese nature, Jilin rime is Jilin city unique resources of ice-snow tourism industry. Jilin rime ice and snow of the establishment in 1991, Jilin city of ice and snow tourism have obtained stable and continuous development, need to be done on the domestic famous snow and ice city carried out positive. Visit to appreciate rime, ice and snow, bubble hot spring, etc. In the urban atmosphere foil. Swim through ice and snow world, enjoy the ice world this tourism theme, to build up the rime enjoying the played, hot springs, ice and snow, folk experience for the integration of tourism experience. Through a variety of various aspects of positive efforts, to obtain tourism brand construction of the project^[5].

To Strengthen Contacts and Cooperation with Domestic and Foreign Tourism Organization, Promote Tourism Market Development. International exchanges and cooperation of Jilin city of ice and snow tourism has a positive effect. Can in the development of friendship cities and other countries have strategic cooperation, promote tourism resources of swaps. At the same time, such as domestic numerous has the strength of tourism enterprises and organizations, can be a positive business cooperation actively, seek through longitudinal deepening the cooperation way to establish laws, value, achieve a win-win situation, to promote tourism market development^[6].

Improve the Tourism Industry Self-discipline System, Strengthen the Organization and Management, Optimize the Environment of the Tourism Market. Tourism industry needs to enhance self-discipline system, the tourism industry to cover every aspect of the operation and management of content, need to strengthen the awareness. For tourism hardware construction at the same time, the soft environment construction of tourism must be in sync. Industry enterprises and personnel, the construction of system for their own quality and the improvement of the advanced management concept, and make the tourism market of hard and soft environment, are incomparable effect into full play.

Strengthen the Jilin City Tourism Personnel Training, Improve the Quality of the Tourism Industry. Jilin tourism talents are relatively lack, need to develop. One can be, by means of external talents with high welfare and obtain high-quality talent, advanced talents team construction can drive the regional talent overall ascension in all respects.2 it is through the internal personnel training mode optimization, regular and irregular, tour industry enterprise by the government, social organizations, such as cultivating talents, establish scientific benign way of training, enhance the professional quality of the talents in tourism industry.

To Atrengthen Legislation, Travel Industry. Relevant laws and regulations need to constantly optimize and improve. The inappropriate need timely update and revision of the laws and regulations. At the same time, to avoid too infiltration of local protectionism, establish scientific and reasonable, practical survey of the tourism industry security system. Balance the interests of all aspects and at the same time, to maximize to protect the legitimate rights and interests of tourists themselves. Government departments need to strengthen their own duties, clear responsibility, improve the service consciousness for the people^[7].

Intensify Propaganda, Promote Jilin International Fame. Swim through ice and snow world, enjoy the ice world this tourism theme, to build up the rime enjoying the played, hot springs, ice and snow, folk experience for the integration of tourism experience. Positive through a variety of publicity and marketing, to try and other well-known tourist city to establish cooperation relations, the proactive recommendation to the international tourism product characteristic, the ice and snow tourist high-quality goods route optimization and promotion. To realize the perfection of domestic well-known tourist city of ice and snow, to become an international well-known city of ice and snow tourist building foundation^[8].

Fourthly, Jilin Ice-snow Tourism Internationalization "Four Steps" Phase of the Proposal

In the Province of Ice-snow Tourism Competition Stage: to build - Jilin Changchun Ice-snow Tourism Integration. At close range in Jilin and Changchun, have the inter-city high-speed connection, can implement tourism belt. The cities of the ice and snow tourism resources advantage and traffic resources to fully develop. Positive to get rid of the traditional focus of Jilin local ice-snow tourism development thinking, with building layout - Jilin -Changchun ice-snow tourism integration development, obtain the concurrence of tourism resources integration, giving full play to the advantages of regional cluster benefits^[9].

Resource Integration: Integration of Jilin City of Ice and Snow Tourist Resources, the Jilin City Culture, Folk Custom Resources Integration Innovation. Need to Jilin city of ice and snow tourism resources for local strengthen and perfect, the different resources for effective interconnection, the humanities customs, natural scenery, sports leisure different themes, such as for effective interaction and linkage, forming close tourism resource advantage of resources integration^[10].

The Stage of Brand Strategy, Create Multiple International Ice and Snow Tourism Brand, Such as China Jilin Rime Ice and Snow Tourism Products. Held many international tourism rime ice and snow festival, won a good reputation. Need through the establishment of such as ice and snow tourism competition introduction, domestic ice and snow sports, leisure resort, make tourism value of the play, in each local attained actively shape the international perspective of ice and snow tourism brand.

Integrated Marketing: to Fully Understand the Comprehensive Transmission Plan When Used by Means of the Spread of Various Bring Added Value. By ordinary advertising, sales promotion and public relations, and its combination, provides information with good clarity, coherence and maximize transmission influence, the Jilin city into ice and snow tourist destination city with international influence.

Conclusion

To sum up, Jilin as domestic famous ice and snow tourist city, has the unique resources of ice and snow and ice and snow tourism development advantage, international rime ice and snow have for Jilin global economic development provides a strong support. International development can be achieved by four steps go development strategy. With a pragmatic attitude development of tourism economy of Jilin city, makes the guarantee of high speed development situation.

Reference

- [1] Svetlana Yevgenievna Kuzakhmetova, Lubov Borisovna Sitdikova, Anna Leonidovna Shilovskaya. International tour operators' responsibility guarantees in developing legislation in the Russian Federation[J]. *Tourism Management Perspectives*,2016,|
- [2] Neda Zarandian, Aliasghar Shalbfian, Chris Ryan, Aliakbar Amin Bidokhti. Islamic pro-poor and volunteer tourism — The impacts on tourists: A case study of Shabake Talayedaran Jihad, Teheran — A research note[J]. *Tourism Management Perspectives*,2016,19.
- [3] Nyoman Sudiarta,I. Wayan Suardana. Tourism Destination Planning Strategy: Analysis and Implementation of Marketing City Tour in Bali[J]. *Procedia - Social and Behavioral Sciences*,2016,227.
- [4] Duangdao Watthanaklang, Vatanavongs. Ratanavaraha, Vuttichai Chatpattananan,Sajjakaj Jomnonkwao. Measuring the Motivation to Ride Bicycles for Tourism through a Comparison of Tourist Attractions[J]. *Transport Policy*,2016,.

- [5] Yuan Li, Longzhu Xiao, Yu Ye, Wangtu Xu, Andrew Law. Understanding tourist space at a historic site through space syntax analysis: The case of Gulangyu, China[J]. *Tourism Management*,2016,52.
- [6] Songling Xu, Yu Liu, Yihong Qian, Qiuju Wang. The Significance of the West Lake Pattern and Its Heuristic Implications for Creating China's Heritage Tourism Economics[J]. *Tourism Management*,2016,.
- [7] Yunpeng Li, Clark Hu, Chao Huang, Liqiong Duan. The concept of smart tourism in the context of tourism information services[J]. *Tourism Management*,2016,.
- [8] Su Min Li, Shu Gan, Hong Bo Li. Research about the Evaluation System of Economical and Intensive Land Use in Tourism Industry[J]. *Advanced Materials Research*,2012,1792(524).
- [9] Dan Hong Chen, Di Shi Bian. Research on Ecological Development in Innovation of Tourism Industry Cluster[J]. *Advanced Materials Research*,2014,3246(962).
- [10] Fen Lu, Qing Zhong Ming, Hong Fang Liu, Wen Hua Luo. Applying Eco-Efficiency and Emergy Theory to the Quantitative Evaluation of Tourism Industry Ecologicalization [J]. *Advanced Materials Research*, 2014,3384(1010).