

The Development Strategy of Ice and Snow Tourism in Heilongjiang

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Abstract

Heilongjiang Province has abundant resources for ice and snow tourism which has a time-honored history and its development scale is relatively large. But the ice and snow tourism in other regions at home and abroad is also developing rapidly, Ice and Snow Tourism in Heilongjiang faces significant challenges. Therefore, how to develop ice and snow tourism in Heilongjiang better and faster has become a hot topic for the government, people in the tourism industry, specialists and scholars in Heilongjiang Province. First, they analyzed the current situation of ice and snow tourism in Heilongjiang deeply, based on which they looked for the developing potential of ice and snow tourism in Heilongjiang, and then they used the SWOT analytical method to propose corresponding developing strategies and solutions by analyzing the advantages, disadvantages, opportunities and challenges of ice and snow tourism in Heilongjiang Province.

Key words: Heilongjiang Province; Ice and snow tourism; SWOT analysis

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INTRODUCTION

The ice and snow tourism is the tourist product with the most striking feature of the Northern China. Heilongjiang Province, in the northernmost tip of our country, is at pretty high latitude. It has a cold climate and is a major province which has rich ice and snow tourism resources. It is also one of the earliest provinces which have carried out the ice and snow tourism. The natural and advantageous geographical environment has laid a solid substantial foundation and the vast prospect of exploitation for the ice and snow tourism in Heilongjiang Province. The development of ice and snow tourism in Heilongjiang Province began in the middle of the 1990s. After decades of development, Heilongjiang's ice and snow tourism have obtained proud achievement. The tourist market of Heilongjiang Province has already covered 65 countries in the world and all provinces in China, and it has got the ability and conditions to step towards the global high-end goal. However, there exist certain restricted factors in the development of ice and snow tourism in Heilongjiang Province, thus studying the development of ice and snow tourism in Heilongjiang Province has important theoretical and practical significance.

1. THE STATUS QUO OF DEVELOPMENT OF ICE AND SNOW TOURISM IN HEILONGJIANG PROVINCE

Heilongjiang Province has the densest distribution of ice and snow tourism resources in our country. It is the birthplace of the ice and snow culture, and the art of ice engraving. The history, scale and market influence of its ice sculptures and snow sculptures rank front in the country. Currently, Heilongjiang has established the brand images of “International Ski Resort” and “Famous Global Ice and Snow Tourism City” and has become one of the

“hottest” areas in our country in terms of ice and snow tourism. The number of tourists grows constantly, and the income of tourism increases constantly. Meanwhile, with the boosting function of ice and snow tourism, more than a dozen industries such as transportation, catering and accommodation in Heilongjiang Province have also achieved rapid development. The position and role of ice and snow tourism in the tourism development strategy and economic development strategy of Heilongjiang Province are more and more important and irreplaceable, and the development potential and value of winter ice and snow tourism are inestimable.

1.1 The Current Situation of Natural Resources

Heilongjiang Province is located in the northeast of China, which is the northernmost province with the highest latitude in China. Heilongjiang Province has exceptional advantages of geographical location and ice and snow tourism resources to develop ice and snow sports tourism, which lives up to its reputation of Snowy Forest.

The geographical environment of Heilongjiang Province is unique, with varied terrain, including mountains, valleys and plains. The topographical features are high in south-north lying with a low east-west lying. The snowfall in winter of Heilongjiang Province is huge, yet the temperatures in most areas are mild, with great ecological environment, suitable slope, stable snow cover and good snow quality. The snow season is as long as 6 months and snow-cover period lasts more than 100 days, all of which make here a sound natural environment for the development of ice and snow tourism. For example, the number of snow cover days each year in those cities like Harbin, Qiqihar, Mudanjiang, Jiamusi and Suihua area in Heilongjiang Province usually maintain at a duration of 120 to 140, while the number of snow cover days in Yichun and Daxinganling region can be as high as 160-200 with the snowfall thickness in those mountain areas up to 100 to 130 cm (Huang, 2010). The major mountain lands in the whole Heilongjiang Province are Greater Khingan Mountains, Lesser Khingan Mountains, Wanda Mountain, Daqing Mountain etc. The number of mountains with the height of more than 1,000 meters that are suitable for constructing skiing fields is more than 100 in the whole province, and more than 90% of which are for recreation.

1.2 The Status Quo of Cultural Tourism Resources

Heilongjiang Province is a gathering place of minority nationalities, mainly including ten long-dwelling nationalities like the Man, the Meng, the Daur, the Oroqen, the Hezhen, the Ewenki nationality. And each nationality has traditional winter activities, which have their custom characteristics, such as the Ewenki, the Oroqen, the Hezhen's traditional skiing and hunting; the traditional skating of ethnic minorities of Man, Xibo,

Daur and other activities are winter sports with unique ethnic characteristics, which possess the potential to be developed into ice and snow tourism resources (Zhu & Tang, 2010).

As early as the 1960s, a skiing training base was established in Yuquan of Heilongjiang Province and the Ice Lantern Garden Party was created in 1963. Then, the Ice and Snow Festival in Harbin was held in 1985. The International Ice and Snow Festival held in Harbin is the first regional festival which takes ice and snow activities as its contents in Chinese history. During the festival, a series of ice and snow activities with local features such as Ice Exhibition, Snow Exhibition, Winter Clothing Exposition, Snowfield Football Match and Winter Swimming, provide resources for ice and snow tourism. The Big Ice and Snow World, starting to be built in 1998, becomes a rare large-scale ice and snow tourism extravaganza in the world, which has combined the art of ice engraving and snow sculpture with ice and snow sports. In addition, The Northeast China Culture Festival and The Mudanjiang Snowcastle Festival in Qiqihar also win a high admiration around the world, and their influence is also world-famous (Song & Liu, 2008). The nationally renowned Yabuli Ski Field continually holds the International Skiing Festival and Yichun, Jiamusi and other cities also hold their own ice and snow festivals or skiing festivals, which makes Heilongjiang one of the hot spots of national ice and snow tourism.

1.3 The Status Quo of Infrastructure Resources

With many years' development and construction, Heilongjiang Province has preliminarily built up an ice and snow tourism service system which mainly offers skiing tourism and takes skating tourism as a complementary. A lot of ski fields, skating rinks and matching tourism reception facilities are successively set up and gradually improved. The pattern of field facilities has formed, which takes Yabuli International Standard Competitive Skiing Resort and Skating Center in Heilongjiang Province as the main body, supplying with hundreds of tourism skiing resorts, outdoor artificial or natural skating rinks. It does provide all kinds of ice and snow amateurs with great service sites. At present, the high, intermediate and primary ski resorts represented by Yabuli, Long-zhu Erlongshan, the Longevity Hill of Jihua, Wujimi of Huatian, Riyuexia, the Far West of Longzhu, Mao'er Mountain, Moran Hill and Kylin Villa have been built.

1.4 The Current Situation of Ice and Snow Event Resources

In recent years, ice and snow events have also gradually become an important part of ice and snow tourism. The solid ice and heavy snow supply good winter sports venues for Heilongjiang Province, laying a good foundation for holding large-scale winter games (speed skating, short-track speeding skating, figure skating, ice

hockey, skiing, curling, etc.) (Xian, 2010). Heilongjiang Province is one of the best regions to conduct ice and snow sports competition in our country, which makes important contribution to the development of ice and snow sports in China. Currently, Yabuli Ski Resort is the largest comprehensive ski resort of our country which not only receives ski tourists but also can be used for the competitions and training ground for skiers. It has hosted many large-scale national and international skiing competitions such as National Winter Games, Junior Alpine Ski Championships, and Asian Winter Games and dozens of domestic and provincial skiing games successively. Ice and snow tourism industry in Heilongjiang Province fully seizes the opportunities of all matches to strengthen the construction of infrastructure, improve service quality and intensify drumbeating, so that the service level of Heilongjiang Province has improved a lot from all the aspects, and the popularity of ice and snow sports tourism of Heilongjiang Province has been further enhanced.

2. SWOT ANALYSIS OF ICE AND SNOW TOURISM IN HEILONGJIANG

2.1 Strength

2.1.1 Superior Natural Conditions

Heilongjiang Province is located in China's northern area, with China's highest latitude, and has cold and long winters. Most areas have nearly 5 months with the average temperature of below 0°C in one year. The icebound season of Songhua River, Nen River and many other rivers in the province can reach more than 120 days, and their ice thickness is mostly about 80 cm. The winter snow period is up to 130 days, the snow quality is good, the amount of snow is huge, and the mountain snowfall can reach 100–130 cm. In the meantime, most mountains in the province are perfect for ice and snow tour and specific ice sports due to their proper height and gentle slope. There are nearly one hundred mountains over 500 meters above the sea level, which include 20 who preliminarily have the development conditions. The quality of snow and the slope shape are good there, with the skiing period up to 5 months. There are over 40 famous ski fields including Yabuli, Erlongshan scenic area and the Taoshan, Lang county, Dailing, Yichun District of Yichun City, Yuquan.

2.1.2 Huge Market Potential

Skiing, as the most popular winter tourism project in today's world, has attracted a large number of domestic and foreign travel enthusiasts due to its participation, enjoyment and stimulation. Now taking a look at the world ski tourism market, the population of ski tourism accounts for 10% of the total population in the developed countries, while ours is less than 0.5%. In addition, in the

domestic tourist market, due to the regional differences and complementarity between the north and the south areas, people who live in the south are full of curiosity about the world that are covered with ice for thousands of miles, and are with snow floating around for ten thousands of miles. But because people conceptually just regard the skiing tourism as a high-degree difficult sport, which makes many potential tourists do not have enough courage to try and experience. If the propaganda efforts are enhanced, and the skiing tourism culture becomes generalized and popular, a larger market space will definitely be expanded.

2.1.3 Rich Tourism Products

The ice lanterns and snow sculptures in Heilongjiang Province are of various shapes and are exquisitely carved, injecting great vitality to the ordinary snow and ice. Therefore, ice lanterns and ice sculptures have already become the treasure of world ice and snow art. Among which, Harbin International Ice and Snow Festival has been listed among 35 "ace attractions" of China's tourism by the National Tourism Administration. Ice and snow tourism are seen as the "special product" in domestic tourism. From such spectacular scene as endless snowfield, snow pressing on pines, ice flowers on branches to ski, skating, winter swimming, ice sailing, ice sledge and so on, various ice and snow entertainment projects are rich and colorful. At present, the ice and snow tourism products in Heilongjiang Province have formed a product development mode that spreads from point to line even to a fan shape, with Harbin Ice and Snow Festival as the axis and mingling with and complementing distinctive new tourism products and old scenic spots. Ice and snow on tourism in Heilongjiang is developing toward serialization and networking, and the ice and snow tourism products also are becoming increasingly distinctive, diversified, and standardized.

2.2 Weakness

2.2.1 Imbalance of Tourist Source Structure

Heilongjiang Province is situated in the northwest frontier of our country, and its domestic tourists occupy 98% of the total number of tourists, thus the ratio between domestic and international tourist source is out of balance. Due to be far away from many large and medium-sized cities in the southeast coast, which are economically developed, the proportion of tourists in the province is larger, accounting for about more than half of the total. International tourists excessively rely on Northeast Asian regional market, and the number of Russian tourists accounts for 77% of the total number of international tourists. Due to the imbalance of proportion of the tourist source structure, the considerable development of Heilongjiang's ice and snow tourism is hindered.

2.2.2 Poor Traffic Accessibility

Thee immovability of ice and snow tourism resources leads to the formation of the space distance between

tourism resources and the potential market. In snow season, ice and snow tourism projects such as mountaineering expedition, winter hunting, ice auto rally mostly are held in the wilderness away from the center of the traffic, which increase the difficulty of development, tracking, rescue and other services.

In recent years, the traffic network of Heilongjiang Province has made certain progress and development, but there is still a gap compared with the demand of reality, the traffic between scenic spots in various cities is a bottleneck which restricts the development. There are just few straightway passes from cities to scenic spots and between scenic spots, and the highway grade is low, which affect the flow of tourists. Inconvenient traffic constrains both the tourists' choices and the operation and development of related industries in the province, such as accommodation facilities, travel agencies, and catering industries.

2.2.3 Obvious Seasonality in Tourism

Ice and snow tourism, as a special form of tourism, has special dependence on its resources, which determines the seasonal tourism problem of Heilongjiang's ice and snow tourism of "having a half idle year". The major ice and snow tourism destinations in the world, such as Switzerland, German and Austria all have this kind of problem. Winter is the peak season of ice and snow tourism, but seeing from the realistic condition of our country, winter is not the peak season for travelling, and the market demand is limited. Although the demands during the Spring Festival Golden Week in recent years are relatively great, limited by the overall transportation capacity, the tourism flow is pressed by the flow of migrant workers, student flow, and relative-visiting flow, and the concerns of tourists about choosing long-line tourism also increase, coupled with the fact that the peak season time is short and the tourist source is concentrated, tourism related enterprises receive excessive tourists, as a result, the quality of receiving tourists during the golden week of the Spring Festival is difficult to guarantee. The slack season is longer but tourists are few and scattered, with little efficiency, thus it is hard for the enterprise to form a virtuous circle.

2.2.4 Insufficient Overall Planning

The ice and snow tourism development in Heilongjiang Province belong to resource-oriented tourism development, and its ice and snow tourism development are mostly based on long-term over-development of resources, which lead to many developing problems. In recent years, each county and city has made their local tourism development planning within their administrative divisions. Ski fields are constructed one after one, and they successively develop ice and snow tourism activities on their own. Most of them have the problems of being of small scale, low grade, they especially have the issue of repeated development, and also most of them neither can

make the best of their advantages and avoid their shortcomings, nor develop in coordination, which result in relatively serious damage and waste of environmental resources. And utilization of tourism resources lacks of the overall concept and overall situation awareness, not taking the integration of resource advantages as a starting point and having many unscientific and irrational phenomena.

2.2.5 Product Is Lacking of Features

Ice-snow tourism resource is a resource with its own characteristics and it is highly worthy of development. However, hitherto, the development of ice-snow sports of the Heilongjiang Province is mostly stagnant at its utilization stage, lacking of exploration of sustainable development. A lot of ice-snow tourism resources with rich cultural connotation are still in idle state. Development of ice-snow sports tourism resources cannot effectively meet the market needs, and it cannot further mine the potential of ice-snow tourism resources. In many regions the ice-snow tourism projects are almost stereotyped, being lack of regional differences, new features and culture, taste and personality attractions, so that there is a lack of brand and personality in the ice-snow tourism products of Heilongjiang Province, which leads to a lack of competitiveness in the ice-snow tourism market. It is not only bad for the sustainable utilization of ice-snow tourism resources, but also harmful for the development and improvement of the tourism economy of Heilongjiang Province.

2.3 Opportunity

2.3.1 The Rapid Development of Chinese Economy

The biggest advantage of Heilongjiang Province's ice-snow tourism is the promotion of our country's rapid economic development and the large market demand. Over the past ten years, China's economy has maintained rapid development. In the condition where the world's major economic countries' development is in suspension in the last few years, China's gross domestic product (GPD) still increases at a speed of 7%-9% every year, and the increasing of economic foundation of society indicates the necessary increasing of people's income.

2.3.2 Transformation of Traditional Value Conceptions

The strong growth of economy, the upgrade of resident consumption structure and the strategic target to build a well-off society in an all-around way have all enhanced the exuberant consumer confidence of Chinese consumers. With the improvement of living standard and civilization quality of modern people, more and more people pursue different sports, culture, consumptions and enjoyment, and would like to spend money on recreation and entertainment, and they have the energy and interest in experiencing a brand-new lifestyle, in which ice-snow tourism is a wonderful form of recreation and

entertainment in winter. Ice-snow tourism market has become the best appreciable tourist market with the increasing consumer demand, and ice-snow tourism market has been formed gradually. Ice-snow tourism market will achieve greater development.

2.3.3 The Adjustment of the Local Industrial Structure

The central government implements the strategy of rejuvenating the old industrial base of the northeastern China, conducts idea innovation and institutional innovation, adjusts economic structure, transforms the economic growth pattern to form a new economic growth mechanism and constructs resource-conserving and environment-friendly society, so as to promote the comprehensive, harmonious and sustainable development of society and economy. In order to rejuvenate the old northeastern industrial base of China, the structures of the primary, secondary and tertiary industry should be adjusted and optimized. As the tertiary industry, ice-snow tourism market faces the worldwide industrial adjustment and upgrading, which carries with the opportunity of transfer, takes full advantage of technologies, talents and advantages of ice-snow resources of old industrial bases in Heilongjiang Province, widens the opening, introduces advanced management methods, technologies, talents and operation principles of countries like Europe, America, Japan and South Korea, introduces advanced equipments used by foreign countries to produce sports goods, gradually develops projects with high science and technology contents, good economic returns and ice-snow characteristics of our province, so as to form the development model of ice-snow tourism market with the characteristics of our province, drive the development of corresponding industries, and make them develop and grow into the pillar industries which can rejuvenate old northeastern industrial bases in our province, support GDP growth, make people's material and cultural life prosperous and strengthen the attraction of Heilongjiang at home and abroad.

2.4 Threat

2.4.1 The Existing International Disparity

As the "platinum" effect of ice-snow tourism increasingly becomes prominent, the international competition is more and more fierce. For example, about the ski field, according to relevant statistics, there are more than 6,000 existing ski fields in the whole world, among which more than 4000 ski fields are in Europe, more than 1,000 ski fields in North America, and more than 1,000 ski fields in Asia. From the international perspective, the countries like Switzerland, Canada, Austria which has long ice-snow tourism history and advanced facilities have already formed their own tourism brand and become the originator of ice-snow tourism market with perfect product system. For ice-snow tourism in Heilongjiang, these countries are considerable competitors in this

industry. And some neighbouring countries like South Korea and Japan, by virtue of early beginning, complete facilities, great service and good administration, also take up a big proportion of the international ice-snow tourism market. There are approximately more than 100 ice-snow tourist attractions in big or small scale in Heilongjiang province, but they are inferior by comparison with the international level of ice-snow tourist attractions in Europe, America, Japan and Korea. The scale and quality Heilongjiang's ice-snow tourism have a big gap in comparison with Europe, America, Japan and South Korea. This seriously threatens ice-snow tourism in our province.

2.4.2 Domestic Fierce Competition

In China, with the great development of tourism economy in our country, there are already over 30 provinces and cities developing ice-snow tourism from the Three Provinces in Northeast China to Northwest Xinjiang Province throughout the country at present. "The Shrine Of Ice and Snow" is no longer the sign of Province Heilongjiang. Jilin, Liaoning and Xinjiang are developing rapidly, which are all powerful competitors of Heilongjiang.

Nearly 300 tourism attractions are located in provinces and autonomous regions like Heilongjiang, Jilin, Liaoning, Beijing, Inner Mongolia, Xinjiang, Sichuan, Yunnan and so on, hold Ice-Snow Festivals and give a constant declining of Heilongjiang's portion in the national ice-snow tourism market. In recent years, Shenyang put up with the idea "go to Harbin for lantern and to Shenyang to play snow" for sales promotion; Checkerboard Mesa in Liaoning, Baekdu in Jilin, Conch Gully in Sichuan, Jade Dragon Snow Mountain in Yunnan and so on have also promoted characteristic ice-snow tourism with clear themes. Ice-snow tourism has been no more the patent of Heilongjiang Province. The domestic competition in ice-snow tourism has become fiercer and fiercer, which poses a great threat to the status of Heilongjiang's ice-snow tourism.

3. MEASURES TO THE DEVELOPMENT OF ICE-SNOW TOURISM IN HEILONGJIANG PROVINCE

3.1 Increasing the Degree of Promotion, and Adjusting the Customer Structure

One of the major measures to obtain more global and domestic tourists for snow is increasing the degree of promotion. It should be done carefully by studying the classes from all sources of tourists who have abilities and potentials to travel in our province, and studying the targeted classes' travel motivations, consumption psychology, aesthetics, appreciating habits, etc., so as to implement propaganda specifically to solicit tourists. Make full use of various ways, approaches and media, such as economic and trade negotiations, cultural

communications and festival activities, to carry out the work of external propagation and promotion sparing no effort. Increasing the receiving and serving quality in tourism must be emphasised and do well in the reception and service to visitors and tourists. Distributors of global and domestic tourism and influential news reporters can also be invited to conduct field trip and experience. In this way, everyone can advertise for us after returning, which yields twice the result with half the effort. In addition, taking the initiative and “going abroad” in multiple channels are also important means. Being willing to invest in this aspect. For example, we can frequently participate in all types of traveling expos and conferences overseas and domestically, and dispatch outreach promotion teams periodically, et cetera. We can also make full use of foreign and domestic news media like newspapers, magazines, TV and radios as well as our overseas institutions to publicize for us, in order to achieve the purpose of constant stimulation and repeated promotions. In this way, a wide publicity is good for attracting multi-level tourists from various regions, so as to regulate the structure of tourist source of Heilongjiang’s ice-snow tourism, and promote all-round development of ice-snow tourism.

3.2 Build Vigorously the Traffic System, Improve the Traffic Level

To develop ice-snow tourism, construction of transportation network should be vigorously strengthened so as to improve the accessibility of the ice-snow tourist attractions. As most of ice-snow tourist attractions and ski resorts are far away from city centers, so not only should be the transportation construction of the city center be enhanced, but also attention should be paid to the transportation construction of peri-urban areas and long-distance transportation. Heilongjiang Province should provide targeted ice-snow tourism transportation services, according to ice-snow tourist market positioning and market segmentation. Including transportation services from origin to trip to tourism destinations and from tourist traffic service centers to the ski resorts. And the specific road conditions in winter should be fully considered to allocate proper vehicles so that the accessibility to the scenic spot and tourist safety can be ensured.

3.3 Developing Ice-Snow Tourism Resources in Four Seasons to Avoid “the Problem of Half-a-Year off Seasons”

In terms of developing ice-snow tourism resources, some indoors ice lanterns and four-season ski fields can be vigorously constructed to prolong the peak tourist season and shorten slack season, making ice-snow tourism a tourist attraction all the year around to cater to tourists so as to promote economic development and avoid the problem of “half-a-year off-season”. Meanwhile, it also can develop the combination between ice-snow resources and folk culture, improving the diversity of ice-snow tourism and attracting more tourists.

3.4 Strengthen the Government’s Macro-Regulatory Functions, and Pay Attention to the Overall Planning

Because of the region, the government of Heilongjiang Province plays a very important role in the process of resource exploitation. With the development of market economy, the government needs to change its functions and further strengthen the macro-control and industry management, including that the related departments of government should unremittingly and systematically collect the data, that is, to establish the system and update the data regularly, so as to preferably understand the necessary parameters of making strategies and plans; handle tourist complaints and travel information management. Tourist complaints work includes receiving and addressing complaints, to protect the legitimate rights and interests of consumers, also to protect the legitimate rights and interests of travel agencies. The tourism information management includes the control of information of travel agencies, hotels, restaurants and sightseeing places. Complete information feedback, according to National Tourism Administration’s policy and current situation of the province, city and area, does well the total planning of work development in the future.

3.5 Aiming at Different Demands of Travelers, Developing Special Tourism Products

Development of tourism resources is a kind of economic behavior. Under the market economy system, the development of tourism resources must be market-oriented, which cannot be developed by what resources we have. We should research the market first and understand the demands of travelers, only in this way can travel resources become real attraction, servicing for tourism.

With the improvement of people’s living standards, city residents have changed their ways of celebrating festivals. Traveling during festivals and holidays has become a new choice for many families. However, long-distance travels have many restrictions including transportation, accommodation and time. Therefore, short-distance ice-snow travels have more potential attractions for city residents. The three provinces in Northeast China have large population which hold a great demand for ice-snow tourism. During Spring Festival, which is the winter holiday for various schools, choosing suitable places to have ice-snow travels can meet students’ requirement for enriching colorful life. Regarding the development of resources of ice and snow, we can appropriately develop unique tourism resources with characteristics of open space, large environmental capacity, high participation, thrill and excitement, which can further arouse the interest of travellers enjoying ice and snow. Tourism products with high participation and low cost can also be added to satisfy the increased demands for ice-snow tourism of young travellers in Heilongjiang Province. Therefore, we need to aim at the

market target and combine organically the ice-snow resources and other tourism resources in Heilongjiang Province to develop more attractive tourism projects.

3.6 Strengthen the Standardized Construction and Enhance Comprehensive Strength

During the development process of ice-snow tourism resources, standardization building should be put great emphasis on, market of developed projects should be vigorously regulated and good public praise should be built up, so as to drive tourists and people around to visit here once again. Besides the development of a wide variety of the ice-snow tourism products, the quality of travel and lodging is another key factor. The reception service in destinations includes tourism service facilities and the level of service quality. The ice-snow tourism market of Heilongjiang Province has a large number of tourists from Hong Kong, Guangzhou, Kunming and even abroad. These places are economically developed areas, whose service facilities and service levels are higher than our province. The visitors used to high quality service will be quite sensitive with reception facilities and quality of service. For example, they are sensitive to the cleanness of tableware, the greasiness of side dishes, the shower facilities of hotel, the sanitary condition of toilets in public and so on. Therefore, when developing ice-snow tourism market, attention should be especially paid to the quality of reception facilities. It is to enhance the overall strength of the ice-snow tourism of our province and to make the ice-snow tourism of our province in an invincible position in the domestic and international markets ultimately.

CONCLUSION

Heilongjiang province is a major province with relatively rich ice-snow tourism resources in China, and ice-snow tourism is also the mainstay industry among the tourism industries of Heilongjiang Province. Heilongjiang Province has an advantageous natural and geographical

location and is rich in human resources. It has undertaken many large domestic and international ice-snow sports events, and there are very abundant ice-snow tourism resources. Heilongjiang province should fully explore its exceptional natural resources, huge market potentials and rich touristic products, seize the opportunities in currently fast-growing economic development and adjustment in the structure of regional industry and take actions as soon as possible to make up for the shortcomings in problems such as unbalanced customer structure of ice-snow tourism market in Heilongjiang Province, poor traffic accessibility and the seasonal nature of tourism. The domestic and international challenges should be confronted actively. The development of ice-snow tourism in Heilongjiang province should strengthen the publicity of promotion intensity and adjust the structure of tourist source; vigorously construct the transportation system and improve the transportation level; exploit ice-snow tourism resources of four seasons to avoid "leisure for half a year"; strengthen the macroeconomic control of the government, and pay attention to the integrated scheme; exploit characteristic products according to the demand of different tourists; and improve standardized construction and enhance comprehensive strength.

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