Research on the Integrated Development of Ice and Snow Industry and Health Industry——Take Genhe City and Tieli City as examples

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Abstract. With the rapid development of modern society and economy, people's pursuit of health is becoming more and more comprehensive, involving all aspects of material and spirituality. However, the ice and snow industry and the health industry are closely related social and economic phenomena, and the integration of the two is gradually increasing. In recent years, various tourism activities such as ice and snow tourism, health tourism, and adventure tourism have become a necessary choice for people to return to nature, get close to nature, and pursue a healthy life. This article takes the integrated development of ice and snow industry and health industry in Tieli City and Genhe City as an example. Discuss the necessity and basic conditions for the integrated development of the ice and snow industry and the health industry and initially designed the "ice and snow + health" product system.

1. Foreword

Industrial integration is the inevitable trend of the advancement of social productivity and the heightened industrial structure, and it is a concrete manifestation of the inherent laws of industrial development. As a new type of leisure business of "tourism + sports + vacation", ice and snow tourism has three major characteristics: high growth, new experience, and good benefits. The rapid development of ice and snow tourism makes "ice and snow + health" continue to expand in my country's market value space. Accordingly, the integrated development of the ice and snow industry and the health industry refers to the core resources of ice and snow and health as the carrier, accompanied by leisure and entertainment, sports and fitness, sightseeing and other aspects. With the changes in market consumption, a certain foundation has been laid for the integration and development of the two. Tieli city and Genhe city are located in the northeastern border of the motherland. The superior climate and abundant ice and snow resources provide inherent advantages and good opportunities for the integrated development of the ice and snow industry and health industry.
2. Analysis of the Integration Mechanism of Ice and Snow Industry and Health Industry

2.1. Industrial Connection is the Foundation and Prerequisite for the Development of Industrial Integration
The ice and snow industry has certain health characteristics, which determines its high correlation with the health industry. Ice and snow skating and skating sightseeing are themselves important resources of the health industry, driving the development of the health industry. The health industry also expands certain business and consumption channels for the development of the ice and snow industry. The industrial relevance is embodied in: In the beginning, the ice and snow industry provided tourists with experiential services such as skiing and skating, and provided tourists with a relaxing space to better participate in various health experience activities. With the continuous improvement of consumers’ material life, people gradually tend to enjoy spiritually. Ice and snow scenery, rime and ice and snow performance products and other healthy experience tours with ice and snow cultural symbols have become more and more emerging products that attract tourists. At the same time, health's demand for ice and snow products and the supply of ice and snow to health products are becoming increasingly diversified, and the correlation between the two continues to increase, laying a solid foundation for the further integration and development of the ice and snow industry and the health industry.

2.2. Industrial Integration and Development form New Industrial Formats
The new demand orientation of the health care market for ice and snow products and the development and supply of diversified health care products in the ice and snow industry have formed a new industrial form. Ice and snow tourism has become a new type of industrial integration. "The tourism industry is a demand-oriented industry, and the continuous increase and upgrading of market demand is the source of power for the integrated development of the tourism industry and other industries"[3] Under the stimulation of such consumer demand, the cooperation between the ice and snow industry and the health industry has become inevitable. Industrial integration and development will become the inevitable choice for the ice and snow industry and the health industry to break through the traditional growth bottleneck, become the need for popularization, socialization and diversification of industrial development, and become the growth point and source of power for the two to generate new value.

3. Research and Analysis on the Integrated Development of Ice and Snow Industry and Health Industry in Genhe and Tieli City

3.1. Background Analysis

3.1.1. The ice and snow industry surges, "cold resources" stirs the "hot economy"
The development of ice and snow tourism has been in a hot state in recent years. Data shows that the scale of my country's ice and snow industry in 2013 was only 117.7 billion yuan, and by 2017, it has rapidly increased to 397.6 billion yuan. It is expected that the total scale of the ice and snow industry will be 6,000 in 2020. The goal of 100 million yuan is to reach the goal of 1 trillion yuan by 2025[4].Ice and snow tourism media reports and netizens’ attention continue to rise, and the overall public sentiment is on the rise. Correspondingly, the number of ice and snow tourism receptions and income from ice and snow tourism have increased year by year, and the tide of transformation from "cold resources" to "hot economy" is surging across the country.

3.1.2. China's ice and snow tourism has become a hot spot for netizens
Ice and snow tourism has blossomed nationwide. The advantages of the old Northeast ice and snow tourism provinces continue to be maintained, and the resource advantages of Xinjiang, Inner Mongolia, Beijing, Tianjin, Hebei and other regions have gradually emerged.
3.1.3. Healthy experience is the development trend of ice and snow sports
Ski skating, spa, and ice sculpture are the three most popular ice and snow tourism projects, accounting for more than 80%. It can be seen that tourists prefer sports, health and leisure during ice and snow tourism.

At the same time, it can be seen that compared to a single ice and snow viewing project, tourism projects that can participate in it are more attractive to tourists. This suggests that ice and snow scenic spots can develop more participatory and experiential tourism projects based on the original resources.

3.2. District Analysis
Geographically, both Genhe City and Tieli City are located in the northeastern frontier of the motherland, in the northeast forest and grass culture four-season ecological tourism area and the Heilongjiang, jilin, Liaoning and Inner Mongolia tourism coordinated development zone.

3.3. Research on the Integrated Development of Ice and Snow Industry and Health Industry
According to the industrial integration mechanism, combined with the unique national culture, ecological resources and ice and snow resources of Genhe City and Tieli City, a certain product analysis has been done to make tourists have a more comfortable experience.

Genhe City: Aoluguya Ewenki nationality is a unique ethnic culture in Genhe City. First, relying on the historical records of the Aoluguya Ewenki people migrating from the Lena River to the right
bank of the Ergun River, and taking cold extreme ice and snow and the forest elf deer as the core resources, to create the Snow Deer Edge Ski Kingdom project. Plan two major sections of "Migration Road Adventure" and "Fairy Fairy Fairy Amusement" to create a reindeer-themed ski hall that integrates ice and snow sliding, parent-child amusement and other functions. The second is to incorporate cultural elements such as Ewenki culture, ice and snow fairy tales, and internationally invite elite talents and professionals in the field of ice and snow architecture to carry out the creative design of new ice and snow buildings. The second is to integrate Ewenki culture, ice and snow fairy tales and other cultural elements, and invite elite talents and professionals in the field of ice and snow architecture to carry out creative design of new ice and snow buildings, and inject new blood and vitality into the development of ice and snow buildings. Image, function, technology and other aspects have fully realized the innovative breakthrough of ice and snow architecture, creating a grand gathering of culture, art and architecture. At the same time, set the theme of fairy dream trip, reindeer ice rider, reindeer romance and love, centering on "Meeting every year, one theme every year", according to the number of ice and snow hotels, creating a collection of creative stories and legends, theme supporting services, and ice and snow vacation experience. At the same time, set the theme of fairy dream trip, reindeer ice rider, reindeer romance and love, centering on "Meeting every year, one theme every year", according to the number of ice and snow hotels, creating a collection of creative stories and legends, theme supporting services, and ice and snow vacation experience. Integrate the ice and snow industry with the health industry to provide tourists with a comfortable recreational space.

The third is to focus on the winter ice and snow market, with the reindeer elves as the core to explore the ice and snow resources owned by Genhe City, center on the "China Cold Extreme" brand, build skiing sports facilities in accordance with international standards, and cooperate with the International Snow Federation to host the cross-country skiing World Cup, international Snow Union Ski China Tour, and other professional and amateur competitions.

Tieli City: Relying on the Greater Xing'an Mountains, create the "Lindu Snow Plain" health care brand, enrich the urban ice and snow landscape and ice and snow entertainment environment, and develop "Fairytale Xing'an, Ice and Snow Children's Fun" theme products. Make a plan in the ice and snow + health area, continue the healthy development model of "ice and snow + Ewenki national customs" and "ice and snow + cold extreme cultural experience". Tieli City has ice castles, forests, and characteristic folk-custom elements. There are many types of ice and snow landscapes such as Riyuexia Ski Resort. One is to rely on local ice and snow resources to create indoor and outdoor ice sports entertainment festivals, with a variety of ice slides. Ice ski circle and ice cart competition, flying kite on ice, ice chess game, winter catching ice fishing, prize-winning riddles on ice, ice bike riding, curling competition, tourist experience winter catching The colorful activities such as pulling fishing nets gathered the heat. The second is to build China's largest unique snow castle theater, with the style and performance theater as the core, supplemented by the characteristic Lindu Inn accommodation, to create a multi-functional area integrating cultural performance, style and vacation. Using ice and snow as the main materials, create a theme community featuring ice and snow screaming experience and ice and snow theme amusement.

4. Epilogue
In the process of integrating the ice and snow industry and the health industry, Based on the analysis of the characteristic resources of Genhe and Tieli City, and through the extraction of cultural elements, made certain planning and analysis for the development of industrial integration. Made certain planning and analysis for the development of industrial integration.

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