

The Development of and Challenges for the “Ice and Snow Economy” of Heilongjiang Province from an International Perspective (Summary)

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The “ice and snow economy” refers to the overall economic activity via, amongst other things, sports (skiing, skating and ice hockey), appreciation of scenery, and events related to winter-season snowy and frozen conditions. Accompanying the explosive growth of the global tourism industry, countries are increasingly placing emphasis on the development of the ice and snow economy, and the scale of many industries related to ice and snow tourism is expanding. Northeastern China, within which Heilongjiang is located, is the cradle of winter sports in China and possesses a market of more than 100 million people,

and the winter sports industry is accumulating. Challenges exist, however, which include the lack of extensive development and showpiece projects for ice and snow resources, as well as insufficient visibility for the ice and snow economy, and it is necessary to tackle such matters as the future creation of an urban atmosphere in which to enjoy the ice and snow, the strengthening of ice and snow projects, and the promotion of cooperation in the ice and snow economy straddling the region.

[Translated by ERINA]