

## Factors Affecting the Development of the Ice and Snow Tourism Industry in Jilin Province, People's Republic of China

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### ABSTRACT

The objectives of this research are (1) to study the development of the ice and snow tourism industry in Jilin Province, and (2) to analyze the factors affecting the development of the tourism industry through cultural integration. This research uses qualitative research methods. First, SWOT analysis is used to identify the strengths, weaknesses, opportunities and threats of the development of the ice and snow tourism industry in Jilin Province, so as to comprehensively understand the internal and external conditions of the development of Jilin's ice and snow tourism industry. Second, to comprehensively understand the external factors affecting Jilin's ice and snow tourism industry, PEST analysis is used to examine the political, economic, social and technological dimensions of the macro-environment and the factors influencing the development of the industry, and in-depth interviews are conducted with 5 local and national experts and scholars in related fields. The content of the interviews is analyzed. The research found that: (1) In terms of the development of the ice and snow tourism industry, it can meet the diversified needs of tourists through creative products and services, such as developing high-end ice and snow resorts and adventure experiences. At the same time, expanding market access and building a strong brand can enhance Jilin's awareness and influence. Both domestic and international, environmental protection and development will help the ice and snow tourism industry to ensure the sustainability of Jilin Province; and (2) promote tourism through cultural integration. By exploring and analyzing the factors of Jilin's unique ice and snow culture, folklore and historical heritage, and incorporating cultural elements into the design of cultural products and attracting attention, by holding ice and snow culture festivals and folk festivals, showing the cultural charm of Jilin, it can enhance the cultural experience of tourists. In addition, the development of tourism service models, such as the development of ice and snow culture-themed hotels, educational tourism, these factors not only add value to the tourism industry, but also drive the transformation and upgrading of the industry.

**Keywords:** Ice and Snow Tourism, Industry Development, Cultural Integration

### INTRODUCTION

Jilin Province, an important province in Northeast China, possesses abundant ice and snow tourism resources (Figure 2 and Figure 3) as well as a unique geographical location and cultural background. However, in the context of globalization and the growing use of information, natural resource endowments alone are no longer a decisive factor in regional competitiveness (Zou Kejin, 2020). Surveys on the design and development of ice and snow tourism indicate that it still lags behind, with several problems identified, such as insufficient exploration of local culture, inaccurate understanding of cultural elements, and a lack of effective approaches to developing characteristic cities rooted in local identity through in-depth integration of culture and the tourism industry.

Consequently, the construction of a strong and distinctive ice and snow tourism brand has become a crucial factor for the sustainable development of Jilin Province.



Figure 1: Map of Jilin Province



Figure 2: Natural Scenery of Changbai Mountain Tianchi



Figure 3: Urban Scenery of Jilin City



Figure 4: Winter Fishing at Chagan Lake, Jilin Province



Figure 5: Jilin Korean Folk Village

Jilin Province, with its unique geographical location and climatic conditions, is an important destination for ice and snow tourism in the People's Republic of China. Although the industry is developing rapidly, several challenges have emerged.

First, the ice and snow tourism industry remains relatively narrow, relying mainly on skiing and ice-snow festivals. It lacks integration with related sectors such as hospitality, transportation, and entertainment, resulting in a short industrial chain that cannot fully meet tourists' diverse and in-depth needs. Second, ice and snow tourism products often lack cultural meaning, as they do not incorporate distinctive local characteristics or cultural heritage. This makes it difficult to attract tourists to stay longer or engage in deeper experiential activities. These issues have limited the further development and improvement of Jilin's ice and snow tourism industry.

To address these challenges and promote the transformation and upgrading of Jilin's ice and snow tourism, cultural integration has become an essential strategy. Zhao Hongbo (2023) emphasizes that combining unique natural and cultural resources is a key advantage for industrial development. By deeply exploring Jilin's ice and snow culture, folk traditions, historical culture, and integrating them into tourism products, the cultural value and competitiveness of ice and snow tourism can be strengthened. At the same time, promoting deeper integration between ice and snow tourism and related industries can extend the industrial chain, expand market opportunities, and foster a diversified and sustainable tourism industry.

### Research Objectives

1. To examine the development of the ice and snow tourism industry in Jilin Province.
2. To analyze the factors influencing tourism development through cultural integration.

## RESEARCH METHODOLOGY

This study employs a qualitative research approach. A SWOT analysis is used to evaluate inherent strengths—such as abundant natural resources and rich ice-snow culture—and weaknesses, including inadequate infrastructure and the absence of internationally recognized tourism brands in Jilin's ice and snow industry. Opportunities in the external environment, such as increasing global interest due to the Winter Olympics and the rising trend of upgraded tourism consumption, are also analyzed, along with threats such as climate change and intensified competition.

To explore the macro-environmental factors affecting the industry, the study adopts a PEST analytical framework, covering political stability and policy support, economic growth and consumer purchasing power, social and cultural trends, and technological innovation and application. This analysis aims to clarify how macro-environmental variables directly and indirectly influence the development of Jilin's ice and snow tourism industry and to provide strategic insights for future development.

Additionally, expert interviews were conducted with five specialists, including scholars and practitioners in ice-snow tourism, regional economics, and tourism management. The interviews examined various dimensions of tourism economics to comprehensively assess development impacts and future trends in Jilin's ice and snow tourism industry.

**Table 1** Expert Scholars in Ice and Snow Tourism

Names	Positions	Fields
<b>Zhang Wei</b>	Director, Jilin Ice and Snow Tourism Research Center	Strategies for Ice and Snow Tourism Industry Development, Tourism Planning, and Policy Research
<b>Li Hua</b>	Deputy Dean, School of Ice and Snow Sports, Beijing Sport University	Development of the Ice and Snow Sports Industry and the Sports Tourism Economy
<b>Wang Lili</b>	Director, China Tourism Academy Ice and Snow Tourism Research Center	Trends in the Ice and Snow Tourism Market and Tourist Consumer Behavior
<b>Zhao Lei</b>	Director of Industrial Development, Jilin Provincial Department of Culture and Tourism	Integration of Cultural and Tourism Industries, Regional Tourism Economy
<b>Chen Chen</b>	Lecturer, Department of Tourism Management, School of Business Administration, Harbin Institute of Technology	Sustainable Tourism Development, Tourism and Environmental Management

## RESULTS

### 1. In Jilin Province, the integration of culture with the ice-and-snow tourism industry has become a major driving force for promoting local economic development.

In recent years, Jilin has leveraged its abundant ice-and-snow resources and rich cultural heritage to pursue a “Cultural Tourism +” model actively, promoting the deep integration of ice-and-snow tourism with culture, sports, commerce, and other sectors. According to the latest data released by the Ministry of Culture and Tourism's Data Center, Jilin has achieved notable results in ice-and-snow tourism. For example, during the 2023–2024 snow season, Jilin welcomed 125 million domestic tourists, an increase of 121% year-on-year. It generated 241.9 billion yuan in domestic tourism revenue, an increase of 140% year-on-year. These data not only reflect the popularity of Jilin's ice-and-snow tourism but also highlight the substantial economic benefits generated by integrating culture into the ice-and-snow tourism industry. Jilin Province has introduced innovative and distinctive cultural elements into its ice-and-snow tourism, thereby promoting industry development and strengthening cultural confidence.

#### 1) Integration of Ice-and-Snow Sports with National Culture

**Traditional Costumes:** Ski enthusiasts in Jilin wear traditional attire—such as Beijing opera attire, characters from Romance of the Three Kingdoms, Journey to the West, and Xianxia themes, and dragon-and-lion dance outfits—to participate in ice-and-snow sports. This creative fusion not only showcases the charm of traditional culture but also enhances the viewing experience. Ice-and-snow athletes in Jilin have also displayed iconic Chinese national fashion styles, similar to the “Golden Dragon Jacket” of Gu Ailing and the “Ruyi Wrist Guard” of Su Yiming during the Beijing Winter Olympics.

**National Fashion & Cultural Aesthetics:** Jilin actively promotes the use of national-fashion elements in ice-and-snow competitions. The blend of fashion design with traditional cultural motifs attracts both domestic and international tourists.

#### 2) Integration of Ice-and-Snow Tourism with Regional Culture

**Ice-and-Snow Festivals:** Jilin closely integrates ice-and-snow tourism with regional culture through various festivals, such as the Ice and Snow Festival and the Winter Fishing Festival. For example, the 29th Jilin International Ice and Snow Festival attracted numerous tourists to enjoy ice lanterns, snow sculptures, and other ice-and-snow artworks while experiencing the unique cultural atmosphere tied to winter traditions.

**Cultural IP Development:** Jilin introduced the ice-and-snow cultural IP “Long Day Snow”, creating virtual cultural characters “Chu Yi” and “Xuanlong” to narrate mythological stories from Changbai Mountain. These cultural IPs enrich the cultural meaning of ice-and-snow tourism, enhancing tourist participation and overall experience.

#### 3) Development of Ice-and-Snow Cultural and Creative Products

**Cultural-Creative Product Design:** The cultural-creative industry in Jilin integrates with ice-and-snow culture to launch products featuring winter elements, such as: *Ice and Snow City* scarves, *Jixue* brooches, Temperature-sensitive mugs. These products are not only practical but also collectible and culturally meaningful.

#### 4) Integration of Ice, Snow, and Ethnic Cultures

##### *Integration with Korean Ethnic Culture*

- **Traditional Costume Displays:** During ice-and-snow tourism events, traditional Korean clothing becomes a colorful visual highlight. Visitors enjoy performances featuring vibrant Korean costumes with intricate designs.
- **Folk-Culture Experiences:** Activities include traditional Korean music, dance, and handicrafts, offering deeper insights into Korean heritage.
- **Hot-Spring Wellness Programs:** For example, the **Biyan Mountain Ancient Hot Spring Village Scenic Area** integrates hot-spring therapy with Korean cultural elements to offer distinctive wellness services.
- **Cuisine:** Tourists can enjoy authentic Korean dishes such as kimchi, cold noodles, and traditional rice cakes.

##### *Integration with Ula Manchu Culture*

- **Cultural Exhibitions:** Traditional Manchu clothing, architecture, and folk customs are showcased in ice-and-snow tourism areas to enrich cultural experiences.

- **Souvenirs:** Manchu motifs are incorporated into souvenirs such as commemorative coins and mobile phone cases.
- **Culinary Experiences:** Tourists can taste authentic Ula Manchu hotpot and regional delicacies.
- **Folk Activities:** Performances such as Manchu dances, traditional games, and cultural demonstrations allow visitors to engage directly with Manchu culture. *(As shown in Table 2.)*

**Table 2:** Forms of Cultural Elements Used in Jilin Province’s Ice and Snow Tourism

Cultural Components	Product Exhibition	Pattern	Development Promotion
National Trend Culture	<i>Peking Opera, Romance of the Three Kingdoms, Journey to the West, Xianxia themes, dragon and lion dances, etc.</i>	<i>Ice and snow athletes also showcased national-style fashion with distinctive Chinese characteristics.</i>	<i>This showcases the charm of traditional culture and enhances the appeal of ice and snow sports.</i>
Regional Culture	<i>Ice and Snow Festivals, Winter Fishing Festivals</i>	<i>Jilin Province launched the cultural tourism IP “Long Day Snow” and created virtual digital characters representing ice and snow culture, namely “Chu Yi” and “Xuanlong.”</i>	<i>This destination attracts a large number of tourists to admire ice lanterns, snow sculptures, and various ice-and-snow artworks, while experiencing its unique cultural atmosphere.</i>
Cultural and Creative Industries	<i>Snow City scarves, Jixue pins, temperature-sensitive mugs, etc.</i>	<i>The “Changchun Gifts” brand, in collaboration with the Transportation Bureau, developed Cultural Tram No. 54, where passengers can enjoy coffee on board.</i>	<i>These products are not only practical but also collectible and culturally significant.</i>
Ethnic Culture	<i>Ice and snow exhibitions, displays of traditional Korean costumes, hot-spring health-culture programs, and Manchu cultural showcases.</i>	<i>Traditional Manchu costumes, architecture, and folk activities are exhibited within ice and snow tourism areas.</i>	<i>This enhances the visibility and reputation of Jilin Province’s ice and snow tourism.</i>

**2. SWOT Analysis for Assessing the Strengths, Weaknesses, Opportunities, and Challenges of Ice and Snow Tourism in Jilin Province**

1. This study employs a SWOT analysis to identify the strengths, weaknesses, opportunities, and threats associated with the development of the ice and snow tourism industry in Jilin Province. This analytical approach enables a comprehensive understanding of the internal and external factors that influence the province’s tourism development, providing insight into the conditions that support or hinder the growth of the ice and snow tourism sector.

**Table 3.** SWOT Analysis

External		Opportunity (O)	Threat (T)
Internal		1) Responses of the central and local governments to the ice and snow tourism industry 2) Upgrading of consumer demand 3) In-depth implementation of the “Belt and Road Initiative” 4) Strengthening the technological potential of virtual technology	1)Intense market competition 2) Global warming affects ice and snow resources 3) Safety risks, such as skiing accidents and ice breakage
Strength (S)		(SO)	(ST)
1) Renowned scenic attractions such as Changbai Mountain and the Songhua Lake 2) Rich Manchu, Korean, and other ethnic minority cultures, including the unique Guandong culture 3) Continuously improving infrastructure		Use your strengths to seize opportunities: 1)Maximize the use of ice and snow resources to develop high-end tourism projects. 2)Expand the market share of ice and snow tourism through government policy support.	Use strengths to counter threats: 1)Enhance unique resources and strengthen market competitiveness. 2)Respond to climate change by developing four-season tourism products. 3)Attract high-end tourist segments to mitigate risks from economic fluctuations.



4) International ice and snow festivals and ice-and-snow competitions	3) Leverage geographical advantages to attract international tourists from Northeast Asia. 4) Enhance brand awareness and increase influence in overseas markets.	4) Improve transportation infrastructure and enhance the overall travel experience for tourists.
Weakness (W)	(WO)	(WT)
1) The seasonality is very pronounced. 2) There is a lack of innovation in traditional ice sports such as skating. 3) There is a shortage of skilled personnel. 4) Publicity and promotion are insufficient, and improvements are needed in advertising and international market influence.	Improve weaknesses and seize opportunities: 1) Utilize policy opportunities to enhance tourism infrastructure. 2) Strengthen international promotion and increase global visibility. 3) Develop four-season tourism to reduce seasonal impacts. 4) Promote innovation partnerships and enrich the content of tourism products.	Reduce weaknesses and avoid threats: 1) Strengthen international marketing to reduce the risk of losing market share. 2) Improve service quality to respond effectively to international competitive pressures. 3) Enhance visitor experience and increase the proportion of returning customers. 4) Promote green tourism to minimize negative impacts on the climate.

### Strengths

- **Abundant Natural Resources:** Jilin Province is located in the snow zone of Northeast Asia, with abundant snowfall, high-quality snow, and a long winter season, making it a uniquely suitable destination for ice-snow tourism. Famous attractions such as Changbai Mountain and Songhua Lake attract a large number of tourists with their distinctive winter landscapes.
- **Rich Cultural Heritage:** The province is home to diverse cultural traditions, including Manchu, Korean, and other ethnic minority cultures, as well as the unique Guandong culture. When these cultural elements are integrated with ice-snow tourism, visitors gain a memorable and immersive travel experience.
- **Gradual Improvement of Infrastructure:** In recent years, Jilin has placed great emphasis on developing the ice-snow tourism industry by increasing investment in infrastructure—transportation, accommodation, food services, and entertainment—thereby enhancing its capacity to host large-scale winter tourism activities.
- **Growing Brand Influence:** Through events such as the Jilin International Ice and Snow Festival and various winter sports competitions, the province is gradually establishing a strong ice-snow tourism brand, improving both popularity and market influence.

### Weaknesses

- **Clear Seasonality:** Ice-snow tourism is highly seasonal—winter is the peak season, while other seasons experience a significant decline in visitors. Li & Sui (2023) point out that this strong seasonality limits the sustainable development of the ice-snow tourism industry.
- **Serious Product Homogeneity:** Tourism products are still mainly focused on traditional activities such as skiing and skating, lacking innovation and differentiation, which makes it difficult to satisfy the diverse needs of modern tourists.
- **Shortage of Skilled Human Resources:** Rapid industry growth has increased demand for professional talent, but Jilin still faces gaps in training and a shortage of ice-snow tourism experts.
- **Insufficient Publicity and Promotion:** Although brand building has made progress, marketing—especially international promotion—remains inadequate and requires substantial strengthening.

### Opportunities

- **Policy Support:** Both the central and local governments have increasingly prioritized ice-snow tourism and introduced policies supporting industry development in Jilin.
- **Upgrading of Consumption:** Improved living standards and shifting consumer preferences have created wider market opportunities for the upgrading and diversification of ice-snow tourism products.
- **International Cooperation:** With deeper implementation of the Belt and Road Initiative, Jilin has closer ties with neighboring countries and regions, opening more opportunities for international tourism cooperation.

- **Technological Advancement:** Modern technologies—such as smart wearable devices and virtual reality—provide new possibilities for enhancing tourist experiences and innovating tourism products.

### Threats

- **Intensifying Market Competition:** With the rapid global growth of ice–snow tourism, both domestic and international competition has become increasingly fierce, requiring Jilin to continuously enhance its competitiveness.
- **Climate Change:** Global warming poses risks to ice–snow resources. Although short-term impacts may be limited, long-term uncertainties could affect sustainable industry development.
- **Safety Risks:** Winter tourism activities—such as skiing or walking on frozen lakes—carry inherent risks (e.g., ski accidents, ice breakage). When accidents occur, they threaten tourist safety and negatively impact the industry’s reputation.

### Overall Assessment

The ice–snow tourism industry in Jilin possesses significant strengths—abundant natural and cultural resources—but also faces challenges such as seasonal limitations, product homogeneity, and increasing competition. However, with supportive government policies, rising consumer demand, and emerging technological opportunities, the industry retains strong development potential. Jilin should leverage its strengths to overcome weaknesses and threats, capitalize on opportunities, and promote sustainable development of its ice–snow tourism sector.

**Table 4** PEST Analysis of the Development of Ice–Snow Tourism in Jilin Province

Politic (P)	Economic (E)	Social (S)	Technology (T)
<b>1)Policy support</b> such as the “ <i>High-Quality Development Plan for the Ice and Snow Industry in Jilin Province (2021–2035)</i> ”, along with financial subsidies, tax incentives, and investment in infrastructure construction. <b>2)International cooperation</b> , driven by the continued deep implementation of the <i>Belt and Road Initiative (BRI)</i> .	<b>1)Economic growth.</b> <b>2) Upgraded consumption</b> and the continuously increasing demand for high-quality tourism products and services. <b>3) A large market size</b> with an economic structure that continues to be optimized.	<b>1)Cultural shifts.</b> <b>2) Ice and snow sports are becoming increasingly popular</b> , as they are seen as a healthy and modern form of recreation. <b>3) The popularity of social media inspires people</b> to develop an interest in traveling.	<b>1)Technological innovation</b> <b>2) Data analytics</b> <b>3) Virtual reality</b>

### Political Factors:

The development of the ice and snow tourism industry in Jilin Province has received significant attention and strong support from both the central and local governments. A series of supportive policies—such as financial subsidies, tax incentives, and investments in infrastructure construction—provide stable political guarantees for the rapid development of the industry. In addition, with the deep implementation of the Belt and Road Initiative, political cooperation between Jilin Province and neighboring countries and regions has become closer, creating more opportunities for international collaboration in the ice and snow tourism sector. Political stability and policy support have laid a solid foundation for the sustainable development of ice and snow tourism in Jilin Province.

### Economic Factors:

With the continuous growth of the domestic economy and rising income levels, consumer demand for high-quality tourism products has steadily increased. Due to its unique experiential and participatory characteristics, ice and snow tourism has gradually become a popular choice for mid- to high-end tourists, providing a broad market for the development of Jilin’s ice and snow tourism industry. At the same time, Jilin Province is continuously optimizing its economic structure and promoting the integrated development of tourism and other sectors, which provides strong support for the diversified development of the ice and snow tourism industry.

### Social Factors:

Changes in social culture and shifts in consumer demand have a profound impact on the development of the ice and snow tourism industry. Modern consumers increasingly value health, leisure, and entertainment. As a

healthy and fashionable form of recreation, ice and snow sports are increasingly popular with the public. Furthermore, with the rise of social media, the visual appeal and experiential nature of ice and snow tourism have spread rapidly through photos, videos, and online platforms, stimulating interest in travel. These social and cultural changes, along with evolving consumer preferences, drive the growth of ice and snow tourism in Jilin Province.

### Technological Factors:

The rapid advancement of modern technology is dramatically reshaping the tourism industry. The application of big data, cloud computing, artificial intelligence, virtual reality, and other technologies has created unprecedented development opportunities for the ice and snow tourism sector. Technological means enable precise analysis of tourist behavior and demand, thereby enabling more personalized tourism products and services. Meanwhile, virtual reality technology can create immersive tourism experiences, enabling visitors to appreciate the charm of the ice and snow world fully.

## CONCLUSION

The ice and snow tourism industry in Jilin Province demonstrates strong development potential under the PEST analytical framework. Politically, policy support is clear and robust, and opportunities for international cooperation continue to expand, providing a stable development environment for the industry. Economically, with rising consumption levels and an expanding market, ice and snow tourism has become a new driver of economic growth. Socially, growing public interest in health, leisure, and ice-and-snow-related cultural experiences has stimulated broad social participation. Technologically, innovation has led to significant industry upgrades, with the application of technologies such as big data analytics and virtual reality enhancing the tourism experience. Overall, Jilin's ice and snow tourism sector faces unprecedented development opportunities driven by policy support, market demand, cultural trends, and technological advancement, and is expected to achieve more prosperous growth in the future. In examining the ice and snow tourism industry in Jilin Province, this study analyzes four dimensions—political, economic, cultural, and technological—and future development trends.

1. **Political Dimension:** The government will continue strengthening support for the ice and snow tourism industry by introducing additional targeted policies, enhancing international cooperation and exchanges, and providing stable policy guarantees and broader international platforms for industry development. With continued implementation of the Belt and Road Initiative, Jilin's ice and snow tourism sector is expected to deepen cooperation with countries and regions along the Belt and Road, fostering shared prosperity in the ice and snow tourism market.
2. **Economic Dimension:** With continued growth in China's domestic economy and rising household incomes, demand for ice and snow tourism will continue to expand. Jilin Province is expected to fully leverage its abundant ice and snow resources and unique geographical advantages to optimize tourism products and services, enhance tourism quality and value-added features, and attract both domestic and international visitors. Furthermore, the development of the ice and snow tourism sector will stimulate the growth and extension of related industrial chains, injecting new vitality into the local economy.
3. **Cultural Dimension:** Jilin Province continues to explore and interpret the cultural significance of ice and snow, promoting the integration of cultural heritage and tourism. Cultural activities, such as ice and snow festivals and winter sports events, showcase the distinctive character of ice and snow culture and enhance the reputation and influence of Jilin's tourism brand. Additionally, the cultural dissemination and promotion of ice and snow traditions should be strengthened to improve public understanding, appreciation, and participation in the ice and snow tourism industry.
4. **Technological Dimension:** Driven by rapid advancements in science and technology, Jilin Province actively applies modern technologies to foster innovation and upgrading in the ice and snow tourism industry. The use of big data analytics, artificial intelligence, virtual reality, and other technologies can improve visitor experience and service quality. Meanwhile, the development of smart tourism, digital transformation, and intelligent service systems will provide more convenient and efficient tourism experiences.
5. **Industrial Upgrading:** Cultural integration supports the transformation and upgrading of the ice and snow tourism sector—from traditional skiing and ice festivals toward diversified and comprehensive development—enhancing overall competitiveness.
6. **Tourism Product Enrichment:** In-depth cultural exploration and integration will lead to the development of tourism products with stronger local identity and cultural heritage, meeting diverse visitor needs and improving satisfaction and experience.



7. **Market Expansion:** Cultural integration can attract more tourists to Jilin and motivate longer stays and higher spending, thereby expanding the tourism market and generating greater economic benefits.
8. **Cultural Inheritance and Promotion:** Promoting the ice and snow tourism industry through cultural integration helps preserve and revitalize Jilin's ice and snow culture, folk traditions, and historical heritage while strengthening cultural identity and confidence.

Overall, integrating culture into the development of Jilin's ice and snow tourism industry carries significant practical and historical importance. Through in-depth research and implementation, it is possible to drive transformation, upgrading, and high-quality development, creating new momentum for local economic prosperity.

**In-Depth Analytical Insights:** Interviews reveal that despite Jilin's outstanding achievements in integrating ice and snow cultural elements, several shortcomings remain:

- **Innovation and Product Diversification:** Tourism product development requires further innovation to meet the needs of diverse visitor groups.
- **Industrial Chain Expansion:** The ice and snow industrial chain needs further extension and refinement to improve overall competitiveness and influence.
- **Promotion and Marketing:** More targeted marketing strategies are needed to enhance Jilin's visibility and reputation in key domestic and international source markets.

In summary, Jilin Province demonstrates remarkable creativity and distinctiveness in its use of ice and snow cultural elements. Through deep integration with national, regional, creative-industries, and ethnic cultural traditions, its ice and snow tourism has gained unique appeal and cultural significance. Nonetheless, ongoing efforts are required to improve product innovation, expand industrial chains, and strengthen tourism promotion.

## DISCUSSION

Promoting the development of the ice and snow tourism industry in Jilin Province through cultural integration can be achieved by implementing several key strategies.

**First**, efforts should be directed toward building an integrated cultural system. Jilin Province possesses abundant regional cultural resources that should be combined with its ice and snow tourism assets to create distinctive tourism products. Unique cultural tourism activities—such as traditional Manchu ice entertainment, dog sledding, and ice dragon-boat racing—can attract visitors by offering immersive cultural experiences. At the same time, local ethnic cultures, including traditional costumes and festivals, should be incorporated to enable tourists to engage with the unique cultural atmosphere while enjoying winter tourism activities.

**Second**, the cultural value of ice and snow tourism resources must be explored. Through in-depth research and the integration of Jilin's history, folk culture, and other distinctive cultural elements into the tourism sector, it is possible to develop more localized and culturally rich tourism products (Yu Qiushi & Li Yu, 2023). For instance, the hot spring resources near Changbai Mountain can be integrated with local cultural themes to develop winter hot-spring tourism products that offer both health and leisure benefits while enhancing cultural significance and visitor appeal.

**Third**, government support plays a crucial role. By formulating policies that encourage cultural tourism—such as financial subsidies and tax incentives—greater investment can be attracted to the cultural ice and snow tourism sector. Relevant policies should also guide enterprises to develop tourism products that reflect local cultural characteristics. As noted by Shen and Lin (2023), exploring and promoting local cultural features can strengthen cultural identity and enhance tourism attractiveness and competitiveness.

**Fourth**, strengthening talent development is essential. Education and training programs should be established to cultivate professionals skilled in cultural tourism management and ice and snow tourism services. Experts and managers with international perspectives can help improve management standards and service quality. Moreover, international exchange and cooperation should be enhanced through major events, including international ice and snow cultural festivals, ice and snow tourism fairs, and related cultural activities. By inviting domestic and international tourists and industry specialists to participate, the global visibility and reputation of Jilin's ice and snow tourism industry can be significantly improved.

**In summary**, implementing these measures will not only promote the growth of Jilin's ice and snow tourism industry but also increase its market share in high-quality cultural tourism experiences. Ultimately, these strategies will contribute to the sustainable development of the region's tourism sector.

## RECOMMENDATIONS

### Recommendations for the Current Study

1. Deep integration between cultural industries and the ice–snow tourism industry represents a major advancement in Jilin Province's tourism development. Utilizing and integrating Jilin's rich cultural resources can enhance the cultural value and attraction of ice and snow tourism, thereby improving overall competitiveness.
2. By combining Jilin's unique cultural characteristics—such as shamanistic traditions, Changbai Mountain culture, and Manchu–Mongolian heritage—distinctive cultural activities and localized tourism products can be developed, including educational tourism, themed culinary experiences, and cultural workshops. These activities increase tourist engagement and enrich the experiential value of ice and snow tourism, helping to attract a broader range of visitors.
3. During the development process, priority must be given to protecting natural resources and ethnic cultural heritage to ensure sustainable development. Such efforts not only minimize environmental damage but also preserve and transmit local cultural traditions, which can become key selling points in tourism promotion.

### Recommendations for Future Research

1. Future studies should conduct in-depth investigations into the development models of ice and snow tourism products under different cultural contexts and explore more diverse and differentiated tourism development pathways.
2. Research should focus on strengthening cross-sector collaboration among tourism, culture, and creative economies, in order to establish integrated cooperation mechanisms and foster an environment that supports resource sharing and synergistic development.
3. Further research is needed on the application of modern information technologies, such as big data analytics and artificial intelligence, to accurately analyze and forecast tourism market trends. This will provide a scientific foundation for policymaking and industry development.

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