

# Exploring Cultural-Tourism Project Development and High-Quality Development of Ice-and-Snow Cultural Heritage in Heilongjiang Province

Yu Wang

Graduate University of Mongolia, Ulaanbaatar, 11000, Mongolia

## ABSTRACT

The development of cultural-tourism projects and the pursuit of high-quality development for ice-and-snow cultural heritage in Heilongjiang Province carry diversified value: they not only support the region's strategic development, but also contribute to the protection and transmission of ice-and-snow cultural heritage. However, due to inherent challenges in heritage transformation and practical constraints at the market and industry levels, Heilongjiang still faces multiple bottlenecks in moving from "resources" to "high-quality products." Therefore, effective strategies should include: systematically mapping and deeply mining core resources, designing themed experiential routes, creating scenario-based and immersive projects, and continuously extending the industrial chain while promoting four-season integration.

## KEYWORDS

Heilongjiang Province; Ice and Snow; Cultural Heritage; Culture and Tourism; Project Development.

## 1. INTRODUCTION

Developing cultural-tourism projects and achieving high-quality development for ice-and-snow cultural heritage in Heilongjiang Province is a long-term and systematic endeavor that transforms the region's rich ice-and-snow cultural resources into sustainable tourism competitiveness. Its significance has long exceeded the economic scope of conventional tourism and involves broader dimensions such as regional revitalization, cultural inheritance, and national strategy. Yet, because of deep, complex, and interwoven constraints, practice still faces a key bottleneck in upgrading from "resources" to "high-quality products." This paper adopts interdisciplinary analysis and literature research to clarify the practical significance of such development, identify existing problems, and explore feasible pathways, aiming to provide actionable references for relevant institutions and practitioners[1].

## 2. VALUE OF CULTURAL-TOURISM PROJECT DEVELOPMENT AND HIGH-QUALITY DEVELOPMENT OF ICE-AND-SNOW CULTURAL HERITAGE IN HEILONGJIANG

### 2.1. Strategic Value for Local Development

In a market economy, the cultural-tourism transformation and development of cultural heritage often first target local economic development. Likewise, the primary value of developing ice-and-snow

cultural heritage projects and pursuing high-quality development in Heilongjiang is reflected in its strategic value for local development[2].

First, it can drive economic transformation and cultivate new growth poles. For Heilongjiang, which possesses distinctive ice-and-snow resources, regional tourism under traditional models has long relied on ticket-based and seasonal economies. Although the peak season can generate notable revenue, fragmented and partial development remains common. By deepening cultural-tourism project development around ice-and-snow heritage, ticket-based income can extend toward a full industrial-chain economy, and seasonal development can expand into a four-season economy. Moreover, industrial-chain extension and season expansion can create more high value-added jobs. At the same time, Heilongjiang's ice-and-snow culture has become an irreplaceable and uniquely local heritage asset. Only by translating it into core intellectual property (IP) can the region fundamentally avoid homogeneous low-price competition and build differentiated competitiveness, realizing an advanced interpretation of the idea that "ice and snow are also mountains of gold and silver."Second, such development is also a process of regional brand building and image reshaping. By upgrading from an "ice-and-snow scenic province" to an "ice-and-snow cultural powerhouse," Heilongjiang can fundamentally change outsiders' stereotypes of a single and extensive "cold resource," while shaping a cultural image that is deep, warm, and full of vitality. On this basis, the province can enhance cultural recognizability and soft power both domestically and internationally, while attracting more investment, talent, and attention.Finally, the development of market-oriented cultural-tourism projects can strengthen audience identification with, and cohesion around, regional ice-and-snow culture. This not only means that local communities may gain greater pride and confidence in their ice-and-snow cultural heritage through commercialized and entertainment-oriented projects, but also that market-oriented operation can promote ethnic-cultural exchange and integration at a broader scale, thereby supporting social harmony at deeper levels[3].

## **2.2. Value for Protecting and Transmitting Traditional Cultural Heritage**

Both in China and internationally, protecting and transmitting historical and cultural heritage has long been a key and difficult task in public administration. Because traditional culture has become distant from modern production and everyday life, contemporary audiences often experience a form of binary opposition when encountering tradition. This is a fundamental reason why many heritage institutions emphasize "living" safeguarding and transmission[4]. Therefore, the value of developing cultural-tourism projects and pursuing high-quality development for Heilongjiang's ice-and-snow cultural heritage is also reflected in heritage protection and transmission.

On the one hand, commercialized cultural-tourism development itself helps break the bottleneck of outdated, static protection. Commercial projects tend to emphasize the integration of tradition and modernity, enabling traditional ice-and-snow culture to better permeate modern lifestyles. Visitors can be culturally nurtured while participating in ice-and-snow entertainment, thereby injecting contemporary vitality into tradition to varying degrees. At the same time, commercialization can provide both material and spiritual support for communities and inheritors, enabling them to sustain livelihoods through practice and continue cultural transmission[5].

On the other hand, the development of commercial cultural-tourism projects can expand the reach and influence of ice-and-snow cultural heritage. As more ordinary tourists actively participate in ice-and-snow cultural and entertainment activities, they may unknowingly become disseminators. Especially through exponential diffusion on social media, these projects - combining commercial and cultural attributes - can continuously reach wider audiences and become "living advertisements" for regional ice-and-snow cultural heritage.

### **3. COMMON PROBLEMS IN DEVELOPING CULTURAL-TOURISM PROJECTS AND ACHIEVING HIGH-QUALITY DEVELOPMENT**

#### **3.1. Inherent Difficulties from a Heritage-ontology Perspective**

Transforming cultural heritage into cultural-tourism economic value often involves interaction and collision between cultural soft power and the rigid framework of economic logic, which can generate unavoidable conflicts. For Heilongjiang's ice-and-snow cultural heritage, inherent difficulties from a heritage-ontology perspective are a major constraint in practice.

On the one hand, a considerable proportion of local ice-and-snow cultural heritage takes intangible forms, which are less intuitive than tangible heritage and therefore require more funding and resources for effective translation. Constrained by local economic foundations and cultural-development capacity, the materialization of intangible assets often faces practical barriers. This reduces the specificity of project development and can hinder high-quality development.

On the other hand, the general public varies greatly in how they understand traditional culture. This weakens the shared cultural basis required for market-oriented project development, and thus affects wider and deeper dissemination of traditional cultural heritage.

#### **3.2. Practical Dilemmas in Market-oriented Operation and Industrial Development**

In many regions, developing cultural-tourism projects and achieving high-quality development are constrained by market-operation capacity and industrial-development level. Heilongjiang likewise faces practical dilemmas such as homogeneous competition and seasonal imbalance.

On the one hand, homogeneous competition is a common problem in early-stage commercialization of heritage. Due to limited funding, weaker infrastructure, and constrained capabilities, many localities - including those in Heilongjiang - can become trapped in imitation-based competition[6].

On the other hand, ice-and-snow cultural heritage is deeply shaped by seasonal climate. Over-dependence on seasonality reduces the broad adaptability of cultural-tourism project development and undermines the sustainability of high-quality development.

Moreover, incomplete industrial chains remain a persistent pain point in many localities. For example, capabilities are often insufficient in high value-added links such as cultural research, creative design, project operation, digital marketing, and IP-derived development. Some localities can only imitate successful models elsewhere, but this approach entails hidden risks of blindness and arbitrariness. High-quality cultural experience projects - such as living museums and immersive performances - typically require long-term, capital-intensive investment. If revenues still rely heavily on tickets and short-term seasonal consumption, the business model becomes fragile, discouraging social capital and ultimately leading to weak follow-up development.

### **4. MAIN STRATEGIES FOR CULTURAL-TOURISM PROJECT DEVELOPMENT AND HIGH-QUALITY DEVELOPMENT IN HEILONGJIANG**

#### **4.1. Systematically Map and Deeply Mine Core Resources**

In exploring cultural-tourism project development and high-quality development for ice-and-snow cultural heritage, systematically mapping and deeply mining core resources is an indispensable prerequisite. Only by comprehensively understanding local heritage connotations and cultural foundations can project development become solid and accumulate momentum[7].

The formation and development of Heilongjiang's ice-and-snow cultural heritage originate from long-term production and life practices of local communities. It not only refines and presents everyday activities, but also embodies the will and spirit through which ordinary people strive for living space under harsh natural conditions. Therefore, mapping and mining core resources should focus on three dimensions: everyday-life attributes, ethnic attributes, and spiritual attributes.

The everyday-life dimension refers to the “human warmth” embedded in traditional ice-and-snow heritage. Old buildings such as historic ice rinks, ice cellars, and distinctive ice-and-snow dwellings highlight grassroots life in history. In the transition from agrarian to industrial civilization, industrial relics, modern-era buildings, and transport infrastructure related to ice-and-snow culture also reflect the industrialization of Northeast China.

The ethnic dimension refers to ice-and-snow skills and folk customs unique to ethnic minorities in Northeast China. Groups such as the Hezhe and Oroqen developed distinctive practices over a long history, including ice-and-snow fishing and hunting, skiing, and snowfield rituals. Such highly local and ethnic heritage constitutes indispensable core cultural resources.

The spiritual dimension refers to resilience, endurance, and a spirit of struggle formed through coexistence with nature. The “Chuang Guandong” spirit, the “Beidahuang” spirit, and the “ice-and-snow craftsman” spirit are cultural expressions of this distinctive mentality.

#### **4.2. Enhance the Targeted and Experiential Nature of Route (Project) Design**

To avoid the trap of homogeneous competition to the greatest extent, enhancing the targeting and experiential quality of route (project) design is crucial when developing cultural-tourism projects for ice-and-snow cultural heritage.

On the one hand, localities should mine culturally distinctive features grounded in their realities, emphasizing differentiation to improve targeting and attractiveness. For example, intangible-heritage villages can highlight everyday life and local “human warmth”; craft workshops can emphasize technique and skill; and heritage museums can highlight history and humanistic depth.

On the other hand, organic integration of multiple cultural forms is central to improving visitor experience and perceived value. For instance, ice-and-snow sports can be combined with outdoor hiking; ice-and-snow landscape photography can be integrated with forest trekking; and ice-and-snow study tours can be combined with intangible-heritage handicrafts.

#### **4.3. Build Scenario-based and Immersive Projects**

With continuous upgrading of the cultural-tourism industry, audience demand increasingly shifts from material enjoyment to spiritual experience. Emotional value is becoming a core goal in translating ice-and-snow cultural heritage into cultural-tourism projects, and experience and “sense of gain” are key concerns for new-generation tourists. Therefore, Heilongjiang should develop scenario-based and immersive projects to improve experience and enhance perceived value[8].

On the one hand, it is necessary to continuously build and improve living museums or folk villages themed around ice-and-snow culture, enabling visitors to experience traditional ice fishing, dog sledding, horse-drawn sledges, ice-lantern making, and ice-and-snow food making.

On the other hand, efforts should be made to develop ice-and-snow themed live performances. Using ice-and-snow landscapes as the background, such performances can present local legends and ethnic stories, enabling visitors to gain rich emotional value through cultural-aesthetic activities such as storytelling and performance viewing.

In addition, technologies such as VR/AR and holographic projection can be used to create indoor and outdoor immersive exhibition spaces for “digital ice-and-snow cultural heritage” that can be experienced year-round, meeting individualized needs across age groups.

#### **4.4. Continuously Extend the Industrial Chain and Deepen Four-season Integration**

High-quality development of cultural-tourism projects for ice-and-snow cultural heritage requires not only richer forms and content, but also an upgrade from seasonal development to full-time, four-season development. Therefore, extending the industrial chain and deepening four-season integration are essential.

On the one hand, it is important to develop “Ice-and-Snow Heritage Plus” projects so that ice-and-snow cultural elements can be present year-round. For example, spring-summer-autumn study camps can teach the history, skills, and ecological knowledge of ice-and-snow culture. At the same time, R&D for ice-and-snow themed cultural-creative products should be strengthened, developing fashion items, artworks, and souvenirs integrating intangible-heritage elements.

On the other hand, integration with sports, education, and health and wellness should be accelerated to maximize industrial-chain extension. Examples include launching traditional ice-and-snow sports courses (e.g., ancient skiing techniques) and developing ice-and-snow hot-spring wellness vacation projects.

#### **4.5. Uphold a Protection-first Sustainable Development Strategy**

The formation of ice-and-snow cultural heritage depends deeply on the gifts of natural ice-and-snow resources. This is a non-negotiable “hard constraint” for transforming ice-and-snow culture into cultural-tourism projects in Northeast China. Therefore, only by upholding a protection-first sustainable development strategy can Heilongjiang’s development proceed steadily and effectively.

On the one hand, localities should establish coordinated plans for heritage protection and tourism development based on local realities, and translate macro-level principles into targeted and detailed rules. Institutional rigidity should be used to operationalize protection-first principles, strengthen source governance, and fundamentally avoid damage to authenticity caused by excessive commercialization.

On the other hand, green and low-carbon ice-and-snow tourism should be advocated to protect fragile cold-region ecosystems. This requires greater investment in infrastructure at the development level to build a green foundation, and stronger guidance in project design and development. Heritage’s educational function should be leveraged to help more tourists and consumers enhance awareness and practice of green, low-carbon living.

### **5. CONCLUSION**

Cultural-tourism project development and high-quality development for ice-and-snow cultural heritage in Heilongjiang Province are by no means superficial expansions of tourism products; rather, they involve comprehensive transformation across economic, cultural, and strategic dimensions. This systemic endeavor is not only a technical issue of converting “cold resources” into a “hot economy,” but also a process of tempering ice and snow into culture and spirit and turning geographic disadvantages into civilizational strengths. In practice, its core lies in accelerating the qualitative upgrade from “viewing ice and snow” to “tasting culture.” Only through systematic resource mining, technology-enabled integration, innovative translation, sustainable governance, and brand-oriented operation can local ice-and-snow cultural heritage be transformed into high-quality tourism products with unique charm and lasting competitiveness, achieving unity of social, economic, and cultural benefits and supporting comprehensive regional revitalization and sustainable heritage transmission.

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