

Research on the China's Industrial Development of Specialized Towns for Ice and Snow Outdoor Sports

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Abstract

Against the background of consumption upgrading and the dividends of the Beijing Winter Olympics, ice and snow outdoor sports specialized towns have become important carriers of China's ice and snow industry development. This study uses literature review and logical analysis to define the concept and theoretical basis of such towns, analyzes their current industrial development status, and summarizes four development types and four restrictive factors, including indistinct industrial characteristics, insufficient industrial integration, imperfect coordination mechanisms, and inadequate public services. It proposes targeted development strategies: building a professional and comprehensive project system, creating multi-industry integrated all-season business forms, establishing a dual-drive model of brand events and festivals, and improving the diversified coordination mechanism. The research aims to provide a theoretical reference for the high-quality and sustainable development of ice and snow outdoor sports specialized towns.

Keywords

Ice and Snow Outdoor Sports; Specialized Towns; Industrial Development.

1. Introduction

With the upgrading of China's national consumption structure, leisure and vacation travel, outdoor experiences, and health-oriented sports have gradually become mainstream consumption trends. Following the successful hosting of the 2022 Beijing Winter Olympics, China's ice and snow sports have achieved leapfrog development, and the ice and snow industry has been elevated to a national strategic emerging industry. Policy documents such as the "The 14th Five-Year Plan for Sports Development" explicitly call for promoting the popularization of ice and snow sports, cultivating new forms of ice and snow tourism, and building specialized towns for ice and snow sports. In September 2025, the General Office of the National Development and Reform Commission and other departments announced the first batch of high-quality outdoor sports destination construction lists, in which ice and snow outdoor destinations occupied a significant position. Furthermore, the National Development and Reform Commission, the Ministry of Housing and Urban-Rural Development, and the General Administration of Sport have continued to advance the development of specialty towns and sports and leisure specialty towns, requiring these towns to be "distinctive and strong, cohesive and integrated, small yet beautiful, and innovative and vibrant," thereby providing top-level design support for specialty towns focused on winter outdoor sports.

In recent years, demand from family groups, young people, and professional outdoor enthusiasts for winter and mountain outdoor activities, year-round vacations, and immersive experiences has grown significantly, driving the transformation of winter tourism from simple sightseeing to a composite model of "sports + vacation + culture + wellness". However, while

the number of towns for ice and snow outdoor sports has grown rapidly, most projects suffer from issues such as prioritizing real estate over industry, focusing on winter rather than all seasons, and emphasizing construction over operations. Prominent challenges include homogenized competition, short industrial chains, weak profitability, and insufficient sustainability. Therefore, clearly defined, accurately positioned, and fully market-oriented snow and ice outdoor sports towns can help drive supply-side structural reform in the sports industry. There is an urgent practical need to systematically review and summarize the development of snow and ice outdoor sports towns. Based on this, this study employs methods such as literature review and logical analysis to examine the concept of specialized towns for ice and snow outdoor sports, analyze the current status of their industrial development, and propose strategies for such development. The aim is to provide theoretical references for the construction and sustainable development of these towns, as well as for supply-side structural reforms in the sports and tourism industries.

2. Concept Definition of Specialized Towns of Ice and Snow Outdoor Sports and Theoretical Basis

2.1. Concept Definition

Specialized towns of ice and snow outdoor sports are sports and leisure specialized towns with ice and snow outdoor sports as the core leading industry, in line with the national general definition of sports and leisure specialized towns. In 2017, the Circular of the General Office of the General Administration of Sport on Promoting the Construction of Sports and Leisure Specialized Towns defined a sports and leisure specialized town as “a spatial area, a national fitness development platform and a sports industry base built with sports and leisure as the theme in the process of building a moderately prosperous society in all respects, which helps the construction of new urbanization and Healthy China and promotes poverty alleviation work. It integrates multiple functions such as sports and leisure, culture, health, tourism, elderly care, and education and training”. Against the background of comprehensively building Healthy China, advancing the strategy of new urbanization and rural revitalization, specialized towns of ice and snow outdoor sports rely on ice and snow resources, natural ice and snow climate and outdoor ecological space as the core, take ice and snow outdoor sports such as skiing, ice climbing, snow hiking, cross-country and ice and snow outward bound as the core attractions, and integrate multiple business forms including sports, tourism, culture, health preservation, education and training, commercial services and folk custom experience. They gather seven industrial elements of sports experience, events, equipment services, vacation accommodation, characteristic catering, cultural and entertainment leisure, and transportation connection in a specific space, forming a non-administrative innovation and entrepreneurship platform, a national fitness development carrier and an ice and snow sports industry base with distinctive and strong industries, concentrated and integrated functions, small and beautiful forms, and innovative and dynamic mechanisms. Therefore, this paper defines specialized towns of ice and snow outdoor sports as ice and snow outdoor sports spatial areas and industrial bases that take creating industrial value and meeting people’s demand for sports tourism and sports leisure consumption as the premise, take ice and snow outdoor sports as the core, integrate multiple business forms such as tourism, culture and agriculture, gather six elements of catering, accommodation, transportation, tourism, commerce and cultural and entertainment performances in a certain spatial area, and form the organic integration of industrial elements. From the perspective of industrial attributes, specialized towns of ice and snow outdoor sports take the ice and snow outdoor sports industry as the core of the industrial chain, extending upward to ice and snow equipment, training and education, event operation and festival activities, and linking downward with composite industries such as accommodation, catering,

commerce, cultural and creative industries, health preservation and agriculture. They realize the large-scale agglomeration and integrated operation of core industries, extended industries and supporting industries, highlighting the composite function of “ice and snow + outdoor + vacation”. From the perspective of functional positioning, specialized towns of ice and snow outdoor sports are multi-functional agglomeration areas of “ice and snow outdoor sports experience +”. They not only provide professional and classified ice and snow outdoor sports products, but also have comprehensive services such as outdoor health preservation, ice and snow leisure, research and education, folk culture, ecological sightseeing and community sharing. They meet the multi-level consumption needs of public leisure, family vacation, professional outdoor activities and research training, and realize the organic integration of production, living and ecological spaces. From the perspective of spatial characteristics, specialized towns of ice and snow outdoor sports take ice and snow sports venues, outdoor experience areas, vacation accommodation, commercial services and local communities as the core spatial carriers, forming a compact, high-quality and characteristic development space co-constructed and shared by tourists, operators and local residents. Different from a single ski resort, resort and traditional administrative town, they emphasize outdoor attributes, all-season operation, branding and sustainable development.

2.2. Theoretical Basis

2.2.1. Industrial Integration Theory

The industrial integration theory originated in the field of digital technology and has gradually extended to the economic phenomenon of blurring and restructuring of traditional industrial boundaries. The theory points out that different industries or different sectors within the same industry break through the original industrial boundaries through technological penetration, resource integration, functional complementarity and market intersection, forming new business forms or economic growth points[1]. Industrial integration usually follows a progressive path of technological integration, product and service integration, and market integration.

2.2.2. Industrial Chain Theory

The industrial chain theory is an important part of industrial economics, whose core idea is to reveal the laws of technological correlation, value transmission and spatial agglomeration between upstream and downstream links within an industry. An industrial chain usually covers upstream factor supply, midstream production and manufacturing and service operation, downstream marketing and consumer services and other links, forming a complete value creation chain[2]. The integrity and coordination efficiency of the industrial chain directly affect the overall competitiveness of the industry.

3. Current Development Situation of Specialized Towns of Ice and Snow Outdoor Sports

3.1. Overall Situation of Industrial Development of Specialized Towns of Ice and Snow Outdoor Sports in China

Driven by the multiple favorable policies such as the successful bid and hosting of the 2022 Beijing Winter Olympics, the goal of “300 million people participating in ice and snow sports” and the national vigorous promotion of the construction of specialized towns, the construction of specialized towns of ice and snow outdoor sports in China has shown a rapid development trend since 2015. According to incomplete statistics, by 2020, more than 40 various ice and snow specialized towns have been built in China[3], forming an industrial layout with the northeast, north China and northwest as the core and extending to the southwest, east China and other regions.

From the perspective of the overall process of industrial development, China's specialized towns of ice and snow outdoor sports show obvious regional imbalance and development stage differences. Combined with the particularity of the ice and snow industry, the current development level of China's specialized towns of ice and snow outdoor sports can be divided into the following four categories:

First, concept-planning towns. The main motivation for such towns is policy application, and project approval is carried out by virtue of the "ice and snow +" concept. However, in the subsequent construction, there are problems such as difficulty in the implementation of planning, slow fund in place and insufficient promotion efforts.

Second, scattered-development towns. Such towns have a certain foundation of ice and snow resources, but the industrial development shows fragmented characteristics. They are mainly characterized by a single business form such as ski resorts and ice and snow parks, lacking systematic industrial planning and supporting facility construction. The industrial chain is incomplete, the integration of ice and snow sports with tourism, culture, health preservation and other industries is low, and an effective industrial agglomeration effect has not yet been formed.

Third, real estate-driven towns. In the development process of such towns, real estate projects occupy a dominant position, and ice and snow sports facilities are often used as supporting facilities for real estate projects or marketing gimmicks, failing to truly cultivate ice and snow outdoor sports as the core industry. Excessive real estate-oriented development has led towns to deviate from the original construction purpose of "distinctive and strong industries", facing risks such as high vacancy rate, operational difficulties and industrial hollowing-out[4].

Fourth, demonstration-leading towns. Such towns have initially taken shape in the development of the ice and snow industry, formed a relatively complete system of ice and snow sports facilities and supporting services, basically formed an industrial chain, and accumulated useful development experience. For example, Chongli Ice and Snow Culture Town in Hebei, Vanke Songhua Lake Ice and Snow Town in Jilin, and Altay Ice and Snow Specialized Town in Xinjiang have become typical representatives of the construction of specialized towns of ice and snow outdoor sports in China. However, the number of such towns is relatively limited, and it is difficult to form extensive replicable and promotable experience.

On the whole, the construction of specialized towns of ice and snow outdoor sports in China is in a critical stage of transformation from "quantitative expansion" to "quality improvement". The benchmark effect of demonstration-leading towns is being released, but the whole still faces common challenges such as unobvious industrial characteristics, in-depth integrated development and immature operation models.

3.2. Case Analysis of Industrial Development of Demonstration Specialized Towns of Ice and Snow Outdoor Sports

To deeply grasp the industrial development laws of China's specialized towns of ice and snow outdoor sports, this study selects representative demonstration towns as analysis samples, and systematically sorts out their development models, core business forms, supporting facilities and events. As shown in Table 1.

Table 1. Industrial Development of Demonstration Specialized Towns of Ice and Snow Outdoor Sports

Town Name	Development Model	Core Ice and Snow Projects	Supporting Facilities and Events
Chongli Ice and Snow Culture Town, Hebei	Ice and snow + tourism + events + culture	Alpine skiing, cross-country skiing, snowboarding	Winter Olympic Venue Cluster, Star-rated Hotel Cluster, Ice and Snow Museum; FIS Ski World Cup, Far East Cup of Alpine Skiing
Vanke Songhua Lake Ice and Snow Town, Jilin	Ice and snow + vacation + real estate	Alpine skiing, snowmobiling, ski teaching	Ski Resort Hotel, Commercial Street, Ski School; National Ski Championships, Ice and Snow Carnival
Altay Ice and Snow Specialized Town, Xinjiang	Ice and snow + tourism + folk custom + health preservation	Backcountry skiing, ice and snow exploration, folk ice and snow activities	Jiangjun Mountain International Ski Resort, characteristic homestays, health preservation center; Commemorative Activities of the Birthplace of Human Skiing, International Ice and Snow Festival
Yabuli Ice and Snow Sports Town, Heilongjiang	Ice and snow + competition + training + tourism	Alpine skiing, cross-country skiing, ski training	Yabuli Ski Resort, Athlete Training Base, Ski School; National Winter Games, Ski Coach Training

By summarizing the industrial development characteristics of the above demonstration towns, the following conclusions can be drawn:

The development models of towns tend to be diversified and integrated. Demonstration ice and snow towns generally adopt the integrated development model of “ice and snow +”, deeply integrating ice and snow sports with tourism, culture, health preservation, events, education and other business forms.

In addition, the core projects of towns highlight differentiated positioning. According to their own resource endowments and location conditions, each demonstration town selects differentiated core ice and snow projects. Forming a project system with dislocation competition and distinctive characteristics.

At the same time, supporting facilities are expanding to comprehensive services. The supporting facilities of demonstration towns have expanded from a single ski service facility to a diversified service function covering star-rated hotels, characteristic catering, commercial streets, cultural venues, health preservation centers and so on, initially forming an integrated comprehensive service system of “catering, accommodation, transportation, travel, shopping and entertainment”.

On this basis, events have become the engine of brand building. The holding of international and national ice and snow events has become an important starting point for demonstration towns to enhance their popularity and gather industrial resources. Through the continuous holding of high-end events such as the FIS Ski World Cup, Chongli has successfully shaped the brand image of a “world-class ski resort”; relying on events such as the National Winter Games, Yabuli has consolidated its industry status as a “national ice and snow training base”.

3.3. Main Factors Restricting the Industrial Development of Specialized Towns of Ice and Snow Outdoor Sports

Through the systematic combing and logical analysis of relevant literature, this study summarizes the main factors restricting the current industrial development of China’s specialized towns of ice and snow outdoor sports into the following four aspects:

3.3.1. Unobvious Industrial Characteristics and Unformed Brand Effect

At present, China's specialized towns of ice and snow outdoor sports generally have the problem of "distinctive but not strong"[4]. On the one hand, the ice and snow industry is still in the low-end link of the industrial chain. The industrial focus of most towns is on low value-added fields such as ski resort operation and primary equipment rental, lacking the extension of high value-added links such as high-end equipment R & D, event operation and ice and snow training. On the other hand, the excavation of regional culture is insufficient in the process of town construction, and the integration of the ice and snow industry with local folk culture and historical traditions is low, leading to vague characteristics and serious homogenization of towns, making it difficult to form independent brands with recognition[5]. For example, although Shuixigou Ice and Snow Sports Specialized Town in Xinjiang has rich ice and snow resources, its independent brand is not obvious and the brand effect has not been brought into full play.

3.3.2. In-depth Industrial Integration and Weak All-season Operation Capacity

The ice and snow industry has obvious seasonal characteristics, with a huge difference in passenger flow between the snow season and the non-snow season. Most ice and snow towns face the business dilemma of "one season supporting three seasons". From the perspective of industrial integration, the current ice and snow towns generally have the problem of insufficient horizontal integration of the industrial chain. The integration of ice and snow sports with tourism, culture, health preservation, education and other industries mostly stays on the surface, lacking in-depth business form innovation and product design. The development of summer tourism products is insufficient, and alternative projects such as mountain biking, cross-country running and grass skiing have not yet formed a mature operation model, leading to low utilization rate of venue facilities in the non-snow season and serious asset precipitation. For example, although Chongli Ice and Snow Tourism Resort has rich tourism resources, it still has problems such as "homogeneous supply, backward industrial development and insufficient industrial integration"[6].

3.3.3. Imperfect Coordination Mechanism and Inadequate Resource Integration

The industrial development of specialized towns of ice and snow outdoor sports involves many government departments such as sports, tourism, culture, natural resources, housing and urban-rural development, and environmental protection. The problems of fragmented management and insufficient inter-departmental coordination are prominent. In some regions, the government lacks a coordinated mechanism in investment promotion, land supply, project approval and other aspects, leading to difficulties in project implementation and slow progress. At the same time, the communication channel between the government and enterprises is not smooth, and enterprises obtain policy information untimely and inaccurately, which affects the enthusiasm of social capital to participate in town construction. In addition, the construction of ice and snow resource integration platforms is lagging behind, the sustainable utilization mechanism of Winter Olympic heritage has not been improved, and the efficiency of resource allocation needs to be enhanced[7].

3.3.4. Imperfect Public Services and Shortcomings in Infrastructure

Most specialized towns of ice and snow outdoor sports are located in remote mountainous areas or urban-rural fringe zones, and the construction of public service facilities such as traffic accessibility, accommodation reception capacity and medical rescue support is relatively lagging behind. From the perspective of traffic conditions, some towns are far from central cities, the public transport network is imperfect, and it is inconvenient for tourists to travel; from the perspective of accommodation reception, the supply of high-end hotels and characteristic homestays is insufficient, which is difficult to meet the accommodation needs of tourists at different levels; from the perspective of safety rescue, ice and snow sports have high

risks, but the allocation of professional rescue teams is insufficient and the emergency rescue system has not been improved. For example, Chongli Ice and Snow Tourism Resort still has room for improvement in traffic connection, smart tourism facilities and public service system. The imperfection of public services directly affects the consumption experience of tourists and restricts the sustainable development capacity of towns.

4. Industrial Development Strategies for Specialized Towns of Ice and Snow Outdoor Sports

Based on the above analysis of the current situation of industrial development of specialized towns of ice and snow outdoor sports, guided by the industrial integration theory and industrial chain theory, drawing on the advanced experience of foreign ice and snow town construction and combining with the actual conditions of China's ice and snow industry development, this chapter puts forward a systematic strategy for the industrial development of specialized towns of ice and snow outdoor sports.

4.1. Build a “Professional and Comprehensive” Ice and Snow Outdoor Sports Project System

Ice and snow outdoor sports projects are the core link of the industrial chain of specialized towns, and their development level directly determines the core competitiveness of the towns. Combined with the particularity of ice and snow sports, this study proposes to build a “professional and comprehensive” ice and snow outdoor sports project system.

First, establish core characteristic projects based on resource endowments. Specialized towns of ice and snow outdoor sports should determine unique core characteristic projects according to their own natural resource conditions, location advantages and market demand. For example, relying on the virtue of the cultural heritage of the “birthplace of human skiing” and original ecological backcountry snow resources, Altay in Xinjiang has built a characteristic brand of backcountry snow exploration[8]. Core characteristic projects should become the iconic symbols of the towns and form a differentiated competitive advantage different from other ice and snow towns.

Second, build a project echelon with all difficulty levels. For tourists of different age structures, sports skill levels and consumption capacities, a variety of ice and snow sports projects should be designed according to five difficulty levels: extreme sports, high-difficulty sports, medium-difficulty sports, low-difficulty sports and leisure sports. For professional skiing enthusiasts, high-difficulty projects such as advanced slopes, backcountry slopes and ski parks can be set up; for leisure vacation groups, experience-based projects such as snow hiking, snowmobiling and ice fishing can be developed. Through hierarchical supply, the participation needs of people of all ages and all skill levels are met.

4.2. Build a New All-season Operation Business Form with the Integration of Multiple Industries

Specialized towns of ice and snow outdoor sports face the seasonal business dilemma of “one season supporting three seasons”. The key to solving this problem lies in promoting the in-depth integration of the ice and snow industry with tourism, culture, health preservation, education, agriculture and other industries, and building a composite business form system with all-season operation.

First, build a circular industrial chain of “core industry - extended industry - composite industry”. Combining with the characteristics of the ice and snow industry, this study constructs the circular industrial chain structure of specialized towns of ice and snow outdoor

sports (as shown in **Table 2**). The three circles support each other and integrate organically, forming a complete value creation chain.

Table 2. Circular Industrial Chain Structure of Specialized Towns of Ice and Snow Outdoor Sports

Industrial Circle	Industrial Content
Core Industry	Skiing, ice skating, snowmobiling, ice hockey, ice and snow events, etc.
Extended Industry	Sales and rental of ice and snow equipment, ski training schools, ice and snow culture festivals, ice and snow sports rehabilitation, ice and snow research, etc.
Composite Industry	Ice and snow theme hotels, characteristic catering, transportation connection, folk performances, ice and snow cultural and creative products, health preservation vacation, etc.

Second, develop alternative products for all-season operation. In view of the off-season operation in the non-snow season, summer tourism products should be developed by making full use of the natural resources and facility conditions of the towns. The mountain terrain of ski resorts can be used to carry out summer outdoor sports projects such as mountain biking, cross-country running, grass skiing, rock climbing and hiking crossing; the ski cableway system can be used to develop tourism products such as mountain sightseeing and high-altitude zip line. For example, Vanke Songhua Lake Ice and Snow Town has launched projects such as mountain bike parks and tent camping festivals in summer, effectively improving the utilization rate of venue facilities in the non-snow season.

4.3. Establish a Dual-drive Model of Brand Events and Festivals

Brand events and festivals are important engines for specialized towns of ice and snow outdoor sports to enhance their popularity and gather industrial resources. Drawing on the successful experience of foreign ice and snow towns, this study proposes to establish a dual-drive model of “international events + local festivals”.

First, introduce or host international and national ice and snow events. High-level ice and snow events have a strong brand radiation effect and industrial driving effect. Relying on the ski resort facilities and resource conditions of the towns, efforts should be made to strive for the hosting of high-level events such as the FIS Ski World Cup and the National Winter Games, and enhance the international popularity and industry status of the towns through events. For example, Davos in Switzerland has successfully held many international skiing events by virtue of its superior skiing conditions, and has become a world-famous ice and snow resort; through hosting the Winter Olympics and a series of international snow sports events.

Second, build an IP of ice and snow festivals with regional characteristics. In addition to high-end events, ice and snow festivals with local characteristics should be built by combining local cultural resources. Relying on local folk culture, develop festivals such as the Ice and Snow Nadam Fair; combine with regional characteristics to hold modern festivals such as ice and snow music festivals. For example, relying on the cultural brand of the “birthplace of human skiing”, Altay in Xinjiang holds the International Ice and Snow Festival and commemorative activities of the birthplace of skiing, forming a unique festival IP.

4.4. Improve the Diversified Coordination Mechanism of Government Guidance and Market Leadership

The industrial development of specialized towns of ice and snow outdoor sports involves multiple stakeholders such as the government, enterprises, social organizations and

community residents, and it is necessary to establish a governance mechanism of coordination, linkage, co-construction and sharing.

First, improve the government's overall planning and policy support system. Local governments should, in combination with the national ice and snow industry development plan and the new urbanization construction plan, comprehensively formulate the development plan of specialized towns of ice and snow outdoor sports, clarifying the industrial positioning, spatial layout, construction sequence and safeguard measures. At the same time, an inter-departmental coordination mechanism should be established to coordinate the forces of sports, culture and tourism, natural resources, environmental protection, housing and urban-rural development and other departments to form a joint work force.

Second, establish the main position of enterprises and the market-oriented operation model. Specialized towns of ice and snow outdoor sports should adhere to the principle of "government guidance and market leadership" and give full play to the main role of enterprises in industrial development. Social capital should be introduced to participate in town construction through PPP (Public-Private Partnership) model, industrial funds, equity investment and other ways to build a diversified investment and financing mechanism.

Third, build a community participation mechanism with interest sharing. The development of specialized towns of ice and snow outdoor sports should benefit local residents and form a development pattern of co-construction and sharing. Local residents should be encouraged to participate in industrial links such as ice and snow tourism services, characteristic catering, homestay operation and cultural and creative product development to share the dividends of town development.

5. Discussion

Through the systematic analysis of the industrial development of characteristic towns of ice and snow outdoor sports, this study reveals the structural contradictions and deep-seated predicaments in their development process. The study finds that most ice and snow towns in China are still in the low-end link of the industrial chain with limited industrial added value, showing the typical characteristic of "distinctive but not strong". The deep-seated root of this problem lies in the "exogenously driven" characteristic of the development of the ice and snow industry - over-reliance on policy dividends and event-driven, while the endogenous driving force is insufficient. For ice and snow towns to realize the leap from distinctive to strong, they must complete the transformation from "resource dependence" to "capacity building" and cultivate core competitiveness and independent development capacity. This is not only a problem of industrial upgrading, but also a fundamental transformation of the development model. At the same time, seasonal operation, as a common problem faced by ice and snow towns, is essentially an inherent contradiction between the temporal attribute of ice and snow resources and the continuous demand of tourism consumption. Although the all-season product development strategy proposed in this study is theoretically feasible, it faces multiple constraints in practice such as long investment return cycle, high operation cost and shortage of professional talents. To solve this predicament, it is necessary to jump out of the fixed thinking of "making up for shortcomings", explore the business form innovation and business model reconstruction of "ice and snow +", transform seasonal restrictions into product characteristics, and realize the transformation from "one season supporting three seasons" to "all seasons being peak seasons". From the perspective of governance, the construction of ice and snow towns shows a typical phenomenon of "government enthusiasm and market apathy" with obvious policy-driven characteristics. How to realize the transformation from "policy blood transfusion" to "industrial blood production" and build a coordinated governance

mechanism of government guidance, market leadership and social participation is a key proposition for the sustainable development of ice and snow towns.

It is worth reflecting that this study mainly focuses on the perspective of industrial development, and pays relatively insufficient attention to micro-levels such as ice and snow consumption behavior, tourist experience and community participation, which to a certain extent limits the comprehensive grasp of the development laws of ice and snow towns. Future research needs to combine macro industrial analysis with micro behavior research, reveal the multiple logics of the development of ice and snow towns, and build a more explanatory theoretical framework. To sum up, the industrial development of specialized towns of ice and snow outdoor sports is not only a practical issue for the development of the sports industry, but also an important window to understand the contemporary Chinese urbanization process, consumption upgrading and industrial transformation. Only through the positive interaction between theoretical reflection and practical exploration can we promote the high-quality development of ice and snow towns.

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