



Research on the Value of Ice and Snow Sports Culture Construction to Its High-Quality Development and Its Promotion Strategies

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Abstract— By means of literature review and logical analysis, this study explores the value and strategies of ice and snow sports culture construction for its high-quality development. Ice and snow sports culture endows high-quality development with core driving capacity by shaping value identity, activating industrial innovation, and enhancing international popularity. However, at present, there are problems such as lack of public awareness, single communication form, and fragmented industrial development. Strategies such as in-depth excavation of connotation, innovation of communication mode, promotion of integration of industry and culture, and improvement of policy support are proposed to create a positive cycle between culture and development and boost the high-level development of China's ice and snow sports.

Keywords— Ice and Snow Sports; Cultural Construction; High-Quality Development



I. INTRODUCTION

Against the backdrop of the in-depth implementation of the "Ice and Snow Power" strategy, China's ice and snow sports have encountered unprecedented opportunities. Since the successful hosting of the 2022 Beijing Winter Olympics, the goal of "encouraging 300 million people to participate in ice and snow sports" has been successfully achieved. The acceleration of ice and snow sports infrastructure construction and the gradual expansion of industrial scale indicate that China's ice and snow sports have entered a new stage of high-quality development^[1]. Compared with ice and snow sports powers in Europe and America, China still has obvious gaps in cultural heritage, public recognition, and brand influence, and the contradiction that cultural construction lags behind

industrial development has become increasingly prominent.

From the national strategic level, culture is the soul foundation for the development of sports. The "Opinions on Vigorously Developing Ice and Snow Sports Taking the 2022 Beijing Winter Olympics as an Opportunity" clearly proposes to strengthen the construction of ice and snow sports culture and enhance the cultural soft power of ice and snow sports^[2]. From the perspective of practical needs, currently, China's ice and snow sports culture is faced with fragmented public cognition, single communication forms, and superficial industrial integration, resulting in the failure to fully demonstrate the spiritual value of ice and snow sports, the failure to fully release the enabling role of culture in industrial development, insufficient social

recognition of the spirit of ice and snow sports, prominent homogenization of ice and snow cultural tourism products, and poor communication power of cultural symbols internationally.

The global competition in ice and snow sports has expanded from simple competitive competition to the competition of cultural influence. Against this background, comprehensively studying the internal logical relationship between ice and snow sports culture construction and high-quality development, and exploring effective ways of cultural empowerment are not only an inevitable requirement for implementing national strategic deployment, but also a key measure to improve China's competitiveness in international ice and snow sports and promote the sustainable development of the ice and snow industry.

1.2 Research Purpose and Significance

1.2.1 Research Purpose

The purpose of this study is to systematically reveal the internal logical relationship between ice and snow sports culture construction and high-quality development through the combing of literature and logical analysis, comprehensively analyze the current situation, problems and constraints of China's ice and snow sports culture construction, and on this basis, put forward targeted and operable cultural construction promotion measures, construct a positive interactive relationship between ice and snow sports culture and high-quality development, so as to provide theoretical support and practical guidance for China's leap from a "big country of ice and snow sports" to a "powerful country of ice and snow sports" [3].

1.2.2 Research Significance

This study has both theoretical and practical values. Theoretically, by exploring the relationship between ice and snow sports culture construction and high-quality development, it expands the research scope of sports culture, fills the theoretical gap in the coordinated development of ice and snow sports culture and industry, and improves the theoretical system of ice and snow sports development. Practically, the research results can provide evidence for the government to formulate special plans for cultural construction and optimize industrial policies, provide practical paths for cultural development and industrial integration for enterprises and social

organizations, help build famous ice and snow cultural products, enhance industrial competitiveness, and at the same time enhance public recognition of the value of ice and snow sports, drive the coordinated implementation of sports power and cultural power construction, and help ice and snow sports culture deeply integrate into people's lives [4].

II. CORE CONCEPTS AND THEORETICAL BASIS

2.1 Definition of Core Concepts

2.1.1 Ice and Snow Sports Culture

Ice and snow sports culture takes ice and snow sports as the core carrier and covers a value system including material, institutional and spiritual levels [5]. Material culture consists of physical elements such as ice and snow venues, sports equipment, and landscape facilities; institutional culture involves normative systems such as event rules, management systems, and policies and regulations; spiritual culture is reflected in the spirit of challenging limits and teamwork contained in ice and snow sports, as well as folk traditions and values with distinct regional characteristics. This cultural system undertakes the historical inheritance of ice and snow sports, also reflects the value desire of contemporary society, and is the core driving force for the progress of ice and snow sports.

2.1.2 High-Quality Development of Ice and Snow Sports

Promoting the high-quality development of ice and snow sports under the guidance of innovation, coordination, green, openness and sharing emphasizes not only popularizing sports but also improving competitive level, not only expanding industrial scale but also optimizing development benefits, not only cultivating domestic market but also enhancing international competitiveness. Its connotation includes: the enthusiasm of the masses to participate in ice and snow sports has greatly increased, the level of ice and snow competition has ranked among the international leading ranks, the structure of the ice and snow industry has been optimized and upgraded, the efficiency and sustainability of resource utilization have been enhanced, a development pattern jointly promoted by the government, market and society has been built, and finally the dual improvement of social and economic

benefits of ice and snow sports has been achieved^[6].

2.2 Theoretical Basis

2.2.1 Cultural Soft Power Theory

The concept of "soft power" proposed by Joseph Nye emphasizes the important role of culture, values and ideology in international competition^[7]. Applied to the field of ice and snow sports, ice and snow sports culture, as a main part of soft power, enhances the country's right to speak and influence in the global ice and snow sports field by spreading the spirit, values and cultural symbols of ice and snow sports, and provides spiritual support and cultural identity for the high-quality development of ice and snow sports.

2.2.2 System Theory

System theory emphasizes the integrity, relevance and dynamic characteristics of things. The construction of ice and snow sports culture and high-quality development form an organic structure: the material, institutional and spiritual elements in cultural construction interact with each other, and at the same time are closely connected with the improvement of ice and snow sports' competitive level, industrial expansion, policy support and other links. By optimizing the cooperative relationship between various elements in the system, the overall efficiency of ice and snow sports development can be maximized.

2.2.3 Sports Communication Theory

This theory pays attention to the laws and effects of sports culture communication. In the scene created by ice and snow sports, by studying the coding of ice and snow cultural symbols, the selection of communication channels and the audience decoding process, it can reveal the mechanism of cultural communication in improving the awareness of ice and snow sports, enhancing participation willingness and expanding industrial market, and provide theoretical basis for the planning of ice and snow cultural communication strategies.

2.2.4 Industrial Integration Theory

Industrial integration theory holds that different industries can achieve coordinated development through technology penetration and business intersection. Applied to the field of ice and snow sports, it can clarify the integration path of ice and snow sports culture with tourism, education, science and technology and other industries, provide theoretical support for the development of ice and snow

cultural tourism products, the cultivation of ice and snow education and training market, and the innovation of ice and snow technology application, and promote the ice and snow industry to enter the stage of high-quality development.

III. ANALYSIS OF THE CONNOTATION AND FUNCTION OF ICE AND SNOW SPORTS CULTURE

3.1 Constituent Elements of Ice and Snow Sports Culture

3.1.1 Material Culture: The Physical Carrier of Ice and Snow Sports

The material culture of ice and snow sports is the basic layer of the cultural system, covering various physical elements that directly serve ice and snow sports.

Sports facilities and equipment: including ski resorts, ice rinks, skating halls and other professional venues, as well as ski boards, ice skates, cold-proof clothing, snow-making equipment and other sports equipment^[8]. These facilities and equipment not only meet sports needs, but also their design styles and technical levels reflect regional characteristics and scientific and technological strength.

Landscapes and buildings: Ice and snow landscapes and characteristic buildings combine ice and snow sports with aesthetics and regional culture through artistic and functional design, becoming key carriers to attract public participation and promote cultural communication.

Derivatives: Cultural and creative products and souvenirs with ice and snow sports as the theme convey the connotation of ice and snow culture through symbolic design, and expand the scope of cultural communication and industrial value.

3.1.2 Institutional Culture:

The Normative System of Ice and Snow Sports Institutional culture is the rules and mechanisms to ensure the orderly development of ice and snow sports, reflecting the organizational and restrictive nature of culture.

Event rules and competitive systems: International events, competition rules and referee regulations ensure the fairness of competitions and promote the improvement of sports technology standardization.

Management system and policies and regulations: The

planning and management policies implemented by government departments for ice and snow sports, as well as the self-discipline mechanism implemented by industry associations, guide resource allocation, industrial layout and market standardization.

Training and certification system: The qualification certification system for ice and snow sports coaches, referees and service personnel, as well as the ice and snow education curriculum standards for teenagers, provide institutional guarantee for sports popularization and talent cultivation.

3.1.3 Spiritual Culture: The Value Core of Ice and Snow Sports

Spiritual culture is the core of ice and snow sports culture, embodying cultural identity and value pursuit.

Sports spirit: The unique spirit of challenging limits, perseverance and teamwork in ice and snow sports, together with the Olympic spirit of "Faster, Higher, Stronger", inspires participants to break through their own barriers and achieve cultural resonance.

Regional culture and folk traditions: The ice and snow folk customs in northern China combine historical traditions with modern sports, endowing ice and snow culture with unique regional colors.

Cultural identity and values: The healthy life concept and environmental protection awareness conveyed by ice and snow sports, as well as the national image and national pride displayed through events, enhance the public's recognition of the value of ice and snow culture.

3.2 Core Functions of Ice and Snow Sports Culture

3.2.1 Value Guidance Function

Ice and snow sports culture establishes the public's positive attitude towards life and collective identity by spreading sports spirit and values. International events such as the Winter Olympics arouse national pride. The entry of ice and snow sports into campuses promotes the dual improvement of teenagers' physical fitness and will quality, leading the whole society to form a common demand for healthy life and hard work spirit.

3.2.2 Industrial Empowerment Function

The deep integration of culture and industry enhances the added value of ice and snow economy^[19]. Ice and snow cultural IP (such as mascots) creates economic value through derivative development; cultural theme tourism

and ice and snow festivals attract consumers to spend, promote the development of new industrial forms such as "ice and snow + tourism" and "ice and snow + education", and expand the scope of industrial chain.

3.2.3 Social Cohesion Function

Ice and snow sports culture breaks regional and professional boundaries and becomes a link for social interaction. Community ice and snow activities and amateur events Promote interpersonal communication. Public activities such as ice and snow cultural festivals enhance residents' sense of belonging to the city and help build harmonious social relations.

3.2.4 International Communication Function

As a carrier of cultural exchange, ice and snow sports spread Chinese stories and cultural characteristics to the world through events, cultural performances and other forms. The Chinese-style romance presented at the opening ceremony of the Beijing Winter Olympics and the international promotion of ice and snow folk culture have improved China's right to speak and influence in the global ice and snow culture field.

3.3 Theoretical Logic of Ice and Snow Sports Culture Driving High-Quality Development

There is a deep logical relationship between ice and snow sports culture construction and high-quality development. Theoretically, culture is a kind of soft power. Through value affirmation, innovation drive and brand building, it provides core power for the sustainable development of ice and snow sports. Ice and snow sports culture can enhance the public's understanding of sports value, arouse participation enthusiasm and build a large mass foundation; drive the upgrading of ice and snow industry formats through the integration and innovation of culture, science and technology, and art; unique cultural symbols and spiritual connotations help shape differentiated brand images and enhance competitiveness in international competition. This logical progressive chain of "culture - identity - innovation - development" constitutes the endogenous power pattern for the high-quality development of ice and snow sports.

3.4 Specific Value Dimensions of Ice and Snow Sports Culture

3.4.1 Spiritual Value: Shaping National Cohesion and Cultural Confidence

The fighting spirit, teamwork awareness and Olympic values contained in ice and snow sports culture can arouse national pride and cultural identity. The outstanding performance of Chinese athletes in international competitions such as the Winter Olympics is transformed into national spiritual encouragement through cultural communication, enhancing national cohesion. Exploring traditional folk culture in ice and snow sports and combining traditional culture with modern sports spirit is conducive to improving cultural confidence and inputting spiritual energy for high-quality development^[10].

3.4.2 Industrial Value: Promoting Industrial Upgrading and Economic Growth

Cultural construction is a key engine for the quality and efficiency improvement of the ice and snow industry^[11]. On the one hand, by developing ice and snow cultural IP (such as event mascots) and holding cultural festivals (such as ice and snow tourism festivals), the industrial chain can be extended and diversified consumption scenarios can be created^[12]; the integration of culture and technology gives birth to new formats such as smart ice and snow venues and virtual ice and snow experience, increasing industrial added value; the international communication of ice and snow cultural brands can attract international capital and tourists, helping the ice and snow economy achieve global development.

3.4.3 Social Value: Promoting National Fitness and Social Harmony

Popularizing ice and snow sports culture can promote the implementation of the national fitness strategy. Through cultural publicity and education, the threshold of public cognition of ice and snow sports is lowered, attracting more people to participate. The social attributes of ice and snow sports (such as team events) can promote interpersonal interaction, ease social contradictions and promote social harmony. The entry of ice and snow culture into campuses and communities can also guide teenagers to develop sports habits and will quality, accumulating talent strength for high-quality development.

3.4.4 International Value: Enhancing National Image and Global Discourse Power

Ice and snow sports culture is an important display window of national soft power^[13]. By holding international events and spreading Chinese characteristic

ice and snow culture (such as the "24 Solar Terms" opening ceremony design), Chinese wisdom and cultural charm can be transmitted to the world, and the international image can be enhanced^[14]. Participating in the formulation of global ice and snow culture rules and promoting the export of ice and snow culture standards can enhance China's voice in the international ice and snow field and create a favorable international environment for high-quality development.

IV. CURRENT SITUATION AND PROBLEMS OF CHINA'S ICE AND SNOW SPORTS CULTURE CONSTRUCTION

4.1 Development Status

4.1.1 Gradual Improvement of Infrastructure Driven by Policies

The state has successively issued a series of policies such as the "Ice and Snow Sports Development Plan (2016-2025)" and the "Implementation Outline for "Encouraging 300 Million People to Participate in Ice and Snow Sports" (2022-2025)" to promote the construction of ice and snow sports culture^[15]. Driven by policies, the number of ice and snow venues nationwide has increased significantly. By 2023, the number of ski resorts nationwide has exceeded 800, and the coverage rate of indoor ice rinks has increased significantly. The "Southward Expansion, Westward Extension and Eastward Advancement" strategy for ice and snow sports has achieved remarkable results. Large ice and snow complexes have been built in southern cities such as Guangzhou and Shanghai, and the scope of ice and snow culture communication is constantly expanding.

4.1.2 Initial Achievements of Cultural Activities and Event Brands

Taking the opportunity of the Beijing Winter Olympics, China has successfully created a number of ice and snow cultural activities and event brands with international influence. Traditional festivals such as the Harbin International Ice and Snow Festival and the Changchun Vasa International Ski Festival have been continuously upgraded, deeply integrating ice and snow art, folk culture and sports competitions; the National Mass Ice and Snow Season and the "Building Dreams for Ice and Snow, Meeting at the Winter Olympics" series of activities have

covered more than 100 million people, effectively improving the social awareness of ice and snow culture. The successful holding of the Winter Olympics and Paralympics has further enhanced China's right to speak in the global ice and snow culture field.

4.1.3 Preliminary Construction of Cultural Communication and Education System

In terms of cultural communication, new media platforms have become an important position for ice and snow culture promotion [16]. Short videos, live broadcasts and other forms have widely spread ice and snow sports knowledge, exciting event moments and athletes' stories, attracting the attention of young groups. In the field of education, the "Ice and Snow Sports Entering Campus" program has been fully implemented in 10 northern provinces. Some southern cities have set up ice and snow courses by means of simulated ice rinks and roller skating substitution, and the ice and snow culture education system is gradually improving.

4.2 Existing Problems

4.2.1 Fragmented Cultural Cognition and Lack of In-depth Connotation Excavation

The public's cognition of ice and snow sports culture mostly stays in the scope of "entertainment" and "commercialization", and their understanding of the fighting spirit, Olympic values and regional folk culture contained in ice and snow sports is not comprehensive. Some ice and snow tourism projects only take "playing with snow" as a selling point, ignoring the integration of cultural stories and spiritual core, resulting in prominent homogenization of cultural experience. The research and inheritance of ice and snow sports history and traditional skills are insufficient, and cultural resources cannot be fully converted into development momentum.

4.2.2 Traditional Communication Forms and Insufficient Digital Innovation

At present, ice and snow culture communication still relies on offline activities and traditional media, and less uses emerging technologies such as virtual reality (VR), augmented reality (AR) and metaverse. Most ice and snow event broadcasts present from conventional perspectives, lacking immersive

4.2.3 Superficial Industrial Integration and Low Cultural Added Value

The integration of ice and snow culture and industry is still in its preliminary stage. Cultural and creative products are poorly designed and lack originality. Most ice and snow-themed tourism projects are centered on the "ticket economy" and have not yet formed a complete industrial development chain of "culture + tourism + consumption". Most ice and snow scenic spots only provide basic services such as skiing and ice sculpture viewing, lacking derivative formats such as cultural performances, themed accommodation, and characteristic catering. The fields of ice and snow equipment manufacturing and ice and snow training have not yet formed the influence of cultural brands, and the added value of the industry is relatively low [17].

4.2.4 Unbalanced Regional Development and Lack of Coordination Mechanisms

Relying on natural conditions and historical accumulation, northern regions dominate in ice and snow cultural construction. While the number of venues in southern regions has grown rapidly, the cultural atmosphere remains weak, with a phenomenon of "focusing on infrastructure construction while neglecting cultural cultivation". No resource sharing and cooperation mechanisms have been established between regions, and ice and snow cultural festivals and events are organized independently without forming linkage effects. There is also an imbalance in the distribution of ice and snow cultural resources between urban and rural areas, with insufficient popularization of ice and snow culture in rural areas.

4.2.5 Shortage of Professional Talents and Insufficient Motivation for Cultural Construction

The construction of ice and snow culture involves the intersection of sports, culture, communication, creativity and other fields, but the current reserve of interdisciplinary talents is seriously insufficient. The number of talents engaged in ice and snow culture research is scarce, and the theoretical system is incomplete. The number of professionals involved in ice and snow culture planning, communication and operation is limited, and they have not received systematic training. The industry's salary level and career development space are poor, resulting in weak talent attraction and hindering the innovative vitality of cultural construction.

V. PROMOTION STRATEGIES FOR ICE AND SNOW SPORTS CULTURE CONSTRUCTION TO DRIVE HIGH-QUALITY DEVELOPMENT

5.1 Deepen the Excavation of Ice and Snow Culture Connotation and Value Refinement

5.1.1 Systematically Sort Out Cultural Resources

Organize professional teams to conduct surveys and file-building on China's ice and snow sports history, regional folk customs, traditional skills and other cultural resources, and in-depth explore the historical heritage and spiritual essence of ice and snow culture, such as Manchu ice play and Hezhe ice and snow fishing culture, to form a systematic cultural resource database.

5.1.2 Innovate Cultural Expression Forms

Combine contemporary aesthetics and communication characteristics, integrate ice and snow cultural elements into cultural and creative products such as films, animations and games, and develop immersive performances and cultural research routes with ice and snow as the theme to enhance cultural experience and appeal.

5.1.3 Strengthen Value Guidance

Adopt media publicity, public service advertisements, school education and other methods to spread the fighting spirit and teamwork concept in ice and snow sports, and integrate ice and snow culture with socialist core values to build a positive social and cultural environment.

5.2 Innovate Ice and Snow Culture Communication Modes and Channels

5.2.1 Upgrade Digital Communication

Use VR/AR, metaverse, short videos and other technologies to build digital products such as virtual ice and snow events and online ice and snow museums to realize immersive promotion of ice and snow culture; carry out interactive marketing relying on social media platforms, guide users to create content, and expand the scope of communication coverage.

5.2.2 International Communication Strategies

Adapt to the characteristics of overseas audiences, optimize the translation and expression of ice and snow cultural symbols, and spread Chinese ice and snow stories through international cooperative media and overseas social platforms; rely on platforms such as the Winter Olympics and international ice and snow forums to

enhance China's voice in international ice and snow culture.

5.2.3 Precise Communication Positioning

Segment the audience groups and formulate different communication strategies for teenagers, middle-aged and elderly people, professional athletes and other groups, such as developing ice and snow-themed popular science animations for teenagers and promoting ice and snow culture for middle-aged and elderly groups.

5.3 Promote In-depth Integration of Ice and Snow Culture and Industry

5.3.1 Build Cultural IP and Brands

Develop a complete set of cultural and creative products and themed peripherals based on Winter Olympics mascots like Bing Dwen Dwen and classic ice and snow events; cultivate ice and snow cultural festival brands with international influence to increase industrial added value.

5.3.2 Expand "Ice and Snow +" Formats

Promote the integration of ice and snow culture with tourism, education, science and technology, health care and other industries, and launch new business models such as ice and snow-themed hotels, ice and snow research camps, and smart ice and snow venues; encourage enterprises to explore the "ice and snow culture + live e-commerce" model to promote the transformation of cultural consumption.

5.3.3 Improve Industrial Chain Coordination

Establish a coordinated linkage mechanism for industrial chains such as ice and snow equipment manufacturing, event operation, cultural communication, and education and training, assist small and medium-sized enterprises to participate in cultural creativity and service supporting links, and build a full-chain industrial ecological pattern.

5.4 Optimize Policies and Guarantee Mechanisms for Ice and Snow Culture Construction

5.4.1 Strengthen Policy Support

Issue special policies to promote the development of ice and snow cultural and creative industries, set up special funds for cultural construction, and provide financial subsidies and tax incentives for excellent cultural projects; accelerate the formulation of ice and snow culture standards to realize the standardized development of the industry.

5.4.2 Strengthen Regional Coordination

Establish a north-south regional ice and snow culture cooperation mechanism, with the north exporting technology and experience to the south, and the south giving play to its advantages in market and creativity to jointly create cross-regional ice and snow cultural brands; promote the rational allocation of urban and rural resources, and carry out ice and snow culture activities in rural areas.

5.4.3 Improve Talent Training System

Colleges and universities add majors related to ice and snow culture and industry to cultivate interdisciplinary talents; carry out vocational training together with enterprises and industry associations to improve practitioners' cultural creativity and operation and management capabilities; improve the talent incentive system to enhance the attractiveness of the industry.

5.5 Build a Coordinated Development Pattern with Multi-Subject Participation

5.5.1 Combine Government Guidance with Market Leadership

The government plays a leading role in planning, and coordinates infrastructure construction and policy resources; encourages social capital to invest in the investment and operation of ice and snow cultural projects.

5.5.2 Link Social Organizations with the Public

Support social organizations such as ice and snow culture associations and volunteer groups to carry out cultural popularization activities; organize activities such as national ice and snow cultural creativity competitions and ice and snow sports experience days to stimulate public participation enthusiasm and build a development pattern of co-construction and sharing.

VI. CONCLUSION

Through a systematic analysis of the internal relationship between ice and snow sports culture construction and high-quality development, this study clarifies the core driving role of cultural construction in the development of ice and snow sports. As an organic unity of material, system and spirit, ice and snow sports culture realizes its functions through value guidance, industrial support, social cohesion and international communication, providing spiritual support, economic impetus and cultural

foundation for high-quality development.

Although China's ice and snow sports culture construction has achieved phased results, there are still problems such as fragmented cognition, outdated communication forms, superficial industrial integration and unbalanced regional development. Efforts should be made to deepen connotation excavation, innovate communication modes, promote the integration of industry and culture, optimize policy guarantees, and build a multi-subject collaborative pattern, so as to construct a positive interaction model between cultural construction and high-quality development and push China's ice and snow sports into a higher stage of development.

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