

# Comparative Study of Ice and Snow Sports in China and Spain

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## Abstract

**By combing the research literature on the history of ice and snow sports, this study aims to analyze the differences between the current research status of ice and snow sports in China and Spain, in order to find the existing problems in the content, methods, perspectives and other aspects of current research, and provide ideas and directions for future research. Analysis and comparison show that there is an imbalance in the development of ice and snow sports research in China. There are more studies on advantageous projects, but there is a lack of research on public participation and some weak projects. Therefore, the future should increase the research in this area, to provide theoretical support for the development of ice and snow sports in China.**

## Keywords

**China, Spain ice and snow sports.**

## 1. Introduction to Ice and Snow Sports

### 1.1. History of ice and snow sports

Ice and snow sports have a long history, and its origin can be traced back to the ancient times of mankind. In China, traces of ice and snow sports even date back to the Paleolithic Age. Rock paintings in Xinjiang's Altay region show humans hunting through snow and ice with skis made of fur, a discovery that suggests the sport may have originated in China. In addition, the book of Mountains and Seas and the Book of Hainei also mentions that the people of Lingling Country in Beihai are good at riding in the snow and ice, which further supports the ancient tradition of ice and snow sports in China.

Over time, the forms of ice and snow sports have also evolved. For example, in the Song Dynasty, the Chinese had already invented an ice entertainment called "ice hippie". There are also records about ice hippie activities in "Song History · Li Zhi", which shows the popularity of this activity.

On an international level, ice and snow sports also have a long history. The first Winter Olympics, held in Chamonix, France in 1924, included skating, skiing, bobsledding, ice hockey and curling. The term "winter sports" actually dates back to the 1860s. Archaeologists in Norway, Sweden, Finland and other countries have found a large amount of evidence of skiing, including rock paintings, skis and poles. In particular, in 2005, ski rock paintings were discovered in Altai, Xinjiang, China, further confirming the claim that this region is the earliest source of human skiing.

To sum up, ice and snow sports are not only one of the oldest sports in the world, but also have a long tradition and culture in China.

### 1.2. Content of ice and snow sports

Ice sports refers to a variety of sports activities carried out on ice or snow, including skating, skiing, ice hockey, curling, snowmobile and other events. The main ice and snow sports include curling, cross-country skiing, alpine skiing, ice hockey, Nordic biathlon, snowboarding, figure skating, ski jumping, steel snowboarding, short track speed skating and so on. In addition to the results at the competitive level, ice and snow sports also have a positive impact on the economy

and the tourism industry. Many regions use ice and snow sports as an important part of the tourism and leisure industry, attracting visitors from all over the world. At the same time, ice and snow sports also play a positive role in promoting the healthy growth and physical fitness of young people.

To sum up, the history, development and achievements of ice and snow sports show the adaptability of human beings to the natural environment and the embodiment of sportsmanship. It is not only an important competitive sport, but also an important force to promote social progress and cultural exchanges.

## **2. Differences in Ice and Snow Sports between China and Western Countries**

### **2.1. Geographical differences**

A large part of the western geography is within the Arctic Circle, and the long winter at high latitudes is suitable for the development of ice and snow sports. The mountains of Navia and the Alps are famous ski resorts, which provide the necessary prerequisites for the development of snow sports.

While our country is vast, the south can hardly see snow. China's three northeastern provinces also belong to the high latitude region, but it is too cold, less comfortable than the West, and low participation in ice and snow sports. In fact, China's Changbai Mountain ski resort is also good, coupled with the famous Zhangjiakou because of the Winter Olympics, the future of China's ski venue construction will be better and better, conducive to overcoming this geographical location problem.

### **2.2. Difference in starting time of ice and snow sports**

Norway, Finland, Spain and other countries ice and snow sports is a traditional project, has been hundreds of years, ice and snow sports is a national sport, up to 70, 80 years old, down to 3, 5 years old children are skiing. In recent years, China has almost started from scratch, even in the three eastern provinces, people like skiing, but they are also playing snow, and extreme sports do not match. However, the victory is based on the large population base in China, and it is hoped that more and more people can participate in ice and snow sports and can be passed on under the stimulus of the Beijing 2022 Winter Olympics.

### **2.3. Western developed countries are the rule makers of ice and snow sports**

Since Western countries are traditional ice and snow sports powers, many Winter Olympics events and skills are from Norway, and the rules are naturally made by them at the beginning. We are learners and need to overcome these disadvantages. Only when we have made great progress in ice and snow sports athletes, referees, venues, equipment, etc., and walk in the forefront of the world can we have more say.

### **2.4. The ice and snow education system in Western countries is complete**

The Spanish snow education system is complete. There are hundreds of sports schools in the country that offer specialized courses in cross-country skiing, and students receive a high level of professional instruction. And there are clubs from city to country, and people often participate in ice and snow events.

China started late in ice and snow events, did not form a complete ice and snow education system, with the Beijing Winter Olympics, the corresponding education and training institutions, clubs will increase. But there is still a long way to go to achieve the universal education and rich club game in northern Europe.

## 2.5. Snow sports cost money

Ice and snow sports are expensive events that require spending money on everything from arenas and sports equipment to education. The Spanish government is pouring money in, and the wealthy populace has money to spend on ice sports. China is a developing country, per capita GDP is still low, not everyone is qualified to play ice and snow sports, in our country ice and snow sports are called noble sports. However, with the increase of China's national strength and the increase of wealthy classes, the number of people who can support ice and snow sports is increasing. China has a large population base, and the absolute population of the wealthy class is much larger than that of the Nordic countries. In the future, the number of people participating in ice and snow sports will increase greatly, and excellent athletes will stand out.

## 2.6. Development of sports equipment and ice and snow economy

Snow and ice have also added vitality to the economic development of Western countries, and many snow and ice sports brands have grown together with snow and ice sports. With the holding of the Beijing Winter Olympics, China's sports equipment enterprises are also catching up, there has been Anta and other enterprises that grow together with China's sports industry, which strongly supports the development of China's sports industry. Corporate sponsorship of ice and snow sports, sports for corporate endorsement, mutual development has entered the fast lane.

## 3. Development Strategy of Ice And Snow Sports in China

With the continuous development of ice and snow sports in China, many people have turned their eyes to Europe, where the ice and snow industry is more mature. There, skiing has become a widely accepted winter sports, has long been integrated into people's lives, there is a set of diversified economic industry chain. Due to the smooth implementation of the 2022 Beijing Winter Olympics, the Chinese people have more fully understood the ice and snow sports. It has also successfully driven the development of related industries.

### 3.1. Promote tourism development

Due to its advantageous geographical position and the environment is especially suitable for the development of ice and snow sports, Spain's tourism industry is particularly developed, and now with the rapid development of China's economy, people's living standards continue to improve, the demand for tourism is growing. As an emerging tourism project, ice and snow sports can draw lessons from Spain's ice and snow sports industry model and introduce relevant new technologies and adopt some new ideas, which can attract a large number of tourists to watch and participate. For example, every year the Winter Olympic Games and Winter Paralympic Games attract tourists from all over the world to watch and participate, bringing huge economic benefits to the local tourism industry.

### 3.2. Promote the development of sports

As Spain is a country rich in sports culture, the most representative of which are bullfighting and football, it can be seen that the Spanish people love sports very much. As ice and snow sports is a high-intensity sports, requiring athletes to have high technical and physical levels, so the Spanish people attach great importance to the development of sports. China can learn from relevant experiences and strategies, call on our people to exercise together, and at the same time improve the quality of ice and snow sports to promote the development of our sports, improve the competitive level of our athletes and international influence, and more Chinese people's love for sports. At the same time, ice and snow sports can also cultivate people's sports

awareness and healthy lifestyle, and promote the popularization and development of national fitness sports.

### **3.3. Promote scientific and technological innovation and industrial upgrading**

Due to the development of ice and snow sports in Spain and the continuous upgrading of the industry, it will drive the development of other industries and increase the added value of their corresponding products. China can also adopt relevant development strategies, such as the use of advanced technology and equipment for ice and snow sports, skis, curling, snowmobiles and so on. These will promote China's relevant production enterprises to create better products and better service quality for tourists, therefore, the development of ice and snow sports can promote China's scientific and technological innovation and industrial upgrading, improve China's technical level and competitiveness in related fields. At the same time, through ice and snow sports can also promote the development of related industries, such as ski resorts, curling halls, snowmobile tracks and various service industries, etc., for the local economic development has brought new growth points.

## **4. Conclusion**

In the development of ice and snow sports in the two countries, we should learn from each other and make progress together. Because snow and ice sports in Western countries are more mature. So our country should vigorously develop ice and snow sports. China should adopt policy dividend to continuously boost industrial development. The promotion of ice and snow sports and the development of ice and snow tourism has become an important part of the national and local long-term strategy, and the policy dividend will certainly help the development of the industry in the long run. China should increase the trend of ice and snow sports and tourism consumption. If the population who started skiing around 2000 is called the "snow generation", then in the post-Winter Olympics era, these "snow two generations" participating in skiing sports will bring long-term demographic dividends to China's skiing market. At the same time, China should construct and service standardization will become the focus of industrial sustainable development. In the post-Winter Olympics era, China's ski industry will extensively learn from international advanced standards combined with the characteristics of China's ski industry, improve the construction of industrial standardization system, and give full play to the standard's normative and leading role in the market. In the post-Olympic era, construction and service standardization will become the focus of sustainable development of China's ski industry. Overall, ice and snow economy is of great significance in China's economic development. Driven by policy support and market cultivation, China's ice and snow economy has broad prospects and huge potential.

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