



# A Study on Tourism Development of Zhoushan Islands in the Post-epidemic Era--A Case Study of Dongji Island

Jiani Jin<sup>1</sup>, Zimeng Wang<sup>2</sup>, Hang Sun<sup>3</sup>, \*

<sup>1,2,3</sup>The School of Foreign Languages, Zhejiang Ocean University  
Zhejiang, China  
1845481703@qq.com  
2369704213@qq.com

\* Corresponding author: 3562901408@qq.com

**ABSTRACT.** By analyzing the current situation of tourism in the post-epidemic period, this paper draws the necessity of rational development, and gives countermeasures and suggestions for the development of tourism in the post-epidemic period in view of the problems existing in the Dongji Island Tourism, which has certain reference significance for promoting the development of island tourism. Studies suggest that the Dongji Island is rich in tourism resources, development potential has become increasingly prominent. At the same time, many problems exposed in the process of tourism development of Dongji Island also need to be solved, such as insufficient use of superior resources, lack of overall planning, island tourism security and service level is not strong. Accordingly, the author puts forward the development strategy that is to promote the further development of the integration of culture and tourism, update and improve the overall planning of tourism development in Dongji island, strengthen the island tourism security and service level.

**Keywords:** post-epidemic era, tourism development, island, Zhoushan, Dongji Island

## 1 INTRODUCTION

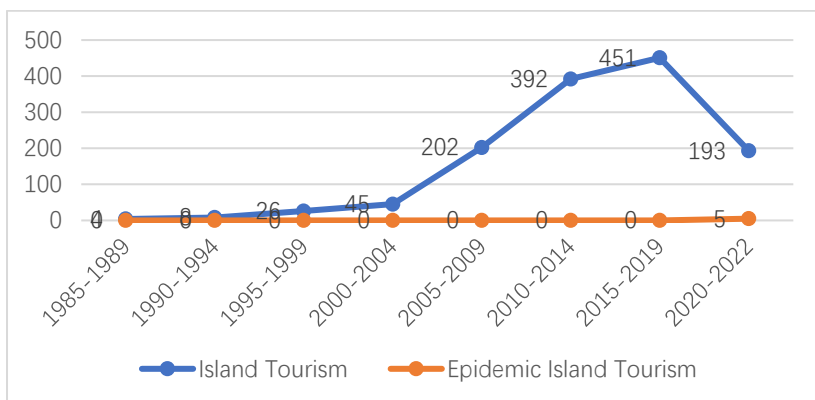
At the end of 2019, the COVID-19 epidemic spread rapidly in China. The impact of the pandemic on tourism has been the deepest and prolonged, and the island tourism industry has therefore entered the freezing point. Since the end of April 2020, China has officially entered the post-epidemic era. The new coronavirus epidemic in the country has been sporadically distributed, and all walks of life have fully resumed production. Under the normal stage of epidemic prevention and control, the domestic tourism market has gradually recovered. According to the data report of the Ministry of Culture and Tourism of the People's Republic of China, in 2020, the number of domestic tourists in the whole year was 2.879 billion, down 52.1% from the same period last year, and the total income of domestic tourism was 2.23 trillion yuan, down 61.1% year-on-year. Even after one year of unremitting efforts, the total number of domestic tourists in 2021 was 3.246 billion, which only recovered to 54.5% of the same period in 2019.

Therefore, problems such as economic recovery, industrial transformation and innovation, and increased willingness of tourists to travel still exist in China's tourism industry. During the post-epidemic period, the scenic area faced the risk of epidemic prevention and control of both foreign tourists and tourists gathering. During the post-epidemic period, the scenic area faced the risk of epidemic prevention and control of both foreign tourists and tourists gathering.

Island tourism is an important part of tourism. It is a reliable way to develop the island economy, promote the transformation of fishermen's income and promote the revitalization of island villages. The report of the 19th National Congress of the Communist Party of China pointed out that accelerating the construction of a maritime power. It provides necessary policy support for island tourism development. The 2021 China Marine Economic Statistics Bulletin shows that the coastal tourism industry has maintained a rapid recovery trend but has not yet returned to the pre-epidemic level. Therefore, the analysis of the status of tourism development in the Dongji Island, the integration of superior resources, to put forward the idea and strategy of island tourism development, the recovery of coastal tourism after the epidemic period benefit and inspiration.

General Secretary Xi Jinping once said that the development of marine economy is a great undertaking that benefits the present and the future. At present, tourists are limited by the epidemic prevention system. Compared with the foreign epidemic prevention and control situation, domestic tourists prefer the domestic islands, because of the enhancement of people's safety and health concepts. Domestic island tourism inherits the great opportunity of outbound island tourism to domestic island tourism market. The impact of the epidemic on island tourism has forced the transformation and upgrading of island tourism. Island tourism is an important engine of Zhoushan's social and economic development. As of September 2022, the author found a total of 1321 related articles with island tourism as the main keyword on CNKI, and a total of 5 related articles with epidemic island tourism as the main keyword.

**Table 1.** Chart 1 Statistics of Papers with Keywords of 'Island Tourism' and 'Epidemic Island Tourism' on CNKI



(The table is self-drawn)

From this data point of view, the academic community has some research on island tourism, but few studies on the development strategy of island tourism in the post epidemic period. During the “14th Five-Year Plan” period, Zhoushan Municipal Party Committee proposed to build “four Zhoushan”, display the “important window” island landscape, and strive for the vision of a socialist modern maritime garden city. At present, China is in the post-epidemic era. The research on Zhoushan island tourism development has certain practical significance for the further transformation and upgrading of tourism and the development of marine economy.

## **2 DONGJI ISLAND TOURISM DEVELOPMENT OVERVIEW**

Dongji Island, geographically known as “Zhongshan Street Islands”, is the general term for all islands under the jurisdiction of Dongji Town, Putuo District, Zhoushan City. It is in the East Sea Polar Region at the easternmost end of the Zhoushan Islands, only 12nm from the high seas. Dongji Island is the easternmost inhabited island in China. It consists of 28 islands and 108 reefs. As of the end of 2019, the registered population of Dongji Town is 56362. The main attractions of Dongji Island are Miaozi Lake, Qingbang, Dongfu Mountain and Huangxing (no passenger ship entry).

The pearl of more than 2200 years old-Dongji Island, stands on the East China Sea, with sunshine, sand, sea (3S) tourism resources and rich fishermen culture. In recent years, the popularity of Dongji Island among domestic tourists has been increasing day by day, and its number of sightseeing tourists has increased year by year. It has been awarded the titles of Provincial Leisure Fisheries Demonstration Base, Zhejiang Province Characteristic Tourism Village and Zhejiang Province Tourism Strong Town, and has been selected as the first of China’s Top Ten Non-Mainstream Scenic Spots. It has become a net red card spot and a provincial model of beautiful towns. It is the location of film and television works. The development of island tourism continues to increase and has great development potential. In 2021, the per capita income of fishermen on the Dongji Island will be 115,000 yuan, with a per capita income of 49,000 yuan and a marine aquaculture income of 12 million yuan. In 2021, the number of tourists will reach 292,500, and tourism revenue will reach 360 million yuan, an increase of 6.83 % year-on-year. In 2021, the per capita income of fishermen on the Dongji Island was 115,000 yuan, the per capita income 49,000 yuan, and the income from marine aquaculture 12 million yuan. In 2021, the number of tourists received was 292,500, and tourism revenue was 360 million yuan, an increase of 6.83 %. The booming Dongji Island not only has the original ecological island scenery, rich island reef resources, ecological marine pastures, fishermen’s characteristic island dwellings, but also has important historical development and cultural precipitation, such as the statue of Treasurer, the monument of martyrs, the submarine treasure house of the “Lisbon Maru” shipwreck, the Bodhisattva’s dragon pants, and the legend of the Xifu Mountain’s lying Buddha. Every year, a large number of tourists come to visit. It is worth mentioning that the unique folk painting, art-fisherman painting, has been gradually excavated and

utilized in the process of developing tourism economy in the Dongji Island, promoting the further integration of intangible cultural heritage and tourism.

The people's government of Dongji town put forward the strategic goal of developing a strong marine town and a famous fishing town, transforming from fishery to tourism. Vigorously invest in the development of infrastructure, while maintaining the existing island infrastructure to meet the daily needs of residents, and gradually increase the investment in infrastructure matching the tourism industry, to create a high-quality "future island", to build a common prosperity "demonstration sample" empowerment.

Miaozihu Island, Qingbang Island, Dongfushan Island profile is as follows,

**Table 2.** Main Islands of the Dongji Island

Name	Area (sq. km)	Resource Advantage	Reputation
Miaozihu Island	2.64	<p>1.Miaozihu Island is rich in tourism resources. Rocky mountain, blue sea and blue sky makes the island become the best places for climbing, viewing and fishing.</p> <p>2.Miaozihu Island is rich in cultural resources. The island's Caibo Temple, the Fishermen Exhibition Hall, Caibo Statue (Statue of Liberty), the East China Sea Guerrilla Martyrs Memorial, viewing tide in Dongxiang Hall is very popular; 'the motherland is important, the island is home, proud of hardships, dedication-based' 'The Miaozihu spirit' is an important business card of the Dongji; The Miaozihu Island is also the starting point and important shooting place for the film 'later life' story, and many tourists come every year.</p> <p>3.The fishing culture of Miaozihu Island can be seen everywhere. Fishermen painting in Miaozihu Island has distinctive ocean feature and strong fishermen style, loved by tourists, many literati also,</p>	'Second Hometown of Warriors'

		because of the Miaozihu Island unique scenery to find creative inspiration.	
Qingbang Island	Land area 1.41 Beach area 2.37	The stone house dwellings in Qingbang Island are one of the local tangible cultural heritages in Dongji. The island is rich in grass and blue flowers, green in spring and summer, and has a good ecological environment. It is one of the 'East China Sea Polar Ecological Tourism Area' of Zhoushan's top ten tourist areas, and the sea water around the island indigo. So Qingbang Island is one of the main tourist destinations.	1.The stone dwellings on the island are called 'polar dwellings'. 2.The island's architectural complex is hillside and well-spaced. Looking far ahead, showing a spectacular scene like the Potala Palace and a mirage, it is known as the 'Potala Palace at Sea'.
Dongfushan Island	2.95	1.The development intensity of Dongfushan Island is not high. Most areas of the island maintain the original ecology, lush vegetation, sea and sky of same color, fresh air. The peaks of Dongfushan Island are higher, and there are many cliffs and rock peaks. The island's unique landscape attracts many tourists, the island's main peak year-round clouds. Mountain, water, cloud and stone are integrated. When people standing on the top of the mountain and look down, the blue sea and blue sky are at a glance. 2. The island is far from the mainland and has a boundary pillar of the People's Republic of China 200 nautical miles from the high seas of Miaozihu Lake, where the first light of dawn on the domestic island can be seen.	'Hometown of wind, hotbed of rain, kingdom of fog, cradle of waves'

(The table is self-drawn)

The four islands of Miaozi Lake, Qingbang, Dongfu Mountain and Huangxing are the most typical islands with seamount scenery and fishermen's customs in Zhoushan Archipelago, which are excellent tourist, summer resort and resort. The Dongji Island was first discovered by photography and sea fishing enthusiasts because of its unique "Ocean Blue". After becoming the film's, The Continent, viewing spot, many tourists came to fame and Dongji Island also has the reputation of "Maritime Lijiang". However, due to the late start of tourism development in the Dongji Island, in the face of the implementation of the rural revitalization strategy and the promotion of maritime power, many problems exposed need to be solved.

### **3 ANALYSIS OF PROBLEMS IN TOURISM DEVELOPMENT ON THE DONGJI ISLAND IN THE POST-EPIDEMIC CONTEXT**

#### **3.1 Insufficient Utilization of Advantageous Resources for Tourism Development in Dongji Island**

The Dongji Island has rich and unique tourism resources, but in the development process, problems such as low accessibility, monotonous tour projects, and insufficient depth of experience have become increasingly prominent<sup>3</sup>. Characteristic marine elements such as the spirit of Zhoushan of "bravely standing on the tide, accepting all rivers, helping each other in the same boat, seeking truth and being pragmatic", the culture of island fishermen, and the Zhoushan Fishermen Painting are not fully reflected in the current Dongji Island tourism projects, and the tourists' travel experience is not profound. At present, the tourism projects on the Dongji Island are very limited, and the main activities are still stuck in sightseeing. The rich and diverse innovative tourism products are the internal driving force to accelerate the development of island tourism. Especially in the context of the post-epidemic, tourists' consumption confidence is reduced, and the innovative development of tourism projects is more likely to be favored by tourists in many stereotyped island tourisms. Tourism activities are monotonous, lack of innovation and uniqueness, and have a high degree of coincidence with other island cultural projects, which greatly hinders the development of tourism in the Dongji Island and needs to be highly valued.

Overall, the tourism development of the Dongji Island has not fully utilized its own superior resources, and the homogenization phenomenon reflects its insufficient integration of tourism resources and lack of tourism professionals. The tourism industry chain is not extended, the participation of tourists is low, and it is difficult for tourists to meet the spiritual and cultural needs while traveling, which directly leads to the decline of the flow of people in the scenic spot, the reduction of economic benefits and the stagnation of development.

### **3.2 Dongji Island Tourism Development Lack of Overall Planning**

Some islands of the Dongji Island have been developed due to good development conditions, but on the whole, the development of the Dongji Island lacks scientific overall planning. At present, Miaozihu Island, Qingbang Island and Dongfushan Island have been developed to a certain extent, but there are problems such as serious homogenization of tourism projects, environmental pollution, and lack of linkage between islands. Dongji Island government or tourism companies do not take into account the local natural environment carrying capacity, local ecological self-healing ability, local ecological characteristics, tourist reception capacity and other local realities. Ecotourism facilities, tourist service facilities and tourist entertainment facilities have not been comprehensively designed to make them consistent with local reality<sup>4</sup>. Dongji Island scenic homestay and other islanders' private industries, but the development is not perfect, the lack of tourism supervision, sky-high prices slaughter still exists, the lack of unified policy leadership, seriously hampering the sustainable development of the Dongji Island tourism economy. In addition, the tertiary industry such as tourism and marine fisheries, seafood processing and other primary and secondary industries integration degree is not high, leading to lack of vitality of tourism in the Dongji Island.

### **3.3 Island Tourism Security and Service Level is not Strong**

One is the lack of infrastructure hardware and software. The survey shows that 81% of tourists visit the Dongji Island for the first time, 11% for the second time and 5% for the third time<sup>5</sup>. An important reason for the low revisit rate of the Dongji Island is its imperfect infrastructure. In terms of hardware, due to its location, the traffic accessibility of the Dongji Island is not high, and it takes a lot of time to enter and return. Due to the special geographical location of the Dongji Island, the lack of land transportation, can only rely on passenger ships to and from. In the tourist season, the ticket is tight, tourists need to buy tickets in advance and the ticket price is high. From Zhujiajian's Centipede Wharf to the Dongji Island, there is only one flight per day for about two hours, which shows the cost of time and the inconvenience of travel. The shortage of water supply and power supply, especially in the tourist season, is more prominent. The island ecosystem is maritime, so in the summer tourism season, typhoon invasion and frequent natural disasters also threaten the personal safety of tourists to a certain extent, affecting the choice of tourist destinations. In terms of software, there are not many leisure and entertainment projects on the Dongji Island, which cannot meet the personalized needs of tourists and reduce the sense of experience of tourists. If not improved, it is difficult to improve the revisit rate of tourists on the Dongji Island, and its tourism industry is difficult to achieve sustainable development, or it is gradually eliminated by the market due to homogenization problems, which in turn affects the development momentum of Zhoushan's marine economy and the international status of Zhoushan City.

Second, the quality of employees to be improved. Most of the island practitioners are local residents, education level is not high, the lack of professional skills training,

self-identity, sense of responsibility is not strong, service awareness, marine protection awareness needs to be improved.

### **3.4 Dongji Island Tourism Development is Facing Environmental Pressure**

Dongji Island is rich in tourism resources and has high popularity. It is attractive to tourists and poses a certain threat to the environmental quality of the island. In recent years, the development momentum of tourism in the Dongji Island, the influx of tourists led to increased pollution of the sea, lack of freshwater resources, beach wetland shrink, biodiversity reduction and other issues, the decline in the quality of the ecological environment has not been effectively curbed<sup>6</sup>. And because the Dongji Island is in the early stage of tourism development, the island's garbage disposal system is not perfect. Ecological environment is the solid pillar of sustainable development of tourism industry, and tourism industry depends on ecological environment to a great extent. The ecological and environmental problems in the Dongji Island affect the tourists' experience, reduce the tourists' satisfaction, lower the rate of revisiting, seriously impact the development of the tourism economy of the Dongji Island, and affect both the ecological and economic sustainable development of the Dongji Island.

## **4 TOURISM DEVELOPMENT STRATEGY FOR THE DONGJI ISLAND IN THE POST-EPIDEMIC CONTEXT**

### **4.1 Promoting the Further Development of Cultural and Tourism Integration**

Enhance experiential consumption, go deep into the "destination-tourist" dialogue system, and enhance the two-way interaction between tourist destinations and tourists. In the post-epidemic era, it has great advantages to shift from outdoor to indoor small and refined family activities. Indoor activities such as experiencing fisherman paintings are used as innovation points, and cultural and creative products related to fisherman paintings are used to promote the fishermen culture and island culture of the Dongji Island. Or combine the intangible cultural heritage of Zhoushan such as Putuo's traditional embroidery art, puppet show, Zhoushan gongs and drums with the beautiful and moving legends of the Dongji Island to study various cultural and creative products and cultural activities, such as "flash" and other emerging forms to tell the story of the Dongji Island, deeply explore the cultural and tourism resources of the Dongji Island and create a unique brand of marine characteristics.



## 4.2 Improving the Overall Planning of Tourism Development in the Dongji Island

The first is to further improve the overall planning of tourism development in the Dongji Island, update the tourism development model of the Dongji Island, and transform and upgrade from the supply side. The development of Dongji Island started late, and it is also favored by tourists because of its original ecological island fishing village customs. Therefore, the tourism development of Dongji Island needs to be based on the concept of sustainable development and refuse to overdevelop. Second, to promote industrial integration, and promote “tourism+agriculture, industry, health care, education, culture...” , and “agriculture, industry, medicine, education, culture...+Travel”<sup>7</sup>. For example, “Tourism+Education” encourages normal students to provide professional courses in the form of micro-lectures, advocates non-normal students to carry out interest-oriented popular science teaching on their own majors, so as to improve the cultural literacy of local residents, strengthen their own identity with the development of tourism in the Dongji Island, and promote their spontaneous formation of responsibility for island ecological protection. At the same time, English majors can be encouraged to record micro-courses to teach English communication common words and strengthen the ability of the Dongji Island to cope with foreign tourists. Create “tourism+education” sustainable development model, with education to help the development of island tourism. In addition, the island can promote the transformation of the island’s economic industry and promote the integration of the three major industries by developing characteristic cultural tourism projects, developing characteristic homestays and sea fishing, so as to realize the rural revitalization of the island. “Tourism+” and “+tourism” modes extend the industrial chain, promote industrial structural upgrading, and realize resource sharing and multi-element coordinated development. At the same time, accelerate digital construction to better cope with the impact of the intermittent outbreak of the epidemic on the tourism development of the Dongji Island.

## 4.3 Strengthening Island Infrastructure Construction

Taking Water, Electricity and Traffic in Dongji Island as Breakthrough, play the role of government, and lay the backbone of the development of Dongji Island. The traffic density of the Dongji Island is not high. It can be suggested to the government to build a ring road, build an inter-island bridge or subsea tunnel, and achieve multi-directional communication with other areas. Because of the rich variety of products on the island, while improving the transportation infrastructure, it can also transport special tourism products to other regions and broaden the scope of tourism operations. Accelerate the construction of land tourism transportation, vigorously develop tourism bus lines, actively introduce new means of transportation, and improve public transportation. The sea passenger terminal lacks tourism function and the flight interval are long. It is necessary to improve the water transportation capacity as soon as possible and break through the island tourism traffic restrictions. It is suggested that the government should introduce preferential tax policies to reduce the cost of ships to and from the islands, reduce the fare, increase the route, and allow tourists to have the right to choose the

route. It can also effectively strengthen the connection between water and land transportation and improve the internal and external traffic connection and transfer incoherence.

#### **4.4 Accelerating Sustainable Development**

In order to realize the harmonious development of tourism industry and ecological environment, Dongji island should solidly promote the island ecological restoration project, intensify efforts to carry out environmental regulation and standardization work, introduce the corresponding laws and regulations to enhance the local residents of pirates independent consciousness of ecological protection, and promote low-carbon tourism, finally realize the economic development and ecological protection of win-win and sustainable development. Therefore, the tourism development of Dongji island should follow the law of ecological sustainable development, reasonable development and utilization of island tourism resources. In the process of development and opening to the outside world, tourism need to pay attention to environmental protection, reduce and prevent pollution, protect the local ecological environment from infringement, promoting tourism and economic development by improving ecology.

## **5 CONCLUSION**

Under the background of post-epidemic, the development momentum of tourism is still sluggish. This paper analyzes the current situation of the Dongji Island, lists its resource advantages and existing problems, and proposes targeted optimization methods to promote the development of the Dongji Island cultural tourism industry and provide reference for the economic recovery of the tourism industry affected by the epidemic. It is proposed that Dongji Island cultural tourism should adhere to the concept of integrating culture with tourism, promoting culture with tourism, promoting the deep integration of culture and tourism across borders, and constructing a new tourism economic development model of mutual assistance and symbiosis. It is pointed out that ecology is the top priority of tourism development in the Dongji Island. It is necessary to adhere to the principle of sustainable development, pay attention to the protection of non-renewable resources and the effective use of renewable resources in the tourism resources of the Dongji Island, reduce the proportion of waste of resources, and promote sustainable economic development. And put forward the Dongji island tourism great traffic problems, single mode of transportation, traffic time change and other issues, put forward corresponding suggestions for the above. This paper studies the cultural tourism situation of the Dongji Island under the post-epidemic background and puts forward some suggestions to promote the development of island cultural tourism, so as to improve the development level of island cultural tourism and help the cold market of island cultural tourism recover under the post-epidemic background.

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