



On the Coordinated Development Model of Island Ecological Tourism and Livelihood Construction Under the Background of Common Prosperity

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Abstract. Island tourism is an important part of the tourism industry, and also an effective means to develop the island economy, increase the income of island residents, and meet the growing needs for a better life of island residents. It is an important way to achieve the revitalization of island villages. Under the background of common prosperity, this paper, combined with field research, discusses new ideas and models for the coordinated development of ecological tourism and livelihood construction in Dongfushan Island of Zhoushan, providing some theoretical guidance and practical significance for promoting the revitalization of island villages.

Keywords: Common prosperity, Ecological tourism, Livelihood construction, Rural vitalization.

1 Introduction

The common prosperity is an important theory and practice of socialism with Chinese characteristics, aiming to promote coordinated economic and social development and achieve common prosperity for all people. The realization of common prosperity is an ongoing process, but the problem of imbalance and insufficiency in social development will persist for a long time, requiring a rational view of the differences in development resources and conditions in different regions[1]. Ecotourism on islands and livelihood construction is one of the key areas of China's current economic development. In the process of steadily promoting common prosperity, the construction of ecological civilization is the general trend to achieve common prosperity on islands, and island development must adapt to this trend by continuously improving the green development level of various coastal islands, adhering to green ecological priority development, and realizing a virtuous cycle of common prosperity, thus achieving a win-win situation for ecological improvement and economic development[2]. Therefore, exploring the coordinated development model of ecotourism and livelihood construction on islands is of great significance.

Island tourism is based on the unique natural and cultural resources of the ocean and islands, and the green development of island tourism and the coordination of ecological

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environment are the prerequisites for achieving sustainable high-quality development[3]. The coordinated development of the two contributes to promoting high-quality economic development and enhancing the quality and competitiveness of the marine industry and tourism industry. The protection and improvement of the island's ecological environment, the construction and improvement of public service facilities, and the improvement of local people's health, education, employment, and living standards are all key contents of livelihood construction, highly consistent with the goal of common prosperity. Tourism development is a catalyst for economic growth in island regions in developing countries [4]. The coordinated development model of island ecotourism and livelihood construction can effectively promote the common prosperity of the local economy and society, achieve common development, and also promote exchanges and integration in culture, society, education, technology, and other fields in the tourism industry and livelihood construction, advancing dialogue and communication between island regions and the external world.

The Zhoushan Archipelago is the largest archipelago in China, with more than two thousand islands. Centered around the core idea of "how to develop Zhoushan in the new era," Zhoushan City, in the context of the national strategy of building a "maritime power," actively promotes the development of the marine tourism economy, creates the "Hello, Zhoushan" tourism brand, and promotes the development of Zhoushan from a remote island to an open highland for development. Dongfu Mountain Island is located at the eastern end of the Zhoushan Archipelago, about 65 kilometers closest to the mainland coastline, and is truly the "easternmost" island of our country. Although Dongfu Mountain Island is small, it has a unique location, pleasant scenery, and very rich species resources. However, in recent years, the booming development of island tourism has also brought about a series of problems. The governance challenges of issues such as severe pollution of island ecological environment and surrounding sea areas caused by the development of island tourism resources, inadequate public infrastructure, scarcity of medical facilities and medical resources, severe aging of island residents, and tendency towards depopulation have been increasing. Therefore, based on the national policies for urban and rural governance, rural revitalization strategy, and the current situation of rapid development of remote small island tourism industry under the development of Zhoushan's island tourism resources, studying the coordinated development model of island ecological tourism and livelihood construction is of great significance for promoting the development of the national marine economy and tourism industry, achieving the goal of common prosperity, and promoting comprehensive and sustainable development of the national economy and society.

2 Current Situation of Ecotourism and People's Livelihood Construction on Dongfushan Island

2.1 Overview of Dongfushan Island in Zhoushan

Zhoushan, located on the south side of the mouth of the Yangtze River, consist of over 2,000 islands, making it the largest island group in China. Among them, Dongfu Mountain has a total area of 2.95 square kilometers, with only around 200 permanent residents mostly residing in a large valley to the west. The island boasts diverse natural landscapes and a rich fishing culture. It is often foggy in spring and summer with a warm climate. The unique island terrain has created a special climate where the mountaintops are shrouded in clouds year-round, earning Dongfu Mountain the nickname of "Cloud Island". Local fishermen refer to it as "the hometown of the wind, the cradle of the rain, the kingdom of the fog, and the cradle of the waves". Its abundant tourist resources make it an ideal place for developing eco-tourism. In the past, most islanders made a living from fishing, but in recent years, tourism has emerged as the pillar industry of Dongfu Mountain Island, leading to rapid development of the small fishing village. Currently, there are nearly 60 homestays on the island, and during peak season, the local population approaches 200 people with one economic cooperative. The tourism industry in Zhoushan is developing rapidly, and Dongji Town has been selected as one of the "Top Ten Non-mainstream Scenic Spots in China" and has been awarded titles such as "Provincial Leisure Fishing Demonstration Base", "Zhejiang Province Tourism Characteristic Village", and "Zhejiang Province Tourism Strong Town".

2.2 Analysis of the Current Situation and Existing Issues in Ecotourism

Dongji Island boasts unique natural landscapes and cultural resources. The terrain on the island is complex, with significant elevation differences and strong winds leading to severe erosion. The island is abundant in stone, resulting in a large number of stone buildings such as the Dashuwan Stone House Cluster, which exudes the charm of fishing villages but has not been effectively developed, leading to brief stays for visitors. Currently, the tourism resources on the island are not fully developed, with many attractions and tourism projects being underutilized. Comprehensive development across the island has not been achieved, and the majority of the island remains in a semi-primitive state[5]. The lack of diverse and competitive tourism projects, as well as significant homogenization of products, and a lack of cultural characteristics and in-depth visitor experiences, have led to a situation where most visitors engage in superficial sightseeing and find it difficult to stay on the island for an extended period.

Although tourism on Dongfu Mountain Island is progressing towards more in-depth development, the island's tourism infrastructure is still in the initial stage of improvement. The island has two ports, but the ferry schedule is limited, with generally only two round trips between Meizi Lake, Qingbang (stop), and Dongfu Mountain each day. The island lacks modern transportation, and its inconvenient access, mostly consisting of stone steps, greatly restricts the convenience of visitors to travel and sightsee on the island, to some extent affecting their overall satisfaction with tourism on Dongji Island.

Due to the fragile ecosystem and limited carrying capacity of the environment on Dongfu Mountain Island, along with irregular tourism development and inadequate management, as well as incomplete infrastructure, many tourists casually discard garbage into the sea or on the roads while hiking around the island or fishing on speedboats, leading to the ubiquitous presence of plastic bottles and other waste. The core of ecotourism is the protection of the ecological environment. There are issues on Dongfu Mountain Island such as insufficient environmental protection awareness among tourists, a lack of facilities like trash bins, and a shortage of sanitation workers. Furthermore, the amount of waste generated by visitors exceeds the island's waste disposal capacity, easily leading to secondary pollution of the ecological environment. The inadequate ecological environmental protection on Dongfu Mountain Island urgently needs to be addressed.

2.3 Analysis of the Current Situation and Existing Issues in Livelihood Construction

The infrastructure construction of Dongfushan Island is relatively lagging behind. The accommodation conditions are average, and due to the island climate, the living environment is mostly damp with many mosquitoes. The island is extremely lacking in fresh water resources, with no running water. There are only two water sources on the island: two tunnel wells and two reservoirs in Datan Village, with a water storage capacity of 1600 tons, and one tunnel well in Dashuwan, with a water storage capacity of 2000 tons. These tunnel wells were left by the original stationed troops. The lack of water resources has led island residents and many homestay operators to transport fresh water from Zhoushan Island to meet daily living needs. The accommodation environment, transportation issues, and water and electricity supply problems have brought certain inconveniences to the lives of the islanders and have also had a certain impact on the tourism experience of tourists.

In addition to the incomplete infrastructure construction, the medical level on Dongfushan Island is relatively low, with relatively scarce medical resources. In terms of medical institutions, the island only has one health center, and the medical equipment and technology in the health center are relatively rudimentary. There are few medical personnel, making it inconvenient for islanders and visitors to seek medical treatment. Many times, they have to take a boat to the nearby Maopu Island for medical treatment. However, the passenger boat only travels at certain times, and in emergencies, treatment may be delayed. Therefore, the medical service level of Dongfushan Island urgently needs to be strengthened, and the construction of people's livelihood needs to be steadily developed.

2.4 Analysis of the Coordinated Development of Ecotourism and Livelihood Construction in Dongfushan Island

Through the investigation of the transportation, water and electricity, medical, accommodation and other basic infrastructure situations on Dongfushan Island, as well as the assessment of whether further improvement and development are needed, especially

considering the development of the tourism industry, it is necessary to ensure that the infrastructure can support the arrival of a large number of tourists, as well as the analysis of the island's natural ecological resources. The ecological tourism and livelihood construction of Dongfushan Island can effectively coordinate, promote the development of the island's tourism industry, and will not have a negative impact on the environment, to achieve a benign interaction and common development between the two.

3 Achieving the Synergetic Development of Ecotourism and Livelihood Construction in Dongfushan Island

3.1 Strengthening Environmental Protection Construction

The focus of island tourism development lies in ecological environment protection. Dongfushan Island can reduce the ecological environment damage around the island by establishing a sound environmental protection system, strengthening marine environmental monitoring, and enforcing strict environmental protection measures. The government needs to increase its efforts in protecting the island's environment, implementing waste classification and collection, promoting low-carbon environmental protection technologies in areas such as shipping, establishing an effective waste management system, and addressing island pollution. Placing a large number of rubbish bins on both sides of the roads, conducting improvement works for pollution and toilets, and establishing garbage and sewage treatment plants can promote the green development of the island. More efforts are needed to promote environmental protection among local residents and tourists. Recreational activities such as hiking, fishing, canoeing and boating are all based on natural environmental features, so that these activities fall under the category of ecotourism[6]. The community should discourage the indiscriminate disposal of waste and encouraging active use of rubbish bins. The island's original ecological vegetation, reefs, mountains, forests, and coastlines need to be strictly protected, and the original ecological appearance of harbors and reefs should not be altered at will. In terms of marine species protection, artificial reefs can be placed in suitable areas around the island to promote the construction of species habitat protection and fundamentally eliminate the possibility of bottom trawling and fishery leisure operation modes, avoiding significant damage to aquatic resources, and promoting the refinement and development upgrade of fishery homestay leisure modes[7]. The government should adhere to the "ecological environment" red line, accelerate the creation of a "zero direct discharge area" for the entire island, continually strengthen ecological civilization propaganda and education, achieve a dynamic balance between economic benefits, environmental protection, and social benefits, and realize a win-win situation for the coordinated development of low-carbon tourism economy and environmental protection.

3.2 Increasing the Development of Infrastructure and Livelihood Construction

With the advancement of the "Hello Zhoushan" action for shared prosperity, Dongfushan Island has become one of the first demonstration islands. The development and operation project of the Dashuwan Stone House Cluster on Dongfushan Island has become a key focus, involving the repair and transformation of these abandoned stone houses to create a unique-style homestay base. Convenient transportation is a key factor in the development of the tourism industry. The government needs to start with the improvement of maritime and island public transportation, such as increasing inter-island passenger ferry services through investment attraction to enhance the tourists' experience and satisfaction. The lack of complete signage for tourist attractions, inadequate restroom facilities, convenience, and hygiene, as well as insufficient coverage of island power and water supply, require relevant authorities to address these challenges promptly and to promote the construction of local water and electricity facilities.

The inconvenience of inter-island transportation has been a longstanding issue for the healthcare of Dongfushan Island residents. The government needs to improve the medical and health care level of the island by arranging renowned doctors to hold consultations at the Dongfushan Island health center according to the medical needs of the residents. Regular large-scale free clinics should be organized for island residents every two months, utilizing the mode of "Internet + medical and health services" to help islanders make appointments with specialist doctors through online video consultations, conduct routine medical check-ups, clinical consultations, and electrocardiogram diagnostics. Regular medical outreach activities should also be carried out to improve medical and health service capabilities and enhance the island's emergency medical system. Furthermore, promoting the development of elderly care services and smart elderly care, establishing island service stations to provide services such as hairdressing, small appliance repairs, problem-solving, and companionship, organizing various cultural and recreational activities, setting up a tourist information center, meeting the various service needs of island residents and tourists, will increase the sense of safety for islanders and enhance the happiness of the island visitors[8].

3.3 Enhancing Talent Training and Intensifying Tourism Promotion Efforts

In terms of talent development, the government should regularly organize training to improve the quality of tourism management and service personnel, raise the entry threshold for the East Fushan Island homestay industry, and improve and perfect the regulations and system of the accommodation industry. The training content should cover the overall development trend of the tourism industry, policies and regulations related to tourism development and environmental protection, tourist travel needs, knowledge and skills related to island tourism safety and emergency response. The original residents of the island have a deeper understanding and stronger feelings towards their hometown, which can be felt in terms of both culture and language. Therefore, the government should encourage more talent to return to start businesses in their

hometown, provide corresponding policy support and economic assistance, and help island residents develop their homeland.

In terms of tourism promotion, it is possible to organize East Fushan Island cultural and tourism promotion events and roadshows in various places, while simultaneously carrying out various cultural and tourism project investment promotion activities, such as the development of the Dushu Bay Stone House Cluster as a key project. At the same time, using innovative and unique marketing methods on social media platforms such as Douyin, Xiaohongshu, WeChat public accounts, etc., to promote and attract tourists to East Fushan Island, by inviting different types of travel influencers to experience the island, and releasing promotional materials such as articles, images, and videos on various platforms to increase visibility and create more products with recognizable features of East Fushan Island[9]. Leveraging the "Hello Zhoushan" island prosperity action and the "Starry Sea" plan, actively respond to and uphold the "Belt and Road" initiative, and deepen the development of island tourism. For example, in the "Hello Zhoushan" international design competition for public buildings and art installations, the "Vitality Bubble" work in the Dushu Bay Stone House Cluster on East Fushan Island has amazed many and become a bright business card for promoting the scenery of East Fushan Island.

3.4 Strengthening Government Cooperation with Enterprises and Major Universities

Island residents play an indispensable role in the planning and development of island tourism. The government should fully understand the thoughts of the islanders, encourage them to actively participate in various tourism activities on the island, and thereby increase the awareness of island residents in building the island. By taking the lead in government policy, gathering social research and construction forces, and accelerating the construction of island characteristics, actively encourage islanders to participate in island construction and conservation practices, and engage in multidimensional creative development. Market demand-oriented, highlighting the island's characteristics, and good planning of tourist attractions and projects. The government and enterprises need to pay attention to improving the quality of island leisure tourism products, enriching the content and forms of island tourism projects, effectively enhancing the high-quality tourism experience of tourists, and meeting the needs of people in the new era for a good vacation life. Dongfushan Island belongs to a subtropical marine climate with a large number of banyan plants. Dongfushan Island, surrounded by the sea on all sides, has nurtured many animals and plants highly adapted to the coastal rock habitat, providing many opportunities for research and learning. On the island, you can also see some abandoned coastal artillery sites and air defense bases, providing a good platform for patriotic education. The small island can establish a fast track for university research projects, promote cooperation and exchanges with universities, encourage students to come to the island for relevant studies, practice, and research.

4 Conclusion

One of the important concepts of Chinese socialism with its own characteristics is common prosperity, aiming to achieve common prosperity for all the people. Island ecological tourism and livelihood construction are two important areas, and coordinated development can accelerate the goal of common prosperity. Island ecological tourism brings considerable benefits to the local economy and improves the living standards of local residents. At the same time, island ecological tourism also needs to protect the local ecological environment and promote sustainable development. Livelihood construction includes infrastructure construction, water and electricity, medical care, and can improve the quality of life of local residents, but it also requires a large amount of investment and human resources. Island ecological tourism can provide financial support for these constructions, while also providing employment opportunities for local residents, and promoting economic development.

Dongfushan Island has rich tourism resources and huge development potential, but currently there are still issues such as inadequate development of ecological tourism, incomplete infrastructure construction, lack of environmental awareness and system, and backward levels of medical and other services, which are still restricting the comprehensive benefits of Dongfushan Island's tourism industry. Deepening the development and utilization of island tourism resources is an important task for the coordinated development of ecological tourism and livelihood construction on Dongfushan Island, and the construction of livelihood is imminent. With the diversification of the tourism market and the upgrading of consumption, the coordinated development model of island ecological tourism and livelihood construction will pay more attention to diversified and sustainable development, and provide more abundant tourism products and services. While developing the tourism industry, it is important to focus on the protection of the ecological environment. As the tourism industry in China develops towards a deeper direction, new formats and higher requirements will emerge. The development of Dongfushan Island needs to take the new development model of coordinating ecological tourism and livelihood construction as a new breakthrough.

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