



The Future Development Path of Zhoushan's Tourism Economy

Dehang Zhu

Zhejiang University of Science and Technology, Hangzhou, Zhejiang, 310023, China

dehangzhu86@gmail.com

Abstract. This paper first reviews the history and current situation of tourism development in Zhoushan, and analyzes the challenges and opportunities it faces. Subsequently, this paper discusses the strategic positioning and development direction of Zhoushan in the development of tourism economy, and puts forward measures to strengthen infrastructure construction, improve the quality of tourism services, and promote the integrated development of cultural tourism. Finally, this paper summarizes the path of Zhoushan's tourism economic development to achieve the sustainable development goals, and provides reference and suggestions for the future development of Zhoushan's tourism industry.

Keywords: Zhoushan, tourism economy, development path, strategic positioning

1 Introduction

With the rapid growth of China's tourism industry, Zhoushan, as a region with rich marine resources and unique cultural landscapes, has gradually become a tourist destination that has attracted much attention. However, having advantages does not make tourism resources a pillar of the economy, and the development of tourism is facing some constraints. Scholars at home and abroad have conducted research on the development of island tourism resources, the evolution of island tourism destinations, planning management, and sustainable tourism development [1-7]. Theories and methods are put forward to promote the development of island tourism. Internationally, Indonesia's Bali and Maldives islands have become world-renowned marine tourism and leisure bases, and they have a strong scientific management system to ensure [1]. However, the development time of domestic island tourism is relatively short.

China's coastal tourism has become a pillar industry for the development of the marine economy, and the marine economy is the engine of China's economic development[2]. The purpose of this paper is to discuss the development status, potential problems and trends of Zhoushan's tourism industry, analyze the management of island tourism, and put forward feasible development strategies and suggestions to promote the sustainable development of Zhoushan's tourism economy and promote the local economy.

© The Author(s) 2024

Z. Wang et al. (eds.), *Proceedings of the 4th International Conference on Economic Development and Business Culture (ICEDBC 2024)*, Advances in Economics, Business and Management Research 299,

https://doi.org/10.2991/978-94-6463-538-6_7

2 Development Status

Zhoushan is an important city on the coast of the East China Sea, with rich natural resources and unique island scenery, and is one of the famous island tourist resorts in China. The development of tourism in Zhoushan can be traced back to the late 80s and early 90s of the last century. At that time, China began to implement a policy of reform and opening up, and Zhoushan's tourism industry gradually emerged. The first influx of tourists to Zhoushan is mainly domestic tourists, who come here to explore the beautiful island scenery and find the unique island culture.

With the passage of time, Zhoushan's tourism industry has gradually developed and expanded. In 2005, the Chinese government designated Zhoushan as a national historical and cultural city, further enhancing its tourism status. Since then, Zhoushan has increased its investment in tourism and improved its tourism infrastructure, such as transportation, accommodation, catering, etc., attracting more tourists to come for sightseeing and vacation. At the same time, Zhoushan also actively promotes the integrated development of tourism, culture, sports and other industries, and holds various island cultural festivals, water sports events and other activities, enriching the tourism experience of tourists.

According to the 13th Five-Year Plan (2016-2021) assessment of Zhoushan's tourism industry, the city's overall income reached 433.547 billion yuan, the total number of domestic and foreign tourists received was 294.4981 million, and the number of A-level tourist attractions increased from 14 to 31. A number of themed tourism demonstration islands such as Flowers and Birds, Baisha and Dongji have been preliminarily built. At present, Zhoushan's tourism industry has become one of the important pillar industries of the local economy. In addition to the island scenery to attract tourists, Zhoushan also has abundant marine resources, and has developed marine leisure tourism, sea fishing and other projects, further expanding the development space of tourism.

3 Challenges of Zhoushan's Tourism Economy

Although the island tourism economy has become one of the pillar industries in Zhoushan's economy, Zhoushan has not become a well-known island tourism destination at home and abroad [3]. There are some outstanding problems: First, the issue of environmental protection. With the development of the tourism economy, marine biodiversity and its maintenance will be challenged to a greater extent, and Zhoushan is facing the challenge of increasing pressure on environmental protection. Overexploitation and tourism activities have caused damage to the local ecological environment, such as the degradation of island ecosystems and water pollution, so it is necessary to adhere to the strictest marine environmental protection and restoration system [4]. In addition, some natural island landscapes are urbanized, resulting in an inconsistency between the landscape style and the environment. Second, the tourism infrastructure is insufficient. Although Zhoushan has increased its investment in tourism infrastructure, there are still problems of insufficient infrastructure, such as traffic congestion during

peak seasons and shortage of accommodation facilities, which affect the tourist experience. The internal traffic in Zhoushan is still the old traffic management mode, the scenic spots are not unified, the tourist traffic bottleneck between the scenic spots still exists, and the wharf ships are insufficient. Zhoushan is currently the only prefecture-level city in the province that has not been connected to the railway, and the external connection mainly relies on the single channel of the Yongzhou Expressway, and the land channel has not yet been fully interconnected with Shanghai and other major cities in the Yangtze River Delta. During holidays and during the summer tourist season, the bridge often causes congestion.

Third, the service quality is unstable: the service awareness and level of some tourism practitioners are not high, resulting in the instability of tourism service quality, which affects the satisfaction and reputation of tourists.

4 Opportunities for Zhoushan's Tourism Economy

With the improvement of residents' income level and consumption upgrading, people's demand for quality tourism such as leisure vacation and island tourism is increasing, which provides a huge market space for the development of Zhoushan's tourism industry. The tourism market has shifted from sightseeing to leisure and experience [1].

The Chinese government has been actively promoting the development of tourism, and during the 14th Five-Year Plan period, tourism will become an important starting point for the country's high-quality development. Among them, especially island tourism, Zhoushan, as one of China's important island tourism destinations, will be supported by government policies to provide a good policy environment and policy support for its development. With the construction of Liuheng Highway Bridge, Yongzhou Expressway, Xiangshan Bay Shugang Expressway and Donghai Bridge, the Shanghai-Ningbo tourism industry will further enjoy the dividends of integrated development in the future

Zhoushan is blessed with unique marine resources and natural conditions, which is suitable for all kinds of marine sports, such as sailing, diving, sea fishing, etc. With people's pursuit of a healthy lifestyle, the development of marine sports will become an important driving force for Zhoushan's island tourism economy.

5 Strategic Positioning of Zhoushan's Tourism Economy

5.1 The Overall Positioning of Zhoushan's Tourism Industry

In the 14th Five-Year Plan for Zhoushan Tourism, Zhoushan should be built into a world-class and harmonious and shared archipelago-type international island leisure and vacation destination, a world-class Buddhist cultural tourism resort, a national-level tourism and leisure city with strong marine customs, a demonstration city for common prosperity with high-quality tourism development, and a passionate city of Chinese island competitions, so as to cultivate Zhoushan's tourism industry into a pillar

industry, window industry, power industry and happiness industry for the construction of a modern maritime garden city.

5.2 Zhoushan Tourism Strategic Direction

Zhoushan is home to many beautiful islands and beaches, positioning it as an island resort. Attract domestic and foreign tourists by creating high-quality beachfront resorts, holiday villas and resort hotels that offer a wide variety of island entertainment and water sports.

Zhoushan has a long history of marine culture and rich fishing culture traditions, creating a marine culture experience place. It provides marine culture experience and education by carrying out marine culture theme activities, holding marine culture festivals, and building marine culture museums.

Zhoushan is blessed with unique marine resources and water conditions, and has built a marine sports base. Through the development of sailing, diving, sea fishing and other marine sports, international water sports events are held to attract sports enthusiasts and professional athletes to train and compete here, and promote the development of marine sports tourism industry.

It has abundant natural ecological resources and a well-preserved ecological environment, which can position it as an ecotourism destination. By strengthening the protection of the ecological environment and the development of eco-tourism, we will create eco-tourism routes and launch eco-tourism products. Intensively develop island tourism, and create an eco-tourism industry system that integrates island sightseeing and vacation, marine science education, marine leisure and health care, and marine sports and competition^[5].

Zhoushan's strategic positioning in the development of tourism economy comprehensively considers island vacations, marine cultural experiences, marine sports and eco-tourism, etc., to meet the needs of different tourists with diversified tourism products and services, and to achieve sustainable development of tourism.

6 The Development Direction of Zhoushan's Tourism Economy

6.1 Upgrading Tourism Infrastructure

Zhoushan needs to further improve the level of tourism infrastructure construction, including transportation, accommodation, catering, entertainment and other aspects. In particular, it is necessary to strengthen the construction of the transportation network, improve the transportation connectivity between Zhoushan and other regions, and provide more convenient travel conditions for tourists. In the future, it will prepare for the construction of the Liuheng Bridge, the construction of the Baiquan high-speed railway station, the planning of the Shanghai-Zhou-Ningbo cross-sea channel, and the construction of a beautiful maritime transportation corridor. The government and enterprises should also strengthen cooperation to achieve the sharing and sharing of tourism data. It enables tourism enterprises to understand the current situation of tourism in a timely

and intuitive manner and make better response plans in a timely manner, so as to achieve the maximum effective utilization of resources [6].

6.2 Construction of Marine Aquaculture Base

Zhoushan Marine Aquaculture Base relies on rich marine resources to carry out marine aquaculture industry. Including accelerating the construction of the Liuheng Hanging Mountain Marine Ecological Ranch, and actively promoting the construction of five beautiful fishing ports: Zhoushan Central Fishing Port, Dinghai District West Wharf Central Fishing Port, Putuo District Shenjiamen Central Fishing Port, Daishan County Gaoting Central Fishing Port, and Shengsi County Shengsi Central Fishing Port. Promote the sustainable development of the tourism industry and the local marine economy.

6.3 Strengthen the Construction of Marine Service System

Strengthen the construction of the tourism procedure system, improve the quality of tourism services, carry out tourism training cooperation, and strengthen the rectification of the tourism market order and service quality supervision. Improve the quality of the living environment in the rural areas of the island, carry out village restoration and beautification, upgrade the houses in the villages on the island, meet the needs of different tastes and different grades of consumption, and pay attention to the diversified development of the island tourism market and the personalized development of island construction [1]. Deeply cultivate the source markets of the Yangtze River Delta and Fujian, and expand into emerging markets such as North China and Taiwan. The city and outside the city should innovate the tourism marketing model, create a cross-departmental cooperation in tourism, culture, news, and the Internet to promote and market the media, establish a professional tourism marketing organization, introduce a professional marketing team, form a domestic marketing network with wide coverage, a large range of audiences, and accurate positioning, and actively expand the international tourism marketing network [6,8].

6.4 Insist on Building the Brand of Haitian Buddha

Buddhism in Zhoushan has a long history of development, focusing on the dissemination of Zhoushan's unique natural scenery and religious and cultural characteristics, and creating a tourism image that integrates the ocean and Buddhist culture. In addition to competing with the traditional tourism market, it is also necessary to compete with the cultural consumption market and tap the secondary consumption of scenic spots [9]. The image of Haitian Buddha Kingdom highlights the unique natural beauty of Zhoushan, with blue seas and blue skies, beaches and reefs, green mountains and green waters, showing the tranquility and tranquility of the island. Zhoushan is a rich Buddhist cultural heritage, including Buddhist buildings such as temples, Taoist temples, and pagodas, as well as Buddhist cultural activities and pujas, attracting believers and culture lovers to come to worship and study. Develop and promote tourism routes and

scenic spots with the theme of Buddhist culture, such as temple tours, Buddhist cultural experiences, meditation and rejuvenation, etc., and provide a full range of Buddhist tourism services [7].

6.5 Highlight the Development of New Business Formats

Combined with Zhoushan's unique marine resources and beautiful natural scenery, it develops marine health and wellness services, and provides marine recuperation, seaside yoga, thalassotherapy and other health care projects. According to the natural environment and resource conditions of the island, the overall planning highlights the characteristics of the sea, the sea, the sea, wild animals and plants, rocks, beaches and seabed biological resources, and the marine tourism resources are deeply excavated from the air, sea surface and seabed at multiple levels and angles, and actively develop sightseeing, leisure and vacation tourism [4]. Opened and increased cruise boutique tourism, connecting Shanghai and North China cities. Develop marine eco-adventure tourism projects, such as underwater diving and sea exploration. Zhoushan Island Wedding Travel Photography, Sailing Fishing Boats, Fishing Villages and Rural Eco-tourism and other projects enrich the supply of tourism products in Zhoushan.

6.6 Sustainable Development of Tourism

In terms of ecological and environmental protection, strict ecological protection policies and measures have been formulated to ensure monitoring and management of the sea, land and air ecological environment, and to protect Zhoushan's unique natural ecological resources. Strengthen the protection and utilization of Zhoushan's historical and cultural heritage, carry out cultural relics protection, historical district protection, intangible cultural heritage inheritance and other work, so that tourists can understand and experience the historical and cultural charm of Zhoushan. Improve the awareness of social responsibility of tourism enterprises, take the initiative to assume the responsibility of environmental protection, cultural inheritance, social welfare, etc., and promote the healthy development of tourism. Create a good environment for the high-quality development of the marine economy, and establish a more effective macro-control mechanism [10]. Strengthen the education and training of tourism practitioners, improve their professional quality and service level, enhance their environmental awareness and cultural communication ability, and promote low-carbon travel for tourists. We should resolutely crack down on and punish the acts and construction of all kinds of marine cultural relics, encourage and support tourism activities and projects with marine cultural characteristics and social customs, reform the heritage declaration mechanism and assessment program, and promote the effective protection and healthy development of marine society and culture [11].

Use information technology and intelligent means to build a smart tourism service platform, provide personalized and convenient tourism services, and improve tourists' satisfaction and experience.

7 Conclusions

There is still more market analysis and theme positioning to be studied in island tourism, especially how to apply the theory to Zhoushan or other islands according to local conditions. In this paper, we will only analyze the challenges and opportunities by studying the history and current situation of Zhoushan's tourism development. It provides some strategic implementation directions for Zhoushan in the development of tourism economy, and puts forward some feasible development strategies and suggestions.

References

1. Yang Jie, Li Yuezheng. *Marine Development and Management*, 2009, 26(01):38-43. DOI:10.20016/j.cnki.hykyfygl.2009.01.007.
2. Ding Lili, Zhang Yu, Xue Yuemei. *Marine Economy*, 2020, 10(02): 3-16. DOI:10.19426/j.cnki.cn12-1424/p.2020.02.001.
3. Wu Peng. Research on the innovation of island tourism development mode in China: A case study of Zhoushan Islands[J].*Fishery Economic Research*, 2007, (02):10-17.)
4. Xun Qingzhi, Chen Yiwen. *Journal of Nanjing University of Technology (Social Sciences)*, 2021, 20(01):11-22+111.)
5. Wang Yuewei. Research on island tourism development strategy in Zhoushan City [D]. Liaoning Normal University, 2006.
6. Ying Qiaoyan. Research on island tourism development in Zhoushan City from the perspective of all-for-one tourism [D]. Zhejiang Ocean University, 2017.
7. Ren Shuhua, Wang Sheng. *Economic Geography*, 2011, 31(02): 322-326+345. DOI:10.15957/j.cnki.jjdl.2011.02.024.
8. Wang Ying, Xu Wenlu. *Marine Development and Management*, 2022, 39(05):47-52. DOI:10.20016/j.cnki.hykyfygl.20220609.009.
9. Tao Yonghong, Du Mengyin. *Journal of Jiangsu University of Science and Technology(Social Sciences)*, 2022, 22(04):73-80. DOI:10.16148/j.cnki.cn32-1743/c.2022.04.014.
10. Lu Yayun, Yuan Feng, Li Xingyun. Research on the construction and application of evaluation index system for high-quality development of marine economy in China: Based on the perspective of five development concepts[J].*Enterprise Economics*, 2019, 38(12):122-130. DOI:10.13529/j.cnki.enterprise.economy.2019.12.15.
11. Yang Qimei. Research on the construction of marine tourism policy system: A case study of Zhoushan City[J].*Special Zone Economy*, 2022, (03):119-123.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

