

Study on the Development of Marine Sports Industry in Shanghai

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Abstract

The integration of such industries as sports, leisure entertainment, and tourism, as well as the co-development of three, has become an important part of urban development. Bordering on the East China Sea, Shanghai is the largest port city in China. Compared with many a coastal cities in China, however, the development of the marine sports industry in Shanghai has no advantage. Based on the muddy coast of the delta area, most of Shanghai's coastline lacks a unique natural beach and waterscape. Therefore, people have long paid less attention neither to the development of Shanghai's marine sports industry nor to the exploration enthusiasm. Thus the development of the marine sports tourism industry and sports resulting from the full utilization and exploitation of marine resources is an important starting point of Shanghai's development of sports leisure entertainment. By using the methods of literature, interview, SWOT, and questionnaire, this paper makes a study and analysis of the advantages, disadvantages, opportunities, and competition of developing marine sports industry in Shanghai, and puts forward some countermeasures for the development of it.

Keywords

Marine Sports; Tourism; SWOT.

1. Introduction

Bordering on the East China Sea, and as one of the world's top ten ports, Shanghai is the largest port city in China. As a world-famous coastal city, however, there is no sea to enjoy in Shanghai for a long time. A saying spreading in the tourism goes, "there is no sea in Shanghai (here is a homophonic pun in the Chinese character 'hai' which means sea). In other words, there is no sea view to enjoy in Shanghai, what it has is only muddy sea water and muddy beach. Thus the development of the tourism industry on a marine sports basis and sports resulting from the full utilization and exploitation of marine resources is supposed to be an important starting point of Shanghai's development of sports on a leisure entertainment basis. In order to cast away the preconceived idea that "there is no sea in Shanghai" and lead Shanghai to head for "the era of East China Sea" from "the era of Huangpu River" to, it is necessary to study the development of Shanghai's marine sports industry. So that tourism on a marine sports and leisure entertainment basis is expected to become an important economic growth point of Shanghai's economic development.

2. Development Situation of Marine Sports Industry in Shanghai

2.1. The Integration and Development of Sports and Tourism Provide an Important Foundation for the Development of the Industry on a Marine Sports and Leisure Entertainment

The strategy of developing "urban tourism" brings the development of Shanghai tourism into the system of urban economic, social and cultural development, which provides a typical example for the industrial linkage and industrial integration of Chinese cities. The core of urban tourism strategy is to break the boundary between industries and the original narrow

industrial pattern, shorten the distance between cities and industries, promote the integration of tourism and other industries, and thus advance the development of tertiary industry in Shanghai.

2.2. Leisure Entertainment-based Tourism in Shanghai is Well-equipped with Strong Hardware and Software Infrastructure

After decades of development, especially since the launch of reform and opening-up policy, the tourism infrastructure of Shanghai is complete, and the capacity of receiving a large number of travelers has been greatly enhanced. Tourism in Shanghai is equipped with a professional team characterized by reasonable structure, complete categories, good professional quality, and basic ability to meet the needs of tourism development across the century. It has developed into a certain scale, capable of receiving more than 16 million domestic tourists annually. The proportion of total tourism income to Shanghai GDP has reached 12.5 percent. The leisure Entertainment-based tourism of coastal districts and counties has begun to take shape. What's more, the construction of "three islands"(Chongming Island, Changxing Island, and Hengsha Island) as well as "four districts"(Baoshan District, Pudong District, Fengxian District, and Jinshan District) has laid a solid foundation for coastal tourism on a sports and leisure entertainment basis after many years of hard work.

3. Analysis on the Development of Marine Sports Industry in Shanghai

3.1. Favorable Conditions for Shanghai to Develop Marine Sports Industry

3.1.1. Outstanding Location Advantage

In May 2010, the State Council formally approved the implementation of the Regional Planning for the Yangtze River Delta, and then Shanghai was determined as a "Globally Important Centre for Modern Service". It has been reckoned that the service sector in the Yangtze River Delta will exceed 7 trillion yuan by 2020, based on the statistics of annual economic growth of 10 percent and the dominant industry accounting for more than 51 percent of the total economic volume. In accordance with the requirements of the Planning, Shanghai has strengthened the service and radiation for the upgrading of the industrial structure in the surrounding areas, by fully relying on the advantages of the Yangtze River Delta and even the broader hinterland of the whole country and making full use of the advantages of a sound market system of its own elements and the agglomeration of high-end functional institutions. As the core city of the Yangtze River Delta Region being under development, Shanghai has the advantages of highly opening-up and developing the modern service industry, which is conducive to speeding up the pace of integration into the development of the Yangtze River Delta Region, and forming the leisure Entertainment-based tourism industry in the Yangtze River Delta Region with Shanghai as the leading city.

3.1.2. Great Importance Attached by the Government to the Development of the Marine Sports Industry

The marine economy has become a new growth point of the Shanghai economy. Shanghai has established a joint meeting system of marine economic development. Under the leadership of the municipal leaders, the Municipal Development and Reform Commission, and the Municipal Oceanic Administration, it has expected to coordinate the exploration of marine resources and development of the marine economy. Moreover, based on the implementation of the "Measures for the Administration of the Use of Sea Areas in Shanghai" and the reformulation of the "Division of Marine Functional Areas in Shanghai", it has initially formed a local marine regulatory framework.

3.2. Constraints on the Development of Marine Sports Industry in Shanghai

3.2.1. Lack of Unique Marine Sports Advantages in Terms of Natural Conditions

Although Shanghai has only 174.5 km of mainland coastline and 277.4 km of island shoreline, the length of the coastline is the second-lowest among the coastal provinces, districts, and cities in the country, and the per capita coastline is the lowest in the country. In addition, the natural tourism resources that potentially available for exploitation on a sports and leisure basis are less, accounting for only 6.9% of the total resources. The unique natural tourism resources on a marine sports basis available for development are even more scarce. Due to the sediment accumulation in the Yangtze River Estuary and Hangzhou Bay, the silt content in the seawater is too high, which makes the coastal seawater of Shanghai looks like "muddy water".

3.2.2. The Marine Sports Industry in Shanghai Started Late and Lacking a Strong Foundation

Compared with the developed countries and regions in the world, the scale, level, and service level of developing the marine sports industry in Shanghai are quite different, and the characteristics of resources of the marine sports industry have not been shown. The tourism resources on a marine sports and leisure entertainment basis have not yet created the corresponding social and economic benefits. Starting from the actual situation, Shanghai must strengthen the research and development of the market of the marine sports industry. So that a unique, distinct, and attractive marine sports industry is expected to be established.

3.2.3. A Big Gap Remains Existing between the Service Consciousness and Service Level of Employees

First of all, it is a lack of talents in the marine sports industry. Tourism on a marine sports and leisure entertainment basis of Shanghai is still in the start-up stage. And being short of professionals who have good knowledge of specialty, management, and foreign language, and the shortage of talents has become the bottleneck restricting the development of the marine sports industry. As a newly emerging industry, cultural accumulation in this industry is less profound and its training ability is also very limited. For the second place, practitioners are of lower quality. The professional technical level, serviceability, and professional ethics of employees need to be further improved, and the industry training needs to be further strengthened. Thirdly, the market management of the marine sports industry is not standardized enough, there are still some weak parts in the management of soft environmental construction and enterprises' trustworthiness construction, and the market order needs to be further regulated and standardized.

3.3. Opportunities for Shanghai to Develop Marine Sports Industry

3.3.1. The Central Government has Planned to Speed up the Construction of the Four Centers in Shanghai and there Will be a Series of Policies Launched in Shanghai

Decisive progress should have been made in the construction of four centers in Shanghai and the international metropolis by 2015. Thus the first breakthrough is expected to be achieved in terms of the development pattern so that the quality of life of the people will be significantly improved. According to the positioning that the government has made for the development of Shanghai, Shanghai is expected to be basically built as one of the modern international metropolis with socialist characteristics and centers with the combination of economy, finance, trade, and shipping. As a modern international metropolis, there will be a great room for development in the modern service sector.

3.3.2. With Shanghai as the Core of the World's Sixth-largest Urban Agglomeration-- Accelerating the Urban Agglomeration in the Yangtze River Delta

The tourism industry in the Yangtze River Delta is undergoing transformation, which has made sports leisure entertainment become a demand for urban life. Thus the marine sports industry

is facing a good opportunity for development. In order to improve the comprehensive competitiveness and build platforms for the sake of urban development, all cities in the Yangtze River Delta have been actively exploring the sustainable development mode and vigorously developing the green economy for the past few years. So that tourism and the service sector have become the first choice for the development of the urban economy.

3.4. Risk of Developing Marine Sports Industry in Shanghai

3.4.1. Risk in Investment

Investment in the marine sports industry has greater risks. The development and market expansion of tourism products on a marine sports and leisure entertainment basis have relatively high technical risks, market risks, and management risks, and every step of industrial development requires high capital investment. For example, in the early stage of development, the demand for funds in such respects as market research, transportation and accommodation, equipment and facilities, personnel training, safety as well as security will be huge. If there is not enough funds as well as professional and efficient management, it is difficult to complete such a process of high investment, and other funds generally are not willing to participate in it.

3.4.2. Risks in the Management of Organization and Techniques

First of all, the enterprise image is barely unsatisfactory, some of which have such problems as poor service quality and low trustworthiness, exerting a direct effect on the market expansion, cultivating of customer loyalty, and sustainable development of tourism. For the second place, how to ensure the safety of tourists is also a risk that managers must face, which is related to the important problem of sustainable development. Many programs and activities provided by tourism on a marine sports and leisure entertainment basis are highly participatory, and such sports events as diving, motorboat, kayak, sailboat, and surfing are thrilling, challenging, and dangerous, all of which are likely to have potential safety hazards. As high-risk sports activities, once some accident occurs, it is easy to cause a great negative impact on the marine sports industry.

3.4.3. Risk in Environment Disruption

The protection of the marine ecological environment is in the face of many challenges. The coastal ecological environment is extremely fragile, and irreparable damage and loss will be caused in an unguarded moment. It is true that the marine sports industry is not considered a "smokeless industry". The number of wastewater and waste material made by tourist hotels is very considerable, which often endangers the quality of surface water and coastal water. In the maintenance of lawns, especially the ones on the golf courses, serious pollution has been caused to the surrounding environment, especially to the water quality, by using pesticides and fertilizers in the process of hotel afforesting. In addition to the pollution caused by waste oil leakage, the waves made by tourist vessels will also cause scour damage to the coastline.

4. Countermeasures and Suggestions for Developing Marine Sports Industry in Shanghai

4.1. Clear Chain of Command and the Establishment of a Coordination Mechanism

The marine sports industry is an extremely huge and systematic project that involves multi-disciplinary, multi-industry, multi-domain, and multi-sector, with characteristics of complexity, dynamic variable, macro- and micro aspects. It not only has a bearing on an independent department, and it is impossible to play a role of command, coordination, and organizational leadership without an authoritative, associated, coordinated, and pioneering leading organization. Since there are plenty of departments related to maritime affairs with the

phenomena of overlapping functions in management, therefore it is suggested to strengthen the coordination function and the leadership authority of the Shanghai Tourism Commission, promoting the industry departments closely connected with coastal tourism on a sports and leisure entertainment basis. By breaking the stereotype and department division, establishing an effective joint meeting system, it is possible to achieve close coordination and cooperation between various industries and relevant departments, so that a comprehensive regulatory and controllable capacity can be developed for the sake of the tourism industry on a marine sports and leisure entertainment basis.

4.2. Deeply Excavating Resources to Meet Social Needs

It is supposed to make further efforts to enhance the infrastructure construction of the marine sports industry, and expedite the stamina for its sustainable development. Based on the existing development and construction, coastal districts and counties in Shanghai should make further efforts to excavate tourism resources on a sports and leisure entertainment basis. It is necessary to choose more waters where the water is relatively clean and plant fences around the waters in the process of exploitation, restoring the blue color of the seawater. More activities should be developed, such as surfing, windsurfing, yacht fishing, diving, motorboat rides, and so on, making the activities extended to the middle of the ocean as far as possible, not just on the shore or beach.

4.3. To Strengthen Education on Environmental Protection and Raising Marine Consciousness

By using such means as propaganda and education, it is necessary to continuously improve the public's awareness of marine environmental protection and correctly guide the consumption and management behavior of marine sports. It is significant to strengthen propaganda for the whole society, enhance people's awareness of marine environmental protection and the consciousness and initiative of protecting the marine environment, so that a growing number of people will be enabled to realize the importance of protecting marine ecology. Only by maintaining the balance of marine ecology and keeping the environment in a good state can the marine sports industry have a material basis and platform for sustainable, rapid, and healthy development. The balance and health of the marine ecological environment depend on the enhancement of people's awareness of marine environmental protection.

4.4. Give Full Play to the Advantages of Colleges and Universities and Accelerate the Cultivation of Talents

The development of the marine sports industry can not be separated from high-quality talents. On the one hand, the relevant management departments should strengthen the training of talents concerned with sports leisure tourism. By means of combining their own characteristics and market needs, a cooperative relationship should be established with relevant colleges and universities, so that senior talents needed by tourism on a marine sports and leisure entertainment basis could be cultivated. In terms of governmental regulations, the system of pre-job training must be resolutely implemented and make sure that employers take the appointment with a certificate, establishing a mechanism for simultaneous development of employees' education and posts requirements—form a system of short-term training and long-term training, and promote the constant improvement of the management level of marine sports tourism projects.

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