

# **Research on Innovative Countermeasures to Promote the Transformation and Upgrading of Marine Tourism from the Perspective of Supply-side Reform**

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## **Abstract**

The development of marine economy and marine tourism is an important part of the implementation of the strategy of strengthening the country by sea. Under the new normal of economy, the development of traditional marine tourism has the bottleneck of unbalanced supply and demand, and the traditional old kinetic energy cannot realize the new growth. However, the application of modern digital technology, the rapid development of e-commerce and the cross-border integration of various industries have also promoted the implementation of Supply-side structural reform in marine tourism, exploring new development ideas and finding new development paths. At present, the transformation and upgrading of China's marine tourism industry is facing problems in industry, products, marketing, personnel and management, Five countermeasures should be implemented to promote the integration of tourism, cultivate new forms of marine tourism, develop new products integrating literature and tourism, create a Three-dimensional marketing model, and strengthen the construction of support system, so as to provide new space, new environment and new momentum for the transformation and upgrading of marine tourism industry.

## **Keywords**

Supply-side Reform; Marine Tourism; Transformation and Upgrading; Innovative Countermeasures.

## **1. Introduction**

Marine economy is an important part of China's economy. In the marine economy, marine tourism is the top priority. Under the pattern of blue economy and digital economy, marine tourism is facing unprecedented opportunities. At the same time, under the background of consumption upgrading, people's demand for tourism consumption is diversified, and tourism products without refined operation cannot meet the needs of tourists, Marine tourism needs to implement Supply-side structural reform urgently. In particular, the Covid-19 epidemic has caused a great impact on the marine tourism industry and has also forced the marine tourism industry to accelerate its transformation and upgrading. It is worth considering how the marine tourism industry can quickly cope with the great changes, make structural adjustments, increase effective supply, meet market demand, realize industrial transformation and upgrading, and move towards the direction of high-end, characteristic, brand and internationalization.

## **2. Significance of Transformation and Upgrading of China's Marine Tourism from the Perspective of Supply-side Reform**

In the past decade, China's total marine economic output value has been continuously increasing, and the total coastal tourism output value has also been continuously increasing, and the proportion of coastal tourism in the total marine output value has been increasing. Marine tourism is in a new period of rapid development, However, the imbalance between supply and demand in marine tourism restricts the transformation and upgrading of marine tourism. In terms of consumption demand, on the one hand, paid vacation, flexible working system and standardization of holidays make people realize the freedom of travel time, increase the number of tourists traveling and increase the demand for marine tourism; On the other hand, with the increase of per capita disposable income and the upgrading of consumption structure, people have raised their requirements on the quality of marine tourism experience. On the supply side, the homogeneity of marine tourism products is serious, lacking marine cultural characteristics, repeated construction of low-quality tourism services, and tourism infrastructure needs to be improved. Under the dual background of changing consumption demand and fierce competition in the tourism market, the Supply-side and demand-side of marine tourism are structurally out of balance, and the traditional old kinetic energy cannot realize new growth, It is necessary to take innovation as the driving force, use new technologies, new thinking and new elements, cultivate new kinetic energy of economic growth, enhance the vitality of the industry, push forward the structural reform on the supply side, promote the transformation and upgrading of marine tourism, and realize high-quality development.

## **3. Major Issues Faced by the Transformation and Upgrading of China's Marine Tourism from the Perspective of Supply-side Reform**

Marine tourism is one of the most potential marine industries and the blue sea market for future tourism. Interpretation of China's Marine Economy Statistics Bulletin reveals that the level and development quality of the marine service industry, taking the coastal tourism industry as an example, are improving, the transformation of the old and new kinetic energy of the marine economy is accelerating, and the benefits are continuously improving. However, at this stage, the imbalance between supply and demand still exists in the development of marine tourism, which restricts the transformation and upgrading of the industry.

### **3.1. Industrial Level: Few New Formats, Low Degree of Integration and Isomorphism**

On the industrial level, the supply and demand of marine tourism are not balanced, the specific problems are as follows: First, there are few new forms of marine tourism and their development is not mature. For example, China's cruise tourism started late and lacks experience in operation management, route development and arrangement, and market cultivation[1]. Due to the high threshold of cruise ship construction and the immaturity and inexperience of cruise ship manufacturing technology, the profit of the cruise ship industry has been drained. Second, the marine tourism industry has a low degree of integration, low degree of correlation and insufficient regional coordination. The coastal tourist cities are not closely connected with each other, and the economic, cultural and ecological exchanges are not enough, it is easy to cause the phenomena of excessive consumption of marine tourist resources, destruction and pollution of marine ecological environment, and prominent contradiction between marine development and environmental protection. For example, among Weihai islands, Liu Gongdao occupies most of the development resources and occupies the development space of other islands in Weihai; Among the cities in Shandong Peninsula, Yantai and Qingdao have higher competitiveness in marine tourism, while Dongying and Binzhou have

smaller scale and lower level of development. Marine tourism enterprises operate independently, the phenomenon of integration and development is not significant, and there is no connected marine tourism industry chain, which makes the role of compound industry not play, and the overall service level of the industry is low and the function is single. Finally, the phenomenon of isomorphism and low degree of marine tourism is obvious, and regional collaborative innovation is insufficient. The niche overlap among enterprises in the coastal tourism industry cluster is too large, the interaction relationship is weak, and the regional competitiveness is low[2]. The allocation rate of marine tourism resources is low, competition between land and sea industries is intense, there is no linkage and overall planning, and the degree of cooperation and integration is low.

### **3.2. Product Level: Single Structure, Low Quality and Lack of Features**

The low-end and low-quality products of the marine tourism industry can no longer meet the people's growing demand. The shortage of high-quality products in marine tourism is manifested in the following three aspects: first, there is a single type of marine tourism products. At present, the structure of marine tourism products is not rich and tourism projects are monotonous. For example, Zhanjiang Port has only daytime tour products and lacks high-standard night tour items; Lack of leisure holiday products in Shenzhen Bay. Coastal tourism products mainly rely on coastal bathing beaches, with swimming as the main activity, new experience products such as yachts, cruise ships and ferries are expensive[3]. Health care and cultural tourism have been the focus of tourists' attention in recent years; However, marine tourism products are not expressive enough in terms of connotation and quality, and have a low correspondence with tourists' spiritual and health needs, Secondly, the quality of marine tourism products is low. The imperfect infrastructure of marine tourism and serious pollution of the marine environment have resulted in poor experience for tourists and affected the expansion of the marine tourism market. Too much commercialization of scenic spots and too much attention paid by staff to interests will also affect tourists' experience; Finally, marine tourism products lack characteristics. On the one hand, products in marine tourist cities and tourist parks have become homogeneous, and tourist projects have been repeatedly constructed. Hainan Province will promote the construction of a number of 5A tourist attractions, but how to avoid homogenization of products in multi-project construction in the same region is worth considering. On the other hand, the development of marine tourism products does not sufficiently explore the connotation of marine culture and display marine science and technology. The regional marine tourism products lack of local characteristics, and the theme and image of the tourism products are not prominent. For example, the Beibu Gulf marine catering industry lacks the characteristics of the Beibu Gulf, and tourists' perception of the image of the Beibu Gulf marine tourism is insufficient[4].

### **3.3. Marketing: Lack of Awareness of Brand Strategy, Local Cultural Integration is not Enough**

From the marketing aspect, the Supply-side reform is to change the production mode in which consumption follows products, and start to focus on customers, so that market demand can guide industrial supply. At the present stage, the marine tourism industry does not sufficiently tap the customers' demand, and the marketing efficiency is low, it is difficult to directly target the target consumers and realize the value transformation. First, the marine tourism industry lacks brand awareness. China is rich in marine tourism resources, but the degree of integration of resources is low, the overall scientific development has not been realized, and the regional product image is not prominent. The relevant departments did not pay attention to the promotion of the overall image of the region, and the efforts to create a marine tourism brand were insufficient, making it difficult to create a large tourism brand. Of the 280 national 5A scenic spots recently announced by the Ministry of Culture and Tourism, the National Ocean

Park is only one, namely, Liaoning Dalian Laohutan Ocean Park and Laohutan Polar Museum. In addition, the park has been severely warned by the National Tourism Administration for its outdated infrastructure and many complaints from tourists. At present, there is only one national coastal tourism demonstration zone in Qingdao Olympic Sailing Center. Secondly, marine tourism needs to be localized. On the one hand, there are more theoretical and practical researches on the development of marine tourism in the west than in China[5]. The gap between Chinese and western cultures and systems makes it difficult for western theories to be successfully applied to China's marine tourism. On the other hand, the integration of local culture in marketing practice of marine tourism is not enough. For example, the holy land tour originated in Japan is favored by young travelers[6] and has become an important force in the development of local tourism in Japan. In the rising state of the national diffuse industry, there are also some excellent cartoons such as "Luo Xiaohei Battle Records" and "Big Fish and Begonia". However, the tourism economic effect produced by these works is not satisfactory.

### **3.4. Personnel Level: Lack of Professional Personnel, Inadequate Incentives, Personnel Security Mechanism is not Perfect**

The demand for talents in marine tourism is reflected in both quantitative and qualitative aspects. However, at present, there are problems of shortage of professional talents and brain drain in marine tourism. First, there are few professionals in marine tourism. On the one hand, there are many types of marine tourism enterprises and a large talent gap. At the 2019 China Ocean Institute Biennial Meeting, Mr Zhao Wenjing, chief consultant of Shanghai Haichang Ocean Park Holding Co., Ltd., pointed out that the development of China Ocean Theme Park is facing the problem of lack of high-end talents. On the other hand, the existing talents cannot meet the demand of the tourism market. The cultural level and comprehensive quality of marine tourism grassroots staff are generally low, which affects the service quality of scenic spots. The weak executive power of the management and the lack of professional and technical teams make the marine tourism resources planning unscientific, the research and development of tourism products and projects lagging behind, the construction difficult, the positioning unclear and the maintenance imperfect. Second, there are insufficient incentives for talents. The treatment of employees in tourism enterprises is generally low, Marine tourism enterprises do not sufficiently explore the cultural connotation and value, and resources are not sufficiently developed to attract high-end talents. Difficult and remote scenic spots are more difficult to attract and retain talents. Third, the guarantee mechanism for marine tourism talents is not perfect. For small and medium-sized enterprises, small-scale operation makes them have poor risk resistance and their production and operation cannot be guaranteed, for self-employed operators, the government's support is relatively small, the income of the employees is unstable and the income is low. For example, most of the tour guides are freelancers. Their income is directly related to the number of tour guides. If there is no tour guide, there is no income. Under the COVID-19 epidemic, the salaries of staff of Wuxi Wanda International Travel Service are only 80% of the city's minimum wages. The tour guide industry has been hit hard, and many tour guides must consider changing careers and taking part-time jobs to subsidize their living.

### **3.5. Management: Poor Communication and Coordination, Imperfect Service System and Loopholes in Laws**

A market-oriented, rule-of-law and international business environment can stimulate the vitality of market players and promote industrial transformation and upgrading. However, China's marine tourism industry has the problems of insufficient supply of effective systems and effective policies. First, the management and coordination of marine tourism are not smooth and the system supply is inadequate. There are many departments involved in marine tourism. There are overlapping functions between departments and lack of effective communication, coordination and cooperation. It is easy to have chaotic management, which

restricts the development of marine tourism. Many marine tourism enterprises are derived from traditional marine enterprises grafted on tourism enterprises. For example, leisure fishery is formed by combining traditional fishery and tourism. The operators' management concept lags behind. It is not easy for government staff and fishermen to reach a consensus on ecological protection and economic development, which affects the sustainable development of local tourism economy. Second, the infrastructure supply of marine tourism is inadequate and the service system is imperfect. Some tourist cities lack complete tourist consultation services, medical services, health services and transportation services. For example, Beihai City does not yet have a fully-functioning tourist distribution center, and the city's famous scenic spot Weizhou Island is short of water and electricity, which is prone to water and electricity outages. The Daishan Island in Zhoushan is surrounded by mountains on three sides, with inconvenient transportation, backward facilities, and poor tourist reception. Third, the legal system of marine tourism is not perfect. Domestic legal research on sea-related aspects lags behind the market, even blank[7]. There are loopholes in the laws on the protection of marine resources, labor security of personnel and disputes over sea areas, which need to be improved urgently. For example, the concept of the National Ocean Park is unclear and special legislation is missing[8]. There are many problems in the current laws of marine tourism, and the practical application of the laws also needs to be improved.

#### **4. Innovative Measures to Promote Transformation and Upgrading of Marine Tourism from the Perspective of Supply-side Reform**

##### **4.1. Build a New Pattern of Tourism Integration and Expand the Community to Develop a New Space**

Regional tourism integration is helpful to the circulation of people, goods, information, technology, capital and other elements in the regional supply side, forming resources complementation and improving the efficiency of resource allocation. Effective integration of marine tourism resources and coordinated regional development are important ways to improve the competitiveness of tourism regions and promote the transformation and upgrading of marine tourism. First, the region can be divided according to the types of marine tourism resources, the geographical location and the development status of marine tourism. For example, Shandong, Liaoning, Hebei and Tianjin are building an integrated strategy of the "Smart Bohai Sea", Qingdao, Huaifang, Weihai and Yantai set up Jiaodong economic circle cultural tourism cooperation alliance. Establish a core city in the region, with the central marine tourism city driving the development of the surrounding cities, forming a radiation circle, and expanding the scope, and finally create a complete marine tourism development gold economic zone[9]. Coastal cities should fully tap the local marine tourism culture, concentrate on developing high-quality tourist routes, and create cities with marine tourism characteristics. For example, the Zhoushan region in Zhejiang has actively built an island leisure tourism city and a Buddhist cultural tourism destination by making use of the rich mountain and sea resources and profound Buddhist culture; Hainan has made use of various coastal tourism resources and aims to create four distinctive tourism brands, namely, sea honeymoon style, health preservation and vacation, ecological sightseeing and leisure sports. Second, strengthen coordination and cooperation within the region. Building an intelligent tourism information exchange platform among departments to form an efficient information exchange channel. Cities share high-quality tourism resources, perfect infrastructure and convenient transportation, and realize joint publicity and marketing. Through the agglomeration and integration of marine tourism, it will form innovation-driven competitive advantages, further expand the industrial spatial structure and improve the position of regional economy in the national economic system. For example, Hainan Province relies on the construction of a free



trade port to build a comprehensive platform for the training of the national sailing port sports team, tropical leisure fishing, yacht sailing industry and water leisure and entertainment.

#### **4.2. Foster New Forms of Marine Tourism and Stimulate New Momentum for Industrial Growth**

In view of the problem of inefficient oversupply and insufficient effective supply in marine tourism, marine tourism can start from cultivating new kinetic energy and transforming the old kinetic energy, and speed up the transformation of the old kinetic energy to improve the speed of industrial transformation and upgrading. First, the cultivation and development of new formats is the most important way to transform and upgrade the marine tourism industry. The marine tourism industry should face high-end consumers, make full use of local marine resources, and create a new growth point of marine tourism economy; In order to cultivate new formats with high-tech content and adapt to the modern demand, actively link up with other industries and form a large development pattern[10]; It should integrate with other industries such as culture, sports, commerce and ecology, create a "tourism plus" project and cultivate new formats such as "ocean+sports", "ocean+health care" and "ocean+education", We should actively develop multiple formats, promote the construction of full-time tourism and global tourism, and provide tourists with more choices and better experiences. For example, Shanghai has established China's first cruise tourism development demonstration zone, striving to become a world-class cruise tourism destination; Fujian Province has created a new format of "ocean+forest" ocean tourism, established Changtai Tianzhu Mountain Happy World Tourism Resort, and pushed the global tourism to a new level. Second, the transformation of the old momentum of marine tourism should adhere to the new concept, adhere to the new model, rely on new technology, and promote the upgrading of the traditional tourism level to enhance the industrial strength. For example, ocean ranch tourism has changed from a "fisherman's entertainment" model to a large-scale experience tourism model, creating a tourism platform integrating food, drink, play, entertainment and appreciation. The transformation of traditional marine tourism should be guaranteed by the improvement and upgrading of infrastructure, and the pleasure, comfort and security of tourists should be taken into account in the construction of tourist areas. General Marine Tourism should learn from foreign industrial development experience, speed up the pace of internationalization, and promote the sustainable development of the industry. For example, we should optimize the legal management system of the National Ocean Park, protect the marine natural ecosystem and realize the comprehensive functions of sightseeing, education and scientific research.

#### **4.3. Develop New Products Integrating Cultural and Tourism Industries to Meet the New Demands of the Consumer Market**

Fu Yonglin, a member of the National Committee of the Chinese People's Political Consultative Conference, pointed out that the revitalization and development of the tourism industry needs to adjust the product structure. The development of marine tourism should focus on creating high-quality marine tourism projects, enriching leisure tourism products, water sports projects and types of theme activities, and developing a marine tourism complex with the functions of ecological sightseeing, educational research, leisure and vacation. First, in addition to relying on local marine cultural resources, the development of marine tourism products should also integrate local historical culture and folk culture. The tourism industry should provide the market with green tourism products with both ecological and strong cultural heritage, guide tourists to explore and discover the special meaning of tourism products, and promote the sustainable development of tourism. Second, in terms of product content, under the overall land-sea strategy and the interactive pattern between Hong Kong and the city, marine tourism products should be combined with land products to develop projects such as offshore restaurants, offshore shopping, offshore accommodation, offshore wedding, etc. With the

development of aviation technology, marine tourism routes should be combined with land tourism routes and air tourism routes to create a Three-dimensional tourism project with land, sea and air links. Third, the innovation of marine tourism products should not only be limited to the on-site experience of tourism projects, but also expand the scope of influence of tourism products, and penetrate marine tourism products into people's lives to create living tourism products. IP can integrate products, users and traffic to form a highly attractive communication capital [11]. Enterprises should meet the market demand of the younger generation, based on the local characteristic culture, and make original IP series of tourism products in the form of picture books, animation, pictures, music, games, etc., to realize IP empowerment of marine tourism products, shape a unique image of marine tourism IP, follow the road of industrial IP, and improve the differentiated competitiveness of tourism destinations. For example, Dalian Shengya Tourism Holding Co., Ltd.'s Moby Dick plans to develop original ocean-themed children's literature, themed movie and TV animation, and lifestyle tourism products for multi-level consumer groups. Shanghai Haichang Ocean Park has developed seven "Qimeng Tuan" dolls and their surrounding products, which are modeled on marine life.

#### **4.4. Create a New Way of Three-dimensional Publicity and New Situation of Smart Tourism**

The transformation and upgrading of marine tourism require both Supply-side and demand-side efforts. It requires not only structural reform of the economy, but also management of demand to ensure steady economic growth. In the era of digital economy, marine tourism industry should make full use of big data, 5G technology and artificial intelligence to provide intelligent services, intelligent management and intelligent marketing, and create a new situation for intelligent tourism. First, the marine tourism industry should take the initiative to change, expand marketing channels, accelerate the integration of online and offline development, and create new consumption points. On the one hand, the marine tourism industry should pay attention to the quality of tourists' offline experience, show tourists the unique charm of the local marine tourism in an all-round way, and guide tourists to participate in project interaction, such as the development of dolphin and otter feeding projects in the marine park, and the provision of fishing and fishing activities in the marine pasture tourism, so that people can effectively integrate into the marine world; On the other hand, tourists should be encouraged to take the initiative to share positive travel experiences through self-media or social platforms, help others to make travel decisions [12], establish communication communities, realize positive word-of-mouth marketing and communication, maintain the network image of the tourist areas well, and attract more consumers. At the same time, the use of all-media marketing tools, to carry out online marketing communications activities, such as cross-border cooperation with other industries, to enhance visibility and influence; Enter Taobao Mall and JD.COM Mall to realize online sales; The use of short video platforms in Tik Tok and Aauto Quicker to start live delivery; VR cloud tourism activities were launched. Second, the marine tourism industry should be based on the profound cultural background and rich environmental resources, vigorously develop the tourism brand value and form brand advantages. For example, Taicang, the hometown of three delicacies in Jianghe and Haihe rivers, can take advantage of its resources to incorporate delicacies into its brand and enhance its cultural appeal. Coastal cities can tap into the connotation of local marine culture, integrate festival tourism resources, create a brand of marine tourism festivals, and attract tourists from all over the world with festival activities. For example, Ningbo, Zhejiang Province held a fishing festival and a Xu Xiake tour festival.

#### **4.5. Strengthen the Construction of Support System and Create a Good New Environment for Development**

Marine tourism should promote reform through innovation and development through reform. The government, enterprises and the market should pay enough attention to the transformation and upgrading of the marine tourism industry, strengthen the construction of industrial scientific and technological innovation, talent team, laws and regulations, clarify the responsibilities of various market entities, strengthen the supervision of the tourism market order, and create a comfortable, healthy, safe and relaxing tourism environment. First, under the new normal of the economy, industrial innovation-driven development must improve the national science and technology innovation system[13]. To speed up the construction of the national laboratory, strengthen the national investment in scientific and technological innovation, stimulate the innovation vitality of enterprises, improve the support ability of scientific and technological innovation; To promote the digital transformation of marine tourism enterprises, strengthen the construction of smart tourism and global tourism. Second, it is necessary to innovate the construction of tourism talents. On the one hand, the implementation of the strategy of invigorating the sea through science and education, the joint training of high-quality marine tourism professional management personnel with good professional ethics, professional skills, innovation ability and foreign-related ability by the school, enterprise and government, encourages university students to develop and invest in entrepreneurial projects rooted in the marine cultural characteristics of their hometown, and builds a first-class marine tourism application-oriented management team. On the other hand, the relevant departments should reduce the negative impact of the development of marine tourism on the lives of residents, pay attention to the participation of the public in the development of marine tourism, provide preferential activities and employment opportunities for community residents, and encourage the public to participate in the construction of marine tourism cities. Third, it is necessary to improve the legal system of marine tourism, fill the legal loopholes in marine tourism and strengthen the construction of the management system of marine tourism. It is necessary to draw lessons from foreign advanced marine tourism development and management concepts, strengthen the planning and management of marine resources, improve the managers' awareness of planning ahead and sustainable development, and construct an efficient organization and coordination operation guarantee mechanism.

### **5. Conclusion**

On the whole, the high-quality development of marine tourism can only be achieved by changing the extensive economic model to the intensive one, pushing forward the structural reform on the supply side, accelerating the transformation from the old to the new, and promoting the transformation and upgrading. Marine tourism should promote regional tourism integration, tourism culture integration, tourism market integration, tourism information integration, improve the efficiency of resource allocation, and expand the space for tourism economic growth. To cultivate new forms of marine tourism, transform the old momentum of the tourism industry and create new growth points of the tourism economy. To develop high-quality cultural tourism products, increase effective supply and meet the new market demand. To carry out online and offline integrated marketing activities, to create a brand of marine tourism, to create a new situation of smart tourism. We should take innovation as the driving force, strengthen the construction of scientific and technological support system, talent support system and legal support system for marine tourism, and create a good development environment.



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