

Chinese Marine Tourism Industry Development Policy and the Prospects for Cooperation between China and Korea

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Contents

1. the Concept of Marine Tourism and
the Development Status in China

2. Chinese Marine Tourism Industry
Development Policy

3. the Prospects for Cooperation between
China and Korea

Chinese Marine Tourism Industry Development Policy and the Prospects for Cooperation between China and Korea

Introduction

November 25, 2009, Premier Wen Jiabao chaired a State Council executive meeting, discussed and approved in principle “on accelerating the development of tourism”, first presented to accelerate the development of tourism at the highest level, and took tourism as a strategic pillar industry of national economy.



Chinese Marine Tourism Industry Development Policy and the Prospects for Cooperation between China and Korea

Introduction

In July 17, 2013 the South Korean President Pu Jinhui chaired the first tourism promotion enlarged conference in Chong Wa Dae, and pointed out, the tourism industry is a compound industry by the combination of many fields, it's a high value-added industry that make a lot of job opportunities. Tourism industry is an important new growth driving force to Korea economy, so decisively to loosen regulation and begin system reform is the only way which must be passed to revitalize the tourism industry.



Chinese Marine Tourism Industry Development Policy and the Prospects for Cooperation between China and Korea

Introduction

Marine tourism is an important part of marine industries.

Chinese Marine Agenda in Twenty-first Century and *National Marine Economic Development Plan* take marine tourism as an emerging pillar of marine industries, and marine tourism is also a global frontier.



1. the Concept of Marine Tourism and the Development Status in China

1.1 the Concept of Marine Tourism

Broadly speaking

Marine tourism, it is to point to in certain social economy condition, based on the sea, in order to satisfy the demands of people's spirit and material, the sum of the phenomena and relationships generated by Marine sightseeing, recreation and vacation activities.



1. the Concept of Marine Tourism and the Development Status in China

1.1 the Concept of Marine Tourism

Coastal tourism

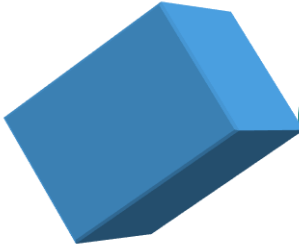
Sea tourism

• In a narrow sense

Mainly refers to the coastal zone tourism, including seashore tourism and coastal seaside city tour.

Has a wide range, mainly including the near and far island tourism, as well as ocean-going tourism mainly by cruise liner.

1. the Concept of Marine Tourism and the Development Status in China



1.2 Characteristics of marine tourism

(1)

Superior
geographic
location,
High accessibility

(2)

Suitable
climate,
Beautiful
environment

(3)

Rich in tourism
resources

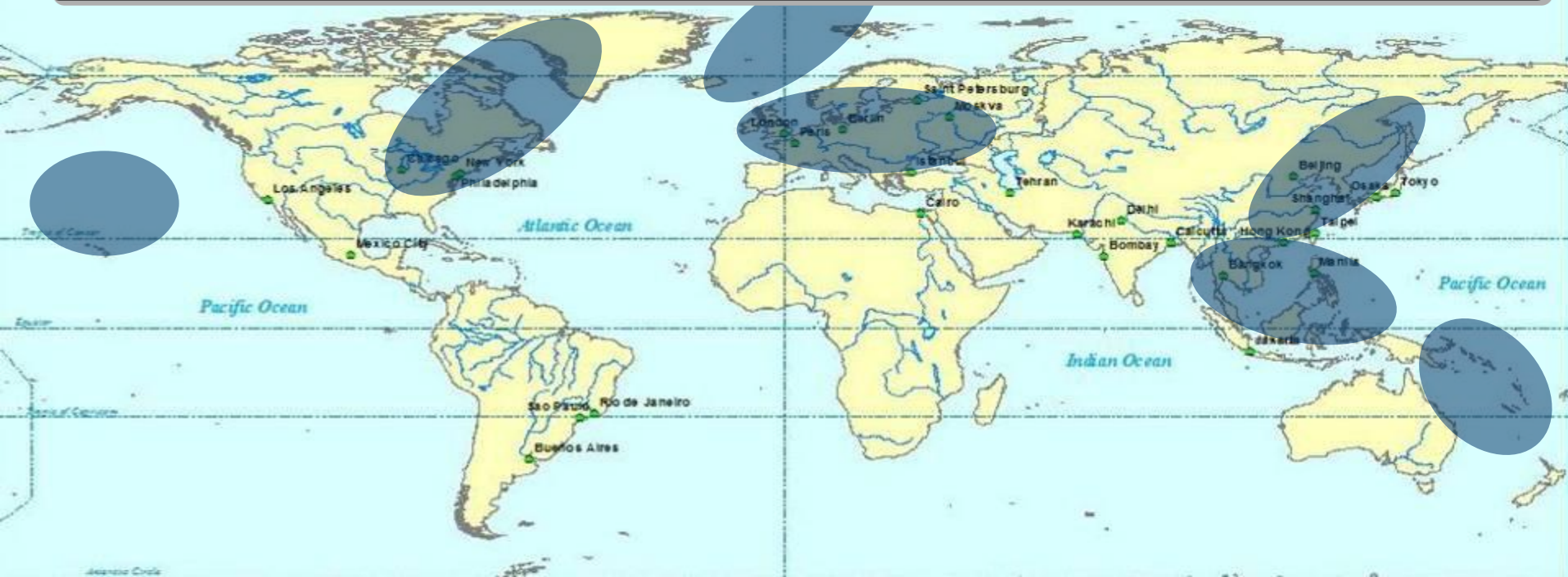
(4)

Unique cultural
connotation

1. the Concept of Marine Tourism and the Development Status in China

1.3 International background of marine tourism development

After the second world war, tourism development has grown up in tropical and subtropical coastal boom, successive rise a batch of famous international seashore tourist resort, such as the Mediterranean Sea, the Baltic sea and the Atlantic coast, the Caribbean and the Hawaiian islands and so on. Today, the Marine tourism industry is the main body of international tourism.



1. the Concept of Marine Tourism and the Development Status in China

1.4 The current situation of the development of marine tourism

In the 1980 s, Chinese Marine tourism industry initially developed in Ningbo, Qingdao, Dalian, Qinhuangdao, Xiamen and Hainan island etc., and began to grow rapidly in the 1990 s, the area expanded unceasingly, it now concentrated in 53 coastal city layout, become the star of the tourism in our country and the local leading industries of the national economy.



1. the Concept of Marine Tourism and the Development Status in China

1.4 The current situation of the development of marine tourism

1

Characteristics of the development of marine tourism in China

- 1 Marine tourism economy continues to grow
- 2 Marine tourism market development potential is tremendous
- 3 The coastal tourism enterprise scale expands unceasingly
- 4 Marine tourism products system is increasingly perfect
- 5 The coastal city of tourism carrying function is strengthened

1. the Concept of Marine Tourism and the Development Status in China

1.4 The current situation of the development of marine tourism

1

Characteristics of the development of marine tourism in China

1

Marine tourism economy continues to grow



1. the Concept of Marine Tourism and the Development Status in China

1.4 The current situation of the development of marine tourism

1

Characteristics of the development of marine tourism in China

2

Marine tourism market development potential is tremendous

Consumption demand of marine tourism in China has continued growth, the international and domestic tourist markets are fully expanded, particularly the international tourist market.

1. the Concept of Marine Tourism and the Development Status in China

1.4 The current situation of the development of marine tourism

1

Characteristics of the development of marine tourism in China

3

The coastal tourism enterprise scale expands unceasingly

With the rapid development of Marine tourism industry, enterprise scale in the field of tourist accommodations, travel agencies, tourist scenic spots (points) expands unceasingly.

4

Marine tourism products system is increasingly perfect

The Marine tourism product in addition to the traditional marine sightseeing products, also includes marine leisure tourism products, marine culture experience tourism products, marine theme tourism products and marine architectural tourism products. Marine tourism products system is becoming more and more mature.

1. the Concept of Marine Tourism and the Development Status in China

1.4 The current situation of the development of marine tourism

1

Characteristics of the development of marine tourism in China

5 The coastal city of tourism carrying function is strengthened

Most 53 coastal cities are the excellent tourism cities, relying on the advanced social economy and superior geographical conditions, the coastal areas have become the major tourist destination, tourism distribution center and tourism hub.



1. the Concept of Marine Tourism and the Development Status in China

1.4 The current situation of the development of marine tourism

2

The challenges and problems of Chinese marine tourism

- 1 The development of tourism resources is insufficient
- 2 The surrounding radiation and driving function from Center city needs to be strengthened
- 3 Marine tourism environment pressure increases
- 4 Traditional tourism development models need changing

Chinese Marine Tourism Industry Development Policy and the Prospects for Cooperation between China and Korea

2. Chinese Marine Tourism Industry Development Policy

1

Before and after
the 1990 s

The central government issued *Chinese Marine Agenda in Twenty-first Century* (1994)

2

After the 21st
century

The State Council, the National Development and Reform Commission, the State Oceanic Administration, the Ministry of Transport, local government and other departments have promulgated the relevant marine tourism policy.

2. Chinese Marine Tourism Industry Development Policy

**2.1 Support Policy of Marine Tourism
*Industry Development***

**2.2 Support Policy of Marine Tourism
*Economic Development***

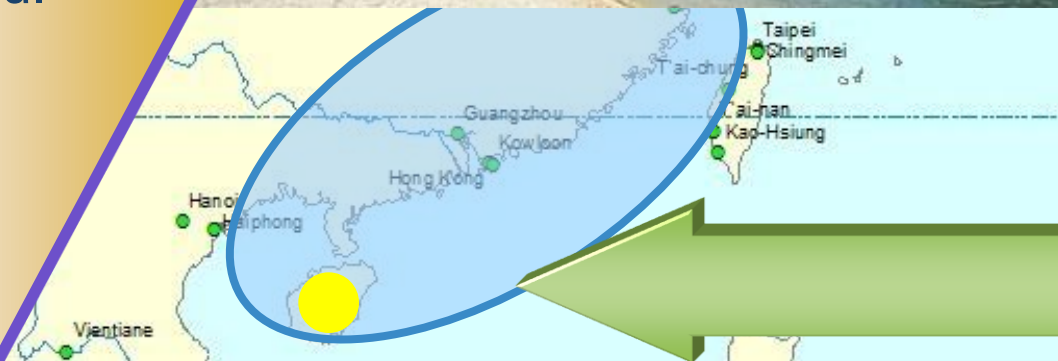
**2.3 Support Policy of Marine Tourism
*Resources Development***

Chinese Marine Tourism Industry Development Policy and the Prospects for Cooperation between China and Korea

2. Chinese Marine Tourism Industry Development Policy

2.1 Support Policy of Marine Tourism *Industry* Development

Marine tourism industry as an important part of marine industry, is overall developed after 1984 in which tourism construction policy proposed.



2. Chinese Marine Tourism Industry Development Policy

National policy support

In 2009, seaside resort was identified one of the first 12 national tourist routes in our country, become the important national brand to lead tourist flow and consumption hotspot at home and abroad.

The (2009) No. 41 document of the State Council *views on accelerating the development of tourism* put forward to "develop tourism into a strategic pillar industry of national economy and the modern service industry that people more satisfied with".

Chinese Marine Tourism Industry Development Policy and the Prospects for Cooperation between China and Korea

2. Chinese Marine Tourism Industry Development Policy

2.2 Support Policy of Marine Tourism Economic Development

© *National Marine Economic Development Plan*

© *Several opinions on financial support to accelerate the development of tourism*



Chinese Marine Tourism Industry Development Policy and the Prospects for Cooperation between China and Korea

2. Chinese Marine Tourism Industry Development Policy

2.3 Support Policy of Marine Tourism Resources Development

2.3.1 Coastal Tourism Resources Development

2.3.2 Sea Tourism Resources Development

- (1) Island tourism
- (2) Cruise Tourism



3. the Prospects for Cooperation between China and Korea

3.1 the meaning of Marine tourism cooperation between China and Korea

- ◎ To promote the development of marine tourism between the two countries
- ◎ To enhance mutual understanding and friendship between the two peoples
- ◎ To promote the economic development of the two countries and the Asia Pacific Region
- ◎ To maintain peace and stability across the region

3. the Prospects for Cooperation between China and Korea

3.1 the Meaning of Marine Tourism Cooperation between China and Korea

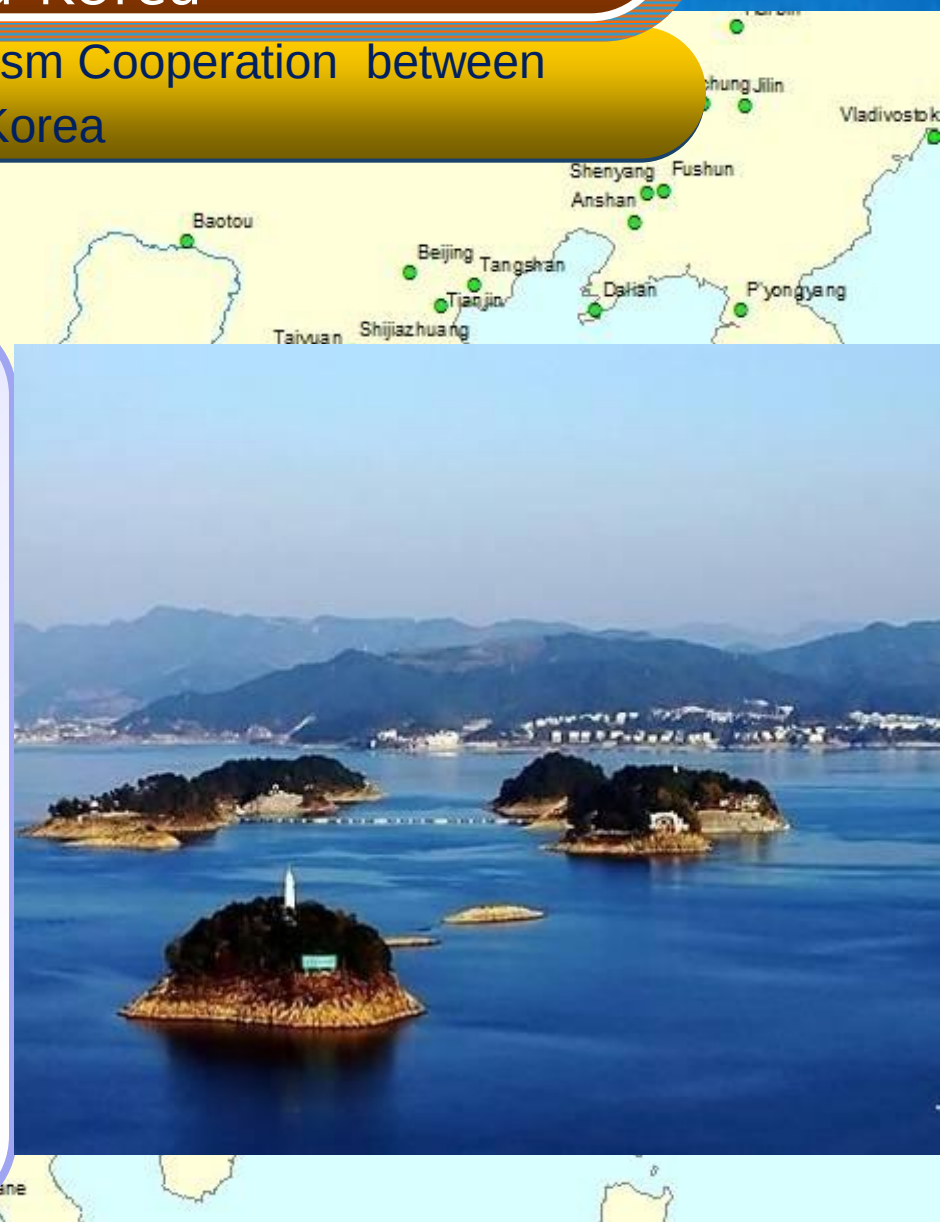
China and Korea have the similar culture and complementary resources. They have the advantage of exchanges and cooperation in marine tourism.



3. the Prospects for Cooperation between China and Korea

3.1 the Meaning of Marine Tourism Cooperation between China and Korea

China and Korea have political, economic good relations of cooperation, in the tourism industry, also have very good cooperation. In 2010, there are 1.97 million Chinese citizens travelled to Korea, an increase of 31.7% over the previous year, growth is obvious in recent years. At present, the mechanism of tourism exchanges and cooperation between the two countries is becoming more and more perfect.



3. the Prospects for Cooperation between China and Korea

3.1 the Meaning of Marine Tourism Cooperation between China and Korea

The just-concluded 2014 "May Day" holiday, tourism market once again usher in travel peak. According to information released by the state oceanic administration, outbound tourism, in Taiwan, Hong Kong, South Korea, Bali, Japan are the most popular areas, Korea, Taiwan, Vietnam, Kampuchea and other line become "hot".



3. the Prospects for Cooperation between China and Korea

3.1 the Meaning of Marine Tourism Cooperation between China and Korea

Need to do:

To strengthen cooperation between the governments, remove barriers for the marine tourist flow freely.

To communicate information, understand the needs, targeted to the development of marine tourism products, to carry out effective promotion.

To set up joint ventures, exploit marine tourism resources jointly.

To strengthen the tourism infrastructure construction, improve the quality of Marine tourism services, enhance tourist satisfaction.

3. the Prospects for Cooperation between China and Korea

3.2 Tourism Cooperation and Macroeconomic Control Policy between China and Korea

1

Establish a regional cooperation agreement.

2

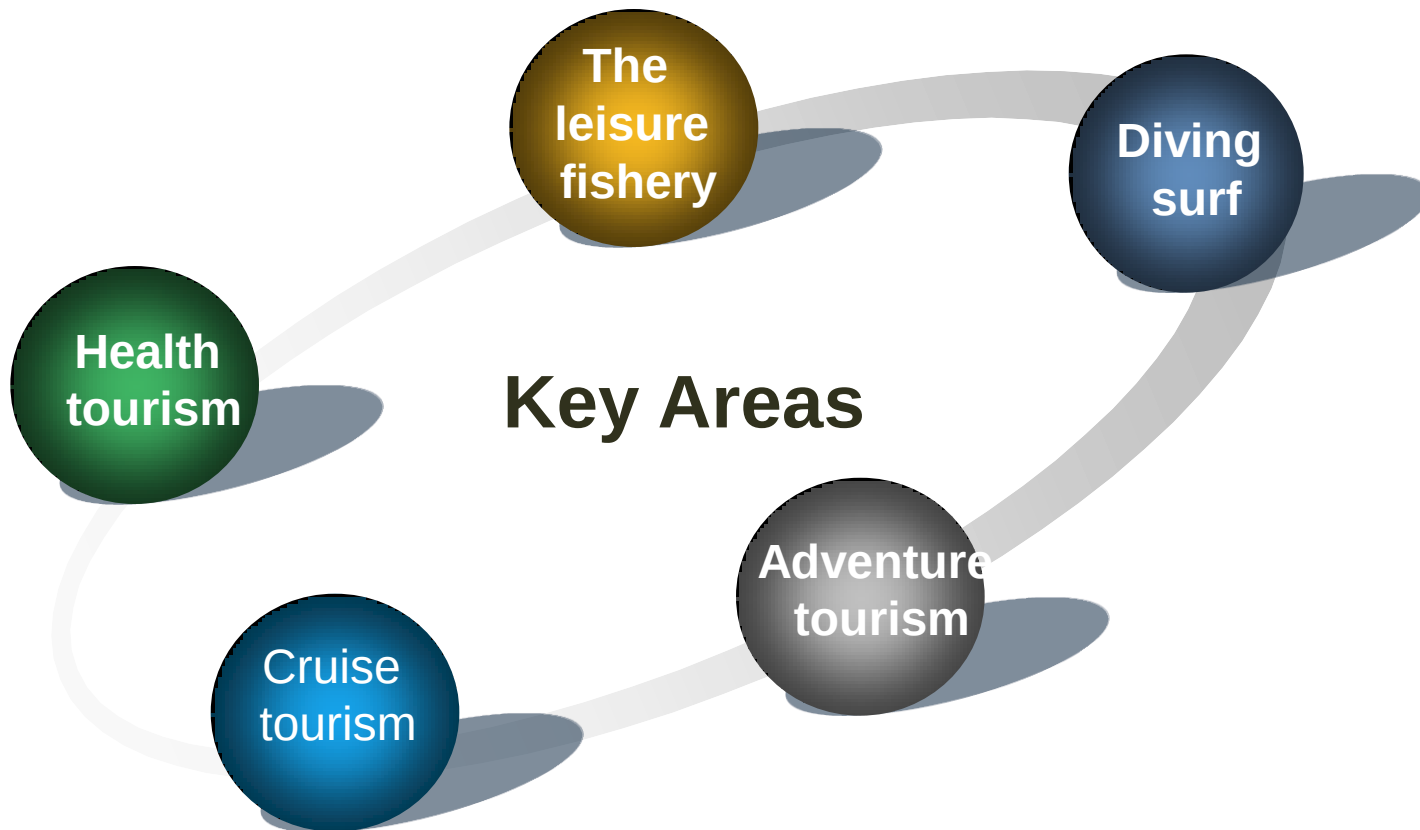
Strengthen the leading role of central governments of the two countries.

3

Promote the level of local government cooperation between the two countries.

3. the Prospects for Cooperation between China and Korea

3.3 Highlight the Development of Marine Tourism in Key Areas





THANK YOU!