

# The Countermeasures Analysis for the Sustainable Development of Seashore Tourism

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**Abstract:** Based on the current characteristics of island tourism resources and the status quo of development and utilization, this paper studies the problems from the relationship between island tourism development and environmental protection, resource utilization and sustainable development, and proposes to maintain the sustainable development of island tourism. Countermeasures, in order to provide ideas for the stability and prosperity of island tourism in the future, and promote the further development of the island economy.

## 1. Introduction

The 21st century is an era of marine economy, and island tourism is an important part of the marine economy industry cluster. There are more than 6,900 islands in China with an area of more than 500m<sup>2</sup> [1], more than 460 inhabited islands with a total population of more than 40 million [2] (excluding Hainan Island and the islands of Hong Kong and Macao). China's islands are not only numerous but also diverse in type. The island's tourism resources are extremely rich and have great potential for developing island tourism. The island is isolated from the mainland, away from the noisy urban area. It has an excellent environment for developing tourism. It can give full play to the role of island tourism in developing local economy, improving economic structure and promoting employment.

## 2. Existing problems in China's island tourism

China has a vast sea area and numerous islands [1]. In the lonely sea of islands, each has its own unique geographical, resource and environmental advantages. The specific development and utilization modes also have their own advantages. Of course, they also have their own development disadvantages. The size of the island, the distance from the land and the necessary infrastructure such as transportation, communication, and hydropower equipment are important conditions for evaluating whether an island can be exploited and utilized [2], and determine the development prospects, development direction and utilization of island tourism.

### 2.1 Single mode, incomplete function.

At present, the main modes of coastal tourism in developed countries are leisure sightseeing, farming participation and entertainment shopping, integrating tourism, entertainment, leisure, participation, knowledge, health care and other functions into a comprehensive development. Compared with the mature development model of developed countries, China's coastal tourism has a prominent problem of single mode and incomplete function. From the perspective of development mode, the more successful typical models are leisure resorts and ethnic minority villages [1]. They only stay at the primary level of viewing the seaside scenery and ethnic minority villages and folk activities. From the perspective of function, China's seaside tourism function It still stays at the lower levels of eating, living, and playing.

### 2.2 Insufficient original ecology.

The development of seaside tourism should be selected in the suburbs of the city or in the surrounding areas of scenic spots. The suburban suburbs have convenient transportation, sTable

tourist sources and obvious location advantages, which is suitable for the development of seaside tourism [2]. The upsurge of seaside tourism in China is generated by the country's macro-background of building a new socialist countryside. The development of coastal tourism across the country lacks scientific planning and is blindly launched. Some places are even driven by the short-term interests of investors and local governments. The “enclosure movement” has led to the destruction of the ecological environment, which has significantly reduced the ecological quality of the coastal tourism area [2]. At the same time, the original ecology of coastal tourism in China is insufficient, and there are a series of problems such as similar products, blind imitation and lack of personality. Coastal tourism whether it is a tourist attraction or a carrier of tourism environment, it must be a seaside to meet the needs of tourists.

### **2.3 The infrastructure is lagging behind and the ecology is destroyed.**

The traditional “farmhouse” tourism model has a tourist season in April-October and due to the relatively long duration of the off-season, a large number of facilities and personnel are idle, which is a great burden for investors and local governments [3]. The construction failed to get the attention it deserved, and the development of seaside tourism was slow. In terms of development methods, investors and local governments are engaged in development and construction activities driven by short-term interests, destructing forests and building houses, and arbitrarily building, seriously damaging the ecological environment and causing soil erosion. At the same time, it also led to a series of problems such as traffic congestion and high noise, which made the seaside culture urbanized and greatly reduced the attractiveness of seaside tourism. This practice not only destroys the original good natural ecological environment of the seashore, but also wastes valuable agricultural resources and distorts the essence of developing coastal tourism. China's coastal tourism is still in its infancy, due to the backward management concept of the operators and the stagnation of market demand; it has caused a certain degree of damage to the ecological environment of the tourist destination.

### **2.4 Lack of water and electricity, transportation and communication are not convenient.**

Insufficient supply of water and electricity, transportation and communication inconvenience seriously affect the development and management of island tourism [3]. As far as the current infrastructure construction of the island is concerned, in addition to the convenient transportation of several large islands such as the East Coast Island, there are no roads distributed on other smaller islands. The ship is a necessary means of communication between the island and the mainland. The weather conditions are poor and it is impossible to board the island. At the same time, the water supply of small islands is transported by ship. The power supply depends on generators. Other infrastructures, such as communication and mailing are relatively poor or absent.

## **3. The basic situation of the development of foreign seaside holiday tourism**

Europe is the birthplace of seaside holiday tourism. At the beginning of the 20th century, the Mediterranean coastal resort became the world famous seaside tourism center. After World War II, modern seaside holiday tourism with the middle class as the main consumer group gradually emerged and developed into the mainstream of international tourism. According to the statistics of the World Tourism Organization, in 2002, the number of inbound tourists in the world was 715 million, and the top four countries in France, Spain, the United States and Italy accounted for 30%, all of which were developed coastal resorts [2]. At present, only the Mediterranean coast receives hundreds of millions of international visitors each year, 85% of which flow to the seashores of Spain, Italy, France and Turkey.

France, the world's number one tourist country, borders the Mediterranean Sea in the south and the Atlantic Ocean in the west. It is a paradise for holiday tourists. France spends more than 60% of its vacations each year, and half of them choose to go to the beachfront for a holiday. In 2002, it received 76.7 million international tourists, accounting for 10.7% of the world tourism market, tourism revenue of 34.5 billion euros, equivalent to 7% of GDP, and tourism employment accounted for more than 7.5% of total employment.

The Italian coastline is 7,300 kilometers and the coastal tourism is very developed. In 1999, it received 106 million beach holiday tourists, accounting for 34% of the total national reception. It is far ahead of all kinds of scenic spots and 12,000 professional seaside tourism companies. In the southern Campania region, tourism revenue in 2002 was equivalent to 20% of GDP, and beach tourism accounted for 65% of domestic tourism and 55% of international tourism.

Australia is the smallest continent on earth and the largest island with a coastline of 36,000 kilometers. The special geographical and climatic conditions make the various beaches, bays and coastal landscapes rich and unique. It is a resort for seaside holiday tourism. The Gold Coast and the Great Barrier Reef are world famous [3]. In 2002, Australia received 4,412,200 inbound tourists, with a total tourism output of \$70.8 billion, which exceeded the traditional agriculture, animal husbandry and mining industry, accounting for 4.5% of GDP.

Brazil is the largest tropical country in the world, with many beautiful beaches on the 8,000-kilometer coastline [3]. The country has taken advantage of its colorful tropical scenery and unique cultural landscape to develop seaside holiday tourism. Tourism has become one of the fastest growing industries in Brazil in recent years.

Mexico is one of the world's top ten famous tourist countries, with many coastal islands and a coastline of over 16,000 kilometers [2]. In the 1970s and 1980s, the Mexican government chose five desolate beaches and developed five large-scale seaside resorts such as Cancun and Los Cabos, creating a successful example of a government-scale development resort in the world. Tourists travel to Mexico, the first goal is the waterfront. In 2002, more than 4.78 million tourists took the luxury cruise to Mexico, accounting for 65% of the world's cruise tourism. In 2002, the country received 19.7 million foreign tourists, earning 8.858 billion US dollars, tourism revenue accounting for 9.5% of GDP, providing more than 1.7 million direct employment opportunities.

The US coastline is 22,680 kilometers long. The eastern, western and southeastern waterfronts have many fascinating seaside resorts. With a population of 230 million people in the United States, more than 100 million tourists go to the beach every year. In 2002, the United States received 45.4 million inbound tourists, ranking third in the world [2]. Hawaii is located in the North Pacific Ocean. It consists of 132 islands with a length of 1,500 miles and an average annual temperature of 25 °C to 30 °C. It is a world-famous tourist resort, 2000. It has received 7 million tourists a year and has a tourism income of 10.9 billion US dollars, both of which have reached record highs. Tourism revenue accounts for 60% of GDP. State government taxation, labor and employment, and personal income of residents mostly depend on the contribution of tourism.

#### **4. The trend of China's coastal tourism in the future development**

Popularization trend. Holiday tourism has become a popular form of tourism in the world. For example, in Europe, Britain, Germany, Spain, Asia Pacific, Japan, South Korea, etc., tourists who spend holiday tourism every year account for more than 50% of the total number of tourists. . Although the holiday tourism in China started late, with the advent of the "leisure era" and the rise of fashion tourism, more tourists will favor the seaside holiday tourism [4]. At the same time, with the development of social economy, the seaside holiday tourism also accepted by more middle-level consumers and become a popular consumption. Under this trend, China's seaside holiday tourism will also be accompanied by the characteristics of family and mid-range.

Diversification trend. The diversified trend of coastal tourism in China refers to the diversification of tourism functions. Specifically, it mainly refers to the organic combination of tourism, leisure and vacation, recreation, recreation, and recuperation. On the one hand, from the perspective of the development of seaside tourism, it has experienced three stages, namely, the treatment and recuperation stage, the recuperation stage, the amusement and holiday stage, and the functions of recreation and entertainment have become more and more the needs of modern tourism consumers [4]. On the one hand, since China's tourism industry has developed from tourism, and it still has certain development potential, it cannot ignore the sightseeing and leisure functions when developing coastal tourism products. The combination of vacation and sightseeing is not only a kind of seaside tourism in China. The trend will also be a major feature.

Ecological trend. The ecological trend of coastal tourism originates from the pursuit of a good ecological environment by tourists and the degradation of the ecological environment of the resort. Getting rid of the negative effects of urban life, returning to nature and relaxing body and mind are one of the main motives of seaside tourists. Most tourists choose to travel with the purpose of “returning to nature, wild and interesting, and quiet environment”. At the same time, the introduction of the concept of sustainable development is also a major cause of the ecological development of coastal tourism [5]. More and more people in China have begun to realize that the ecological environment is an important foundation for the development of coastal tourism and the entire tourism industry. The environment, facilities and services will be regarded as part of the overall framework of coastal tourism products, and the ecological content of coastal tourism products will be higher and higher.

Leisure trend. The fourth wave of human social development is called the “leisure age”. With the advent of the leisure era, the leisure experience will become a major feature of tourists’ consumption needs, while the seaside tourism zone has a good environment and rich content. It can provide special experiences and experiences for tourists to relax. In order to meet the needs of this market, China's coastal tourist areas will continue to enhance the leisure functions of tourism products in the future development, and increase leisure facilities and services, so that tourists can enjoy folklore, culture, and enjoyment while enjoying nature. Art and other infinite leisure fun, which will also greatly extend the average stay time of visitors and increase the revisit rate [5].

Innovation trend. Innovation is the source of development. Seaside tourism itself is a form of advanced tourism that emerges under the influence of continuous innovation to adapt to the changing needs of the tourism market. As the maturity of the market gradually increases, a series of new demand characteristics will emerge. In order to achieve sustainable and stable development, coastal tourism must make timely innovations and adjustments according to market changes to achieve comprehensive competitiveness [3]. Upgrade. In recent years, some new features in the development of coastal tourism in China, such as the transition from non-thematic tourism to thematic tourism, have fully demonstrated this trend.

## **5. Countermeasures for sustainable development of China's coastal tourism**

### **5.1 Increase infrastructure investment.**

The government invested in and invested in the development of beneficiary units, broadened financial resources, and increased investment in infrastructure such as island hydropower and transportation. Through fund-raising development, we will adhere to the principle of who benefits from management, who benefits from investment, reduces the construction of unnecessary buildings and roads, and increases the construction of necessary infrastructure such as desalination, solar power, transportation, and communications. It is recommended to increase the regular routes between the island and the land, the island and the island, strengthen the connection between the island and the island, and facilitate the exchange of materials, culture and tourism resources [6].

### **5.2 Increase investment in scientific research.**

At present, there are few studies on Chinese islands, there are few studies on the development of island tourism, and the method is single [7]. In the next step, we should increase investment in scientific research, encourage comprehensive research and development of islands, coordinate island tourism with other industries and the environment, and use a variety of methods to conduct research. Such as the use of 3S technology, strengthen the monitoring and management of the island.

### **5.3 Strengthening island environmental monitoring and management.**

Establish an island environmental monitoring station for the environmental protection of the island, supervise the environmental quality of the island and the sea area around the island in real time, and strengthen supervision of human activities such as breeding and development. At the same time, the development and utilization of islands should be strengthened, and activities such as destructive and

water pollution on the island and its surrounding areas should be strictly prohibited [6]. If the development and construction on the pigeon island has led to the island's gravel standing, it is doubtful whether there is an island here, or people may think that it may be an artificial island. If this situation continues to develop, a unique and beautiful island it will disappear from this and should be avoided as much as possible.

#### **5.4 Strengthen publicity and benefit the people.**

Strengthening propaganda for island tourism activities, through advertising, film and television works, online and other means, to increase people's understanding of island tourism, but also increase the quality of tourism products by increasing island tourism products, so that tourists are increasing while accepting island tours. The understanding of the island's tourism products, thus deepening the impression of the island tour to tourists, the formation of the advertising effect of everyone [7]. Promote the participation and management of local residents, reasonably give the island residents the right to engage in commercial activities, and provide talent training courses for different tourism plans of the islands, encourage the participation of inhabitants, and make people benefit, thus improving people's strict protection.

#### **5.5 Adopting sustainable development measures.**

Strictly abide by national laws and regulations, especially the "Island Protection Law", increase the investment of high-tech and non-polluting equipment while implementing strict island development and utilization management system, rationally plan the layout of island space, and improve the utilization efficiency of island resources [7]. By adding solar energy equipment and desalination equipment to form a pollution-free, sustainable power supply and water source utilization, it also saves investment costs while protecting the environment, and can effectively promote the sustainable development of island tourism.

### **6. Conclusion**

The island is not only related to national sovereignty and territorial integrity, but it will also show an increasingly important economic status in the process of social and economic development. The pollution-free and sustainable island tourism industry will also become the main event in the island development and utilization industry. Although the number of islands is small, the island's tourism resources are characterized by obvious characteristics and economic status. It is necessary to scientifically develop island tourism so that it can coordinate with the environment and economic development, and finally form a green, environmentally friendly and sustainable island tourism industry.

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