

A Study on China Cruise Tourism Development Strategy Based on SWOT Analysis

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Abstract: Cruise tourism economy has always been the best in the world tourism economic growth, more than the total growth rate of other types of tourism, its economic benefits have been widely concerned in the world. After entering the WTO, China has attracted more and more international attention, especially in recent years, China has become the fastest-growing country in the world economy, and the income of residents has also been raised, and at the same time, it has changed the consumption concept of residents, and many people have begun to enjoy the happiness brought by tourism. With the increase of the consumption demand of vacation experience tourism in tourism products, the development potential of China's tourism market is huge, and many cruise companies have begun to open up the Chinese market one after another. In this case, cruise tourism has gradually become a new hot spot for Chinese tourism consumption, and China's cruise tourism industry has also shown a strong development momentum. The development of cruise tourism industry has made great contribution to the whole national economy of our country, and has also been supported by relevant policies, and its development prospect is very broad. However, because of the late development of cruise tourism in China, it is still in the initial stage, and there is a big gap with the European and American regions. In such an environment, it is necessary to sum up the problems affecting the development of cruise tourism and the necessary conditions for the development of cruise tourism in China. According to these factors, the SWOT analysis is carried out to find out the direction of the development of China's cruise tourism market, so as to find out the development route adapted to the current characteristics of our country..

1. Introduction

For a long time, the developed regions of the global cruise tourism economy have been concentrated in Europe and the United States, but according to the data, due to the gradual saturation of cruise tourism in Europe and the United States, its development speed has obviously slowed down. Indeed, combined with the impact of the financial crisis, it has caused a serious blow to the overall tourism economy in Europe and the United States. But in contrast, cruise tourism in the Asia-Pacific region is developing rapidly and strongly [1]. The Asia-Pacific region is the world's strongest cruise economy in the future, and its growth rate is very rapid and will become the main market in the future. Cruise tourism industry has been quite objective economic benefits, in the future China's cruise industry scale will account for a large part of our national economic income [2]. It will promote the economic development of our country greatly and will also promote the development of related industries. Based on the analysis of the characteristics of China's cruise tourism industry, this paper puts forward SWOT corresponding development strategies for reference.

2. The Development of Chinese and Foreign Cruise Tourism

Cruise ships originated in the 19th century and were originally designed to provide maritime

passenger and mail transport services and are therefore also called cruise ships[3]. At the beginning of the cruise, it was used only as a vehicle. In the middle of the 19th century, cruise ships were first used for sightseeing, and cruise tourism began. At that time, cruise ships already have the characteristics of safety and comfort, large activity space, very popular in Europe and the United States. China's cruise tourism mainly appeared in the first half of the last century, and rapid development, but gradually declined. China's cruise economy recovered at the end of the last century. Modern cruise tourism rose in the United States in the first half of the last century and developed rapidly. After the 1980s, cruise tourism gradually became the fastest growing industry in the global tourism industry.

After the rise of modern cruise tourism in Europe and the United States, after half a century of development, gradually formed a mature and complete industrial system, but also the fastest development in the global tourism industry. According to the data, the current global cruise tourism tourist size has exceeded the size of the 1980s more than ten times, in the future this number will continue to rise. For a long time, U.S. cruise tourism has been a major part of the global industry, so North America is the largest cruise consumer market in the world [4]. But since the 21st century, the U.S. economy has been declining due to the financial crisis, so cruise tourism has also been affected, and economic growth has even declined. At the same time, the cruise tourism economy in other regions is also booming and its market share is increasing, so in the future, even if the cruise economy in North America can still dominate the market, but as the market hits you, its market share will become smaller and smaller, and the development momentum of Europe and the Asia-Pacific region will become stronger and stronger, and then the global cruise tourism economy will have a balanced development trend.



Figure 1 Modern cruise ships

3. Current Situation of Cruise Tourism in China

With the economic development of the Asia-Pacific region, cruise tourism has gradually been introduced into Asia from Europe and the United States, among which Japan and Singapore have taken the lead. The release of Titanic, a classic film of the 1990s, also gave the Chinese a yearning for cruise travel. The international cruise link with china first appeared in the 1970s, but at that time there was no dock for cruise ships, so we still needed small boats to pick up, but enough to see the impact of the cruise on the chinese at that time. Since then, many ports in our country have begun to receive international cruise ships [5]. has attracted a large number of foreign tourists to visit China, but also increased the travel of Chinese tourists. In recent years, with the arrival of major international cruise companies in China, more and more international cruise ships have docked in China's major ports, but also received more and more tourists for sightseeing, which has played an important role in promoting the development of China's coastal economy and tourism industry. China will be all over the coastal port layout planning, five port areas to intensive, forming a coastal cruise economic zone.

At the current stage, the market share of China's cruise tourism industry in the global market is

still very small, which has far less influence on the whole market. However, with the rapid economic development of our country in recent years and the improvement of its status in the international economy, the consumption level of our residents is also increasing, and the demand for tourism consumption is increasing day by day. In addition, the construction of facilities such as ports and terminals in various places has brought great benefits to the Chinese cruise tourism market. From the data of 2009, the cruise tourism economy of our country already has certain foundation [6].

3.1. China's Cruise Tourism Industry is Booming

The rapid development of Chinese cruise tourism is reflected in many aspects, first of all, the frequency of international luxury cruise ships in Chinese ports is increasing continuously, and it brings a considerable number of foreign tourists. Second, the proportion of Chinese tourists who choose cruise travel is increasing, and many Chinese residents are making cruise exclusive as one of the first choice for travel, and this growth rate is extremely fast. In addition, the construction of Chinese ports and the rapid development of quilt facilities provide good external conditions for cruise tourism. At the same time, cruise tourism has also brought more opportunities for the development of the cross-strait market. Many cruise giant companies are very interested in the cross-strait cruise tourism market. Starting from the coastal ports of southeast China, it is hoped that many cruise routes to mainland Taiwan will be developed and can become an important cruise tourism area in the Asia-Pacific region.

3.2. Increased Government Support

Increasing government support is also an important factor in the development of cruise tourism in China. Relevant government departments have carried out special research on customs clearance procedures and simplified some processes to facilitate the development of cruise tourism. It is expected that more regulations will be issued in line with the current development trend to protect the development of cruise economy.

3.3. Diversified Development of Cruise Tourism

At present, China's cruise tourism industry is still in its initial stage, in which the demand and supply of the market are not yet mature. Cruise tourism will be divided into offshore and ocean-going as the focus of future development of the two models. Nowadays, many coastal cities in China have covered these two models of cruise economy in the course of urban development, as an important link of urban development. The extension of the cruise economy has important advantages for China, especially the development of river and lake cruise ships, which is the gradual extension of external tourist routes to the mainland, the rapid expansion of the market, but also the ability to accept more number and level of passengers.



Figure 2 China cruise port

4. China Cruise Tourism Economic Development Strategy

4.1. Effective Resource Integration

Cruise tourism economy is a comprehensive economic industry with global characteristics, which involves high investment and high return, and has high investment risk. The development of cruise tourism is a systematic project involving a large number of sectors and therefore requires collaborative work. At present, China's cruise tourism economy needs to integrate all resources such as market resources and social resources organically, and formulate scientific and reasonable strategies according to the current national conditions. It is necessary to co-ordinate and cooperate with each department that has been remembered, to form an orderly and reasonable way of cooperation, to avoid mistakes in management and to make maximum use of resources.



Figure 3 Cruise tourism

4.2. Drawing on International Successes

China's cruise tourism industry has a short development time and is still in the initial stage, so we should learn from the successful experience in the world, so as to improve the speed of development and avoid some problems in the development. In the light of the international situation and the development of our market, we should carry out foreign cooperation to develop the cruise tourism economic market in depth and avoid risks. At the same time, it is necessary to increase the innovation of science and technology and the cultivation of talents, promote the development of many industries through the tourism industry, form an industrial chain, and add the characteristic elements of our country to each link of development, and enhance its own competitive ability.

5. Summary

Cruise tourism is an important part of the current tourism market. China's cruise economy has started and has great potential for development. Therefore, China should cater to the development of cruise economy market from the aspects of policy, supporting facilities, industrial adjustment and so on, and also promote the overall development of our national economy.

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