

Research on the Sustainable Development of Cruise Tourism Industry

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Abstract: This paper analyzes the current situation of cruise tourism in the world, analyzes the characteristics of China's cruise tourism industry and the problems existing in its development, and aims to propose countermeasures and suggestions to promote the development of China's cruise tourism. The article believes that the development of cruise tourism in the macro aspect requires the government to strengthen the development of the policy system, strengthen the management mechanism, foster market leaders, formulate unified planning, guide tourists, etc., in order to guide the development of cruise ship tourism capacity and quality. Go up a new step.

1. Introduction

Cruise tourism was born in North America in the 1960s and gradually grew into a more mature industry. From the 1980s to the beginning of the 21st century, the global cruise tourism market grew at an average rate of 7% to 8%, becoming the main engine of development in the global tourism market. In the past 20 years, the comfort and leisure of cruise tourism has attracted a large number of passengers. In 1996, the number of global cruise passengers was only 6.26 million. In 2016, this figure has increased to 24.7 million. The International Cruise Association estimates that it will continue to grow to 25.3 million in 2017. Moreover, cruise tourism is no longer a patent for the elderly, and the age of cruise passengers is gradually decreasing. In recent years, most cruise passengers are between 45 and 49 years old. Statistics show that cruise passengers aged 40 to 49 have surpassed the sustainable development of the cruise tourism industry. Cruise tourism has been a hot topic in recent years, and it has risen in North America. New types of tourism are also popular in Asia. The development potential of China's cruise industry is huge. The article introduces the current development status of the cruise industry, and analyzes the economic benefits of the cruise industry from the perspective of industrial chain. At the same time, it believes that the cruise industry has a large amount of resources, overestimation of income, uncontrollable risks, and ecology. Negative effects such as pollution need to emphasize the necessity of sustainable industrial development. This paper puts forward some suggestions from the aspects of rational planning, optimizing services and strengthening policy support. With the rise of slow-life travel and the development of younger customized cruise products, cruise tourism has attracted more and more young people to make them more fashionable and younger. The global cruise routes and ports are mainly concentrated in the Caribbean Sea and the Mediterranean Sea. Due to its location in the subtropical zone, it is suitable for cruises for a long time and the islands are densely distributed, which is beneficial to the cruise ship and meets the characteristics of its routes. 57% of the world. And these two regions have sufficient demand for cruise tourism. The US and European markets are also the countries and regions with the largest number of cruise ships in the world. Nearly 60% of the world's customers come from this. From the perspective of cruise penetration, the United States, Australia, and Singapore are 3.5%, 3.4%, and 3%, respectively, both higher than the global average of .4%; in the Asian market, the first Japanese tourism penetration rate is 0.9. %, while in China it is less than 0.05%. According to the recent 2017 Asia Cruise Market Trends report issued by the International Cruise Association (CLIA), in recent years, cruise passengers in the Asia-Pacific region have grown faster than Europe and the United States. In 2016, 3.1 million of the global cruise visitors came from Asia. Among them, mainland China tourists ranked first with 2.1 million people, accounting for 68%, while the number of tourists from Taiwan and China to Hong Kong reached 236,800 and 111,700 respectively.

2. Economic benefits of the cruise industry

For port cities, the cruise industry is often considered to be a non-negligible economic growth pole, with high driving and growth, and is more likely to form industrial agglomeration. The cruise port mother port is the core growth point, and the port city and neighboring areas become polarized areas. The enterprises and industries related to the cruise industry have formed a certain concentration of capital and technology, and the concentration of factors has promoted the multiplier effect. This has led to economies of scale, generated a strong role in radiation, and used the conduction effect to promote economic growth in the entire polarized area. This transmission mechanism not only acts on the agglomeration industry itself, but also triggers the adjustment and innovation of the entire industrial chain. This chain starts from the construction of cruise ships and provides the most basic carrier for the cruise industry; then it extends to the cruise companies that specifically operate cruise ships. Involving cruise shipping management, onboard leisure and entertainment, and room catering, this service has long service time, many service contents and high added value; product sales are at the end of the cruise industry chain, providing core driving force for industrial development, ports and terminals, etc. The construction of infrastructure and related services such as cruise reception, financial insurance, education and training provide necessary support for industrial development. From the point of view of the distribution of output value of the industrial chain, the corresponding ratio of the upper, middle and lower reaches of the industry is about 2:5:3.

3. Characteristics and problems of cruise tourism development in China

The cruise industry chain consists of the cruise manufacturing industry, the cruise transportation industry, the port service industry and the tourism business industry. For a long time, the cruise construction industry has been monopolized by four European countries including Finland, France, Germany and Italy. At present, the development of the cruise economy in China's coastal areas is still only in port construction and cruise ship docking. There is no cruise fleet of its own. There is no cruise operation enterprise with its own brand. There are more blanks in the cruise industry chain, and the economic scale of the cruise industry. Small, in the world division of labor in the cruise economy, it is marginalized and does not match the status of China's world tourism power. From the international cruise home port, there are 15 international cruise companies based in Miami, USA. There are about 4 million inbound and outbound cruise passengers per year in Miami. Barcelona, Spain is the largest domestic cruise port in Europe, with 3 million inbound and outbound passengers per year. People. In Asia, the largest ports for cruise passengers are Singapore and Hong Kong, with an annual reception of only 1 million people (lower in Hong Kong). Since the opening of the domestic port cruise route in 2006, the total number of domestic cruise passengers has increased year by year, but the total number of visitors has been low. It will take some time to reach 100 people.

China's cruise industry is mainly concentrated in port services and cruise passenger agents. The income mainly consists of three parts: First, the travel agency is an agent of overseas cruise companies to attract tourists from abroad, and can get sales commission income of different proportions; Second, the travel agency accepts The overseas cruise company entrusts the proceeds of the inbound tourism reception service; the third is the corresponding income from the cruise port service. The remaining part of the income from the comprehensive reception consumption, cruise replenishment, catering supply, and labor income is small. Therefore, due to the lack of China's cruise industry chain, the profitability of the cruise industry is not high, the port benefits are limited, and most of the cruise tourism consumption is earned by overseas companies.

4. Countermeasures and Prospects for the Development of Cruise Tourism in China

Form a unified policy and a coordinated policy. Under the current conditions of China, we can refer to the red tourism management mechanism, authorized by the central government, set up an

inter-ministerial coordination mechanism, and the office is located in the tourism sector. From the perspective of regulating the demand and improving services, we will build the entire policy framework; A package of relevant industry support policies and a systematic “top-level design” that is coordinated and comprehensively covered; under the overall policy framework, the work responsibilities of each department are gradually refined and implemented, and a more practical and operational Task division and action plan.

Actively cultivate the main body of the cruise market and improve the international competitiveness of China's cruise industry. This is the foundation for the development and growth of China's cruise economy. As far as possible, the large-scale market demand and consumption are intercepted in the domestic economic system, reducing the “leakage” of the revenue of the cruise industry and achieving the goal of “import substitution” and “expanding domestic demand”. In other words, China urgently needs to cultivate its own cruise company, and encourages and guides market participants to participate in all links in the entire industrial chain. China's establishment of its own cruise company and cruise fleet requires construction from four aspects: policy and regulation, cruise management team training, logistics supply system and onshore sales system. At present, China has initially formed a macro-space layout of four home ports from north to south in Tianjin, Shanghai, Xiamen and Sanya, corresponding to the huge demand potential of the emerging cruise tourism, and perhaps there are more development opportunities and A broader space, but if the blind development trend of the repeated development of close-range construction, regardless of the local natural geographical conditions and economic development level, does not stop, it will definitely lead the development of the cruise industry into a misguided way. The quagmire of competition affects the healthy development of China's cruise tourism industry. To this end, the author suggests that there is an urgent need to prepare and formulate the “China Cruise Economy Development Outline” in the near future, from cruise development positioning, cruise development goals, cruise development stage, cruise port layout, international cruise travel routes, domestic cruise destinations, cruise purchases, cruises. Overall planning for logistics, cruise talent, cruise design and manufacturing, cruise consumption model, and cruise development policy, and propose a development plan for 2012-2030 to effectively guide and coordinate the development of the national cruise tourism industry, thus creating a new pattern for cruise development in Asia. In a favorable position.

At the market level, efforts should be made to cultivate a consumer culture that emphasizes the quality of holiday tourism experience, and cultivates the aesthetic taste of tourists who love the ocean and get close to the sea. Travel agents should design cruise routes and enhance the promotion of cruise routes for the characteristics of Chinese tourists. For recreational gambling projects that appear on foreign cruise ships, it is necessary to make necessary reminders and guidance before leaving the country, avoid participating in cruise tourism with the attitude of gamblers, and conduct necessary pre-departure education for communicative etiquette and consumer behavior in cruise tourism. Code of Conduct. In short, the development of China's cruise tourism industry is a vigorous and promising field. With the continuous deepening of international exchanges, the continuous introduction of foreign advanced experience, and the continuous promotion and participation of domestic qualified port cities and market players, China's cruise industry infrastructure and organization reception system will be more perfect. Not only that, with the continuous improvement and evolution of the cruise industry policy, cruise tourism management is bound to be more standardized and convenient.

5. Conclusion

China is in the historical period of vigorously developing the cruise tourism industry. In view of the current small scale of the cruise tourism market in China, low overall returns, imperfect policies, and unconnected developments in various regions, the author believes that to solve these problems, it is necessary to participate in many issues. The government should formulate cruise tourism industry policies, strengthen management mechanisms, and guide Strengthening the market main body, formulating unified planning, and guiding tourists will strengthen the rapid, sustained and

healthy development of China's cruise tourism industry.

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