

Analysis of Chinese Cruise Tourism Supply Chain

Jing Huang

No. 8 Yashen Road, Haihe Education Park Jinnan District, Tianjin, Tianjin Maritime College

uouoto2008@126.com

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Abstract. Cruise tourism still exists in China now as a new and high-ended product among all the tourism products, which attracts increasing number of Chinese people with its unique Western services and luxurious facilities on the boats. Cruise tourism service package is actually a tourism supply chain provided to tourists by a division of cooperative system. From the perspective of supply chain, this paper analyses the composition of Chinese cruise tourism supply chain and the relationship between the links, with the corresponding optimization and coordination measures at the end of the paper.

Introduction

Cruise tourism, as a high-ended tourism product with its fast growth and great development potential in the international tourism market, has maintained an average annual growth rate of more than 9% in recent years [1], which is far exceeding the overall growth rate of international tourism. At present, the development of global cruise tourism is quite mature, especially in North America and Europe, which the main markets focus on. In the contrary, Chinese cruise tourism is still in its infancy, that most people just have a plain conceptual understanding of cruise tourism. However, with the change of people's consumption concept and the continuous improvement of their living standards, cruise tourism is becoming more and more popular. At the same time, China's population accounts for one fifth of the world's population, and its coastline is 18,000 kilometers long. Cruise tourism has a huge space for development, which is generally favored by large international cruise multinational companies. According to the forecast of the International Tourism Organization, by 2020[2], China may become the largest tourist destination in the world and attract more international cruises. Therefore, although the cruise economy in China is still in its infancy, its development potential and high-speed growth expectations have begun to emerge. In this context, we should fully understand the gap between our country and the developed countries in all aspects of cruise industry, integrate our country with the international cruise tourism industry and promote the timing and rhythm of rapid progress, and carry out research work on all aspects of cruise tourism should receive corresponding attention.

Cruise tourism economy is a kind of agglomeration economy. Its agglomeration is manifested in two aspects: first, all kinds of institutions and related industries are serving cruise ships and cruise passengers, such as cruise ship maintenance, hotels, catering, scenic spots, etc., should be gathered near the cruise port in order to serve cruise ships and passengers on time; second, high-quality cruise port may attract more cruises to agglomerate, and the agglomeration of multiple Cruise ships can greatly promote the local economy. Supply chain management is not only the most advanced mode of operation adapted to the current environment, but also a comprehensive integrated system view to coordinate the relevant activities of participants, emphasizing strong alliance, resource integration and overall operation. It can provide inspiration and theory for the objective existing system of division of labor and cooperation of tourism services and the operation and management of the supply chain of tourism services. The reference of knowledge and methods has a natural applicability for cruise tourism, which is highly related to those industries. Referring to the supply chain management model, cruise ports can explore the operation mode of reception service supply chain based on the actual situation and the characteristics of their own supply chain, focusing on the study of effective cooperation methods to realize customer demand and environmental protection,.

Combining with the relevant theories of destination service system, fully understand the possible negative consequences of cruise large-scale trend and form a division of labor. The port reception service system is designed to provide systematic services for cruise tourists and cruise ships. Therefore, the study of China's cruise tourism supply chain management has a high theoretical value and practical significance for the development of China's cruise tourism.

Research Status at Home and Abroad

Research on Cruise Tourism.

The study of cruise tourism in foreign countries started earlier. Many scholars elaborated cruise tourism in detail from the aspects of cruise tourists' customer analysis, the economic, environmental and social impact of cruise tourism on port cities, the sustainable development of cruise tourism in port, and the comparison with hotel industry. Intersection, because cruise tourism in China has just started, there are relatively few research results on cruise tourism [3]. Some scholars have summarized the economic outlook of cruise industry, empirically studied the expansion of service value chain and the upgrading of regional tourism industry with cruise industry, and analyzed the world cruise tourism destination and cruise home port.

Research on Tourism Supply Chain

As an effective strategic management idea to help enterprises improve their survival and competitiveness, supply chain management has attracted widespread attention from all over the world since the 1990s. Many scholars have introduced the theory of supply chain management into the study of tourism management, and have achieved rich results.[4]

At present, there is a complete framework for the composition system of tourism supply chain in foreign countries, they think that tourism supply chain includes accommodation, transportation, attractions, bars, restaurants, souvenirs, food production, garbage disposal system and destination infrastructure which play a supporting role in the development of tourism. The recycling and disposal departments of refuse are integrated into the tourism supply chain, and a complete system of green tourism supply chain is constructed. Tourism supply chain is not only affected by internal enterprises, but also by external factors that many enterprises cannot control. Sometimes these factors have a great impact on the supply chain. They have also made some discussions and analysis on these factors and their impact.

In the early years, some scholars put forward six elements of tourism, food, shelter, travel, shopping and entertainment, which can be said to be the embryonic form of tourism supply chain in a certain sense. However, in recent years, Chinese tourism researchers began to introduce the theory of supply chain management into the study, but still not a large amount.[5]

Comments on Cruise Tourism Supply Chain

From the above analysis of cruise tourism and tourism supply chain at home and abroad, scholars at home and abroad have given little research on cruise tourism from the perspective of supply chain.

Market competition in the 21st century is no longer the competition between enterprises, but between the supply chains. Only by complementing and coordinating the resource advantages of other node enterprises in the supply chain, can any enterprise gain the initiative of competition. Cruise industry is a complex industry with cruise as its core, marine tourism as its specific content and multi-industry combination. The development of cruise tourism can naturally form an interdependent industrial chain. First of all, cities with cruise arrivals will become the centers of international consumer flows. Moreover, all industries serving cruise ships, such as catering, hotels, ports, tourist attractions and even agriculture, will face greater market opportunities. Also, the manufacturing and maintenance of cruise ships will also stimulate the development of the ship-building industry.

Therefore, in order to achieve rapid development of cruise tourism in China, we should not only pay attention to the design and construction of cruise itself, but also strengthen the management of infrastructure facilities. That is to say, we should coordinate the relationship among various links in the supply chain of cruise industry, such as transportation, shipbuilding, port services, catering, shopping and cruise agency companies, so as to make cruise tourism known as outbound inland China.

Analysis on Supply Chain Management Model of Cruise Tourism

Based on the above research on cruise tourism and tourism supply chain at home and abroad, this paper constructs the cruise tourism supply chain management structure chart as shown in Figure 1.

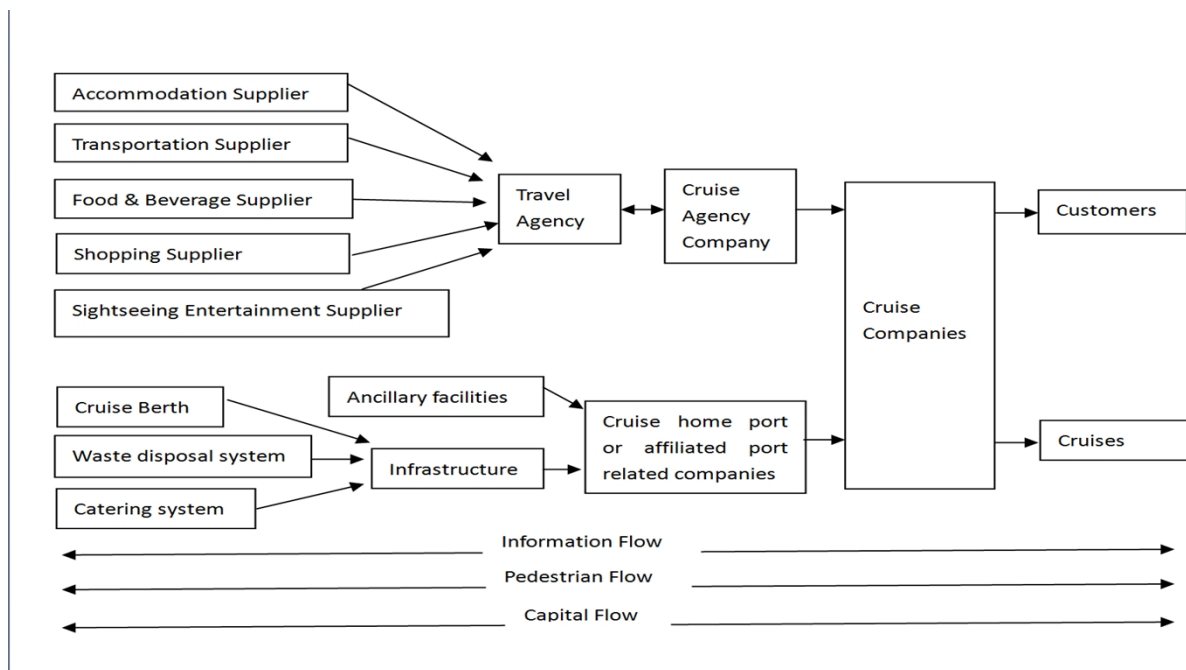


Figure. 1 Cruise Tourism Supply Chain Management Structure Map

Cruise tourism involves tourism, transportation, ports and other functional departments. This requires the innovation of the original management system and the establishment of an effective coordination and cooperation mechanism.[6]

From the above structure chart analysis, we can see that cruise tourism supply chain is composed of two service supply chains with Cruise Company as the core. One is the cruise company establishes coordinated business cooperation with the intermediary agencies such as the cruise agency. As the spokesperson of the cruise company, the travel agency integrates the products provided by the suppliers such as food, shelter, travel, shopping and entertainment in the supply chain in order to provide satisfactory service for the customers. Cruise agency plays a very important role in cruise operation, often called "guide and consultant of cruise market". It is important to coordinate the relationship among ports, cruise companies and various travel agencies. Cruise companies' trust in ports depends largely on the coordinating relationship between agents and their ability to solve problems.

In the supply chain, cruise companies provide some necessary facilities to meet the berthing needs of large cruise ships by means of the infrastructure and auxiliary facilities construction of cruise home port or dock. For example, there should have a deep enough waterway, a berth of sufficient tonnage and necessary navigation facilities to provide good conditions for cruise berthing; provide freshwater, fuel, marine boredom, food, commodity supply and other related feeding services; in addition, the waste discharged by cruise ships also need corresponding supporting garbage disposal

systems to deal with in a timely manner. The construction of auxiliary facilities such as financial institutions, emergency handling agencies and inquiry agencies is also indispensable.

The two supply chains have made a complete exposition and correlation analysis of each field of cruise tourism industry design from different angles. It can be seen from the structure chart that there are close links in each link of the supply chain. Any link disjointed will have an impact on the effectiveness of the whole supply chain.

Several Measures for Coordination of Cruise Tourism Supply Chain Links

Stretching the Economic Value Chain of Cruise Industry.

The cruise industry economy in Europe and America has strong vitality, which is inseparable from its mature industrial chain. Therefore, in order to build a cruise home port in mainland China, a series of services such as tourism, sightseeing, shopping and catering should be coordinated to form a complete value chain system of cruise industry economy.

Promoting the Formation of Cruise Industry Chain in an All-round Way.

The development of cruise industry economy requires perfect cruise industry support system. On the one hand, we should further construct and excavate tourism resources in the surrounding areas of ports, develop service markets around the theme of building cruise centers, and focus on building cruise material distribution, tourists' arrival consumption, tourist source organizations, tourism route promotion and other cruise industry chains. On the other hand, it actively seeks cooperation with cruise ship owners and cruise operation companies, and strengthens contacts with large travel agencies and tourist reception sites. Through the help and propaganda of travel agencies, we can not only "introduce the passenger sources brought by cruises", but also export "a large number of tourist resources to cruises" to expand the scope of tourists.

Strengthen the Construction of Software and Hardware to Improve the Quality and Level of Service

At present, China's ports are only a connecting point of the international cruise network, lacking special cruise terminals and relevant laws and regulations. Therefore, we must strengthen the construction of software and hardware to change the current situation. First of all, we should build modern port Wharfs in line with international standards, improve berthing facilities, rely on the resources around the port, and improve the relevant conditions of shopping, catering, accommodation, ship maintenance and other facilities.

Establish the concept of win-win cooperation.

The biggest obstacle to supply chain stability is that the benefits of the supply chain are not fairly distributed among enterprises, and members feel that they do not get real benefits from supply chain cooperation. In order to avoid such a situation, it requires all parties in the supply chain to establish the concept of win-win cooperation.[7] Supply chain is based on mutual benefit, without common interests, partners will not come together. Only through win-win cooperation can the sustainable development of enterprise cooperation be guaranteed. Starting from the overall interests of the supply chain, the interests of their own enterprises and partners are closely integrated. In this way, direct mail can say that all parties in supply chain cooperation can maintain the enthusiasm and initiative of lasting cooperation, and ultimately improve competitiveness, so as to maintain long-term stability of the supply chain.[8]

Implementing Effective Customer Relationship Management

Cruise agent enterprises and cruise companies must establish the concept of "customer-centered" in customer relationship management. First of all, we should pay attention to the needs of tourists rather than products, cover their products and supply chains with the needs of tourists, and strive to achieve real-time seamless horizontal integration of customer-oriented processes. Secondly, "customer-centered" does not mean treating every visitor with the same experience and resources,

but focusing on the most valuable visitors. Adjust the supply chain to meet the different needs of different customers in a more reasonable way, so that different customers get the most needed services rather than the most services. Through all-round cooperation with travel agencies, cruise enterprises, with the help of travel agencies, expand the scope of tourists, attract more tourists, and provide better services to meet their needs.

Exerting the Coordination Mechanism of Government Industry

In recent years, the cruise industry has developed rapidly in China, which has stimulated the development of many industries and brought about great economic and social benefits. Driven by huge economic interests, Dalian, Tianjin, Qingdao, Shanghai, Ningbo, Xiamen, Shenzhen, Sanya and other cities are all building or building cruise home ports.[9] However, even in Europe and America, where the cruise economy is the most developed, only a few cities eventually referred to as the international cruise home port, such as the United States, there are only three home ports. However, China's cruise tourism industry has just started, and it is not scientific to build many cruise home ports. To develop cruise tourism, the government should make overall planning, rationally layout, reduce the blindness of cruise home port planning and construction, and avoid vicious competition and resource waste caused by repeated construction in close range. [10]We should work closely with each other and put ourselves in the category of a large region to think about and construct so as to form an integrated and multi-level cruise tourism development pattern.

Summary

Tourism Supply Chain Research Laboratory is a relatively new field in tourism industry. At the same time, to some extent, supply chain management is still a bottleneck area in Tourism Management research. Cruise tourism as a new high-end tourism product, the introduction of supply chain research, undoubtedly for tourism supply chain research work has a certain complementary role.

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