



Research on the Development of Zhoushan Dongji Island Cultural Tourism

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Abstract. At present, tourism is one of the fastest growing industries in the world, but it faces many variables. Taking Dongji Island as an example, through the analysis of the current situation, it is found that cultural tourism is a highly respected tourism project, but there are problems such as unclear characteristics, imbalance between off-season and peak season, and backward infrastructure. This paper plans to propose corresponding solutions according to the current situation, give full play to the local characteristics, improve its reception level of tourists, and provide corresponding reference for the development of cultural tourism in other islands.

Keywords: Cultural tourism; · Dongji Island; · Path analysis

1 Introduction

The proposal of the Central Committee of the Communist Party of China on formulating the 14th Five-year Plan for national economic and social development and the long-term goal of 2035, adopted at the Fifth Plenary Session of the 19th CPC Central Committee, clearly stated that it is necessary to improve the modern cultural industry system and promote the integrated development of culture and tourism [1]. But the consumer confidence of tourists is not high due to the epidemic. Vigorously developing the cultural industry and promoting the integrated development of culture and tourism can effectively enhance people's sense of cultural acquisition, satisfaction, and cultural self-confidence while effectively promoting the quality and efficiency of related industries [2].

2 The Necessity of the Integration of the Cultural Industry and the Tourism Industry

President Xi has emphasized, "Let the cultural relics collected in museums, the heritage displayed on the vast land, and the written words in ancient books live." Dongji Island has a unique geographical location. It is located at the eastern end of the Chinese mainland. It is surrounded by the East China Sea. Its beautiful scenery, rich fishery resources, and unique fishermen's customs are all desirable. However, at present, the cultural connotation of Dongji Island is not deep enough, the regional characteristics are not clear, and the lack of characteristic brands and the degree of integration of culture and tourism needs to be improved.

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2.1 Economic Factors

By the relevant provisions of the ‘Measures for the Administration of Special Funds for Tourism Development in Zhoushan City’ the Zhoushan Municipal Government will give special financial support to cultural tourism enterprises, formulate reward and subsidy measures, and accelerate the recovery of the cultural tourism industry. Relying on it, taking ‘tourism+’ as the focus, and innovating business forms can effectively promote the high-quality development of the local economy, rationally optimize the allocation of resources, accelerate the integration of cultural tourism industry. And to improve service quality, help rural revitalization, and improve the living standards of residents, to achieve comprehensive and high-quality development.

2.2 Cultural Factors

Exploring the integrated development of culture and tourism is also of great value and practical significance for enhancing cultural consciousness and enhancing cultural self-confidence [3]. At present, the degree of integration of culture and tourism in Dongji Island is not enough, the integration of resources is not sufficient, and the lack of characteristic brands leads to low popularity, low influence, and low service level of cultural tourism. In this regard, only by deeply excavating the local characteristic culture, adhering to innovation, and creating more characteristic tourism products with cultural heritage and humanistic connotation, can we meet people’s pursuit of cultural and spiritual values on the way to travel.

2.3 Social Factors

The integration of culture and tourism is a booster for building a harmonious society. Injecting cultural connotations into the tourism industry and innovating the tourism development model is conducive to breaking the cultural and tourism boundaries, and providing high-quality services and cultural and creative products. The development of Dongji Island is not high, the infrastructure is backward, and the popularity is low. Therefore, combining its cultural characteristics with the tourism industry and enhancing innovation is conducive to improving the public service system of Dongji Island, improving the happiness index of residents, promoting the construction of a harmonious society, realizing the sharing of tourism benefits, and truly achieving people-oriented and green development.

3 The Present Situation of Cultural Tourism on Dongji Island

3.1 The Homogenization of Cultural Products is Serious

Rich and diverse, innovative cultural products are the internal driving force to accelerate the integration of culture and tourism. However, at present, Dongji Island lacks characteristic cultural and creative products, the popularity of fishermen’s paintings is not high, and other local intangible cultural heritage cultures have not been substantively developed. It is still an embarrassing situation with full cultural connotations but no one

knows, which is not conducive to the development of Dongji Island's cultural tourism industry. The cultural activities are monotonous, lacking innovation and uniqueness, and have a high degree of coincidence with the cultural projects of outland islands. Also, the cultural experience in the tourism process is relatively general. It is difficult for people to meet their spiritual and cultural needs while traveling, which directly leads to the decline of the flow of people in scenic spots, the reduction of economic benefits, and the stagnation of development.

3.2 The Characteristics of the Homestay Are not Distinct, and the Reception Capacity on the Island is Poor

The rural homestay is generally used by owner-occupied housing. It is only open to tourists after simple decoration. There is no unique creative development, resulting in low consumer satisfaction and low repeat rate. There is no unified enterprise publicity and guidance for the development of the B&B industry, the professional management level is limited, and relevant practitioners have not received professional and systematic management training, resulting in a low overall service level of the B&B, not to mention the development of a 'B&B+' industry with distinctive cultural characteristics and the creation of a B&B brand; Most operators are local residents, the market order is chaotic, and the phenomenon of overcharging the customers still exists. Most operators only pay attention to the immediate interests, but do not carry out long-term brand development planning [4], which hinders the sustainable development of island tourism.

3.3 Imperfect Transportation Infrastructure

The accessibility of road traffic can effectively expand the radiation range of the tourist market, and convenient traffic can shorten the journey of tourists and improve the satisfaction of passengers [5]. Because the geographical location of Dongji Island is far away from the main island of Zhoushan, the traffic volume is small, the market vitality is insufficient, and the distance between the scenic spots is far away, so the requirements for traffic accessibility are higher. However, at present, the traffic on the Dongji Island is mostly used to meet the needs of the daily travel of the island residents and the logistics of local daily necessities. The means of transportation used are relatively primitive, and the traffic accessibility is low, which is not convenient for tourists. Moreover, the government's support for the island's tourism traffic is not enough, which limits the joint development between the various scenic spots.

4 Discussion on the Path of Promoting the Development of Cultural Tourism in Dongji Island

4.1 Innovative Development of Cultural Products

Only by digging deep into its profound cultural heritage can tourism products stand out in the tourism market and be favored by tourists [6]. It is necessary to further explore the value of the intangible cultural heritage of Dongji Island, clarify the dominant position

of intangible cultural heritage in the cultural tourism creative industry and products, and make culture truly become the core competitiveness and driving force. It has great advantages to turn from outdoor to indoor family-style activities, such as experiencing fishermen's paintings as an innovation point, and promotes the fishermen's culture and island culture of Dongji Island through cultural and creative products related to fishermen's paintings to create a unique 'Island+' brand.

4.2 Create Characteristic Homestays and Improve Service Levels

As an important carrier of urban-rural integration, integration of three industries, inheritance of culture and emerging tourism formats, the impact of homestay tourism on the construction of Zhoushan which is national tourism city cannot be underestimated [7]. In order to improve the serious homogenization of homestays, bilingual brochures and translation services can be provided for homestays, hotels, etc., and homestays with elements of fishermen's culture and marine culture can be designed for the Dongji Island. The local government of Dongji Island needs to increase the number of bilingual facilities in various tourist attractions, improve the quality of translation, and reshape and enhance the image of Chinese cultural tourism services. Also, it is necessary to put forward reasonable suggestions to the local government or market supervision department to standardize market order and improve tourists' consumption satisfaction.

4.3 Play the Role of Government, Improve the Island Transportation Net

With the construction of Zhoushan Archipelago New Area, more and more foreign tourists will be attracted to visit. As an important part of infrastructure, transportation has a strong leading role and is one of the great promoters of economic development [8]. Dongji Island should speed up the construction of land tourism transportation, vigorously develop tourism bus lines, actively introduce new means of transportation. The sea passenger terminal lacks tourism function and the flight interval is long. It is necessary to improve the water transportation capacity as soon as possible and break through the island tourism traffic restrictions. It can also effectively strengthen the connection between water and land transportation and improve the internal and external traffic connection and transfer incoherence.

5 Conclusion

In the development of Zhoushan cultural tourism industry, it is necessary to inherit the excellent traditional culture, and also need to innovate the development model, promote the integration and the innovative development of cultural tourism in Dongji Island, Zhoushan City and even the whole country. Through the research of this paper and the corresponding suggestions, we hope to provide some reference for the reform and progress of Zhoushan island cultural tourism, promote the sustainable and healthy development of Zhoushan island cultural tourism industry, promote the economic development of Zhoushan City, and promote the creative transformation and innovative development of the national island cultural tourism industry.

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