



# The Path Construction of the Evolution from Fishing Town to Leisure Island

-- Take Zhoushan S island as an example

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**Abstract.** Leisure fishery is a new model of island fishing village development under the new economic normal. Based on the consideration of the development status of the fishing town on S Island in Zhoushan, this paper actively explores the ways of the evolution of the fishing town to the leisure island, aiming at the existing bottlenecks such as the pain points of the island ecological environment, the blind spots of the island culture mining, the difficulties of the island publicity, and the weaknesses of the island tourism industry, providing a new perspective for promoting the modernization of the fishing village.

**Keywords:** fishing town; Leisure island, Evolution; Social development; Explore and analyze

## 1 Introduction

For a long time, as a traditional island, Zhoushan S Island has been cruising in the development of fishery economy. However, in the process of comprehensively promoting the new practice of Chinese path to modernization and building a modern marine city at a high level, the economic development of Zhoushan S Island has encountered some problems. It is particularly important for Zhoushan S Island to actively rely on its unique Natural landscape and island customs to create a new industry different from traditional fisheries. In the context of developing the marine economy and building a strong marine city, Zhoushan S Island actively explores the evolution path from a fishing town to a leisure island, paving a sustainable development path for adapting to the construction of a beautiful home for island fishermen and accelerating the modernization of fishing villages.

## **2 The Significance of the Evolution from Fishing Town to Leisure Island**

### **2.1 It is an important embodiment of comprehensively promoting rural revitalization and implementing the spirit of the 20th National Party Congress.**

Pursuing island prosperity is the dream of fishermen, and increasing the income of fishermen is the key to achieving prosperity in coastal villages. The report of the 20th National Congress of the Communist Party of China profoundly elaborated the scientific connotation of the development of Chinese path to modernization, and emphasized that "Rural revitalization should be comprehensively promoted. We will develop industries with rural characteristics and expand channels for farmers to increase their incomes and get rich. We will coordinate the distribution of rural infrastructure and public services to build a livable, viable and beautiful countryside." For Zhoushan S Island, to promote rural revitalization, the focus is on promoting the transformation and development of island economy. The island leisure industry plays a crucial role in the economic revitalization of Zhoushan S Island. In recent years, the status of island leisure industry as a regional socio-economic pillar industry has been more consolidated, and the transformation of traditional fisheries into island leisure industry has been a general trend. It integrates modern fisheries, island vacations, sightseeing, and other cross-border industries, exerts the same force and resonates with the same frequency. It also plays an important role in conforming to the new advantages of island economic development, promoting the healthy development of island economy, telling the story of "beautiful islands" as well as displaying the image of "beautiful China".

### **2.2 It is the need to promote the sustainable utilization of fishery resources and build a beautiful home.**

In the annual winter flood of the 1960s, more than 10000 fishing boats gathered in six provinces and two cities, such as Jiangsu, Zhejiang, and Fujian, so that Zhoushan S Island maintained an unprecedented grand situation of "ten thousand fishing boats converged on S Island and one hundred thousand fishermen went to fishing ground". Zhoushan S Island has become a large fishing base in the history of Southeast coastal fisheries. At the beginning of this century, the Donghai Aquatic Products Trading Market in Zhoushan S Island was put into operation, and S Island became a "live water terminal"[1]. A few years ago, a photo of Zhoushan S Island became an instant hit abroad, and the tourist population skyrocketed. More and more people yearned for Zhoushan S Island, the unique fishing village island. With the natural blue sea and the distinctive fisherman's flavor, the development of rural tourism has gradually been a huge part of the income of residents on Zhoushan S Island. The transformation of traditional fishery economy helps to better cultivate and strengthen characteristic industries such as aquaculture, processing, sea fishing, and island tourism, thereby promoting the integrated development of Zhoushan S Island industry and retaining more value-added income in the fishing villages.

### **2.3 It is the measure to cope with the aging of the left-behind population on the islands, adapt to the development of leisure industry, and build livable islands.**

According to the 2020 "Seven Population Census" data, the proportion of those aged 60 and above on Zhoushan S Island is as high as 34.94% [2], which has shown a rapid growth trend in the elderly population and a rapid decrease in the working-age population. Accelerating the development of the leisure industry and promoting the "re-employment" of the younger elderly can effectively alleviate the income pressure brought by the aging population, and it is also the way to give full play to the elderly human resources, ensure the income source of residents, form the second Demographic dividend, and build a livable island.

## **3 The Problems in the Evolution from Fishing Town to Leisure Island**

### **3.1 There are pain points in the island ecological environment.**

Zhoushan S Island, known as the "centennial fishing ground," provides a large supply of fresh and dried seafood. However, with the investment of various advanced fishing equipment, the ecological environment is in danger of being damaged. At the same time, tourists lack awareness of ecological protection and environmental awareness, which also has a negative impact on the island environment. With the exposure of popular online attractions, the number of tourists has gradually increased every year. "Behind the abundant economic benefits brought by the tourism "crowd" are the unprecedented living pressure and environmental problems on the island." [3] The ecological environment in island areas is more fragile than on land, and the impact of "exogenous" behavior has become prominent on island ecology. At the same time, the greening concept of the islanders is not strong, and the cemetery also occupies part of the island's ecological space, which reduces the habitat of the native organisms on the island, and affects the ecological environment and the appearance of the island to a certain extent.

### **3.2 There are blind spots in the excavation of island culture.**

The cultural connotation of Zhoushan S Island is insufficient, the value exploration is not deep, and cultural promotion is still at the low end. The phenomenon of "homogenization" of cultural tourism activities on the island is becoming increasingly apparent, and the island's "fishing" cultural brand is not well-known as well. "One of the key points of art intervention in island cultural tourism is to develop tourism cultural and creative products that conform to the local cultural and tourism temperament, so as to bring a certain amount of income to cultural tourism." [4] "Mature brands can attract more tourists, but the "fishing" cultural brand of S Island has not been well developed and utilized." [5] Although its coverage of additional industries is extensive, tourism souvenirs still lack the characteristics of the island. In addition, the red resources on the island have not been fully and deeply explored, and the red elements have not been

deeply engraved in the hearts of the islanders. The effect of promoting learning through "tourism" has not satisfied tourists.

### **3.3 There are difficulties in island publicity.**

Zhoushan S Island, which has gained popularity because of its scenic spot, has attracted a large number of tourists in a short period of time and has a good selling point compared to other similar islands. However, due to the existing network celebrity attractions and the overall publicity of emerging sightseeing attractions is still not large enough, so that although the island has more tourists in a short time, it still does not have the heat and popularity of 5A scenic spots and better mechanisms for attracting and retaining visitors. The lack of prominent features and highlights have gradually become the short board. At the same time, the introduction of S Island on the internet stays on the selling point of natural scenery, most of them are promoted just for publicity. The content is more ordinary, with few excitement points, which made the promotion effect not ideal.

### **3.4 There are weaknesses in the island tourism industry.**

Most guesthouses on the island are spontaneously formed for economic benefits, and the operators are mainly local residents or middle-aged and elderly people who have retired from fishing. "Those operators usually have a low level of higher education and weak awareness of food safety and so on." [6] At the same time, the supporting measures related to tourism are not perfect, and the pricing of tourism related derivatives and taxi operations is not very standardized, which can easily cause misunderstandings among tourists. Worse more, transportation on the island is mostly self-operated, "with some scenic spots and docks being crowded with taxis, while some scenic spots may not even be able to find a taxi" [7]; The medical equipment on the island is relatively scarce, and tourism projects mainly focus just on sightseeing activities, which means the island interactive experience projects are not yet mature, and have not yet formed a true set of one-stop services including food, accommodation, transportation, and tourism.

## **4 The Countermeasures of the Evolution from Fishing Town to Leisure Island**

### **4.1 Reshape the island environment and make the fishing villages more beautiful.**

The development of leisure island characteristics on Zhoushan S Island requires strengthening the protection of marine ecological environment, which requires optimizing the fishing industry structure, expanding fishing functions, providing subsidies to help reduce ship production, changing the single farming mode, carrying out "three-dimensional" farming, reasonably using "rotation breeding", "mixed breeding", "set breeding" and other methods to maximize resource utilization, effectively expanding

output value, vigorously developing leisure fishing and sea fishing industries, achieving industrial integration, and creating a green fishing industry chain. At the same time, a sound and strict marine ecological environment management system should be introduced and "environmental education" should be provided to island residents, tourists, scenic area management personnel, catering industry practitioners and so on, thus environmental protection knowledge could be supplemented and trained in a timely manner. One more thing is to strengthen the management of personnel in the scenic area, and mobilize local residents or public welfare social organizations to conduct inspections and supervision of the scenic area. Promote energy-saving equipment and use new energy sources such as wind energy and hydropower to replace the traditional energy sources with greater pollution. Strengthen the management of sewage and wastewater treatment, strictly implement the "garbage classification" system, and pay particular attention to the disposal of wastes such as batteries that have major hazards to Marine ecology, so as to form the awareness of protecting the marine environment.

#### **4.2 Reshape island culture and make fishing villages more distinctive.**

Fishing village culture is a manifestation of its value. The continuous attraction of fishing villages always comes from their unique features and services. The revitalization of Zhoushan S Island requires both shaping and soul building. From the perspective of rural tourism practice, urban tourists tend to pursue traditional festivals and customs in fishing villages. Therefore, we should encourage the development of diversified cultural and tourism formats in fishing villages, deeply integrate them into the development and construction of island tourism projects, and highlight the fishing village culture of Zhoushan S Island. For example, "Fishing village history + deeds" means taking S Island as the core, collating the anecdotes on the Island and the records of fishing wives, and re-creating fishing culture, so that it could gradually become an important part of fishing culture. "Fishing Village History+ Research" means cooperating with the Palace of Culture, Folk art Troupe, surrounding colleges and universities and so on, to jointly build island culture and art practice bases and enhance the cultural connotation of fishing villages; "Fishing Village History+ Food" means setting up parent-child food production cabin to provide the chance for them to experience hands-on fun together, letting each food inlaid with the history of fishing village, enhancing the dissemination of island culture and emotional exchange; "Fishing Village History+ Festivals" means integrating activity resources, supporting fishermen to organize blessing activities with unique fishing characteristics, such as "Xie Yang", sacrificing to the sea, and promoting the protection and utilization of fishing village culture and Intangible cultural heritage. In peak tourism season, weekly or monthly feature series activities can be held to show the achievements of fishing village tourism development as well as draw crowds of tourist consumers; "Fishing Village History+ Inheritance" means paying attention to exploring red culture, so that the red gene can be inherited in the tourism culture of S Island.

#### **4.3 Rebuild the island brand and make the fishing village more well-known.**

To make Zhoushan S Island continues to promote development, it should focus more on the development of island "brand" on the basis of exploring the diversified value of the island. Island "brand" as a consumer's awareness of the product series, is the owner of value-added intangible assets. Starting the island brand can strengthen the memory points of leisure islands in the minds of tourists and improve the competitiveness of the same type of tourism projects. To this end, it can rely on many kinds of media such as Microblog, official accounts for publicity; At the same time, seize the current emerging media or influential "net celebrity" effect, better promote local brands, such as inviting star artists, photo bloggers, network influencers to live broadcast, improve the exposure of the island. In the era of "everyone is we-media", strengthen training and support for local people to operate we-media, screen and strictly check the well-made and influential "we-media" of islanders to correctly "divert", so as to expand the scope of influence. In addition, combining the themes of natural scenery and island characteristics and customs, photography and filming activities could be held to show the leisure island in an all-round and multi-angle manner. IP image of the island could be created to activate the contemporary artistic elements of the ancient and simple island, and give the island culture a new artistic connotation. On this basis, the government could also improve the media operation ability of existing cultural tourism workers, build a high-quality media operation talent team, strengthen the publicity audition effect, improve the quality of communication carriers, so as to make fishing villages more influential.

#### **4.4 Reshape island tourism and make fishing villages more leisurely.**

At present, the country has put forward new requirements in rural cultural and tourism land, key formats, construction direction and inheritance. Zhoushan S Island can comprehensively consider the consumer psychology and acceptability of tourists, increase investment in all aspects, and strictly control the quality of seafood food safety, so as to eliminate tourists' concerns and ensure their easy and good consumption experience. At the same time, guide various types of talents to go to islands and villages, standardize industry requirements, strengthen industry supervision, improve industry systems, unify industry prices, and prevent the phenomena of "rip-off" and "illegal taxi ". In addition, the integration reform of S Island can be deepened, and idle resources such as agricultural houses and homesteads in S Island's fishing villages can be revitalized. For example, on the basis of preserving the production and living mode of the fishing village, S Island can transform into idle resources and imitated the form of "agritainment", allowing tourists to enhance their sense of experience. They can experience a series of immersive and pure versions of fisherman's life such as "living in the fishing village, taking fishing boats, catching seafood, cooking seafood, and enjoying fresh food" in a comprehensive and chain style. To deepen the operation of S Island villages, on the basis of maintaining the production and life mode of fishing villages and the original folk customs, a number of unique island tourism brand projects with industrial selling points and market competitiveness can be cultivated, and "a variety of leisure

experience modes that meet the preferences of different tourists can be developed to meet the needs of different tourists." [8] For example, combining the concept of slow life, the "island immersive roaming" route could be launched; Combined with tourists' exploration consciousness, the "island wild tour" project can be launched; To meet the needs of tourists with a strong desire for learning, "Tourism Research and Learning" activities could be launched.

#### **4.5 Reshape the appearance of islands and make fishing villages more livable.**

In the construction of Zhoushan S Island, it is necessary to avoid large-scale demolition and construction, but provide modern infrastructure services. Currently, it is necessary to increase investment in improving the hard environment such as garbage, sewage and toilets in fishing villages and accelerating the livelihood projects such as the transportation construction of S Island. On the basis of respecting the current situation of S Island, we should coordinate the layout of public facilities, promote the transformation of S Island's fishing village style, and jointly promote the construction of beautiful islands. For example, set up a special work area, sales area, living area, experience area, etc., increase the leisure function of S Island, strengthen the management of restaurants, homestays and fishing houses, inject aesthetic concepts, "Extract the 'Fish' element symbol" [9], learn international advanced experience, provide personalized services, and upgrade the seafood market of S Island according to traditional, theme, quality and other categories. At the same time, tourist pick-up and drop off service points could be set up at the north and south wharves of S Island to provide accommodation guidance and tourism services, so as to meet the needs of island residents and tourists, and build a full chain Safety barrier and "Large-scale and centralized entertainment industry base." integrating "housing, transportation, food, tourism, entertainment, and medicine". [10]

## **5 Conclusion**

In short, we should firmly promote the environment, culture, brand, tourism, island appearance and other elements of the fishing town, focus on the Shinkansen of traditional fishery and leisure, tourism, entertainment, ecology, and industrial development, promote the high integration of fishery resources with human and natural resources, and realize the high-quality development of the fishing town to the evolution of leisure island.

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