

The Bottleneck of the Development of Yacht Maritime Leisure Tourism in Fujian and its Countermeasures

Li-Feng WANG^{1,a,*}, Yun-Feng XIONG^{2,b}, Qing-Lin CHEN^{2,c}, Chao-Yu ZHENG^{2,d}

¹ School of Business Administration, Jimei University, Xiamen 361021, China

² School of Marine Engineering, Jimei University, Xiamen 361021, China

^ajmucruise@163.com, ^byunfeng-xiong@163.com, ^cchenqlee@163.com, ^dcyzheng@jmu.edu.cn

Keywords: Yacht, Leisure tourism, Development bottleneck, Countermeasures.

Abstract. Yacht maritime leisure tourism in Fujian coastal tourism cities is showing an explosive growth trend. The development potential of yacht maritime leisure tourism is huge, but faces with many development bottlenecks, including the lack of industry centralized administration departments, prohibiting yachts to lease, no open port dedicated for yacht, limited waters suitable for yacht, as well as the lack of public marinas. In order to promote the sustainable and healthy development of yacht maritime leisure tourism, Fujian should take use of the geographical advantages, first define the centralized administration department for the yacht industry, to develop the relevant regulations and approach to pilot the first yacht leasing, to construct the public yacht terminal and dedicated open port and other infrastructure construction and to expand the range of yacht waters, and to create sea leisure tourism brands featured with "yacht tour + uninhabited island tour", "yacht tour + fishing family leisure", "Fujian and Taiwan yacht free exercise zone".

Introduction

Yacht maritime leisure tourism is based on yacht to carry out marine tourism, leisure and entertainment, sea sports, marine fishing and other activities. Yacht maritime leisure tourism is becoming a new type of leisure tourism in China and an important part of the national marine economy and the emerging economic growth point, but also helps to promote the construction of marine culture to achieve the strengthening ocean strategy. It is getting great attention and development support from the national and local governments at all levels. In August of 2015, the State Council issued the related regulation and clearly proposed to nurture the development of yacht tourism market for mass consumer, the initial formation of interconnected yacht leisure travel network [1]. In September 2015, the Ministry of Industry and Information Technology and other six ministries of China jointly issued the regulation to develop yacht industry to meet the yacht mass consumer demand, to develop vigorously the small and medium-sized yacht, and to promote the development of domestic yacht segment consumer market [2]. The Fujian Province has the coastline of 3324 kilometers, its coastline is long and twists and turns. It has a variety of interchange waters, numerous harbor islands. Yacht maritime leisure tourism in recent years has become a new bright spot in Fujian coastal tourist city, showing the trend of explosive growth [3]. Taking Xiamen Wuyuan Bay yacht wharf as an example, according to the statistics by the yacht marina, the yacht wharf has the total passenger flow to experience the yacht maritime leisure tourism, of about 50,000 people in 2014, of 200,000 in 2015, and reaching more than one million people in 2016, with an increase of 400%. If the per capita consumption rate for one people to experience of yacht tourism in Xiamen is 3,000 Yuan, the one million visitors will bring \$ 3 billion in consumer spending in Xiamen.

The Development Bottlenecks of Fujian Yacht Maritime Leisure Tourism

After the investigation of relevant government departments, yacht industry associations, yacht clubs, yacht harbors and yacht marinas, yacht design and manufacturing enterprises, which lasted more than

half a year, it was found that Fujian yacht maritime leisure tourism developed rapidly and has good development prospect and huge potential at present, but still faces many problems, suffers a series of development bottlenecks.

Lack of Competent Departments

There are no clear departments in charge of yacht maritime leisure tourism in the national, provincial and municipal governments, and the corresponding administrative functions of the existing industrial policies and regulations are decentralized, which resulted in power division and overlapping leadership, consequently, the development of the industry was restricted. Each administrative department should act in accordance with their own relevant laws and regulations. As the starting point and objectives of the administration are different, each administrative departments act on their own way according to their own duties, which resulted in unreasonable law enforcement basis, non-uniform standard, chaotic implementation of instructions [4].

Prohibition of Leasing Business

Yacht industry economy is still in its infancy in China, for the vast majority of families, yachts are still high-end consumer goods. However, with the development of leisure tourism, many people cannot afford to buy but can afford to rent a yacht, and yacht rental market is developing rapidly. However, according to the current laws it is clearly stipulated that "yacht is limited to the yacht owners for their own sightseeing, recreation and other activities with mechanical propulsion power plant ship", which means that the yacht cannot be used for leasing from the legal level. With the rapid development of leisure tourism at sea, currently, in practice there is a large number of yacht rental in the market, and the market demand is huge. At present, the relevant policies and regulations about yacht leasing are still in a state of absence, and the issue of licensing the yacht leasing is a blank in the country.

Lack of Dedicated Open Port

Fujian province is adjacent to Taiwan, Hongkong and Macao where the development of yacht leisure tourism industry in these areas is mature. Fujian yacht maritime leisure tourism development should make full use of the geographical advantages, focus on coastal tourism city such as Xiamen city to set up a certain number of open ports or terminals, to ensure that the overseas (foreign, Hong Kong and Macao) yacht can "swim in" and domestic yacht can "swim out". At present, the wharf port opened to the outside world in Fujian province is limited to regional large passenger and cargo terminals, the existing open water passenger and cargo terminals are not equipped with yacht parking conditions.

Limited Navigable Waters

Limited navigable water restricts the sailing area of yacht. The yacht water application has not attracted enough attention from local government, also has not got the positive response from other institutions, yacht parking and water activity failed to be included in the marine functional area division and urban development planning, resulting in the city's high-quality waterfront shoreline has not been rational use, the marina area was arbitrarily occupied. In order to protect the normal order of commercial ports, the port administrative departments in all parts of China often forbid the yacht to sail in the commercial port, and prohibit the establishment of yacht terminals in the commercial harbor.

Lack of Public Marinas

According to the development experience of the developed yacht tourism industry in the developed countries, planning and construction of a large number of public marinas to meet the public demand for low and medium yachts below 40 feet is critical to promote yacht maritime leisure tourism and develop yacht economy on a large scale [5]. In China there are only a small number of yacht tourism ports only in the resort area, a scenic area or water tourism area; in most coastal cities the public marina has not yet to be included in the public leisure facilities layout planning. Strictly speaking,

Fujian Province so far has not yet built a real sense of public yacht marina. The shortage of public yacht piers and temporary berths have led to difficulties in berthing, material supply and maintenance of yachts, which seriously restricts the yacht purchasing enthusiasm from the middle-class person, hinders the sustainable development of yacht leisure tourism.

Suggestions on Developing Yacht Maritime Leisure Tourism in Fujian

Define the Centralized Administration Department

As the yacht maritime leisure tourism involves more management and coordination, and there is no clear centralized administration department, leading to the lack of planning and guidance of industrial development, the lack of effective policy protection and guidance; therefore, we need to first define the competent authorities to strengthen the organization and leadership. It is suggested that the Fujian province's yacht maritime leisure tourism industry should be centralized to the Leading-group Office responsible for promoting the marine economy. The Office takes the overall responsibility for the integrated management and co-ordination for the Fujian Province yacht maritime leisure tourism industry, and comprehensively combs the existing policies and regulations concerning yacht management, promotes the establishment of a sound policy and regulatory system, and develops the industrial development planning and rationalizing the scope of responsibilities of the administrative departments.

Carry out Yacht Rental Pilot

In December 2016, the State Council issued the "13th Five-Year Tourism Development Plan" to encourage the development of yacht rental business. The competent government departments should actively respond to the development requirements from the maritime leisure tourism industry, and organize as soon as possible to amend the relevant laws and regulations, lifting the yoke that yacht cannot be used for leasing operations and permitting the qualified yacht eligible for rental operations. The current practice referring to yacht management simply based on passenger ship should be corrected, and should timely develop the targeted management regulations for yacht rental operation, so that yacht leasing can and must be carried out according to the law. To encourage the province's conditional yacht operating units such as yacht club to set up organization similar to the formation of "taxi rental operation and management company" and "yacht leasing operation and management company" to guide and regulate the management company to safety and orderly carry out yacht leasing operations so as to promote the yacht Maritime leisure travel to the direction of popular development.

Strengthen Infrastructure Construction and Expand Seaworthiness

Firstly, we should promote the construction of public marinas. The relevant competent departments of Fujian province should organize the development of the province's public marinas construction planning or guidance. The public yacht terminal can be built by the investment and construction of the enterprise, the subsidy given by the government, the operation and management by the enterprise and the supervision by the government. Strengthen the protection and utilization of high-quality waterfront resources in the city, strive to meet the needs of the development and utilization of the waters, the coastline and its hinterland by the public yacht terminals. Secondly, we should build the yacht open port. It is recommended to build a yacht open port in Xiamen, Fuzhou and Pingtan comprehensive experimentation area as soon as possible. In addition, the suitable water area of the yacht marina will be set up for the open waters of the yacht, or temporarily designated open waters to meet the need for foreign yachts to enter the country for domestic yacht exhibitions. It is suggested that priority can be given to Xiamen Wuyuan Bay marinas pilot as first try due to its good conditions. Thirdly, we should expand the range of yacht seaworthiness activities. Except for military restricted zones or other specially restricted waters or unfit for navigation areas, Yachts shall be allowed to navigate in other waters outside their own waters on the basis of their technical performance and

seaworthiness, and truly break the boundaries of administrative and navigational areas, allowing yachts to navigate freely across administrative areas and navigation areas. Provincial coastal city especially in Xiamen, Fuzhou and Pingtan city should do a good job of docking local area city harbor layout planning and tourism development planning.

Build Characteristic Yacht Tourism Brand

Firstly, it is suggested to cultivate “yacht tour+ uninhabited island tour” new tourism project. Making full use of uninhabited island ecological original, beautiful scenery and other characteristics to develop a unique tourism projects, the uninhabited island can be developed into a "sea fishing theme island" or "eco-style experience island" and other island tour brand, which can not only protect the uninhabited island environment, but also realize the development and utilization of uninhabited islands. Secondly, it is suggested to promote the integration development of “yacht tour + fishing family tour”. The Government can formulate support policies to encourage the use of island fishing port and offshore fishing facilities, through the upgrading and construction of the yacht temporary berth, and provide a simple and necessary infrastructure for yacht operation and maintenance, guide "fishing family tour" to enhance the quality of service facilities and service level. Thirdly, it is suggested to promote the construction of “Fujian and Taiwan yacht free exercise zone”. Efforts should be made to strive for the state to give Xiamen and Pingtan comprehensive experimentation area more Taiwan tourism policy, further simplify the procedures for the Tourism Administration of Kinmen, Penghu and Matsu, and promote Xiamen, Pingtan comprehensive experimentation area and Taiwan, Kinmen, Penghu and Matsu to achieve free navigation of the yacht.

Summary

Fujian Province is the province of the national blue economic test area, with the nation's richest marine resources. The yacht maritime leisure tourism industry is becoming a new marine emerging industry in Fujian Province. In the above the bottlenecks to develop the yacht maritime leisure tourism in Fujian Province were analyzed in detail. The countermeasures were therefore given from four aspects. It is expected that with the enforcement of the related countermeasures, the yacht maritime leisure tourism should become a strong economic growth point in Fujian.

References

- [1] Several Opinions on Further Promoting Tourism Investment and Consumption. General Office of the State Council, China. 2015, No. 62, 2015-8-11.
- [2] Opinions on Promoting the Development of Tourism Equipment Manufacturing Industry. Ministry of Industry and Information, China. 2015, No. 331, 2015-9-28.
- [3] Y.F. Xiong, Z.L. Chen and W.Z. Huang. Research on the Development Roadmap of Yacht Industry in Fujian Province. *Journal of Jimei University*, 2013, 18(4):267-273.
- [4] W. Zhong. 100 Billion Yacht Industry Into a Policy Sensitive Period Difficult Self-help. *China Enterprise News*, 2015-2-14.
- [5] X.M. Zhou. Development of Yachts: Public Terminals is the Key. *Zhujiang River Water Transport*, 2015, (10):32-33.