Study on the Development of Island Tourism in Zhoushan City to Promote Rural Revitalization under the goal of common prosperity --Take Dongji Island as an example

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Abstract. Tourism has become one of the biggest industries in the world[1]. And island tourism has been a popular travel choice in recent years. As an important island tourism area, Zhoushan has become an important industry for regional economic development due to its unique island customs and cultural charm. In 2021, China has entered the period of the 14th Five Year Plan, which is also a period of solidly promoting common prosperity. Based on the perspective of the strategy of common prosperity, this study investigates Dongji Island in Zhoushan City, analyzes the current situation and problems of its tourism industry development, explores the industrial advantages of Dongji Island, and explores the development path of rural tourism in Dongji Island to promote rural revitalization. Corresponding island common prosperity strategies are proposed from multiple aspects such as improving the industrial chain and "tourism+", in order to pave the way for industrial prosperity and people's prosperity to seek benefits from the sea, To achieve common development of rural tourism and rural revitalization in Dongji Island.

1. Introduction

Under the background that China's economy has entered the stage of high-quality development, Zhejiang Province has firmly promoted the high-quality development of the common prosperity demonstration area and assumed the important historical mission of exploring the path, accumulating experience and providing demonstration in common prosperity [2]. The unique resources and environment of islands provide rich practical scenarios for common prosperity. In order to implement the "Opinions on Supporting Zhejiang's High-quality Development and Construction of Common Prosperity Demonstration Zones" and "Zhoushan's High-quality Development and Construction of Common Prosperity Demonstration Zones Pilot City Implementation Plan (2021-2025)", Zhoushan City focuses on key and difficult issues in combination with the actual situation, strengthens digital empowerment, makes up for its shortcomings and deficiencies based on the island's characteristic advantages, and carries out a series of effective work to actively explore the road to common prosperity with island characteristics.

The "Implementation Opinions on the Future Rural Construction of Zhoushan City" issued in 2022 mentions that the fundamental purpose is to meet people's aspiration for a better life, focusing on the "one unified, three transformed and nine scenes", integrating the construction of "beautiful countryside, digital countryside, common prosperity countryside, humanistic countryside and good governance countryside", making the future countryside a model for the comprehensive revitalization of rural areas and the high-quality construction of islands. In recent years, the rapid economic development in Zhoushan region has led to a continuous increase in the level of prosperity of island residents, creating favorable practical conditions for the realization of common prosperity [3]. In addition, the construction of future rural areas in Zhoushan has also been launched in 2021. As one of the first rural construction projects, Dongji Island's digital empowerment model has been successfully selected as a typical case of future rural areas in the province. It has universal significance in exploring the path of shared prosperity on islands and has reference significance for other regions of the country to achieve common prosperity.

2. Development status of promoting rural revitalization in Dongji Island

In recent years, the protection of fishery resources in Dongji Island has continued to strengthen, the development of island tourism has continued to increase, the economic advantages of homestays have continued to amplify, and the road to common prosperity of the island has continued to broaden. Since being awarded the provincial model of the beautiful town, Dongji Town has further focused on the vision of common prosperity of the island, implemented the spirit of the important instructions and instructions of Yuan Jiajun, Secretary of the Provincial Party Committee, during his research in Dongji in April 2022, adhered to the overall planning.
increased investment to make up for shortcomings, and sustained development of various industries and a vibrant economy.

In addition, Dongji Town adheres to the goal of all-for-one tourism and strives to build a boutique tourist island. It has won the titles of "National Marine Park", "Strong Tourism Town in Zhejiang Province" and "Key Cultivation Object of Zhejiang Park". The average annual growth rate of tourist reception and tourism income is 12.46 % and 18.21 % [4]. In 2022, the number of tourists reaches 307,000, an increase of 4.96 %; and tourism revenue is 382 million yuan, an increase of 6.55 % [4]. With the introduction of the "Digital Empowerment of Dongji Future Island Construction Implementation Plan", Dongji Island has fully launched the construction of the "Future Island" to achieve "Intelligence makes a rich new Dongji".

3. General overview of tourism development in Dongji Island

Based on the national strategies, combined with the construction of Zhongjieshan Archipelago Protected Area, Dongji Town promotes the protection of island resources and industrial integration, realizes the coordinated development of islands and creates the basic unit of common prosperity. In August 2023, the Dongji Town government released the "Dongji Town Work Summary for the First Half of 2023 and Work Plan for the Second Half of 2023". It is expected to achieve 137,500 tourists in the first half of the year, a year-on-year increase of 51%, and an expected tourism revenue of 153 million yuan, a year-on-year increase of 41.6%; The fixed assets investment reached 55 million yuan. Based on these data, it can be concluded that the tourism industry in Dongji Town has a promising development prospect.

On August 4, 2021, Zhoushan Culture and Radio and Television Tourism Bureau released the "Analysis of Zhoushan City’s Tourism Economic Operation in the First Half of the Year", in which, according to the monitoring data of Zhoushan City’s cultural tourism big data platform on its main tourist islands, the total number of visitors to the island by the end of June 2021 was 579.4, a year-on-year increase of 144.8 %, of which Dongji Island increased by 77.9 %. In addition, with the recovery of the inter-provincial tourism and long-term tourism market, the operation of the city's travel agencies has gradually improved since April. From January to June, the number of domestic tourists received and the number of organized tourists were 459,400 and 130,800, respectively, recovering from 66.96% and 68.22% in 2019.

From the perspective of tourism income and reception number, the overall development of tourism in Dongji Island is good, and the common prosperity of the island is steadily advancing.

4. Thoughts and Suggestions on promoting rural revitalization with tourism development

4.1. Dig deeper into the island rural tourism resources and promote the development of industrial chain

At present, island tourism is in the primary stage of "eating, drinking, playing" consumption and island rural tourism shows tourists some traditional agricultural production tools and simple display of agricultural product processing and production skills, lacking multi-faceted and multi-level tourism product development, and needs to further improve the rural tourism product system and extend the industrial chain [5]. At the same time, the government should coordinate the common development of the primary, secondary and tertiary industries, promote industrial upgrading, build a sound island rural development model, and create new value.

In addition, when developing island rural tourism, we should firmly grasp the opportunity of rural revitalization, combine the policy background of "Internet +", promote cultural exchanges, and expand platform cooperation in many aspects. In addition, you can learn from the online experience activities of the Palace Museum and use internet platforms to develop "online cloud experiences" and other activities, using island rural life as a selling point to attract island rural life enthusiasts and experience enthusiasts, further stimulating tourism consumption potential, and driving the continuous development of island rural economy. Liu Yang [6] proposed that as a knowledge-intensive industry, content creativity is at the high end of the industrial chain, and its high-quality development must promote content appreciation through creative destruction. Taking this industry as an example, this kind of high-end industry can combine the digital empowerment mode formed by the current East Pole Island and rely on the existing digital platform to realize resource integration and benefit amplification. At the same time, it can make full use of digital means such as AI and VR to create classic IP and create a unique way of tourism consumption.

4.2. Strengthen the new path of differentiated development of tourism and other industries

The implementation of the rural revitalization strategy is to change the previous rural single extensive industrial development model, and a well-ordered rural structural network in industrial integration [7]. Therefore, the island rural development should promote the "Tourism +" industrial integration model and accelerate the integration with Zhoushan culture, sports and other industries. At the same time, based on the policy background of "Internet +", combined with the "Digital Empowerment East Pole Future Island Construction Implementation Plan" issued by the Dongji Town Government, supported by information technology, to create a variety of groups and diversified tourism products to meet the needs of more consumers. Such as
promoting the "Online" tourism model, using the Internet platform to develop "Online Cloud Experience" and other activities, attracting tourists with the unique customs and cultural connotations of the Dongji as a selling point, further activating the potential of tourism consumption and increasing the income of local people.

In addition, in the face of increasingly homogeneous competition, differentiated development should be carried out in the process of industrial integration, and advantageous factors should be integrated into the development of tourism industry. While making up for the shortcomings of tourism industry development and improving tourism quality, the coordinated development of various factors and tourism should be realized.

4.3. Improve the tourism system and enhance the competitiveness of island tourism

4.3.1. Training or introducing high-quality personnel engaged in tourism services.

Rural revitalization is a systematic project, which requires a comprehensive, comprehensive and professional talent team [8]. The five revitalization contents of rural revitalization also emphasize the importance of talent revitalization. Therefore, the Dongji Town can use policies, mechanisms and other ways in its development to truly attract talents to the countryside.

In addition, colleges and universities in Zhoushan can establish cooperative relations with local governments and rural tourism enterprises, strengthen the construction of professional and technical talents, and train specialized talents in tourism service industry, marine fishery, management and other related fields to engage in the tourism industry of Dongji Island, so as to realize the common development of the government, enterprises and universities. At the same time, we should integrate tourism education resources in colleges and universities, establish a resource sharing platform for high-quality tourism education in colleges and universities, so that more students interested in rural tourism can learn and participate in the cause of rural revitalization. What's more, China's rural tourism industry is in the early stage of development, and still faces a large number of practical problems, such as the low level of service, while the rural tourism industry in most developed countries started earlier, with more successful experiences and more mature service systems. Therefore, local governments can employ international friends to participate in the formation of the Dongji Island Rural Revitalization Team, and at the same time learn from the rural tourism development experience and service system of some developed countries and propose measures to develop rural tourism in Dongji Island according to local conditions.

4.3.2. Improve the island traffic environment, improve tourism comfort.

Zhoushan is located in the Yangtze River Delta Economic Belt, with significant geographical advantages, relatively perfect infrastructure such as inter-city transportation, more communication links with the outside world, and long-term population mobility. In order to further develop the tourism industry and attract more tourists from the Yangtze River Delta and beyond to experience island tourism, Zhoushan City has continuously promoted the construction of inter-island transportation. The transportation department has actively played a pioneering role in the modernization of the road, and the "Sea, Land and Air" island traffic conditions in an all-round way, forming a three-dimensional traffic system with the island project as the main axis, the "Blue Island Chain" as the characteristic, and the inter-island general aviation as the supplement, further stimulating the endogenous power of the island development, and comprehensively displaying the new picture of each beauty and the island's common prosperity[9]. At the same time, Dongji Island should continuously improve the convenience and comfort of the island's transportation, and build characteristic coastal roads based on the original basic transportation facilities, so as to improve the comfort of tourism and the experience of tourists and accelerate the construction of beautiful islands.

4.4. Grasp the island rural tourism node, use new media to expand publicity.

Compared to the mainlands, resource-poor small islands experience diseconomies of scale because of their limited space and connectivity.[10] And under the background of rural tourism, the government of Dongji Town should actively integrate tourism culture, sports and other factors, fully enhance the characteristics of island rural tourism, and use new media for publicity and marketing, so as to attract more consumers to visit.

New media marketing breaks through the marketing boundaries of traditional media, promotes content regardless of time and scene, makes marketing ubiquitous in the huge market with the help of social culture, meets people's demands for commodity information, and gradually replaces the status of traditional media [11]. Dongji Island can improve the popularity and influence of its island rural tourism by virtue of the extensive dissemination and strong propaganda ability of new media. On the one hand, the Dongji Island can be publicized through online media to encourage domestic and foreign tourists to visit and directly increase the GDP of the Dongji Town. For example, invite influential bloggers on Weibo, Tik Tok and other platforms to visit and participate in the topic discussion of tourist attractions, expand the scope of influence, so as to achieve the purpose of expanding publicity. On the other hand, the Dongji Town government should invest a lot of money in new media marketing to ensure marketing technology, marketing content, etc., and design high-quality tourism content on the basis of in-depth understanding of consumers' tourism needs.
4.5. Following the Two Mountains Theory and Following the Path of Green Island Tourism

The "Two Mountains Theory", as the core of comprehensively promoting ecological civilization and building a beautiful China in the new era, has scientific and rich connotations, profoundly revealing the dialectical unity between social and economic development and ecological environment protection. [12] Island tourism, as an important component of the tourism industry, is not only an important way for island economic development, but also a practical base for implementing rural revitalization strategies. As the foundation of island tourism, island ecology is the greatest wealth and advantage for the economic and social development of Dongji Island. Therefore, when developing local tourism resources, Dongji Island should adhere to the concept of sustainable development, follow the principle of "moderate development", effectively promote the development of island tourism economy, and combine relevant policies to protect the ecological environment, achieve sustainable development of island tourism industry, and make theory a reality. Practicing the Two Mountains Theory is also an important way to promote harmonious coexistence between humans and nature in the process of island construction.

5. Conclusion

Rural revitalization and rural tourism have a synergistic development relationship. Through innovative elements such as creative industries, talents, and technology based on the unique culture of the island, and measures such as internal training and external attraction, as well as comprehensive linkage between the island and the coastline, sustainable tourism development can be achieved, and the island economy can flourish. Meanwhile, the continuous improvement of public services such as infrastructure and healthcare can continuously enhance the comfort and satisfaction of tourists during their travels. In this era full of opportunities and challenges, we should work together with stronger beliefs and pragmatic actions to promote the economic prosperity, ecological harmony, cultural revitalization, and social progress of the island, making it a popular destination for people to live and travel, and a demonstration area for common prosperity that showcases human intelligence and creativity.

References


