

# Research on the scientific utilization of island tourism resources under the "One Belt And One Road" initiative

## -- take Shengshan island as an example

Juncheng Guo, Zhiwu Wang, Weijing Shan  
Jiaxing University, Pinghu, China

**Abstract**—"One Belt And One Road" is the "silk road economic belt" and "Marine silk road" in the 21st century, China actively profound changes of globalization, the international and domestic situation, and as a whole to the major strategic decision. It aims to help countries along the belt and road jointly develop economy, trade, in-depth exchange of culture and enhance the driving force of economic development. Countries along the maritime silk road opened up to and coastal city plays an important role, through the economic exchanges, cultural communication can effectively improve regional development advanced level, and the island city got on the lift to the new era of development at the same time, the island of scarce resources can be effectively increased scientific exploitation degree, help the economy to the sustainable development of green island. Based on the strategy of "One Belt And One Road" and taking shengshan island as an example, this paper studies the advantages and disadvantages of the scientific utilization of island tourism resources and provides Suggestions for the development of China's island resources.

**Index Terms**—One Belt and One Road; island; utilization; tour; resources

### I. THE CONSTRUCTION PLAN OF "ONE BELT AND ONE ROAD" AND "MARITIME SILK ROAD" IN ZHEJIANG PROVINCE

"One Belt And One Road" as China and the world to promote common open big stage, is also the opportunity and challenge of a path to common prosperity, land of the silk road through Asian and European continent, the maritime silk jobs around the coastal cities, as the eastern coastal city of zhejiang province, is located in the silk road economic belt and the maritime silk road intersection of the 21st century, has the abundant economic strength and advanced science and technology level, in the construction of "area" has important strategic position. As for the maritime silk road, zhejiang province, with zhoushan port of ningbo as the core, has developed more than 90 container routes with countries and regions along the "One Belt And One Road" till 2019, among which asean and western Asia are the key cooperation zones. Combined with the silk road economic belt, 13 routes have been built, covering 15 provinces (autonomous regions and cities) and 46 prefecture-level cities in anhui, yunnan, jiangsu and

xinjiang. In 2018, zhejiang, Shanghai, jiangsu and anhui jointly established the Yangtze river delta integrated outbound investment cooperation and development alliance, providing a good service platform for regional coordinated development and promoting investment activities between provinces and countries along the belt and road. At the same time, guided by the construction of "One Belt And One Road", zhejiang province has built a new pattern of comprehensive opening up, made efforts to build an important hub of "One Belt And One Road", helped zhejiang coastal cities actively expand overseas markets, and promoted cultural exchanges through economic cooperation. The island economy of zhejiang can make use of the prosperous development trend of the maritime silk road to improve the scientific utilization of island tourism resources. This paper studies the current situation of shengshan island resources development, analyzes its advantages and disadvantages, based on the One Belt And One Road initiative, puts forward relevant Suggestions for the scientific utilization of shengshan island and other related islands tourism resources.

### II. SHENSHAN ISLAND TOURISM RESOURCES DEVELOPMENT STATUS

Its island is the most east of the island of zhoushan archipelago, covers an area of 2.8 square kilometers, the island near zhoushan and Shanghai, the island presents the T word, mainly mountain, forest cover of 52%, the island has inhabited since the jin dynasty, historical trace is obvious, human cultural landscape are old fishing boat, seafood processing technology such as some of the intangible cultural heritage. In terms of natural landscape, the island is mainly mountainous, with bare rocks on the top of the mountain, dense trees in the valleys, sandy beaches and high cliffs on the sea, creating a unique island scenery. Since ancient times, the place names are complicated for various mountain and other landforms, including dry slope mountain, li xi mountain and li xi mountain. In shengshan island by the natural landscape formed by the famous scenery there are more than ten, is the place where tourists must arrive. Shengshan island is far away from the mouth of the Yangtze river, the surrounding sea water has a low sediment concentration,

so the sea water is clearer than zhoushan sea, the sand beach is fine and smooth, the size of the beach a total of 8, providing a good natural basis for the beach tourism. Therefore shengshan island's unique geographical location and natural landscape for shengshan island tourism development to provide a guarantee.

Shengshan island depends on three main points to boost the local tourism economy. The first point for the ticket revenue of the natural landscape, shengshan island has dozens of large and small attractions, many set up a ticket to enter the mechanism. For example, for beach attractions, the king beach charges 25 yuan for each visitor who needs to enter the beach, which is surrounded by concrete walls and iron fences. Inside, there are beach motorcycles, water-walking balloons, motorboats and other additional charging items. The price is relatively high, and the playability needs to be enhanced. Tianhai wonders monument scenic spot for the southeast edge of shengshan island, for each tourist charged 50 yuan entrance fee, ticket price is higher, there are more careful ladder, with a certain risk and safety hidden trouble. The second point is for the local seafood catering revenue. Local seafood market for the perfect competition market, the price specification, because far away from the mainland and the scenic area, higher food prices, give priority to with local seafood noodles, one bowl is priced at \$30, a seafood restaurant near the beach in king street, menu pricing is clear, the main object of service for tourists, so the per capita consumption is higher, cannot reflect island fisheries resources are rich, so the characteristics of the low price. The third point is the income of tourists' accommodation and transportation expenses. Shengshan island because the island area is small, so can provide a limited number of hotels, homestays. During the peak season from April to September, there will be a shortage of housing, and the price will double compared to the low season. The main transportation mode for tourists is taxi, with the price of 70-90 yuan per vehicle. It is convenient for tourists to travel between wolfberry island and shengshan island, but the price is higher and unclear.

Shengshan island is also China's third largest fishery, rich in fishing resources. In terms of the development of fish resources, the local government adheres to the strategic policy of "xingxian, lvhuo, yustabian and ecological county". By optimizing the development space of islands, it gives play to the resource advantages of different regions and integrates the development of fishery resources. At the same time vigorously develop the modern transportation system, the formation of transportation diversification. In the development process of shengshan island, the local government attaches great importance to environmental protection, and has gradually established multi-tree species, multi-level, multi-functional forest ecological system and household waste harmless treatment, sewage treatment, garbage transfer and other environmental facilities.

### III SHENGSHAN ISLAND TOURISM RESOURCES USE EXISTING DEFECTS

#### A. fees for tourist attractions

How dozens of its tourist attractions of the island, in the small island its contain scenic spot number per square kilometer than other islands is more, but for a lot of attractions to charge and higher cost, such as its king island beach with walls and grating isolates between sand and tourists, through charging into, make it play fun is greatly reduced, beaches and islands before is coupling relations, the economic benefit and coupling relationship, beaches and seafood booth become of one wall lie between, between isolated beach will reduce the number of tourists additional consumption desire, thus weakening the island tourism economy. In the development of island tourism, the development mode of mainland scenic spots cannot be simply copied. The island's human flow is totally dependent on the passenger ship frequency, making its human flow less than that of mainland China. Therefore, some unreasonable scenic spots and infrastructure charging should be corrected and dismantled.

#### B. lack of diversity in means of transportation

Long-term residents living on the island with their habit of transportation, but for visitors, only expensive few taxis and buses are available, a local taxi in a single place, and there is the possibility of a rip off, the lack of transport tourists to visit the island of its not thorough, the gameplay radius to reduce, not promote the balanced development of local tourism, can lead to a region's tourism commercialization excessive development, and lonely area can't get the status of the development.

#### C. the professionalism of employees in the tourism industry

Its island had been inhabited since the jin dynasty and culture than the other islands is thicker, but due to the economic and the limitation of the islands in the industry, most of the younger generation to choose employment development in other areas, it will cause its island to ageing population structure, the islanders older, higher literacy of young people account for less. This will cause the island environment to be destroyed by the aborigines without being stopped, which will cause irreversible damage to the island resources and environment and reduce the pleasure of tourists. Scientific development and utilization of tourism resources require certain scientific literacy and professional ability. Low industry specialization will result in extensive economic model, which can be exchanged for economic development with great loss. Scientific development can minimize the natural destruction in the process of tourism economic development.

### IV. SUGGESTIONS ON SUSTAINABLE SCIENTIFIC DEVELOPMENT OF ISLANDS USING ONE BELT AND ONE ROAD STRATEGY

One Belt And One Road maritime silk route strategy is 19, 2013 xi when accessing the general secretary of the association of south-east Asian nations (asean) put

forward the strategic thought, advocate the use of economic advantages of the larger coastal cities radiation and leading role, promote and accelerate the cultural exchanges with overseas trade, and under the principle of discuss, share, build, and promote common development in the field of a lot of ways. In Zhejiang province is located in China's east coast, has the most of our country one of Zhoushan island resources, its can provide the development of Marine economy with rich natural resources, land island at the same time also to connect the effect of land and ocean land sea link, has certain land resources, which can provide necessary for various island development demand of construction land and resources. Many of the islands have beautiful natural scenery, pleasant weather conditions and open natural baths and beaches. Islands have been washed and accumulated by sea waves for a long time, and the unique resources of the ocean have been gradually concentrated and specialized.

#### *A. Learning the island development methods of countries along the maritime silk road*

Many of the countries along China's maritime silk road take coastal tourist cities as the economic center of gravity, and the tourism economy usually accounts for more than 20%. Along the countries, Malaysia, the Philippines, the Maldives and Sri Lanka has a long history of coastal tourism development process, its development experience, in the Maldives, for example, the national population more than 20, of tourism economy accounted for 27.9%, the Maldives in environmental protection, tourism resource utilization, innovation, development and human resource utilization has more experience behind him, its island by the maritime silk route strategy of the 21st century, send personnel to the Maldives study and communication, using the strategy of "area" inviting professional developers in other areas to provide advice, let the island resources development and utilization level of the countries along the routes get common development.

#### *B. Suggestions on tourism infrastructure planning for Shengshan island*

Shengshan island is the most eastern island of Zhoushan, four hours from the mainland by boat, the flow of people depends on the weather and ship frequency arrangements, Shengshan island has eight open beaches, the biggest beach for the King Beach, the beach is a toll beach, peak season 25 yuan/person. As the most important landscape point of the island, the development and operation mode of the beach is the node that decides the destination of the island's tourism economy. The King Beach of Shengshan island is bigger than other beaches of the island, but its operation mode is semi-open, cement walls and iron fences have been built around the beach, greatly affecting the pleasure and mood of tourists. It will also affect the development of the surrounding seafood stalls. A free, open and lively beach will bring more impulse consumption to the local area. Removing the wall between the beach and the shops will greatly promote the sales of fruit drinks, open-air barbecue and coastal catering, and

the open beach can make the beach better maintained and rebuilt. Although the beach is the king of the island's largest beach, but compared with foreign famous island beach area and cannot match, the king of the beach has a lot of play project, balloons, sea kayaking, motor boats, beach vehicles and beach volleyball project and so on, because the beach area is outgoing open ocean is still small, in such a limited range of beach area of so many projects will cause certain security hidden danger, and affects the gameplay experience of tourists. Other beaches in Shengshan island are free beaches. Although the beach area is smaller than that of King's beach, it can be used as a place to transfer part of the play items of King's beach. Transferring the play items by region can effectively promote the flow of tourist population and the flow of tourist population in other parts of the island.

Island of its main mode of transportation for small cars and buses, the transportation is relatively single, without a more flexible such as bicycles and sightseeing car transport, on the island of the taxi fee is relatively high, the bus arrived at the place and time is less, tourists travel radius is greatly reduced, so in order to develop comprehensive tourism island economy, and next to the island due to its Chinese wolfberry island into a certain number of public bicycle and sightseeing car, cannot let travel tools to compete as a scarce resource, island of truly scarce resources to the coast and all kinds of seafood and its derivatives. If the means of transportation is used as the fulcrum for the economic growth of tourism, the tourist goodwill and island playability of tourists will be greatly reduced.

#### *C. Shengshan island tourism industry normative and institutionalized construction proposals*

Shengshan island, as an island far above the east China sea, has less people flow than the island near the mainland, so the price and housing price will be relatively high. However, many tourism industry practitioners on the island are elderly local residents, so their scientific literacy and industry standards will be low. There is still no open and transparent pricing for boat rental projects and taxi fares. The lack of open and transparent pricing will reduce tourists' consumption desire and behavior, thus reducing the income of the tourism industry and causing a series of chain reactions. At the same time, the development and management of the island tourism industry needs a large number of professional talents. Shengshan island is relatively short of emergency treatment and public safeguard measures for the occurrence of Marine hazards, and only arranging villagers to conduct supervision and care by the sea is the manifestation of inadequate response measures.

#### *D. Suggestions on One Belt And One Road strategy for seafood export*

Its island, one of China's third largest fishery, fishery resources development and utilization of key and important all the more, the construction of the Marine silk road way to Ningbo port, exports each year a large number of goods, to improve China's exports, its island rich

seafood such as seafood, dried fish, dried meat and features can achieve export arts and crafts, let the island's economic development to expand overseas, foreign economic and trade. Advice stations on export trade should be established on Shengshan Island, and a chamber of commerce should be set up to help villagers on the island export the commodities they produce and the Marine resources they catch. To promote the greening and industrialization of island economic development in the largest and most convenient way, and to help islands complete economic transformation and establish the sustainability of island development with the help of the One Belt And One Road initiative.

#### REFERENCES

- [1] gao hucheng. "Deepening economic and trade cooperation and creating new splendor". People's Daily 2014-07-02(11).
- [2] gong wen, tian junrong, wang ke. "New silk road: leading to common prosperity". People's Daily, 2014-06-30 (1).
- [3] zhao huasheng. "Analysis of the new silk road in the United States". Bird lu muqi: journal of xinjiang normal university (philosophy and social science edition), 2012, (6):15.
- [4] foreign political leaders talk about "jointly building the silk road". People's Daily, 2014-07-02 (5).
- [5] Cao li, liu zhifu. "Strategic thinking on the development and construction of weizhou island". Journal of guangxi vocational and technical college, 2011, (10):56-59.
- [6] zeng qinghui, zhao zhenhua, zeng yilin. Giving full play to the tax-free function of outlying islands and extending the "maritime silk road". Cooperation and development of maritime silk road construction and qiongyue and guangdong provinces -- paper of the third China (hainan · guangdong) reform and innovation forum, 2014.
- [7] wang mingshun. "Study on tourism competitiveness of China's island county". China fishery economy, 2013(1).
- [8] wang hui, zhang meng, shi ying, et al. "Concentration and differentiation of tourism economy in haidao county", China. Geography research, 2013(4).