

Research on the Integrated Development of Marine Culture and Tourism Enabling the Common Prosperity of Islands

Deran Li¹, Erxiang Zhou² and Zhang Wei^{3, *}

¹Graduate School of Wenzhou Medical University, Wenzhou, China

²School of Marxism, Wenzhou Institute of Technology, Wenzhou, China

³The First Clinical College of Medicine, Wenzhou Medical University, Wenzhou, China

*Corresponding author email: 134094780@qq.com

Abstract: The integrated development of Marine cultural tourism and the common prosperity of islands is an important path to promote the development of Marine economy and realize the common prosperity of islands. This paper summarizes the research results of the integrated development path, strategy and case analysis of Marine cultural tourism and island common prosperity, summarizes relevant policy suggestions and practical experience, and provides reference for Marine economic development and island common prosperity.

Keywords: Marine culture tourism; Common prosperity of the islands; Integrated development.

1. Introduction

In the academic circles at home and abroad, the research on the integrated development of Marine culture and tourism and the common prosperity of islands has been gradually paid attention to[1]. Domestic and foreign scholars have carried out a large number of studies to explore the relationship between Marine cultural tourism and economic development, as well as the impact of Marine cultural tourism on the common prosperity of island areas. In China, many scholars pay attention to the integration of the development of Marine culture tourism and island economy[2, 3]. The research shows that Marine cultural tourism, as a unique form of tourism, can effectively promote the economic development and increase residents' income in island areas. For example, some studies have explored the development and utilization of Marine cultural tourism resources, such as Marine museums, Marine cultural festivals, etc., and the contribution of these resources to the economy of the island region[4]. In addition, some scholars have studied the relationship between Marine cultural tourism and island ecological protection, emphasizing the importance of sustainable development. They pay attention to the protection and inheritance of Marine culture, and study the impact of the integrated development of Marine culture and tourism on the social economy of the island area[5]. However, there are some shortcomings in the current research. In-depth research on the integrated development relationship between Marine cultural tourism and common prosperity of islands is not enough, and its internal mechanism and path need to be further explored.

2. Integrated Development Path of Marine Cultural Tourism and Common Prosperity of Islands

The integrated development of Marine cultural tourism and common prosperity of islands is the key way to promote the prosperity of Marine economy and realize the balanced development of islands[6]. As a new force, Marine cultural

tourism has abundant Marine cultural resources and tourism resources, which provides a strong driving force for economic development. Island area, with unique natural environment and cultural heritage, is an important carrier of Marine culture tourism. Therefore, it is of great practical significance and development potential to explore the integrated development of Marine cultural tourism and common prosperity of islands[7].

2.1. Further excavate and protect Marine cultural heritage.

The island area contains rich Marine cultural heritage, through the systematic excavation and protection of these heritage, can attract more tourists and investment, promote the development of Marine cultural tourism, and bring considerable economic benefits and employment opportunities for the island area.

2.2. Innovative development of Marine cultural tourism products.

The core of Marine cultural tourism products lies in its local characteristics and cultural connotation. Through innovative design and promotion of unique tourism products, more tourists can be attracted and sustainable economic income and employment opportunities can be created for the island region.

2.3. Strengthen the construction of Marine cultural tourism infrastructure.

High-quality infrastructure is the cornerstone of improving the quality of Marine cultural tourism services. By upgrading the level of infrastructure and providing tourists with a comfortable travel experience, the economic development of the island region can be further promoted.

2.4. Enhance the publicity and promotion of Marine cultural tourism.

Publicity and promotion is the key link to enhance the visibility and influence of Marine cultural tourism. Effective

publicity and promotion through various channels can attract more tourists and bring significant economic development to the island area.

3. Integrated Development Strategy of Marine Cultural Tourism and Common Prosperity of Islands

3.1. Government guidance and support.

The government should play a key role in promoting the integrated development of Marine cultural tourism and common prosperity of the islands. The government should formulate relevant policies and measures, provide necessary financial and resource support, and guide and promote the integrated development of Marine cultural tourism and the common prosperity of the islands.

3.2. Industrial coordinated development.

The integrated development of Marine cultural tourism and the common prosperity of islands requires the cooperation between various industries. The government should strengthen cross-departmental and cross-field coordination and cooperation, promote the deep integration of tourism and other related industries, and achieve resource sharing and mutual benefit and win-win results.

3.3. Build a unique Marine cultural tourism brand.

By shaping Marine cultural tourism brands with local characteristics and cultural connotations, the attraction and influence of the brands can be enhanced, so as to attract more tourists and investment, and promote the integrated development of Marine cultural tourism and common prosperity of the islands.

3.4. Strengthen personnel training and exchanges.

The integrated development of Marine cultural tourism and common prosperity of islands requires the support of talents with professional knowledge and skills. The government should attach importance to personnel training and exchange, provide relevant training and exchange opportunities, train more professional talents, and promote the integrated development of Marine cultural tourism and common prosperity of the island.

4. Case Analysis of Integrated Development of Marine Cultural Tourism and Common Prosperity of Islands

In terms of case analysis, there are many successful cases at home and abroad for us to learn and use for reference. For example, the Australian state of Tasmania is a success story. Featuring Marine culture and natural scenery, the state has achieved rapid economic development and common prosperity of residents through the development of tourism. In addition, China's Hainan Island is also a successful example[8]. Featuring tropical scenery and Marine culture, Hainan Island has achieved rapid economic development and common prosperity of residents through the development of tourism. In addition, taking the island of Dongtou District of Wenzhou City as an example, this region has successfully

realized economic transformation and common prosperity through measures such as in-depth excavation and protection of Marine cultural heritage, innovative development of Marine cultural tourism products, strengthening infrastructure construction, and increasing publicity and promotion efforts. This case provides valuable experience and inspiration for other island areas.

5. Policy Suggestions and Practical Experience

5.1. Formulate relevant policies and measures to increase support for Marine cultural tourism and common prosperity of islands.

Through policy guidance and financial support, we will encourage and support the development of Marine cultural tourism in island areas to promote local economic development and common prosperity of residents.

5.2. Strengthen industrial coordination and cooperation, and promote the integration and development of related industries.

Establish and improve cross-departmental and cross-field coordination mechanisms, promote the deep integration of tourism and other industries, and form a good situation of coordinated development.

5.3. Build Marine cultural tourism brands with local characteristics and cultural connotations, and enhance brand awareness and influence.

Focus on brand building, excavate local characteristics and cultural connotations, enhance the attractiveness of Marine cultural tourism brands, so as to attract more tourists and investment.

5.4. Strengthen personnel training and exchanges.

Establish a sound talent training and exchange mechanism to provide necessary talent support for the integrated development of Marine cultural tourism and the common prosperity of the islands. Through training, communication and other means to improve the professional quality of employees and service level.

6. Conclusion

The integrated development of Marine cultural tourism and the common prosperity of islands is an important way to promote the development of Marine economy and realize the common prosperity of islands. Measures such as in-depth excavation and protection of Marine cultural heritage, innovative development of Marine cultural tourism products, strengthening infrastructure construction and strengthening publicity and promotion can promote the integrated development of Marine cultural tourism and the common prosperity of islands. At the same time, the government should strengthen support for Marine cultural tourism and common prosperity of islands, formulate relevant policies and measures, provide funds and resources to support and guide and promote Marine culture; Integrated development of tourism and common prosperity of islands; In practice, through strengthening industrial coordination and

cooperation to build a Marine cultural tourism brand with local characteristics and cultural connotations, and strengthen personnel training and exchanges, the Marine culture can be realized. The integrated development of tourism and common prosperity of islands has important practical significance and development potential to promote the sustainable development of Marine economy and island areas, and also has important reference significance for promoting the development of global Marine culture and tourism.

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