

Research on the Development Trend of Shanghai Cruise Industry

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Abstract: *Currently, the cruise market in North America is almost saturated and that in Europe is restricted by the scale. However, the cruise market prospect in East Asia is broad due to the deep cultural heritage, abundant tourism resources and large population base, resulting in the shift of the global cruise industry eastward to Asia. The position of Asia in the global cruise economy has become prominent increasingly. As a part of Shanghai, one of the most economically powerful coastal cities in China, Baoshan has national leading land, sea and air transportation networks, huge passenger flow and natural deep water terminals. Therefore, Shanghai steps in front in the development of cruise economy, shouldering the responsibility of a leader in the development of the national cruise industry. It will accelerate the growth of Shanghai's cruise industry to plan and construct the "cruise town" in Baoshan. In this paper, the author aims to further analyze the current construction orientation and development goal of the cruise town by studying the industrial base and analyzing the environment for the cruise town construction in Baoshan, explore the industrial distribution for the construction and development of the cruise town from the perspectives of tourism industry, leisure industry, finance and other service industries, and information industry, conduct in-depth analysis on the ideas about industrial distribution, and determine the system guarantee for industrial development so as to promote the healthy and orderly development of the cruise industry in China.*

Keywords: Shanghai, cruise industry, trend

1. Overall Orientation of the Cruise Town

The overall orientation of the cruise town is considered as follows: take Wusong International Cruise Home Port as the axis, take trade, business and tourism as the carrier, take land-sea interaction as the link, take city-industry integration as the base, and take riverside scenery as the support; integrate the functions of sightseeing, leisure shopping, service industries and high-end accommodation etc.; form the common development of the whole industry chain composed of the cultural construction at the cruise tourism destination in the downstream, the cruise operation and local cruise business culture in the midstream, and the local cruise design and manufacture in the upstream; highlight the urban space with rich cruise culture, cruise elements and cruise atmosphere.

1.1 Important Carrier of Maritime Silk Road in the 21st Century

The significant strategic concept of "Maritime Silk Road in the 21st Century" is a new demand of the development of the times, a new embodiment of the concept of cooperation and development with amity, sincerity, mutual benefit and inclusiveness, a new idea about the promotion of the cooperation and development between coastal countries, and also a new perspective and new focus of cruise tourism development.

As an open and comprehensive industry, cruise industry is provided with the unique advantages of prior interconnection in the national strategy of "Maritime Silk Road in the 21st Century". Therefore, Baoshan should take the initiative to dock with other sectors first, so as to achieve "cruise first in interconnection". A cruise industry system should be constructed with cruise service as the core, and the international cruise passenger terminals and other

infrastructure should be improved to promote the formation of the ecological group of modern service industry that integrates commerce, business, finance, trade and other high-end services, making cruise industry become an important carrier of the Maritime Silk Road in the 21st Century.

1.2 "Cruise Port +" Development Model with Whole Chain Extended

The development model of the cruise port is considered as follows: promote the "district-port linkage" innovation, build a cruise industry system with cruise service as the core, and form the ecological group of modern service industry that integrates maintenance, business, finance, trade and other high-end services; relying on "the Belt and the Road" national strategy, strengthen domestic and foreign trade cooperation, introduce cruise line headquarters, establish the cross-border commodity trading center and e-commerce platform for cruise tourism in China, build Shanghai cruise supplies distribution center, and participate in cruise manufacturing, research and development so as to form the "Cruise Port +" development model of Shanghai Wusongkou Cruise Port. 正校

1.3 Cultural Tourism and Leisure Gathering Area in North Shanghai

It is suggested to intensify the cultural connotation and tourism landmark function of cruise, promote the integration and interaction between the cruise industry and the cultural and tourism resources, promote the interactive development between the cruise industry and other service industries, and comprehensively highlight Baoshan's cultural and ecological advantages, so as to provide a unique cultural and leisure place for cruise passengers and surrounding residents.

2. Functional Orientation of the Cruise Town

The cruise town is oriented as a green and multi-functional riverside new area, a practice area and gathering area for Shanghai's "innovation-driven transformation and development", an important carrier of Shanghai International Shipping Center, and a core area of Baoshan's industrial transformation and functional upgrading.

The cruise industry should be taken as the core to promote industrial upgrading and functional transformation. The upstream and downstream industry chain of the cruise industry should be expanded, and cruise supporting industries suitable for Baoshan should be selected and implemented. The following functions should be included: the financial services and business office related to cruise operation; the terminal operation, cruise supply, research, development, training, cultural exhibition and transportation related to port service; and the supporting industries of business services, hotels, tourism and leisure etc. related to tourism, trade and business.

The cruise industry should also be taken as the basis to promote the development of water tourism industry, mainly by utilizing the regional advantages and natural conditions for the development of yacht and cruise industry to form "three-tourism (cruise)" industrial cluster. The extension of the cruise tourism industry should be expanded to achieve interactive development with the service industries, build a new regional center, improve the facilities, explore the land use potential, improve land use efficiency, and truly promote sustainable regional development.

3. Construction, Development and Industrial Distribution of the Cruise Town

3.1 Development and extension of cruise industry

Firstly, the core area of the cruise town should be constructed, including: Phase I Terminal of the International Cruise Home Port, the office facilities for supporting administration and terminal operation etc., large shopping centers, duty free shops, starred hotels, seamen's clubs, yacht centers, cruise terminals and other projects. Secondly, the northern supporting cruise service area should be constructed, including: Phase II Terminal of the International Cruise Home Port, supporting high-end residential buildings, cruise offices, research offices, cruise museum, yacht clubs and other projects. Thirdly, the southern cruise service area should be constructed, including: reserved Phase III Terminal of the International Cruise Home Port, supporting administrative offices related to museums, cultural exhibition and comprehensive cruise reform demonstration area, finance, insurance, intermediary services, hotels, shopping centers, cruise research and other development projects. Fourthly, the cruise and yacht supplies distribution center should be constructed, including: Asian cruise supplies center and yacht supply center. Fifthly, the cruise and yacht training base and the design, research and development center should be constructed.

3.2 Tourism industry

A cruise tourism products system with plentiful levels should be formed to meet the demands of tourists. Through effective integration of Baoshan's tourism resources and in combination with the different characteristics of the routes between the Home Port and ports of call, the development should be focused on the formation of half-day tour, one-day tour, two-day experience tour and other routes, so as to vigorously promote the cruise inbound tourism market.

Onshore tourism function expansion zone: integrate riverside tourism resources, build up riverside tourist bus routes linked by a slow traffic system, and form a tourism system with eco-cultural characteristics. The contents include: firstly, forming ecological landscape nodes to highlight the ecological protection and restoration in the riverside area with large green space and parks as the carrier; secondly, forming humanistic landscape nodes to reshape the area's humanistic spirit with Wusong culture as the carrier; thirdly, forming functional landscape nodes to form landmark landscape nodes with the main functional areas as the carrier; fourthly, integrating various types of landscape nodes to form five theme tour areas in the riverside area, integrate them through the tour routes into Baoshan's tourism system and include them into the onshore tourism routes for cruise passengers.

The theme scenic spots – The first is the Wusong Hero Theme Scenic Spot, including: Riverside Park, Chen Huacheng Memorial Hall, Songhu Memorial Hall of the War of Resistance against the Japanese, and Baoshan Martyrs Cemetery; the second is the Cruise Home Port Theme Scenic Spot, including: East Eye, Zero Square and the experience business district; the third is the Ecological Wetland Theme Scenic Spot, including: Artillery Battery Bay Wetland Park; the fourth is the Urban Riverside Theme Scenic Spot, including: Phase III terminal of the cruise port, Exhibition Center, Naval Museum and Riverside Park; the fifth is the Creative Riverside Theme Scenic Spot, including: Peninsula 1919 and Wusong Port-Opening Commemorative Square.

3.3 Leisure Industry

A staggered layout of business leisure industry is suggested. Wusongkou International Cruise Terminal and the surrounding area form a distribution center of passenger, logistics, and business flows, and the core area of the development of the cruise industry. In this region, high-end commerce, starred hotels, upscale dining and theme entertainment venues for cruise visitors should be focused on in the deployment, with Zero Square and Artillery Battery Bay Wetland Park as two key carriers. In the riverside and hinterland areas around Wusongkou International Cruise Terminal, public-oriented high-end business and leisure industry should be deployed, with Baodong Road Comprehensive Plot as a key carrier. In the northern, southern and western riverside belts (Wenzaobang), comprehensive commercial and entertainment square should be introduced where mature conditions are reached.

3.3.1 Supporting traffic transformation

Nodes for cruise, yacht, and pleasure boat and water-land transition should be constructed. Sandao Terminal on Baoyang Road should be reconstructed into a cruise terminal, Sandao routes and offshore (Yangtze River) cruise routes should be arranged based on Wusong Passenger Transport Center, and Wusong Old Terminal can also be included in the arrangement of Sandao routes to interlink the three terminals and connect them with Huangpu River cruise routes. An arrival and departure center should be established with Baoyang Road and Pangu Road - Donglin Road - Songbao Road as the main port roads to access the city expressway.

3.3.2 Supporting business facilities

Wusong Zero Square, close to Wusongkou International Cruise Terminal, mainly involves administrative office building and commercial facilities.

3.3.3 Large business area

Shanghai Long Beach: internationally renowned design companies should be invited to carry out the overall planning and design of the surrounding area of the cruise town in order to accelerate the development and construction of the surrounding area, creating the "Shanghai Long Beach".

3.3.4 Finance and other services

The industrial distribution should be performed by relying on the cruise industry chain in order to improve the economic function, increase the size of the cruise economy, and enhance the region's economic contribution. Cruise shipping, the core industry and the support of cruise economy, should be promoted both in scale and strength. The necessary steps may include: vigorously developing the local cruise lines and fleets; expanding the size of the Cruise Home Port, attracting cruises at the ports of call, and improving the main business income of the cruise terminal and the ticketing income of the travel agencies; attracting the cruise lines to expand the scale of local procurement, attract global procurement businesses to deploy centralized distribution in Shanghai, improve the delivery capacity of cruises, and enhance the size of the cruise logistics industry; developing cruise tourism e-commerce platform economy; developing cruise law, insurance, claims, training, consulting and other business,

and expanding cruise value-added services. The development of related industries can also be promoted. Relying on Baoshan's riverside development, Baoshan and surrounding tourism resources can be integrated to enhance the regional trade, catering, entertainment, leisure and shopping and other supporting services, to vigorously promote the cruise tourism consumption, driving the economic development of the whole city and even the Yangtze River Delta.

3.3.5 Information industry

Supporting facilities and services of the cruise government affairs and business information platform: the features of cruise town information platform should be formed, including comprehensive networking, resource integration, collaborative operation, innovation stimulation.

The design principles for the cruise information platform should be established: advanced and mature, open and compatible, safe and reliable, economic and affordable.

The information industry is intended to serve cruise tourists, competent units, cruise lines, and teaching and research institutions.

The overall framework should be built to achieve the greatest integration: the platform will fully integrate Shanghai's cruise industry and the resources, covering the "three networks and one database", cruise e-government and cruise e-commerce sites and other user interaction interface. Interflow and communication at different levels for data collection, network communication, information display, and business application should be achieved.

4. Specific Ideas

The essence of the construction of the cruise town is: to promote the development of related industries as driven by the cruise tourism industry; to create a pleasant cruise tourism environment, to intensify the atmosphere of tourism, improve the popularity of the region, form the climate of business, bring the luck of wealth, and gather the ethos of culture.



Figure 1: Development Idea of Industrial Distribution of Shanghai Baoshan Cruise Town

The cruise town should be developed in a multidimensional framework. Firstly, the attracting core of cruise tourism should be created to form the core competitiveness and enhance the popularity value of cruise tourism, and build the

environment structure for land value appreciation and cultural agglomeration; secondly, the leisure industries should be gathered in the town to attract the tourists to stay and consume in the town, forming the environment value of

leisure business by the integration of leisure industries; finally, the integrative development should be achieved to form into Pan-tourism supported by a variety of businesses

including housing, commerce, services, thus forming a comprehensive development structure of industry-city integration through the consolidation by pan-tourism.



Figure 2: Attracting Core and Gathering Center of Cruise Tourism Industry

5. System Guarantee

The nature of the tourism industry determines the expansion potential, which will lead to cross-border, cross-industry and cross-sector development and has the butterfly effect. However, the “bottleneck” has existed for a long time. The administrative departments are isolated from each other and cannot perform efficient coordination, and this has seriously hindered the rapid development of tourism industry. Integration is the mainstream of the times, especially for the tourism industry. The advantages of differences can be highlighted only through the integration of tourism resources, effective investment can be landed only through the integration of funds, the victory of market competition can be achieved only through the integration of channels, and industrial convergence can be promoted only through the integration of businesses.

A cooperation mechanism among the high-level consultation mechanism, joint meeting consultation mechanism, daily work promotion mechanism and protection mechanism and other aspects should be established and constantly improved to provide a systematized, normalized guarantee. The principle of “promoting by government, being oriented by market, complementing with advantages, staggered development, orderly progress, and step-by-step implementation” should be followed to achieve the sharing of cruise tourism resources, products, markets, information, passenger sources and benefits, so as to promote sustainable development of the cruise tourism industry and form a cruise tourism destination with world-class competitiveness and influence. The first step is to develop cruise tourism finance, cruise tourism culture, cruise tourism information services and professional tourism services, to achieve all-round expansion of cruise tourism services. The integration of cruise tourism resources should be strengthened, to jointly build regional cruise tourism marketing network to launch publicity and promotion activities at home and abroad. Development of local standards for the public service sector and reception services and other aspects should be further speeded up to improve the standard system of cruise tourism reception services. The tourism administrative departments and related colleges and universities should jointly build a

“think tank” and conduct related research, to provide intellectual support for tourism science, linkage and coordinated development.

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