

## FIG Working Week May 2007- Strategic Integration of Services

### Sustainable Development of Shandong Coastal Tourism Industry in China

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## Abstract

- ❖ This paper analysis the advantages and disadvantages of Shandong coastal tourism industry and proposes that an integrated approach to coastal management (ICZM) is needed to protect the three pillars of environment, social and economic needs of coastal communities.

- ❖ It was thought that the coastal tourism resources are rich and abundant, but it is now noted that the coastal tourism industry has a long way to go. Aiming to change this, some policies and suggestions are proposed.
- ❖ This paper also seeks to open a dialogue between other host cities of the Olympic sailing Games, to explore if a tool kit exists to better ensure legacy community benefits and invites comparative analysis from these case studies coastal areas.

The development of China Coastal Tourism Industry is very fast in recent 10 years. The total earnings is USD 64 billion in 2005, being 29.7% of the gross product of main marine industries in China. Exceeded marine fishery, The Coastal Tourism Industry is of primary importance in main marine industries.

- The Shandong Peninsula possesses over 3,000 km of coastal line, one-sixth of China's total. Among them one-third of golden sandy beaches, are very good beaches for the swimming and leisure. [Fig.1]
- Coastal Tourist industry in Shandong develops rapidly. In 2005, the gross product was USD 7.2 billion, increasing 23.8% than the last year .

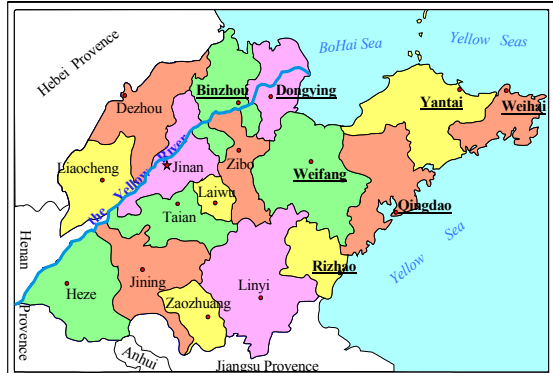


Fig.1 The Map of Shandong Coastal Area

## 1. The advantages of Shandong coastal tourism industry

Shandong province, lying in the lower reaches of the Yellow River and bounded on the east by the Bohai and Yellow Seas. In the coastal area, there are 7 cities and 35 counties; the population comes up to 33.1 million, making up 36.1% of the whole province's population in 2004. As a big marine province, Shandong coastal tourism industry has great development potential.

- (1) Tourism resources are abundant and variety, which create good condition for the development of coastal tourism industry.
- (2) Tourism industry has good base. The industry size has been augmented and the contributive ratio has been increased.



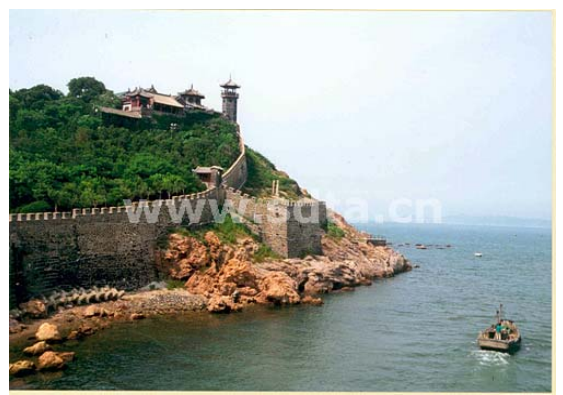
Dongying: Swan Lake Scenic Spot-Stalactite



Boundary Coordinates of Yellow Sea and Bohai Sea



Weihai: aerial photography of Eight Immortals crossing



The Overlook of Penglai Pavilion



Weihai: Lingong Island Museum  
- bronze water Guoqin



Qingdao Polar Sea World



Qingdao coastal Walking path

□1□



Qingdao coastal Walking path

□2□

In 2005, the gross product of Tourism was USD 13 billion; coastal tourism industry occupied 55%. Foreign income from coastal tourism is USD 650 million dollars, being 83.2% of that from shandong Tourism .

- (3) In the coastal region, communications, transportation and infrastructure supporting more.
- (4) Social environment for the development of tourism is favorable.
- (5) Around the world, the awareness of leisure and vacation has been strengthened; the pattern of leisure and vacation has changed.



- (6) The 2008 Olympic Sailing games will help to further enhance the international status of Shandong coastal tourism.

And the consequential impact this has on the City authority attempts to integrate policy and management along the coast to reverse the environmental decline.



Qingdao Olympic Sailing Center



Olympic Sailing Base: Floating Piers



Less Deep Breakwater

## 2. The disadvantages of Shandong coastal tourism industry

- (1) Coastal tourism development lacks scientific planning and management.
- (2) Transport and service for Coastal tourism is not good enough.

- (3) Market awareness among tourism enterprises is weak, management level is lower, quality of service is poor, and market development is insufficient.
- (4) The sense of marine environment protection is weak, contradictions between industries is obvious.

### 3. Sustainable Development of Shandong Coastal Tourism Industry

- (1) Implement integrated strategy of coastal tourism development; build a Gold Coast Tourism Brand
- (2) Establish marine reserve, implement the eco-tourism strategy

- (3) Combine structural adjustment of marine fisheries, develop marine recreational fisheries
- (4) Implement the Olympics driven strategy to promote the development of coastal tourism industries
- (5) Improve the mechanism of tourism development and management to ensure the sustainable development of coastal tourism resources

