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Research on the Optimization and Upgrading of Marine Tourism Products in Shanghai

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ABSTRACT

The ocean has become a new theme of the world economic competition. The development of marine industry is an inevitable measure to stabilize the sustainable and healthy development of China's national economy. As a leading industry of marine economy, marine tourism has great potential for development. Marine tourism products are the foundation and power source of marine tourism development. The optimization of tourism products plays the most direct and key role in the upgrading of tourism industry. Shanghai, located in the center of Yangtze River Delta, is one of the most developed regions in China. However, with the increasing competition in the tourism market, the development of marine tourism is inevitable. This paper analyzes the general situation of marine tourism resources and the development status of tourism products in Shanghai, and probes into the specific countermeasures for the upgrading of its products, so as to promote the high-efficiency development of marine economy in Shanghai.

1. Introduction

On June 8, 2008, when the 12th "World Ocean Day" was held, General Secretary Xi stressed that "we must march towards the ocean, speed up the construction of a maritime power", and always firmly adhere to the "blue faith"; Shanghai is also speeding up the construction of an international cultural metropolis and a world-famous tourist city, and actively promoting the construction of the "Global Ocean Center City" proposed by China for the first time. With the increasing competition in market economy, the strategic space of world economic competition has gradually shifted from land and air to the sea. The implementation of China's "Blue Economic Zone"

construction strategy marks that the 21st century will be the ocean century. Marine tourism plays an irreplaceable role in marine economy. The key measure to promote the efficient development of marine economy is to promote the sustainable development of marine tourism. Shanghai is an important coastal city and port city in China. With the completion and maturity of Chongming Three Islands, Pudong Binhai and Jinshan Bay leisure tourism industry, marine tourism industry has gradually grown into the backbone of the central economic zone. However, Shanghai's marine tourism industry is still in the initial stage of development. At present, the problems that need to be considered and explored are how to deeply develop marine tourism resources and how to provide more

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attractive and competitive marine tourism products. In general, the existing marine tourism products in Shanghai are seriously homogenized, lack of innovation, and do not keep up with the emerging trend of the tourism market. In order to solve this problem, it is imperative to optimize and upgrade Shanghai marine tourism products. The optimization and upgrading of marine tourism products, on the one hand, can start from the in-depth development and scientific management of marine tourism resources, on the other hand, from the problems exposed by the existing marine tourism products. Obviously, this will further promote the in-depth development of Shanghai's Marine tourism industry and promote the efficient development of Shanghai's Marine economy.

2. Literature Review

2.1 Marine Tourism

In foreign related research, "Coastal Zone Tourism", "island tourism" and other local areas are summarized as the concept of "marine tourism". R. Morgan, A.T. Williams (1989) constructed a comprehensive evaluation system to measure beach resources by beach quality, culture and other factors^[1]. This evaluation system provides an important example for the innovation of new marine resources evaluation index system. Monikat Thiele (2006) used the factor analysis method to build a new evaluation index system, which has great reference significance for sustainable development and scientific management of marine resources, as well as tourism development mode^[2]. Erdmann gormsen (1993) made a comprehensive review of 265 marine tourist attractions in the world from three aspects: natural resources, human resources and development degree. These three aspects were widely used in later research, and even gradually modeled. On the basis of summarizing the current management situation of Ocean Park, derrin Davis et al. (2012) proposed specific improvement strategies such as heterogeneity. In recent years, foreign scholars focus on "island tourism", "coastal tourism" and "cruise tourism"^[3]. In the aspect of marine resources development, Mohd Hafiz hanafiah (2016) emphasized the equal importance of marine resources protection and development; Giacomo del chiapp (2016) proposed the community-based collaborative development and utilization model. In terms of marine tourism management, marilena Papageorgiou (2016) proposed that marine spatial planning is an effective way to solve the problem of marine tourism management; Giuseppe ioppolo (2013) and other scholars believe that the methods of other industries, such as multi index method and overall regional

management, can be used for reference to improve the quality of marine tourism management. In the aspect of sustainable development of marine tourism, foreign scholars have involved new concepts such as "global tourism" and "eco-tourism", but they have not yet formed a complete framework.^[4]

In the domestic related research, although it started late, it also made a lot of progress in the targeted research combined with the reality of the country. China's vast coastline and rich marine resources provide high-quality conditions for development^[5]. Hong Qiming (1991) took Fujian sea as an example to study the composition and evaluation of marine resources, and put forward a new idea of creating marine tourism functional area^[6]. Jia yueqian (2005) and other scholars redefined the definition of marine tourism in the paper, believing that marine tourism is the sum of the relationships, and also constructed the marine tourism resource endowment spectrum and marine recreation spectrum^[7]. Zhang Guanghai (2006) summarized Dalian's marine tourism resources, comprehensively evaluated its advantages and disadvantages, and put forward the integration measures to improve Dalian's marine tourism development^[8]. It can be seen that the domestic research content focuses on marine resources and case studies; the research method is very single, most of them put forward strategies from the analysis of marine resources of a certain place; the research area is also more concentrated in Zhoushan, Sanya and other key coastal tourism cities. In the future research, the basic theory and research methods will be further strengthened and improved, and the research angle and content will also be further deepened and expanded.^[9]

2.2 Marine Tourism Products

Most of the competitiveness of a tourist resort comes from tourism products. The core work of tourism management is the design, development, management and innovation of tourism products. We believe that marine tourism products are a collection of attraction formed by the development of marine tourism resources. Generally speaking, the classification is mainly based on the content of activities and regional scope in China. According to the activity content, marine tourism products, marine festival tourism products, marine entertainment and leisure products, as well as new experiential products are the main types of marine tourism products. According to the regional distance, the main categories can be divided into ocean travel, offshore travel, coastal travel, upstream travel and island travel. In his paper, Zhou Guozhong (2006) selected the classification criteria as the characteristics of

marine tourism activities, and divided them into marine activities, marine cultural experience, etc. [10]

3. Analysis of Marine Tourism Resources in Shanghai

3.1 Overview of Marine Tourism Resources in Shanghai

The sea area in Shanghai is the seventh economic development zone listed in the outline of national marine economic development plan, which has great potential for marine economic development. In terms of natural tourism resources, the sea area of Shanghai is about 7000 km²; the coastline with development potential is about 470 km, among which Chongming, Changxing and Hengsha islands have about 287 km coastline; in addition, as a coastal city of the Yangtze River Estuary, Shanghai has coastal tourism resources with river scenery. In terms of human tourism resources, first, Shanghai has a long and rich history and culture of shipping and navigation by virtue of the geographical location of the golden waterway's entrance to the sea, as well as a well-known shipping Museum in China; second, Shanghai is connected with the vast inland and East China Sea by virtue of its unique military position, forming a lively military culture of coastal defense; third, the long-standing folk sea god culture is also of high quality Marine tourism resources. Shanghai is rich and unique in marine tourism resources, has deep development potential, and has the comparative advantage of relying on the vast economic hinterland of the Yangtze River Delta. For having heard it many times, such as Shanghai, the Bund, Yu Garden, Oriental Pearl, Shikumen and other tourist name card, Shanghai's marine tourism resources have not been known by more tourists at home and abroad, and the overall level of marine tourism development is not high.

From the two aspects of tourism scope and tourism content, the coastal tourism industry in Shanghai has basically formed a complete supporting industrial system with "clothing, food, housing and transportation" as one. By the end of 2019, Shanghai has 113 A-level scenic spots, including 3 5A scenic spots, 59 4A scenic spots, and 2 international cruise ports. Generally speaking, Shanghai has a complete range of marine tourism resources, which can meet the diversified and personalized needs of tourists. There are many kinds of beach land in the sea area under the jurisdiction of Shanghai, but there are great differences in beach land type, beach land area, beach land resources, beach land material composition, and there are obvious differences in coastal development mode and degree.

3.2 Classification of Marine Tourism Resources in Shanghai

Table 1. Classification of main marine tourism resources in Shanghai

Categories of marine tourism resources	Marine tourism resources	Main marine tourism resources in Shanghai
Marine natural tourism resources	Reef Beach (coastal geomorphology)	Pudong East China Sea coastal scenic zone, Fengxian Bihai Jinsha
	Marine organisms	Lingang Zhongyang mangrove base
	Island landscape	Hengsha Island, Changxing Island and tanhu Island
	Estuarine wetlands	Mingzhu lake, Xisha wetland scenic spot, Dongtan Wetland Park and Changxing Island Wetland Park
Marine cultural tourism resources	Modern war relics	Shanghai Paotai scenic spot, Shanghai Chen Huacheng Memorial Hall
	Marine folk culture	Nanhui Taoyuan Folk Village
	Marine cultural landscape	Jinshanzui fishing village and Jingui Island fishing village
	Marine Museum	Shanghai marine aquarium, Navy Shanghai Museum, China Maritime Museum
	Coastal leisure and entertainment	Shanghai coastal forest park, Changfeng ocean world scenic spot, Jinshan City Beach Scenic Spot, Pearl Lake and Xisha wetland scenic spot, Shanghai Haichang Ocean Park
	Marine industrial economy	Jinshanzui fishing village, Lingang deep sea wisdom fishing ground
	Seafood food culture	Shanggang cruise City, Shanghai Bay Tourist Area
Marine tourism festivals	China Ocean Tourism Festival, Shanghai Ocean Culture Festival, Shanghai Tourism Festival, Shanghai International Maritime Exhibition, etc	

(data source: self drawing based on data collection)

4. The Development Status and Problems of Marine Tourism Products in Shanghai

4.1 Product Development Status

Shanghai is adjacent to the East China Sea in the East and has a long coastline. It faces Jiangsu across Chongming Island in the north and Shengsi archipelago bordering Zhejiang in the south. It is rich in marine tourism resources and has the unique characteristics of confluence of the Yangtze River and the sea. Among them, 13 islands are more than 500 km² and the area is 1339 km². Shanghai is an economic center, financial center and international shipping center. It is an international metropolis with good economic foundation, mature tourism market and strong tourism consumption ability. Under the background of the continuous improvement of people's material life and spiritual pursuit, and the continuous expansion of the scale of tourism industry, the number of domestic and foreign tourists in Shanghai's coastal areas is increasing, and the proportion of coastal tourism revenue in the city's tourism revenue is also increasing. The development momentum is good, as shown in Figure 1 and Figure 2.

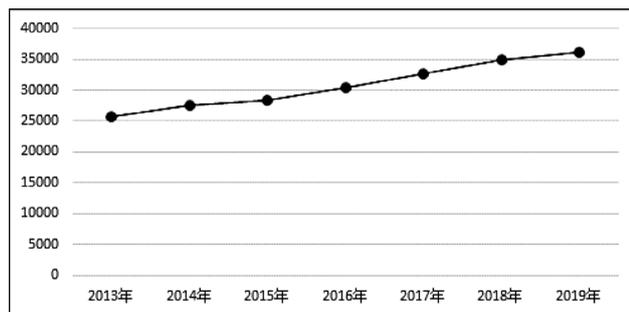


Figure 1. Total tourist arrivals in Shanghai (10000 person times)

(source: Shanghai Bureau of Statistics)

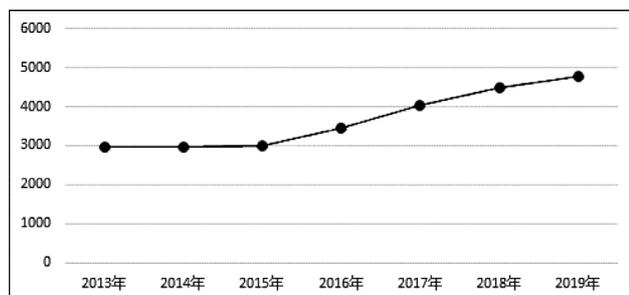


Figure 2. Total domestic tourism revenue of Shanghai (100 million yuan)

(source: Shanghai Bureau of Statistics)

From the two aspects of tourism scope and tourism content, the coastal tourism industry in Shanghai has basi-

cally formed a complete supporting industrial system with "clothing, food, housing and transportation" as one. By the end of 2019, Shanghai has 113 A-level scenic spots, including 3 5A scenic spots, 59 4A scenic spots, and 2 international cruise ports. Generally speaking, Shanghai has a complete range of marine tourism resources, which can meet the diversified and personalized needs of tourists. There are many kinds of beach land in the sea area under the jurisdiction of Shanghai, but there are great differences in beach land type, beach land area, beach land resources, beach land material composition, and there are obvious differences in coastal development mode and degree.

Shanghai has always attached importance to the combination of market and protection, and has selectively and protectively developed and utilized all kinds of resources, thus forming a series of characteristic and attractive coastal marine tourism zones in Shanghai, such as Chongming. Three Islands in northeast area, Yangshan deep water port Lingang New City in southeast area, and Hangzhou Bay North Coast Tourism Zone in south area. Shanghai's largest artificial beach -- Fengxian Bihai Jinsha, Shanghai's last fishing village -- Jinshanzui fishing village, and other coastal tourist attractions have jointly built Shanghai's ecological leisure tour. Shanghai, the first "China cruise tourism development pilot zone" in China, has two major international cruise terminals, Shanghai port international cruise terminal and Shanghai Wusongkou international mail port. Shanghai cruise tourism has already played a pioneering and exemplary role.

In addition, Shanghai has also made obvious efforts in publicizing and experiencing marine knowledge and culture. For example, Dishui Lake, the largest artificial lake for land reclamation in China, China Maritime Museum, Shanghai marine aquarium, Oriental Green Boat water sports center and other attractions can let tourists experience marine culture.

4.2 Main Problems

The development of tourism products is generally carried out from the two aspects of the scope and content of activities that tourists yearn for. With the further development of social economy, the demand of tourists presents the characteristics of high level, coexistence of generality and individuality, and emphasis on cultural experience. Tourism products should also follow the diversified development, pay attention to exploring the characteristics of tourism resources and combine with the development trend of tourism demand^[11].

With the 2020 COVID-19 peak in the past, the tourism market is gradually recovering. According to the recent real-time statistics of Shanghai tourism network, the re-

Table 2. Types of marine tourism products in Shanghai

type	Major projects developed
tourism	Ecological tour in Chongming suburb
	A tour of coastal marine culture
	Sunrise in Donghai
Festival Tour	Huangpu River sightseeing on the Bund
	China Ocean Tourism Festival, Shanghai Ocean Culture Festival, world motor boat race, Shanghai Tourism Festival, Suzhou River Dragon Boat Race, Shanghai International Maritime Exhibition, etc
Leisure and holiday tour	Dongtan wetland Resort
	Sun Island Holiday
	Haichang Ocean Park Tour
Special tourism	Chongming Ecological holiday
	Marine culture tour in Pudong New Area, “water shore linkage” special tour, etc
Cruise Tourism	Royal Caribbean mariner, Goldsmith Atlantic, Star Cruiser Gemini, novozyme joy, etc
	Dishui Lake sailing experience
New experience tour	Yacht tourism
	Navigation experience tourism
Tourism products to be developed	Exhibition tourism, military tourism, health tourism, marine sports, etc

(data source: self drawing based on data collection)

al-time traffic volume of the Happy Valley in Shanghai is 1426, and the real time traffic volume of the Nanhui Peach Blossom Village in Shanghai is 3020 people, not to mention the situation of Shanghai Disney’s short supply. Although the real-time visitors of Shanghai Hai Chang Ocean Park browse 1450. However, the real-time passenger flow of Jinsha City Beach Scenic Spot, Bihai Jinsha scenic spot and Shanghai Maritime Museum is less than 100, and the tourism attraction and competitiveness of Bihai Jinsha and Jinshan City Beach in Fengxian are not outstanding. At present, Shanghai encourages and supports the development of marine tourism industry, and marine tourism products are increasingly abundant. In addition to the more traditional Chongming wetland eco-tourism products, the cruise tourism industry is also deeply devel-

oped, and mature tourism products full of marine characteristics, such as seaside leisure tourism, ocean science tourism, are deeply rooted in people’s lives. However, the problems existing in its marine tourism products are also more prominent, and these problems are also the direction of optimizing and upgrading the product supply. The main problems are as follows:

4.2.1 The Product Structure of Marine Tourism is Single and the Cultural Characteristics are not Prominent

The development of marine tourism products should be combined with the characteristics of resources and the needs of consumers, and pay attention to tapping the deep value of marine resources. The national tourism demand

continues to rise, showing the characteristics of popularization, diversification and individuation, and the cultural demand continues to upgrade. Facing the challenge of rapid changes in tourism demand, Shanghai's marine tourism product structure is still very single, which is mainly reflected in the traditional sightseeing tourism and lack of innovation in the marine cultural tourism market. The existing marine cultural products lack of in-depth excavation of the cultural connotation of tourism resources, and stay on the level of introducing the culture and history of scenic spots. They can not meet the growing consumer demand of tourists for cultural integration and deep interactive experience. The cultural characteristics are not prominent, and they are not attractive to tourists. As Shanghai is located at the mouth of the Yangtze River, the sea water is very rich in sand, and many coasts are in the dilemma of "no scenery on the sea". Therefore, the traditional tourism development route can not highlight the advantages of Shanghai itself, nor can it meet the growing consumer demand for cultural integration and deep interactive experience of tourists. In addition, the development of marine cultural tourism resources has not been in depth Mining tourism culture only stays at the level of introducing the history of scenic spots; cultural tourism, exhibition tourism, yacht tourism, sports tourism and other promising marine tourism products need to be further developed.

4.2.2 The Image of Marine Tourism Products is not Prominent and the Brand is not Mature

Compared with the image building of other cities, such as Zhoushan's "Haitian Buddhism and fishing port city", Xiamen's "maritime garden" and Sanya's "Oriental Hawaii", Shanghai's marine tourism has not yet formed a distinctive and unique image. Shanghai is born and prospered by the sea. It is rich in marine cultural resources and has a long and far-reaching marine military culture, seawall culture, port and shipping culture. Only by combining the local cultural connotation can Shanghai develop high-quality and marine tourism products. However, Shanghai's marine tourism products lack of in-depth exploration of these excellent resources, lack of their own characteristics, charm and market attraction. Tourists have not yet formed a unified image of Shanghai's marine tourism products industry. The products lack charisma and low market awareness. From the current situation of tourism product development, marine tourism products lack of mutual movement and sense of participation. The deep-seated cultural connotation of products is also well expressed, and lack of brand appeal and product attraction in the market competition.

4.2.3 It did not Integrate with the Hinterland of the Sea, and did not Implement River Linkage and Land Sea Coordination

In the 12th Five Year Plan for Shanghai's marine development, the basic principle of "adhering to the linkage between the river and the sea, and the overall planning of the sea and land" is clearly put forward, and the linkage development between the river and the sea, and the coordinated development of the coastal areas of the Yangtze River Delta are implemented. Chongming Island in the northeast of Shanghai and Dongtan wetland in the east of Shanghai have a long history of development and have formed a complete and mature marine tourism service system. However, they are basically reserved on the level of tourism in this area, and have not yet linked with the surrounding areas, nor formed a tourism product portfolio with the surrounding areas. The characteristics of "river sea intersection" in Shanghai have not been fully developed, and the river scenery and sea are not fully integrated. Limited by the regional distance, Shanghai's marine tourism has not formed a linkage situation; Shanghai's marine tourism is backed by the vast land area of Shanghai, even the Yangtze River Delta region, with huge market potential, but Shanghai's marine tourism products have not yet implemented the coordination of sea and land, and Shanghai's regional advantages have not been brought into play.

4.2.4 The Phenomenon of Product Assimilation is Obvious and Lack of Innovation

In recent years, Chinese economy has changed from the stage of high-speed growth to the stage of high-quality development, and the tourism industry has also entered the stage of quality development. With the continuous expansion of tourism functions, its development increasingly depends on tourism products. The development of marine tourism products has the advantages of superior geographical location, rich resources, broad economic hinterland, and the most important is the strong consumption ability of tourism market, which is greatly conducive to the strategy of product diversification. Although Shanghai has increased a large number of marine tourism products, there are obvious problems of low-level repeated construction in terms of quality, which are mainly manifested in the practice of imitating famous scenic spots at home and abroad. Although this can save development costs and facilitate operation, it not only directly leads to the repeated waste of development funds and the idle of homogeneous tourism facilities, but also intensifies the market competition to a great extent, and even reduces the satisfaction

and attractiveness of the products because it can not meet the increasingly diversified and personalized tourism needs of tourists, and finally damages the competitiveness of Shanghai's marine tourism products Image. Shanghai needs to tap more marine resources, vigorously promote the innovative development of marine tourism, and build a new mode of Shanghai tourism combined with the four brand strategies of Shanghai.

5. Conclusions and Suggestions

5.1 Conclusions

This paper first reviews the research on "marine tourism" and "marine tourism products", then summarizes and classifies the marine tourism resources of Shanghai itself, and based on the analysis of the marine tourism resources and the current situation of product development, puts forward the main problems of the marine tourism products developed by Shanghai, that is, the product structure is single, the cultural characteristics are not prominent, and the product shape is small. There are many problems, such as the lack of prominent image, immature brand, the lack of integration with the hinterland of the sea, the lack of river linkage, the lack of land and sea coordination, the obvious convergence of products and the lack of innovation. Through the analysis of Marine tourism resources in Shanghai, we can know that the Marine tourism resources in Shanghai are rich and have a high development potential. Shanghai's Marine tourism has made some progress, but there are some major problems, such as products to be upgraded, lack of features and lack of innovation. Finally, it puts forward the corresponding specific countermeasures to optimize and upgrade marine tourism products, in order to enhance the economic benefits of Shanghai's marine tourism.

We live in the ocean century. In all fields and industries, we are stepping into the ocean space. The unknown blue economic zone is a challenge and an opportunity for us. As the leading industry of marine economy, the optimization of marine tourism products is an organic combination of the transformation of tourism industry and new tourism formats. It is a complex system engineering that needs coordination and common development. Shanghai has rich marine tourism resources, developed economy and great development potential, but the market demand is changing rapidly. To optimize Shanghai's marine tourism products is not only an objective form, but also an initiative to respond to the national policy of industrial transformation and optimize the structure of tourism products. On the one hand, we should do a good job in the overall development and management planning from the resource itself; on

the other hand, we should promote the optimization and adjustment of products from the market demand, and find the possibility of innovation from the problems. Focusing on both products and services, combining with the local tourism resources and characteristics of Shanghai, we should optimize the supply of marine tourism products and promote the upgrading of marine tourism.

5.2 Suggestions

5.2.1 Combination of Diversification and High-quality Development to Optimize Product Structure

The aggravation of market competition and the diversification of consumer demand have prompted that the development concept of marine tourism products must be transformed from resource oriented to market-oriented, with market demand as the starting point of product development. The combination of marine tourism resources and market demand to develop and optimize the product structure can not only create marine tourism products that match the supply and demand, but also enhance the efficiency of development and improvement, create high-quality tourism products, and largely avoid resource waste and ecological damage. Diversification is to emphasize the development of multi type and multi-level marine tourism products, and build a rich and three-dimensional product supply network; boutique is to vigorously guarantee the high quality and high efficiency of products, so as to ensure the quantity and quality of marine tourism products. Using the existing marine tourism resources in Shanghai, we can design diversified marine tourism products and combine marine resources with tourism industry in a specific form.

Shanghai's marine cultural tourism products are in urgent need of diversified development methods, combined with a variety of tourism activities to attract tourists. In terms of product form, in addition to developing high-quality sightseeing routes according to its own marine resources characteristics, it is also necessary to combine the current popular travel trends, such as culture, experience, education and other topics, and provide product supply that takes into account mass tourism and special tourism. In particular, special tourism should make full use of the vast economic hinterland of the Yangtze River Delta, and focus on the development of cruise tourism, marine culture tourism, experience tourism, business exhibition and other emerging high-level special tourism. At the product level, the depth of cultural and connotative development of existing products is not enough; the added value of products is low; and the depth and content need

to be expanded. On the premise of deeply excavating the inherent culture of marine tourism resources, through scientific planning, reasonable coordination and fine arrangement, we can provide consumers with high-level and high-standard tourism products, such as maritime Silk Road Tour, port industry tour, marine science and technology tour, etc. At the same time, there are many marine tourism venues in Shanghai, such as Shanghai Haichang Ocean Park, Shanghai Changfeng ocean world, Shanghai marine aquarium, Shanghai Maritime Museum, Shanghai Ocean University whale hall, etc. These marine venues are full of modern marine features. Combined with the characteristics of marine theme, we will launch personalized tourism products, such as designing souvenirs, creating doll images to interact with tourists, or performing marine culture in the form of drama, and launching real 4D experience of underwater world.

5.2.2 Deeply Tap Marine Cultural Resources to Enhance Product Competitiveness

In recent years, the cultural demand of consumers continues to rise. Culture has become the power source and key to improve the product level, and is an important resource to improve the market competitiveness of tourism products. In order to optimize the marine tourism products, we should deeply explore the cultural content of the developed marine tourism projects, and strengthen the exploration and design of the projects to be developed with development value. At the same time, we should pay attention to the long-term scientific planning of the development plan, unify and coordinate, and highlight the characteristics.

Shanghai is located at the entrance of the golden waterway. Its unique geographical location and long history of human economic activities give Shanghai profound, rich and strong marine culture. One is the unique marine military culture, Shanghai's special geographical location, with a vast inland hinterland inside and deep ocean fortress outside, has always been a marine military stronghold, such as Wusong military port in the Yangtze River Estuary, which can carry out science popularization and education of patriotism, marine defense, etc. together with the literature of the museum; and the Chen Huacheng memorial hall, which is located in the Linjiang Park and is full of the history of the Opium War and anti-Japanese war. The second is the seawall culture along the northern edge of Hangzhou Bay, the Yangtze River Estuary and Chongming Island. The seawall system in the south of the Yangtze River, with Shanghai seawall as the main body, is known as one of the "great industrial and cultural heritages of ancient China". The third is port and shipping

culture. Under the background of the national strategy of "maritime Silk Road", modern industrial tourism routes, shipping experience tourism, and exhibition tourism are developed with the help of ports. The fourth is the modern marine culture full of vigor and vitality, such as the leisure tour in Nanhui area integrating recuperation, rehabilitation and bay scenery; the sailing and yacht sports tour near Dishui Lake. At present, a total of 61 intangible cultural heritages in Shanghai have been listed in the national list, of which 10 belong to marine intangible cultural heritages. These 10 national marine intangible cultural heritages are as follows: Shanghai Port Wharf Haozi, Yingzhou ancient tune pipa playing skills, Pudong pipa playing skills, Fengxian rolling lamp, Nanhui gonggushu, Pudong Shuoshu, xuanjuan, Pudong dragon dance competition, Ludian dragon boat, Songjiang grass dragon dance. While developing urban tourism, leisure tourism and other tourism products, Shanghai should not ignore the positioning of Shanghai as a marine city and the excavation of its profound marine cultural resources. Shanghai is rich in marine cultural resources, with a long history and various types, which basically covers all types of marine culture in China. At the same time, we should speed up the construction of tourism projects with this theme.

5.2.3 Strengthen Regional Cooperation and Optimize the Spatial Configuration of Products

Shanghai is located in the center of China's economically developed Yangtze River Delta economic circle, with a vast tourist market and strong tourism consumption capacity. Its superior geographical location provides a necessary broad space for the development of Shanghai's marine tourism. With the acceleration of the integration of the Yangtze River Delta, the coordination of regional resources and the common development of industries has become a major trend. In July 2020, Shanghai Suzhou link to the Yangtze River rail. With the completion of the bridge and the operation of the Shanghai Suzhou link railway, the further convenience of transportation makes the Yangtze River Delta city industry more closely, which is bound to promote the integrated development of the Yangtze River Delta and make the regional marine tourism cooperation fully possible and feasible. In addition, the construction of "four centers", "Expo tourism year", the construction of global marine center city and other policy support are bound to stimulate tourism consumption and promote the sustainable development of marine tourism.

Therefore, only by fully mobilizing regional cooperation, complementing each others advantages and sharing resources can the advantages be transformed into benefits. On the one hand, we should make use of Shanghai's ad-

vantages in market, technology and capital to strengthen tourism cooperation with the cities in the Yangtze River Delta economic circle and develop special marine tourism routes in the Yangtze River Delta; we should complement the adjacent marine tourism cities in Zhejiang and Jiangsu, seek the optimal combination of regional tourism products and create regional tourism brands in the Yangtze River Delta. On the other hand, it is also necessary to carry out linkage and cooperation among the counties and districts in Shanghai, especially to highlight the characteristics of “river sea linkage” in Shanghai, integrate resources, make overall planning, highlight development priorities based on the characteristics of local resources, avoid repeated construction and waste of resources, strengthen the combined products of various regions, enhance the overall attraction of Shanghai’s marine tourism, and promote industrial transformation and upgrading. For example, Pudong District vigorously develops port industrial tourism and highlights “marine science and technology”; Baoshan District and Chongming district focus on leisure and holiday tourism; Jinshan District highlights the construction of island tourism and tide watching adventure tourism.

5.2.4 For the High-end Market, Further Develop Cruise Tourism and Home Ownership Tourism

Although COVID-19 made a great impact on cruise tourism in 2020, the epidemic will eventually pass away, and the arrival of the great sailing era will not stop. With a broad consumer market, China has rapidly developed into the world’s second largest cruise market in 2016. In recent years, the total number of cruise berths and the total number of cruise tourists are increasing significantly. As “China’s experimental Cruise Tourism Development Zone” and the largest cruise port city in Asia, Shanghai has great potential for cruise tourism consumption. Moreover, the decision of the State Council on accelerating the construction of “four centers” in Shanghai will increase development opportunities and space for Shanghai’s high-end marine tourism products. At present, one belt, one road and one belt, should be held in Shanghai to develop the cruise line with Shanghai characteristics and build a cruise tourism project. Foreign cruise companies account for the vast majority of the share of Shanghai cruise market, and our local cruise industry is still in its infancy. However, foreign cruise companies do not fully understand and grasp the actual needs of Chinese tourists. They just put foreign popular cruise products into the Chinese market. Therefore, in order to improve the service quality of cruise tourism and enhance the satisfaction of tourists, we need to make clear the product positioning, pay attention to the process experience, optimize the route design,

create cruise international tourism products, form a new form of marine tourism service, and enhance the core competitiveness of the tourism industry.

In addition, Shanghai, located in the center of the Yangtze River Delta Economic Zone, is one of the most economically developed areas in China. It has a broad source of high-quality tourists to develop real estate tourism. In addition to the development of traditional sea view real estate, it can even develop the real estate market of holiday Island. At present, more than 200 companies are involved in real estate tourism nationwide. From the earliest overseas Chinese tourism theme park in Shenzhen to today’s Hainan legend, Sanya, Boao and so on, real estate tourism projects emerge in endlessly. From the current market point of view, real estate tourism is no longer a “luxury” in the past, but a “just needed product” for many people. That is why we should seize the opportunity to develop tourism products that meet the market demand. In view of the construction of the cultivation and communication mechanism of home ownership tourism, we should strengthen the publicity of home ownership tourism products through various channels to enhance the awareness and demand of tourists for home ownership tourism, so as to continuously expand the home ownership tourism market and improve its penetration rate. Real estate tourism is a new form of tourism development, and this kind of customers have the most consumption ability. By building real estate projects as an industry, it will produce great regional agglomeration and economic driving effect.

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