The SWOT Analysis and Countermeasures Research of Zhoushan Leisure Fishery under the New Situation

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Abstract. To identified weaknesses, played strengths of leisure fishery and disadvantage into advantage, this article taken recreational fishery of Zhoushan as the research object, through basic investigation, combination and new The Measures for the Administration of Zhejiang Province Leisure Fishing Vessel and relevant regulations of recreational fishery in Zhoushan to comprehensively analyze the Strengths, Weaknesses, Opportunities, Threats, and then put the results into the SWTO matrices. At this time, the countermeasures of putting forward reasonable laws, strengthening the guide, improving the management system of leisure fishery, establishing a new talent competition mechanism and exploring various channels were put to develop new patterns and adapt to the new situation from Zhejiang province and the operators. In conclusion, these realize the stable development of Zhoushan’s leisure fishery, provide fishermen more employment opportunities except fishing and alleviate the pressure of the Marine fishery resources and environment.

Introduction

The concept of leisure fishery in China first appeared in Taiwan in the 1980s, then was promoted in the nationwide gradually [1]. Today, as a new industry in China, under the background of the fisheries resources recession, water ecological imbalance, the leisure fisheries rapid development in the transformation of a new strategy, in 2010, leisure fishery output has a rate of 1.63% in total output value of the fishery. Till 2016, the rate has been to 2.8% [2], which has become a part of organic aquaculture. Developing leisure fishery is beneficial to optimize the structure of fishery, help the traditional fishing and leisure fishery in each aspect, promoting the development of secondary and tertiary industries linkage; it is beneficial to reduce the fishing intensity, alleviate recession of the fishery resources, promote the improvement of the fishing village, improve ecological environment of fishing; it is beneficial to improve the quality of people's life and help man get relax and also can enhance physical fitness. In addition, it is also conducive to exchange experience for coastal fishing area to foreign, attract tourists at home and abroad, raise fishing zone awareness and promote the development of tourism.

This article selects Zhoushan city, Zhejiang province, the area as the research object, explore the Zhoushan leisure fishery development under the new situation facing the opportunities and challenges, and then puts forward corresponding countermeasures.

The Situation of Leisure Fishery Development in Zhoushan

Some fishermen who started fishing activity in Zhoushan Shengsi opened the development of Zhoushan’s leisure fishery in 1999. By 2015, it has a total of more than 50 various forms of "fish" leisure bases, including three national demonstration bases, 19 provincial leisure fishery demonstration bases, 25 municipal recreation fishery demonstration bases, 31 provincial fishing farmhouse characteristic village and enterprises 1704 [3]. With the development of leisure fishery, the Zhoushan leisure fishery forms also becomes rich and colorful, such as giving priority to with fishing, setting catering, entertainment as one of the leisure fishing leisure fishery, a typical
representative is Daishan Xiulan fishing temple; some used natural resources of Zhoushan, organized tourist having a sea sightseeing, which called sightseeing leisure fishery, for example, there is a Zhujiajian swimming crab farming sightseeing park; there is a waterfront leisure fishery with seafood and entertainment shopping, such as Zhoushan international aquatic city and all kinds of the booth; there is a comprehensive type of the coastal leisure tourism leisure fishery. Various forms of leisure fishery have its own specials, constituting the basic pattern of Zhoushan leisure fishery.

The SWOT Analysis of Zhoushan's Leisure Fishery

Advantage

The advantage of resources is very obvious. The geography position of Zhoushan is very clever, its special geography position forms the largest Zhoushan fishing ground in the country and its tourism resources covering the whole domain, which is very rich and has natural advantages to develop the Marine economy culture[^4]. Now it not only has two national scenic spots and two provincial level traveling scenic area, but also many characteristics, grade and high-end tourism resources[^5]. And then together with plenty of routes of transportation network sector in many countries of Southeast Asia to Zhoushan, its transportation is convenient. In addition, there are lots of talents come from the Zhejiang University, Zhejiang Ocean University, Ningbo University, China ocean university and other colleges who are good at fisheries, tourism, aquaculture and other related, adding new blood, new power for the development of leisure fishery. These rich tourism resources and obvious location advantage make a diversification and high level of leisure fishery activities foundation.

The advantage of fishing culture is very obvious. Zhoushan is surrounded sea, fishermen created profound fishing culture in the long term production and many of culture has been protected as non-material cultural heritage. Among them, there are 5 of state-level non-material cultural heritage, 29 of the provincial, 62 of the city. Fishermen's special building, fishing boat model, fishing gear and so on have reflected fishing village amorous feelings; “in the east China sea fishing village” use fairy tales God Rat Mountain Legend and 300-metre fishermen catching season drawing picture for showing a beautiful fishing culture picture scroll. In fishing boats there are Wood Dragon, Flip a Steamed Bread, The Palace of Heavenly Queen were built in island, worship Bodhisattva and so on. These project which have the characteristic of Zhoushan area fishing culture and help the Zhoushan leisure fishery managers develop folk experience conditionally have the experience to enjoy fishermen's amorous feelings.

Disadvantage

The policies and regulations are not complete. At present, leisure fisheries laws and regulations of Zhejiang have The Measures for the Administration of Zhejiang Province Leisure Fishing Vessel, The Zhejiang Province Fishery Management Ordinance and the new law began in March 2017 The Implementation of the Zhoushan National Regulations on the Administration of Special Marine Reserves and so on. As a new industry, leisure fishery is still in a critical period of transition, there will be a series of problems appear, it’s useless to involve problems with only the three laws and regulations. For The Measures for the Administration of Zhejiang’s Leisure Fishing Vessel, many rules are not conducive to the development of current leisure fisheries. Article 20 is not suitable for the present situation that fishing equipment is becoming more and more advanced. In addition, article 21 has limited the development of leisure fishing because of special weather of Zhoushan. These rules greatly hit the enthusiasm of visitors and lead to the loss of customers.

The new laws that Zhoushan’s Regulations on the Management of National Marine Special Preserve issued in Zhoushan, which has great restriction to the development of leisure fishery. Article 28, except the fishing in leisure fishery activities, person who has not obtained the sea fishing license shall not be engaged in sea fishing activities. Zhoushan is a tourist attraction and visitors are almost abroad, they don't have time to apply for the certificate, so the enthusiasm of leisure fishery for tourist will also be discounted.
The funds and brand are missing. Zhoushan’s leisure fishery is developing in a sustained and rapid growth. At the same time, the demands of the leisure fishery industry capital are also increased dramatically. But for a long time, Zhoushan’s leisure fishery’s investment is sameness, many operators have to rely on government’s subsidies or use personal savings to investment. It hasn’t formed the financial system about leisure fishery. Because of the lack of capital to propagandize or develop the leisure fishery projects and the lack of professional talents team building, the characteristic of Zhoushan’s fishing culture is not well known. And those small-scale and single activities cannot meet the demand of the tourist. It will influence its development if not form a well-known brand with local characteristics.

The level of management and service is low. The management of leisure fishery involved fisheries management, tourism management, port office and the national development and reform commission, and other departments. In the process of actual management, the leisure fishery management lack of communication management institutions, comprehensive coordination function is not strong, confined to their respective authority in many ways, unable to form a comprehensive management effect. And talent team construction lag, for leisure fishery practitioners, the many come from traditional fishermen gathers, cultural level is not high, lack of knowledge renewal and technology update ability, lack of the modern service concept and consciousness; as for existing leisure fishing boat, its weak infrastructure, poor safety, hygiene, can't give visitors a good experience. Therefore, leisure fishery management, also need to further improve the level of services.

Opportunities

The development of Zhoushan’s leisure fishery is supported by government. In recent years, governments at all levels will increase support for Zhoushan leisure fishery, introduced a lot of direct or indirect policies and measures to promote the development of leisure fishery. Set up the Zhoushan islands new district, for example, to enhance investment in Zhoushan halt production gathers various aspects, provide opportunities and platform for the development of Zhoushan leisure fishery; construction of Zhoushan islands Marine tourism comprehensive experimental area, and opening of Zhoushan sea-crossing bridge and the east China sea bridge, opened the window in the development of Zhoushan leisure fishery. In addition, BOEING, green petrochemical projects, some large projects, such as important modern industrial park launched in Zhoushan in successful, high-profile China (Zhejiang) free trade area will eventually settled in Zhoushan. These policies and programs bring new impetus for the development of leisure fishery in the Zhoushan, Zhoushan should seize this opportunity to quickly development of leisure fishery.

The demand of leisure consumption is increasing. With the development of social economy, improved people's living standard, the demand for consumer choice also more and more high, more and more people in your spare time are more likely to experience some leisure activities. As a new way of tourism development, leisure fishery can give life pressure, life rhythm fast urban people a platform to relieve stress, relax. Zhoushan as a tourism city, visitors to Zhoushan reached more than 4000000 people a year, however, with the corresponding leisure fisheries development is not perfected, the Zhoushan leisure fishery can't appeal tourists with high consumption of, so the Zhoushan leisure fishery development potential is very great.

Threat

The competition is fierce. According to statistics, in 2016 in Zhejiang province the leisure fishery demonstration base with a total of 28, of which only three located in Zhoushan city, Zhejiang province leisure fishery products base has a total of 68, only eight of Zhoushan leisure fishery base, compared with Hangzhou, Ningbo, the city in the province still has a gap. Compared with Zhoushan, Ningbo and Taizhou city have more similar fishery resources and geographical conditions, so the leisure fishery of Zhoushan in the face of the surrounding urban competition, pressure or larger.

The ecological environment is destroyed. Zhoushan leisure fishery waters main assignment is in the east China sea, but with the social and economic activities and the development of Marine...
fishery activities, Marine environment polluted by living garbage, nutrient and poison, damage to ecological environment, biodiversity, resources serious recession [6], which seriously affect the quality of the sea fishing, tourism and other leisure fishery activities.

Countermeasures of Zhoushan’s Leisure Fishery under New Situation

Countermeasures of Zhejiang

The reasonable laws and regulations should be set. It is the time to organize the personnel to establish a suitable for the development of leisure fishery laws and regulations. Leisure fishery administrative departments in Zhejiang can organize related team to research each region leisure fishery base and "fish" on-the-spot investigation to figure out the problems and difficulties in the development of leisure fishery, then, reporting findings to the legislative branch, relevant institutions legislating, formulating conducive to local regulations for the sustainable development of leisure fishery in Zhejiang province.

The management system should be completed. There is a lot of difficult to coordinate Leisure fishery projects which involves in fisheries, tourism, culture, food, environmental protection, construction, maritime, and many other departments. Therefore, Zhoushan can be set up to city leaders coalesced, other departments, head of the main members of Zhoushan's Marine leisure fishery management council, coordinated, all departments to support and participate in the construction and management of the leisure fishery.

The guidance and supervisions should be strengthened. Local departments at all levels are in the guide of industrial development and meanwhile strengthen the supervision to ensure that the relevant law is enforced by the department of justice and fairness.

Countermeasures of Operator

A new mechanism of talent should be established. Establish a new talent competition mechanism, and strive to improve the enthusiasm of leisure fishery practitioners. Management jobs are asked for a university bachelor degree or above of tourism management, marine management, sports leisure, marketing management, and other professionals. The personnel who directly participate in leisure fishery, who should be strengthened the training and cultivated scientific management thinking, improve the quality of leisure fishery, improve service ability and improve tourist experience. Actively cooperate with the government for "a batting and three regulation" to guide and train employees and alleviate employment pressure for the government.

The new pattern should be developed. Operators need to fully use of the present social resources, jointly build leisure fishery and creates an innovative form of composite industry with government. First, making full use of its own location and resource advantages of Zhoushan, with diversified cooperation of various forms and propaganda, expend the development space and makes characteristic Zhoushan brand image. Second, making creative projects working with fishing regulation agency to test the feasibility of new program, attract big companies with huge capital. According to the regulation of market, balance and explore the new mode accords with the practice of Zhoushan leisure fishery development.

Conclusion

In Zhejiang, rapid development leisure fishery not only provided fishermen more employment opportunities, but also boosted the rapid development of marine economy in Zhejiang. In this paper, it through investigation and analysis of Zhoushan leisure fishery strengths, weaknesses, opportunities, threats, and then conducting a comprehensive and effective comprehensive analysis, identifying the Zhoushan leisure fishery's shortcomings, exerting its advantage and disadvantage into advantage, finally bringing forward the countermeasures and suggestions of Zhoushan leisure fishery development.
References


