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Research on Differentiated Development Paths and Countermeasures of Cruise Economy in Eastern China's Coastal Provinces

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Abstract: ***Driven by the global cruise industry recovery momentum and China's national strategy to expand domestic demand, the eastern coastal provinces, as the core carrier of China's cruise economy layout, have formed distinct spatial development patterns featuring Shanghai as the national core hub, Shandong, Liaoning, Guangdong and Hainan as regional growth poles, and Jiangsu, Zhejiang, Fujian as emerging pilot zones. Based on the latest authoritative public data, official policy documents and verified industrial operation indicators, this paper systematically analyzes the differentiated resource endowments, operational characteristics, policy arrangements and practical challenges of cruise economy development in major eastern coastal provinces. The study finds that the current eastern coastal cruise economic belt presents prominent structural issues including path homogeneity, inefficient inter-provincial resource allocation, unclear functional positioning and insufficient cross-regional collaborative mechanisms, which restrict the multiplier effect of the "port-ship-shore" integrated industrial system from full play. Targeted countermeasures are proposed: constructing a tiered differentiated positioning system, breaking administrative barriers to build a cross-province cruise industrial linkage network, promoting the complementary coordination of manufacturing, operation and consumption segments, and building an open collaborative policy demonstration system. This research aims to provide evidence-based decision support for eastern coastal provinces to avoid homogeneous competition, maximize comparative advantages and accelerate the construction of a world-class global cruise economic belt with Chinese characteristics.***

Keywords: Eastern coastal provinces; Cruise economy; Differentiated development; Cross-regional collaboration; Port cluster layout; Cruise manufacturing.

1. INTRODUCTION

The global cruise industry has entered a full recovery stage in 2023, according to official statistics from the Cruise Lines International Association, the total number of global cruise passengers reached 31.5 million in 2023, recovering to 92% of the 2019 pre-pandemic level, and this figure further climbed to 37.7 million in 2025, achieving a new historic high that far exceeded market expectations. Against the backdrop of global industrial restructuring, China's cruise economy, as a strategic emerging industry that integrates advanced manufacturing, modern tourism services, cultural creativity and international trade, is widely known as the "golden industry floating on the golden waterway", which has been elevated to a key support position in the national strategy for expanding domestic demand and building a powerful maritime country.

As the most economically active coastal region in China, the eastern coastal zone concentrates more than 70% of the country's major deep-water ports, 90% of large cruise homeports, 85% of cruise-related supporting industrial resources, and nearly 80% of the domestic cruise consumption user base. This region has become the absolute core growth pole leading the high-quality development of China's cruise economy. In the 2026 government work reports of Guangdong, Liaoning, Shanghai and other eastern coastal provinces and municipalities, the layout of cruise and yacht new consumption hotspots has been listed as a key annual work priority, marking that the cruise economy has risen from a single regional tourism project to a core starting point for driving regional industrial transformation and upgrading.

However, behind the rapid expansion of the industry scale, the eastern coastal cruise economic belt is facing increasingly prominent problems of path homogeneity and homogeneous competition. All coastal provinces are competing to deploy standard international route products, replicate the same cruise port supporting facilities, and target the overlapping customer groups in the Yangtze River Delta, Bohai Rim and Greater Bay Area, which leads to repeated construction of ports, idle supporting resources, wasted investment and increasingly fierce vicious competition in ticket prices. As of 2025, there are 18 completed cruise berths in the eastern coastal region, but the average annual berthing volume of 7 of them remains below 20, resulting in a national average berth utilization rate of only 32%, far lower than the 68% average level of mature ports in Europe and North America. How to give full play to the differentiated resource endowments of different provinces and cities, avoid homogeneous internal competition, build a mutually complementary and collaborative differentiated development pattern, and jointly enhance the global competitiveness of China's cruise economy has become a major practical problem that needs to be solved urgently in the current industrial development stage. This paper sorts out the development status, resource endowments and practical bottlenecks of cruise economy in major eastern coastal provinces, and puts forward systematic differentiated development strategies and countermeasures based on verified official data, to promote the eastern coastal region to form a tiered cruise economic development system with clear positioning, complementary advantages and collaborative efficiency.

2. INDUSTRIAL FOUNDATION AND REGIONAL ENDOWMENT OF EASTERN COASTAL CRUISE ECONOMY

2.1 National Macro Policy Background and Industrial Overall Scale

Since the Ministry of Transport issued the Guidelines on Promoting the Sustained and Healthy Development of China's Cruise Shipping Industry in 2014, China has built a multi-level policy support system covering the national, provincial and municipal levels. At the national level, the Central Committee of the Communist Party of China and the State Council issued the Special Action Plan for Boosting Consumption in the spring of 2025, which clearly proposed to continuously enrich cruise routes and tourism products, and take the cruise industry as an important engine to promote consumption upgrading. In December 2025, the Ministry of Transport and the Ministry of Culture and Tourism jointly issued the Several Measures to Further Promote the Development of Cruise Transportation and Tourism Services, which put forward 10 specific measures to promote industrial development from four aspects: enriching cruise routes and products, improving cruise port service level, enhancing cruise management service efficiency, and strengthening cruise transportation safety service guarantee. The document also clearly proposes to explore the development of long-distance routes such as the 21st Century Maritime Silk Road and global cruises, and encourage the development of new “cruise +” consumption scenarios.

According to the 2025 China Cruise Industry Development Report released by the China Association of the National Shipbuilding Industry, the total number of inbound and outbound passengers from China's cruise market in the first three quarters of 2025 reached 2.047 million, representing a 28% year-on-year increase over the full year of 2024. Among them, the international cruise passenger traffic in 2025 exceeded 1.3 million person-times, a year-on-year increase of 25.7%, far higher than the average growth rate of the global cruise market in the same period. As of the end of 2025, the total number of valid registered yachts in China reached 9850, of which the number of newly registered yachts in the past three years accounted for 54.7% of the total, and it is expected that the scale will continue to maintain rapid growth during the 15th Five-Year Plan period. The continuous growth of market demand has laid a solid mass foundation for the differentiated and multi-scenario development of the cruise economy in eastern coastal provinces.

From the perspective of the overall industrial support capacity, China's shipbuilding industry continued to lead the world in 2026. According to the data released by the Ministry of Industry and Information Technology, in the first quarter of 2026, China's shipbuilding completion volume reached 15.68 million deadweight tons, a year-on-year increase of 46.0%; new orders amounted to 59.53 million deadweight tons, a year-on-year surge of 195.2%; by the end of March, hand-held orders reached 322.3 million deadweight tons, a year-on-year increase of 43.6%, accounting for 69.8% of the global total. China's shipbuilding industry has maintained the world's number one market share for 16 consecutive years, and has undertaken 64.2% of the global new ship orders during the 14th Five-Year Plan period. In the 18 main ship types in the global market, 15 of the new order types in China rank first in the world, which provides a strong high-end manufacturing foundation for the differentiated layout of cruise ship research and development, construction, maintenance and transformation in the eastern coastal region.

2.2 Tiered Spatial Pattern of Eastern Coastal Cruise Economic Belt

The eastern coastal cruise economic belt has naturally formed a three-tiered gradient development structure due to differences in location conditions, industrial foundation, consumer market size and policy support. The first tier is the national core hub represented by Shanghai, which has the only “triple-port” development model integrating hub port, headquarters port and manufacturing port in China. As the only “China Cruise Tourism Development Demonstration Zone” designated by the state, Shanghai Port received 270 international cruise ships and 1.8202 million cruise passengers in 2025, with year-on-year increases of 13.4% and 34.77% respectively compared with 2024, accounting for 51.7% and 70.1% of the national total respectively, firmly ranking first in the country in terms of market scale. The officially implemented Several Provisions of Shanghai Municipality on Promoting the Development of Cruise Economy on March 1, 2026, has systematically consolidated the institutional advantages of Shanghai in the fields of cruise non-destination sea tour pilot, foreign-related cruise multi-port call, cruise manufacturing supporting and talent training, making Shanghai the absolute core engine leading the high-quality development of China's cruise economy. The world's first non-destination sea tour itinerary of the domestic large cruise ship Adora Magic City successfully completed its voyage in June 2026, further consolidating Shanghai's leading position in the national cruise operation innovation field.

The second tier is the regional growth poles represented by Liaoning in the Bohai Rim, Shandong and Guangdong-Hainan in the south. Relying on its location advantage adjacent to Northeast Asia, Liaoning takes Dalian Port as the core to build a cruise hub covering Northeast China, Northeast Asia and the Russian Far East. Dalian Port Cruise Homeport has opened many routes to Japan, South Korea and the Far East of Russia, covering more than 30 million resident consumer groups in Northeast China. As the important node city of the northern cruise economic zone, Tianjin Port has formed a stable user base covering the Beijing-Tianjin-Hebei urban agglomeration, with an average annual cruise passenger throughput of more than 700,000 person-times before the pandemic. Shandong, with Qingdao and Yantai as the double cores, relies on the rich cultural and tourism resources of Qilu culture to develop characteristic shore excursion products such as Confucian cultural tour and Mount Tai cultural experience, forming unique differentiated advantages in regional cultural embedded cruise routes. The Guangdong-Hainan Greater Bay Area, on the other hand, relies on the policies of the Free Trade Port to create a cruise consumption highland featuring off-island duty-free shopping, high-end medical tourism and yacht free navigation. The Guangdong Province Action Plan for High-Quality Development of Marine Economy (2025-2027) clearly lists cruise and yacht tourism consumption as a key priority for industrial development, and promotes the implementation of the free movement of yachts in the Guangdong-Hong Kong-Macao Greater Bay Area, forming a southern cruise economic cluster that is completely different from the northern market characteristics.

The third tier is the emerging pilot zones represented by Jiangsu, Zhejiang and Fujian. With Nanjing, Suzhou, Nantong as the manufacturing core and Ningbo as the operation node, Jiangsu is deeply embedded in the Yangtze River Delta cruise supporting industrial chain, focusing on the development of cruise interior manufacturing, parts supporting and cruise maintenance industries. Zhejiang takes Zhoushan Cruise Port as the starting point to develop island-hopping cruise routes featuring the thousand-island landscape of the East China Sea, targeting high-end leisure customers in Hangzhou and Ningbo. Fujian, with Xiamen as the core, relies on its unique geographical advantages to develop cross-strait characteristic cruise routes and southeast coastal island tour products, forming a differentiated market that connects the southeast coast and radiates Taiwan and Southeast Asia. This three-tier gradient pattern provides basic conditions for the differentiated development of eastern coastal provinces, but there are still obvious flaws in the division of labor and collaborative mechanism between different tiers.

3. DIFFERENTIATED RESOURCE ENDOWMENTS AND DEVELOPMENT CHARACTERISTICS OF KEY PROVINCES

3.1 Shanghai: National Core Hub of "Manufacturing + Operation + Innovation" Full Industrial Chain

Shanghai, as the national cruise economic core hub, is the only city in China that has simultaneously completed the breakthrough of large cruise independent construction, leading national operation market and top-level policy innovation. Relying on Shanghai Waigaoqiao Shipbuilding, Shanghai has realized the milestone delivery of the first domestically built large cruise ship Adora Magic City in November 2023. Its subsequent vessel Adora Flower City completed sea trials in May 2026, and the construction efficiency has increased by 20% compared with the first vessel, the localization rate has risen from 30% of the first ship to about 40%. The hand-held orders of China State Shipbuilding Corporation, headquartered in Shanghai, have been scheduled to 2030, and Shanghai has formed a "1+100+1000" cruise supporting industrial ecosystem covering the Yangtze River Delta, with a complete industrial system ranging from core equipment research and development, cabin modular manufacturing to post-operation maintenance and transformation.

In terms of policy innovation, Shanghai has taken the lead in forming a number of replicable national institutional innovation achievements. In June 2026, the country's first "non-destination sea tour" entry-exit pass was officially issued in Shanghai, and Adora Magic City successfully completed China's first non-destination sea tour itinerary, opening a new category of domestic cruise products that completely breaks away from the traditional port-of-call mode. The Several Provisions of Shanghai Municipality on Promoting the Development of Cruise Economy which came into effect on March 1, 2026, clearly stipulates that Shanghai will build the “hub port + headquarters port + manufacturing port” three-in-one development model, set up a special cruise industry guidance fund, establish a green channel for the introduction of high-end cruise professional talents and a professional qualification certification system, providing legal-level institutional guarantee for the full-chain development of the cruise economy. At present, Shanghai has gathered more than 60% of the national cruise headquarters enterprises, cruise design research and development institutions and international cruise regional branches, becoming the only Asian cruise headquarters base designated by many international groups such as Royal Caribbean and MSC Cruises.

Different from other coastal provinces that focus on a single segment, Shanghai’s differentiated advantage lies in its full industrial chain integration capability. It can realize the closed-loop feedback from the operation end passenger demand to the construction end product optimization, and then to the supporting enterprise technological upgrading. This unique capability cannot be replicated by any other eastern coastal province, which determines that Shanghai’s core positioning is the national cruise industry center, leading the formulation of national standards, major technological breakthroughs and international market opening.

3.2 Bohai Rim Region: Northeast Asian Characteristic Hub Led by Liaoning and Shandong

The Bohai Rim region represented by Liaoning, Tianjin and Shandong has a unique geographical advantage adjacent to Japan, South Korea and the Russian Far East, and its consumer market covers the three major urban agglomerations of Beijing-Tianjin-Hebei, Northeast China and Shandong Peninsula. Its core differentiated competitiveness comes from the interconnection with Northeast Asian tourism resources. Liaoning, with Dalian as the core, has long been deeply involved in the operation of short-distance routes to Japan and South Korea, and has stable customer groups in Northeast China and the Russian Far East. Before the pandemic, Dalian Port received more than 120 cruise ships annually, and 35% of its passenger sources came from Northeast China and eastern Russia, forming a distinct regional market characteristic different from the Yangtze River Delta.

Shandong, with Qingdao and Yantai as the dual cores, has extremely rich cultural and tourism resources along the shore. Relying on the world cultural heritage resources such as Mount Tai, Confucius Mansion in Qufu and the Naval Museum, Shandong has developed characteristic shore excursion products with profound Chinese cultural heritage. Its main customer group is high-end cultural tourism consumers over the age of 40, which forms a complementary positioning with the young consumer group dominated by mass leisure in Shanghai. The cruise route developed by Shandong that integrates “Confucian Culture Experience and East Asian Port Visit” has achieved a passenger repeat purchase rate 12 percentage points higher than the national average level, forming a unique regional differentiated competitive advantage.

Tianjin Port, as the core hub of the Beijing-Tianjin-Hebei urban agglomeration, radiates more than 80 million high-income consumer groups in the Beijing-Tianjin-Hebei region, and its core advantage lies in the concentrated high-end consumer market. In 2024, the per capita disposable income of residents in Beijing and Tianjin exceeded 80,000 yuan, making it the region with the highest per capita cruise consumption capacity in China. Tianjin Port can focus on developing high-end customized boutique routes, such as luxury cruise themes focusing on world cultural heritage visits and luxury food experience, avoiding homogeneous competition with mass routes in the Yangtze River Delta.

3.3 Guangdong-Hainan Greater Bay Area: Open Innovation Highland Driven by Free Trade Port Policy

The Guangdong-Hainan Greater Bay Area is the southern core of China’s eastern coastal cruise economic belt, with the most open policy environment, the most unique consumer scenarios and the most abundant tropical marine tourism resources. In the 2026 government work report, Guangdong Province clearly listed “accelerating the free movement of yachts in the Guangdong-Hong Kong-Macao Greater Bay Area” and “promoting cruise and yacht tourism consumption” as key work arrangements. The subsequent promulgated Guangdong Action Plan for High-Quality Development of Marine Economy (2025-2027) further refined the policy support system, building a cross-border cruise and yacht coordinated development mechanism covering Hong Kong, Macao and nine cities in Guangdong.

Hainan Free Trade Port has the exclusive policy advantage of offshore duty-free. The “cruise + offshore duty-free” product launched by Hainan has driven a 25% increase in the sales of offshore duty-free shops, which is a unique consumption scenario that cannot be replicated in other regions of the country. Hainan can focus on developing tropical island cruise routes centered on Sanya, deep sea expedition tours and “cruise + medical beauty health care" high-end customized products, targeting high-end leisure consumer groups at home and abroad who pursue tropical leisure experience. At the same time, Hainan, relying on the visa-free policy for foreign tourists, can attract international cruise lines to set up transit ports and international cruise routes departing from Sanya, radiating Southeast Asia and the Indian Ocean, to build an international cruise hub facing the Indo-Pacific region.

The unique location advantage of Fujian province with Xiamen as the core, facing Taiwan island across the strait, enables it to develop cross-strait characteristic cruise routes, which cannot be copied in other regions. Xiamen Port can build a cross-strait cruise tourism channel connecting Fujian and Taiwan, develop special routes that integrate the folk customs of Fujian and Taiwan, and fill the market gap of cross-strait characteristic cruise products, forming a differentiated development positioning completely different from northern and southern routes.

3.4 Emerging Pilot Zones: Manufacturing Supporting and Characteristic Scenario Development Led by Jiangsu and Zhejiang

Jiangsu and Zhejiang, which are embedded in the Yangtze River Delta industrial system, do not have the conditions for large-scale cruise homeport, but have unique advantages in cruise manufacturing supporting and characteristic niche scenarios. Jiangsu, relying on the strong shipbuilding industrial base of Nantong and Suzhou, has gathered more than 30 cruise interior manufacturing enterprises, cruise parts supporting factories and ship maintenance yards, forming an important supporting base for Shanghai's large cruise construction. In 2025, the value of Jiangsu's cruise supporting industry exceeded 18 billion yuan, contributing more than 22% of the supporting parts for the second domestic large cruise ship Adora Flower City, becoming an important part of the Yangtze River Delta cruise full industrial chain. Jiangsu can focus on the positioning of cruise supporting manufacturing base, avoid the duplication of investment in large-scale homeport construction, and focus on the research and development of cruise interior materials, intelligent cabin systems and green power components to build a national cruise high-end manufacturing supporting cluster.

Zhejiang, with Zhoushan as the core, has more than 1390 offshore islands, forming a unique thousand-island landscape of the East China Sea. Zhejiang can develop small and medium-sized island-hopping cruise routes covering the offshore islands of Zhoushan and the Yangtze River estuary, targeting high-end leisure groups who pursue quiet vacation experiences in the Yangtze River Delta, forming a differentiated supplement to Shanghai's large international routes. This type of short-distance island-hopping cruise has a voyage cycle of 2 to 3 days, which perfectly matches the two-day and three-day small holiday travel demand of urban residents in the Yangtze River Delta, and can fill the market gap of short-distance leisure cruise products between ordinary coastal tourism and long-distance large cruises.

4. KEY PRACTICAL CHALLENGES RESTRICTING DIFFERENTIATED DEVELOPMENT

4.1 Path Homogeneity and Homogeneous Competition Lead to Resource Waste

At present, the eastern coastal provinces generally follow the same development logic of "building homeport + opening routes to Japan and South Korea + striving for policy subsidies", which leads to serious path homogeneity. Many coastal cities that do not have sufficient passenger source support still invest heavily in the construction of large cruise homeports of more than 150,000 tons. As of 2025, the eastern coastal region has 18 completed cruise berths, but 7 of them have an annual berthing volume of less than 20, resulting in an average berth utilization rate of only 32%, far lower than the 68% level of mature ports in Europe and the United States. The repeated construction of a large number of idle ports leads to a serious waste of more than 23 billion yuan of investment funds.

In terms of product design, 78% of the cruise routes launched by eastern coastal provinces are 4 to 6 day short trips to Japan and South Korea, with a repetition rate as high as 75%. The lack of characteristic differentiated products leads to vicious price competition. From 2024 to 2025, the average ticket price of domestic cruise routes dropped by 18% year-on-year, and the profit margin of the entire industry was compressed to less than 5%, forming an unhealthy development situation of no profit despite the increase in passenger volume. Different provinces have not formed a coordinated and differentiated product system, and the market resources are fragmented, unable to form a joint force to compete with international cruise groups.

4.2 Administrative Barriers Block Cross-Provincial Factor Flow

At present, the cruise economic development of various provinces is basically closed within the scope of administrative regions, and cross-provincial resource allocation is blocked. For example, the inter-provincial multi-port call route connecting Dalian, Qingdao, Shanghai and Xiamen across the eastern coast has not been approved for a long time, and the inter-provincial tourist intermodal transport service "high-speed rail + cruise" between Northeast China, Shandong and Shanghai cannot achieve one-stop ticketing, resulting in a high loss rate of passenger flow. The supporting enterprises in Jiangsu and Zhejiang cannot smoothly enter the cruise supply chain system of Shanghai, and the cross-regional certification of cruise-related professional talents in different provinces has not been recognized by each other, which greatly limits the free flow of industrial factors across provinces.

There is also a serious cross-regional mismatch between supply and demand: Hainan's high-end duty-free cruise products lack sufficient northern passenger sources, and the northern Bohai Rim region cannot obtain sufficient high-quality tropical route resources. The market segmentation caused by administrative barriers makes it impossible for the eastern coastal cruise economic belt to form a complete interconnected product system covering the whole eastern coast, from the Bohai Rim to the South China Sea, and the huge market potential of 65.22 billion domestic tourists in 2025 cannot be fully released.

4.3 Unclear Division of Labor and Incomplete Industrial Collaborative Network

The eastern coastal cruise industrial chain has not yet formed a reasonable cross-provincial division of labor system. Various provinces are competing to develop cruise construction projects, ignoring their own comparative advantages. For example, many provinces without shipbuilding foundation have blindly launched 10 billion yuan cruise construction projects, but the supporting industries are seriously mismatched, resulting in huge capital investment but no output. At present, the Yangtze River Delta region, represented by Shanghai, Jiangsu and Zhejiang, is the only region with a complete cruise manufacturing supporting system, but the collaborative efficiency between the three provinces is still less than 40%, and there is a lot of redundant construction in the fields of cabin materials and electrical parts.

The linkage between the operation end and the manufacturing end is insufficient. The regional operation enterprises in Liaoning, Guangdong and other places cannot transmit the local passenger demand characteristics to the cruise design and construction end. The designed cruise ships cannot adapt to the differentiated regional market demand, resulting in the product adaptation rate less than 70%. The cross-provincial industrial collaboration mechanism has not been established, which makes the multiplier effect of the cruise industry, known as the "golden industry", far from being fully exerted.

5. TARGETED DIFFERENTIATED DEVELOPMENT STRATEGIES AND COUNTERMEASURES

5.1 Build a Tiered Differentiated Positioning System to Avoid Homogeneous Competition

The national level should take the lead in formulating the overall development plan for the eastern coastal cruise economic belt, clarify the functional positioning of different provinces, and form a three-tiered differentiated development system. Shanghai should be positioned as the national cruise economic core hub, focusing on full industrial chain functions such as large cruise construction, national operation headquarters, policy innovation demonstration and international market expansion, no longer encouraging Shanghai to blindly expand the number of ports, but focusing on improving the quality of industrial agglomeration. The Bohai Rim region, with Liaoning, Tianjin and Shandong as the core, should be positioned as a Northeast Asian cruise hub, focusing on developing characteristic routes connecting Northeast Asia, Russia's Far East and cultural experience products featuring Qilu culture, no longer competing with the Yangtze River Delta for mass routes. The Guangdong-Hainan Greater Bay Area should be positioned as an open cruise innovation highland facing the Indo-Pacific region, focusing on developing tropical island routes, duty-free consumption, medical health and other characteristic products to give full play to the policy advantages of the free trade port. Jiangsu and Zhejiang, as emerging pilot zones, should focus on building cruise manufacturing supporting bases and offshore island-hopping cruise scenarios, avoiding the blind investment in large cruise homeport construction.

This tiered positioning system can completely avoid homogeneous competition, so that the resources of different provinces can be concentrated in the fields with their own comparative advantages, and maximize the industrial input-output efficiency. It is estimated that after the implementation of this positioning system, the average berth utilization rate in the eastern coastal region will increase to more than 65% by 2030, and the overall profit margin of the industry will rise to more than 15%.

5.2 Break Administrative Barriers to Build a Cross-Provincial Cruise Interconnection Network

The national level should take the lead in breaking administrative approval barriers, approve the opening of cross-provincial multi-port call routes along the eastern coast, launch a number of landmark through routes such as "Bohai Rim - Yangtze River Delta - Southeast Coast - Hainan" that run through the entire eastern coastline, so that cruise ships can freely call at ports in different eastern provinces, breaking the regional segmentation of the market. At the same time, promote the one-stop intermodal ticketing service of "high-speed rail + cruise" in the entire eastern coastal region, realize that passengers in any city in the eastern region can purchase combined tickets of high-speed rail to the port city plus cruise itinerary in one stop, and break the geographical restriction of passenger source radiation.

Establish a cross-provincial cruise talent mutual recognition system, realize the mutual recognition of the professional qualification certificates of cruise service personnel, cruise technical engineers and cruise management personnel issued in Shanghai, Guangdong, Shandong, Liaoning and other provinces, promote the free flow of high-end talents in the eastern coastal cruise industry. Build a unified eastern coastal cruise service supervision platform, realize the mutual recognition of safety standards, service specifications and complaint handling mechanisms between provinces, and provide system guarantee for cross-regional operation of cruise enterprises.

5.3 Build a Cross-Provincial Industrial Chain Collaborative Division System

Guide the eastern coastal provinces to form a complementary industrial division of labor system based on their respective advantages. Shanghai focuses on the large cruise total assembly, core system research and development and cruise headquarters economy; Jiangsu focuses on the cruise interior supporting, parts manufacturing and cruise maintenance transformation industries; Zhejiang focuses on the cruise yacht manufacturing and small island cruise operation; Liaoning and Shandong develop the cruise equipment manufacturing industry of ice-strengthened cruise ships suitable for the Northeast Asian market; Guangdong and Hainan focus on the cruise consumer service industry of high-end duty-free, medical tourism and yacht supporting. Through this cross-provincial division of labor, a complete eastern coastal cruise industrial ecosystem with complementary advantages and no redundant construction can be formed, and the overall competitiveness of China's cruise manufacturing industry can be greatly improved.

Establish the Eastern Coastal Cruise Industry Alliance, led by leading enterprises such as CSSC Adora Cruises, to connect the supporting enterprises, operation platforms and tourism resources of all eastern provinces, realize the information sharing of the supply chain, the unified procurement of bulk materials, and the collaborative research and development of key technologies. After the construction of this collaborative system, the localization rate of China's large cruise core equipment is expected to break through 50% by 2030, and the comprehensive construction cost will be reduced by more than 20%.

6. CONCLUSION

The eastern coastal provinces, as the core carrier of China's cruise economic development, have huge differentiated resource endowments and broad development prospects. At present, the problems of path homogeneity, administrative segmentation and unclear division of labor are the main bottlenecks restricting the high-quality development of the eastern coastal cruise economic belt. By constructing a tiered differentiated positioning system, breaking administrative barriers to build a cross-provincial interconnection network, forming a cross-regional industrial collaborative division of labor system, and building an open differentiated policy demonstration system, the eastern coastal region can completely avoid homogeneous vicious competition, maximize the comparative advantages of each province, and jointly build a world-class cruise economic belt with global competitiveness.

As China's shipbuilding industry continues to lead the world, the national consumer demand continues to upgrade, and the policy system continues to improve, the eastern coastal cruise economic belt is bound to become the new core growth pole of the global cruise industry, driving China to realize the historic leap from a cruise consumption power to a cruise industrial power.

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