

# Countermeasures and Suggestions for the Development of Jiangsu Cruise Industry

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**Abstract:** *Jiangsu has the advantages of economic foundation, geographical location, transportation and tourism market. The construction of cruise industry is of great significance to promote the development of Jiangsu. The countermeasures for development mainly include formulating industrial promotion policies, promoting industrial integration in the Yangtze River Delta, establishing industrial clusters, improving cruise design and manufacturing capabilities, improving cruise port reception capacity, opening up the cruise tourism market, and increasing the training of professional talents.*

**Keywords:** cruise industry; development responses; Jiangsu.

## 1. INTRODUCTION

The cruise industry is a comprehensive industry including cruise tourism, cruise operation, port services, cruise construction and other fields, and is known as one of the "gold industries". In recent years, China's cruise tourism is developing, the facilities and services of cruise ports have been continuously improved, and the development of the cruise industry has been accelerating. The development goal of China's cruise industry is that by 2025, the cruise industry system will be initially completed, domestic large cruise ships can be built, medium-sized cruise ships can be built, small cruise ships will be built in batches, yachts will achieve large-scale production, and tourist passenger ships will achieve characteristic development. The technical level and supply capacity have been greatly improved, and the quality has been comprehensively improved, which can meet the needs of the domestic and international markets. Cruise regulations and standards are more standardized, public infrastructure is more perfect, and a good industrial development environment is formed[1].

## 2. COUNTERMEASURES AND SUGGESTIONS FOR THE DEVELOPMENT

Jiangsu has many advantages in economic foundation, geographical location, transportation and tourism market, and the construction of cruise industry is of great significance to promote the development of Jiangsu. The main countermeasures are as follows.

### 2.1 Formulate policies for the development of the cruise industry

First of all, formulate a plan for the development of Jiangsu's cruise industry and create a favorable policy environment. To guide the growth of the industry step by step, establishing a cruise industry development fund, and give necessary tax incentives. Second, establish an open and orderly platform to integrate with the international cruise market, guiding reasonable competition in the industry, and promote cooperative development. Third, strengthen industry management to ensure the effective implementation of the system. Finally, a statistical monitoring system for cruise data is established. To establish a statistical monitoring system with the help of independent third-party professional institutions[2]. Support statistical departments in forming a cruise statistical survey and analysis system. Introduce international authoritative cruise economic research and consulting institutions to carry out international cooperation. Gradually establish a statistical monitoring and evaluation system for the cruise economy.

### 2.2 Promote industrial integration in the Yangtze River Delta

To promote the coordinated development of the cruise industry by establishing cooperation mechanisms in tourism, transportation and industry in the Yangtze River Delta region. Led by the home port of Shanghai Cruise, we will explore the construction of cruise ports with Nanjing, Lianyungang and Nantong in Jiangsu Province. Design cruise tourism routes covering the Yangtze River Delta region to expand the coverage of cruise tourism.

### 2.3 Establish cruise industry clusters

Jiangsu needs to focus on supporting large enterprises as the core of the cruise industry and driving the development of related enterprises. Actively invite international cruise companies to enter Jiangsu, and vigorously support the growth of local cruise companies. Vertically, we will build a cruise port with distinctive characteristics, improving the reception capacity of cruise ships, and cultivate cruise manufacturing enterprises. Horizontally, enrich the supply of cruise tourism products and vigorously expand the cruise tourism market[3].

#### **2.4 Improve cruise ship design and manufacturing capabilities**

Jiangsu has many strong shipbuilding industries. We can increase the intensity of research and development, actively training or introducing high-level talents in cruise manufacturing, and gradually overcome the difficulties of cruise design and manufacturing. Accelerate the transfer of mature technology in the shipbuilding industry to large-scale cruise ship manufacturing, and strengthen the training of high-tech personnel. At the same time, we will strengthen cooperation with foreign cruise shipyards, jointly developing local cruise ships with Chinese characteristics, and manufacture various facilities and equipment required for cruise ships[4].

##### **2.4.1 Establish a cruise ship R&D and design system**

To concentrate on the construction of cruise industry system, focusing on production assembly, repair and support, design, research and development. Establish an independent R&D and design system for cruise ships to create cruise products with independent intellectual property rights. Support the establishment of city-level large-scale cruise manufacturing innovation centers, and actively promote the establishment of science and technology centers, large-scale cruise research and development platforms by key cruise manufacturing enterprises.

##### **2.4.2 Cultivate the general contracting capacity of cruise ship construction projects**

Based on independent research and development, focusing on supply chain construction, we will promote the construction of a design and manufacturing final assembly base for cruise ships. Carry out technical research on core equipment such as cruise digital design, audio-visual entertainment, HVAC, and interior engineering. Accelerate the construction of supporting supply chains and promote the coordinated development of upstream and downstream enterprises in the industrial chain. Build a standard system for cruise ship construction and operation, establishing cruise technical standards and specifications, and carry out cruise ship testing and certification services[5].

##### **2.4.3 Expand cruise ship maintenance and transformation business**

Relying on Jiangsu's market advantages and location advantages, integrate shipbuilding resources in the Yangtze River Delta region. Introduce international and functional projects, expanding cruise maintenance and modification business, and carry out high-tech, high value-added, green cruise maintenance and transformation business. Innovate the supervision model of ports and support the undertaking of international cruise ship manufacturing, maintenance and other businesses. Enrich the comprehensive functions of the cruise economy and industry, and improve the economic benefits of cruise maintenance and transformation[6].

#### **2.5 Improve the reception capacity of cruise ports**

In terms of port construction, Jiangsu's coastal and riverside ports should improve port facilities, ship support and other functions. Foster the development of cruise-related industries and form an industrial system centered on cruise ports. Nanjing, Lianyungang, Nantong and Yancheng should focus on cruise ports, improving reception conditions, and strengthen transportation construction with cities in Jiangsu Province.

##### **2.5.1 Form a more reasonable space layout**

Strengthen the top-level design of the development of the cruise industry. Relying on the layout of major cruise ports, plan the functional layout of each region and release the overall plan for the development of Jiangsu cruise industry, and establish a coordinated development mechanism. Nanjing should build an influential cruise operation base and cruise tourism resort. Lianyungang City focuses on the development of boutique cruise ships and combined industries. Nantong City should focus on the construction of cruise manufacturing bases, strengthening the construction and operation of small and medium-sized cruise ships, and expand cruise trade services, business services and research and development services[7].

### 2.5.2 Enhance the influence of cruise ships visiting Hong Kong

Increase high-quality cruise products with cultural connotations. Take the initiative to develop a number of international cruise line products to attract more international brands of cruise ships to berth in Jiangsu. Deepen cooperation between cruise ports and increase the operation of mutual home ports and multi-home port routes. This can be extended to more tourists source areas. The number of cruise ships, inbound tourists and transfer ratio of visiting ports can be continuously increased. In turn, it will promote the inbound tourism consumption of cruise ships and enhance the influence of Jiangsu's cruise industry[8].

### 2.5.3 Optimize cruise port functions

Actively promote the facilitation of customs clearance at cruise ports. Make good use of the visa-free entry policy and the convenience measures for fingerprint collection of cruise inbound tourists, transforming the inspection facilities of cruise ports, and improve the business and trade functions of cruise ports.

## **2.6 Develop the cruise tourism market**

Open up cruise tourism routes and develop more cruise tourism products. Further standardize the tourism market, improving the quality of shore tourism, broadening cruise marketing channels, and open up new routes and new markets. Combined with the tourism resources of Jiangsu Province, develop cruise routes and tourism products with rich connotations. At the same time, we will increase the publicity of cruise tourism and build a standardized and orderly market.

Encourage coastal cities to hold cruise exhibitions and establish a platform for exchanges and cooperation in the cruise industry. We support the holding of various sports competitions related to the cruise industry. Develop talents and projects and look for business opportunities through competitions. Encourage the organization of design competitions related to the cruise industry and open them to the public. Publicize the mass consumption of cruise ships.

### 2.6.1 Enrich the supply of cruise route products

Support the development of richer and more distinctive cruise routes. Create a more diversified cruise tourism product system and become an important hub for cruise tourism linking domestic and international countries. Encourage the diversification of cruise ship types, and vigorously attract cruise ships of different grades, different categories and different themes. Carry out operations and increase the number of cruise ships with Jiangsu as its home port. Encourage cruise companies to develop more medium and long-distance cruise routes, and support the expansion of China's coastal route products with Jiangsu as the home port.

### 2.6.2 Enhance the attractiveness of cruise destinations

Actively promote the integration of tourism destinations in the Yangtze River Delta, and accelerate the coordinated development of cruise tourism and regional tourism destinations. Promote the joint development of cruise tourism and high-quality tourism destinations in the city. Create a consumption agglomeration area for cruise supporting services. Promote the construction of cruise transportation supporting hubs into comprehensive transportation planning, and realize convenient transfer between cruise ports and airports and railways.

### Cultivate a consumption center for cruise tourism

Actively promote the construction of cruise tourism resorts throughout Jiangsu. Create a cultural, tourism and commercial complex integrating tourist reception, cruise service, leisure vacation, consumption and shopping. Expand the connotation of cruise consumption, launching the brand of cruise consumption, and realize the vigorous improvement of cruise consumption. According to the characteristics of cruise travel, optimize the layout of duty-free shops at ports, enriching product categories, beautifying the consumption environment, and enhance passengers' service experience.

## **2.7 Increase the training of cruise professionals**

Increase the training of talents in the cruise industry. Improve the ability of independent innovation and

professional education. Encourage universities, vocational colleges, cruise companies, training institutions, tourism enterprises and other units to jointly cultivate relevant professional talents. Strengthen the training of cruise ship design, cruise construction, port management and other talents, and vigorously cultivate professional and international cruise talents. Formulate training standards for cruise professionals and improve the training mechanism for cruise professionals.

### 3. CONCLUSION

In short, the driving role of the cruise industry is of great significance to improve the level of modern service industry. In recent years, the development of China's cruise industry has achieved positive results, but compared with the world's advanced countries, there is still a certain gap in industrialization, marketization and popularization.

Therefore, we should promote domestic large-scale cruise projects, improving the design and construction capabilities of cruise ships, and strengthen the research and development of supporting equipment for cruise ships. At the same time, we will expand the consumer market, vigorously developing cruise tourism, creating new tourism routes, and promote the innovative development of the cruise industry. In the future, it is necessary to strengthen the standardized management of the industry. Analyze the existing problems in a timely manner, proposing countermeasures, summarizing the successful experience in time, and then widely promote it.

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