

## Review of Research on Cruise Tourism of China in Recent Five Years

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### Abstract

At present, domestic research on cruise tourism focus mainly on the following aspects: training cruise tourism talents; cruise industry development and its impact on regional economic; development and marketing of cruise tourism market; environment and strategies of regional development of cruise tourism; construction of cruise port (terminal) and competitiveness evaluation of it; cruise business model and performance. Finally, we give our prospect of domestic cruise tourism research.

**Key words:** Cruise tourism; Review; China; Recent five years

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### INTRODUCTION

In recent years the cruise tourism industry developed quickly. According to CLIA (international cruise companies Association) data shows, since 1980, cruise tourism has been growing at an annual rate of 8% growth, improve year by year. Global authority cruises organization (PSA / CLIA / ECC) predicts that in the next 5 to 10 years, the global cruise market growth trend will continue. Is expected to 2015, 2020, global cruise passengers will reach 2500, 3000 million passengers scale.

In the background of cruise tourism market in Europe and America almost saturated and the world cruise center gradually eastward, accelerating the pace of China's cruise tourism development mean extraordinary, study on the cruise tourism of is also very important.

### 1. LITERATURE REVIEW

Through the retrieval and analysis of the literature we found that, at present domestic research on cruise tourism focus mainly on the following aspects: training cruise tourism talents; cruise industry development and its impact on regional economic; development and marketing of cruise tourism market; environment and strategies of regional development of cruise tourism; construction of cruise port (terminal) and competitiveness evaluation of it; cruise business model and performance.

#### 1.1 Training of Cruise Tourism Talents

ZHAO (2009) pointed out that the training of personnel presence cruise fuzzy training objectives, curriculum is not standardized, weak teachers, lack of professional materials, not to establish close contact with industry and other issues. Made full use of the training model of school resources, educational theory and practice, practice and practice to strengthen, order training, academic education and job training combined with proposals such as cruise tourism professionals. LIU (2012) analyzed the development of cruise tourism in the domestic context, as well as the current status quo of domestic and foreign ship crew personnel training. Proposed international cruise professional training programs to the needs of the workplace as the goal-oriented, discussed the training objectives, training concepts, training mode. WANG (2012) think that compared to the construction of cruise terminal, passenger hall and other hardware facilities, the demand for international cruise management and service personnel in fact more urgent. Pointed out that cruise travel professional training institutions in Xiamen

widespread deficiencies can be broadly divided into the following four aspects: lack of teachers; lack of suitable materials; teaching practice base scarce; curriculum needs to be improved. And put forward relevant policy recommendations. SHAN and QI (2013) analyzed the new situation of the cruise talents demands, they think we should be concerned about tourism management capacity, develop skills, travel services, port reception capacity and practical English and other skills. They also pointed out the need for the future development of improvements in the following areas: improving existing programs; appropriate adjustments to course content; adjust curriculum weights; explore reasonable theory and practical training, compulsory and elective architecture. DUAN (2013) analysis the demand for talent and the development of cruise industry in our country, points out that cruise persons should have maritime safety knowledge, but also have a strong foreign language listening and speaking ability etc. Yang Zhen, WU (2013) think that in order to integrate the cruise training resources, it is necessary to establish Chinese University Alliance to train cruise talent. They analyzed the status of training of cruise talents in China, the advantages and disadvantages, proposed the specific strategy to establish the cruise talent alliance training.

### **1.2 Cruise Industry Development and Its Impact on Regional Economic**

WU (2010) summarizes the characteristics of cruise tourism market in China, she thinks the factors to hinder China's development of cruise economy are: lack of economic "overall planning"; the infrastructure is not perfect; port charges is not reasonable, customs policy that is not unified. At the same time, she put forward the development strategy China cruise economy. LIU (2011) analyzed the impact of cruise tourism on the port city of tourist hotels, tourist attractions, tourist traffic, travel and tourism, shopping and so on. LI (2013) analysis of the development mode of cruise economy in America and the Caribbean, he pointed out that has many cruise terminal, passenger liner economy agglomeration obvious, scale economy is its development experience. He pointed out that, in China, we must make great efforts to cultivate the domestic consumer market, focus on the development of coastal cruise economy, government provide policy support, enhancing personnel training. JIN (2013) analyze the structure of the cruise industry chain, he pointed out that cruise home port industry development has an important role in the promotion of income increase, improving the level of city reception service, stimulating local employment, improving the city international visibility, accelerating the development of local city. WU (2013) points out that the lack of understanding of the cruise tourism, tourist port cruise terminal facilities imperfect, the lack of unified norms of customs inspection system and information platform, a serious shortage of professionals

of cruise tourism, is the major problem that restricted the development of cruise tourism in China. In this regard, he proposed to increase the cruise tourism promotion efforts to promote the rational and orderly development; professional cruise terminal, improve the supporting facilities; to formulate relevant standards to promote the cruise tourism development; strengthen training cruise tourism talents. YANG (2009) from the macroscopic and microcosmic view, did a comprehensive analysis of the cruise economy spatial structure in China. She makes a SWOT analysis on the development of cruise economy in China, and provided a strategic choice for Chinese cruise economy. MAO (2010) put forward the main problems facing the development of cruise economy of Liaoning Province, and puts forward the strategic measures to the development of Liaoning cruise tourism. WANG (2010) analyzed the opportunities and challenges for Liaoning coastal economic belt to develop cruise economy.

### **1.3 Development and Marketing of Cruise Tourism Market**

YANG and CHEN (2009) analysis of the existing problems to develop cruise tourism market in China from two aspects of demand and supply, points out China cruise tourism market development should find the target market positioning, develop cruise tourism products that suited to the needs of Chinese, cultivate the domestic market through the propaganda, strengthen the construction of hardware facilities, perfect and improve the service system and the level. WU (2010) analysis the characteristics of cruise tourism products from the perspective of cost, diet, accommodation, entertainment, shopping trip, and analyzes the existing problems of domestic cruise tourism development from the perspective of tourists, tourism enterprises and hardware facilities construction,. Finally, puts forward some countermeasures of domestic cruise tourism market development. SUN and QIAO (2010) analysis of customer value space model as well as the necessity of develop cruise tourism marketing, and put forward the cruise tourism marketing strategy from the four perspectives of product value, service value, personalized value, the cost value sub space. XING (2012) proposed related cruise tourism product development strategy from the five dimensions of sensory, feeling, thinking, action and relationship. ZHENG (2009) think there is a structural imbalance between supply and demand of domestic cruise tourism products, the effective promotion of cruise tourism market is obviously insufficient. In this regard, she put forward the development strategy of cruise tourism products. CHEN (2011) from the perspective of cruise tourism cognition, cruise tourist satisfaction, cruise tourists demand characteristics, Chinese and foreign tourists were analyzed, she put forward four kinds of development patterns of Chinese Cruise Market: signing agents, theme museum experience, cultural penetration and network

force. ZHAO (2012) did a comprehensive analysis of the characteristics of the pattern of world cruise tourism market from four aspects: market size, market competition, market distribution and market structure, etc. WANG (2011) analyzed the existing problems of China's cruise tourism market from the travel agency, tourist and different routes cruise company's service level. He proposed the cruise tourism marketing strategy in China: creating characteristics of cruise tourism products; give full play to the role of the Cruise Industry Association; increases the personnel training dynamics etc. LIU and LI (2012) analysis of the characteristics of the cruise tourism consumption market in China from the perspective of visitor structure, the consumer motivation, consumption structure of tourists, tourists and time line, tourists "satisfaction perspective. They think we should actively promote and guide the cruise tourism consumption; strengthen the cooperation between travel and cruise companies; cruise route design should be suitable for the domestic market; speed up the process of localization of cruise tourism products.

#### **1.4 Environment and Strategies of Regional Development of Cruise Tourism**

GUO (2009) SWOT analysis of the development of the Pearl River Delta cruise economy, put forward that we should strengthen regional coordination and cooperation between the division of labor, improve infrastructure, optimize the border clearance procedures, strengthen the industry cooperation with Hongkong passenger liner and accelerate liner professional training. WANG and XU (2010) proposed the development strategy of Zhejiang cruise tourism industry: the government to increase investment in cruise home port construction; develop more cruise tourism products; use of private capital, cultivate local liner Brand Company; increase the propaganda, guide the cruise consumption demand. DING (2010) points out the advantages of Qingdao to develop cruise industry: rich in beach resources, with good conditions to construct large cruise terminal, excellent geographical location, the huge potential market; the disadvantages are: the infrastructure is not perfect, lack of professional personnel, competition from domestic and Asian cruise ports etc. Therefore, Qingdao should set of perfect cruise policies and regulations; planning the development of cruise economy; improve the terminal supporting infrastructure; regional cooperation in the development of cruise economy; cruise economy professional talent training. DING (2010) put forward some development suggestions for Shanghai cruise economy: unified planning cruise port construction; active use of the external environment opportunities; strengthen business cooperation with overseas cruise industry; attach importance to the development of the cruise industry, opening up new routes. JIANG (2010) put forward countermeasures to develop the cruise tourism

in Tianjin Binhai New Area: to build the international cruise tourism brand with the China elements of characteristics; international cruise route development; develop cruise tourism safety problems, environmental problems countermeasures. LUO (2011) for the SWOT analysis of Xiamen cruise tourism, and put forward the development strategy of the west coast of the Strait cruise on the west side of the Straits: overall planning of cruise tourism development planning; strengthen the area outside the cruise tourism cooperation; increase the cruise tourism propaganda. LIU (2011) points out the development strategy of Zhoushan Islands International Cruise Industry: rational layout, accelerate infrastructure construction; adjust the industrial structure, improve the cruise facilities; develop cruise education; tourism brand; improve the cruise industry related policies. CAO (2012) proposed the marketing strategy of Chongqing cruise tourism: increase the cruise tourism publicity; market research to the tourism market and the target; develop suitable products, formulate the corresponding price; professional training, improve the level of service.

#### **1.5 Construction of Cruise Port (Terminal) and Competitiveness Evaluation of It**

ZHAO (2009) points out that in the process of develop the cruise terminal, the coastal city in China should know the important conditions, clear the relationship between the cruise terminal and cruise ship terminal, pays attention to the practicality and convenience of cruise terminal facilities. WANG (2009) studied on the cruise ship and the development trend of foreign cruise berth depth. He pointed out that, in the long run, berth depth suggest more appropriate in the 10 to 12 M. NIE and DONG (2010) establishes a model of cruise tourism city competitiveness evaluation based on entropy weight -TOPSIS method, to Tianjin, Dalian, Ningbo, Shanghai, Qingdao, Xiamen, Shenzhen, Haikou, Sanya and other 9 port city tourism competitiveness of the empirical analysis of wheel. Research results show that: the port competitive strength of cruise tourism city wide gap, in order to avoid the waste of resources caused by blind competition, we should considered among the city of Cruise Tourism relationship, pay attention to the accurate positioning and dislocation development. ZHU (2010) establishes the evaluation index system of tourism competitiveness cruise port. CAI (2010) builds the evaluation index system of the development potential of the cruise industry. And the eight city in China cruise industry potential were evaluated. CENG (2012) think that has international cruise home port is the key and core of cruise tourism development. He constructed the evaluation index system of the international cruise homeport, the system covers the tourism development conditions, geographic conditions, hardware and software facilities, cruise industry environment, a total of 14 small index. LIU (2011) proposed Chinese Cruise (Tourism) home port' new ideas of planning about economic

regulation, social regulation by international comparison. Then, taking Shanghai Cruise (Tourism) home port as an example, makes an empirical study. LIU (2012) build Dalian cruise home port competitiveness evaluation index system, and evaluate the competitiveness of cruise terminal based on cloud model.

### 1.6 Cruise Business Model and Performance

YIN (2013) summarizes the commonness and individuality of different management patterns through the comparative analysis of the carnival, Royal Caribbean, Mediterranean, such as star, Costa cruise company management mode. He points out, China should construct the competitive advantage for enterprises; help cruise enterprises solve the realistic management problem; continuous innovation, and promote the sustainable development of passenger liner enterprise. JIANG (2013) taken Carnival, Royal Caribbean, Star as an example, using the factor analysis method analyzed the operating performance of three listing Corporation from the point of view of profitability, solvency, operation ability and growth ability etc. WANG (2009) analysis of the internal and external impact factors of carnival cruise company development, at the same time, some suggestions are put forward for the construction of the Shanghai cruise home port. LI (2012) analysis of the world's three largest cruise ship company and China enterprise management mode, using ER model to construct the evaluation index system of the management mode of Chinese passenger liner enterprise, and makes a quantitative analysis of the management mode of Chinese passenger liner enterprise. YIN (2012) put forward the develop suggestion about the management level of cruise enterprises in China from the perspective of market positioning, product development, marketing strategy, profit model, security system and other point of view.

## CONCLUSION

### (1) The Scope of the Study will be more Widely

The existing literature is more countermeasures on the cruise tourism development, with the development of cruise tourism, academic circles will pay more attention on cruise tourism culture, cruise safety, green cruise, the negative impact of cruise tourism on cruise port city, cruise tourism sales channels and other related research.

### (2) The Empirical Analysis Method will be more Applied

Research on cruise tourism will be more emphasis on quantitative research, and use more study knowledge about psychology, sociology, marketing, geography, ecology, behavior.

### (3) Study on the Cruise Port Business Model will be Expanded

At present, the domestic study on cruise port is mainly manifested in three aspects: First, evaluate

the competitiveness of each cruise ports through the establishment of evaluation index system; Second, study the feasibility of some area to construct cruise home port through some analysis tools; Third, demonstration the economic and social impact of cruise port on local.

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