

Research on the development of island tourism market for college students - a case study of Dongji Island

Hang Sun^{1,*}, Yulin Zhang¹, Danni Chen¹

¹Zhejiang Ocean University, 316000, Zhoushan, China

Abstract: In recent years, with the acceleration of the process of economic globalization, China's rapid economic growth and increasingly convenient transportation, college students' tourism activities are increasing. At the same time, the uniqueness of Island tourism resources determines the irreplaceable industrial status of Island tourism. Dongji Island, affiliated to Zhoushan City, Zhejiang Province, has extremely rich natural and cultural resources, and its tourism industry has a high correlation with college students. In view of this, based on the analysis of the current situation of the island tourism industry in Dongji Island, reasonable island tourism development and external publicity measures are proposed for college students.

1 Introduction

Through literature combing, there are a total of 1314 related papers with ' island tourism ' as the keyword through CNKI, and only 30 related papers with ' Dongji Island tourism ' as the keyword. From the data point of view, the large gap between the number of papers on ' island tourism ' and the number of papers on ' Dongji Island tourism ' shows that Dongji Island is not well-known in the field of island tourism, and its tourism industry needs to be improved and has a large space for development. Scholars have done a lot of research on island tourism. For example, Lingen Xia (2001) conducted a questionnaire survey in Shanghai, Haikou, Sanya and other places, the results show that ocean island tourism will become one of the hot spots of tourism in the new century and tourists will be mainly young and middle-aged people with middle and higher education levels, and their consumption tends to be middle and high grade and required that tourism projects have strong participation, certain cultural content and high taste ^[1]. Young and middle-aged people with medium and high education levels will become the main tourist source of island tourism, and college students, as an important youth tourism consumer group, have a broad tourism market. However, at the same time, there are a lot of problems to be solved in the process of tourism development of Dongji Island, such as single tourism products and lack of integration of tourism resources.

2 Significance of research

The purpose and significance of this study are mainly reflected in the following three aspects : First, from the perspective of popularization of higher education and social and economic development, this paper analyzes the

island tourism market of college students, and clarifies the importance of developing college students as tourism objects in the island tourism market; second, a case study of the Dongji Island to explore the existing problems in the tourism development industry of the Dongji Island ; third, based on the integration of cultural tourism industry point of view, put forward specific island cultural tourism development advice and strategies for the development of investors to provide operational recommendations.

3 Research emphasis and methods of this paper

On the basis of searching and reading a large number of island tourism research literature, combined with the actual development of tourism industry in Dongji Island, this paper makes a case analysis, according to the research content by combining theoretical research and practical research methods. This study adopts field investigation method, literature research method, interview method, questionnaire survey method and statistical analysis method. The subjects of interviews and questionnaires in this study were college students, all of which were randomly sampled. The interviews were mainly face-to-face interviews, with a total of 100 people interviewed. The questionnaire survey includes college students' views on tourism and their understanding and development suggestions on Dongji Island in Zhoushan City. A total of 100 questionnaires were distributed from July to September 2022, and 96 were recovered, with a recovery rate of 96 %. There are 96 valid questionnaires and the effective rate was 100 %.

*Corresponding author: 3562901408@qq.com

4 College students island tourism market analysis

According to the results of the 'Seventh National Census', compared with 2010, the number of people with college education per 100,000 people rose from 8930 to 15467, indicating that the market for college students is huge and has room for growth. In the interview, when asked whether they are willing to travel, up to 98 % of the respondents answered that they are willing to travel, while only 2 % of the respondents said they are unwilling to travel, which strongly shows the huge demand for college students' tourism and the necessity of the development of the tourism consumption market. The tourism consumption market of college students has gradually become a hot spot in the tourism market and has a good development prospect.

According to 'The series of reports on the achievements of economic and social development since the 18th National Congress of the Communist Party of China' released by the National Bureau of Statistics, between 2013 and 2021, the GDP grew at an average annual rate of 6.6 %. And the development of social economy promotes people to pursue spiritual satisfaction. With the popularization of China's tourism market, college students are gradually becoming an important force in China's tourism market, which is different from other types of tourism consumers^[2]. After interviews and questionnaires, I believe that this difference is the current tourism market is difficult to meet the tourism needs of college students as a key factor. Compared with other tourism consumption groups, college students have more significant characteristics. And college students usually pursue individuation, are more receptive to new things, and have more diverse demands for tourism.

5 Existing problems of the tourism industry in the Dongji

5.1 Rich human resources, backward development of cultural tourism industry

The Dongji Island has a strong historical accumulation of 'East China Sea Polar' culture, 'Dongji Fishermen Painting' culture, 'Lisbon Pill' shipwreck rescue and so on, and is also the original place of a song 'Warrior's Second Hometown'. In addition, Dongji Town also has a provincial intangible cultural heritage list project-fishermen's traditional competition, including fishermen's games, sea fishing competitions, net weaving competitions and other activities.^[3]

Generally speaking, the richer the cultural tourism resources, the more advantageous the development of the cultural tourism industry. However, the rich cultural resources of the Dongji Island have not been rationally utilized. The utilization of most cultural resources is not high, and there is a lack of well-known characteristic products and brands. The results of the questionnaire survey show that when asked about the type of tourism that they like, 61.46 % of the respondents said they are

more inclined to leisure and vacation, 30.21 % of the respondents said they are more inclined to sightseeing, and only 3.12 % of the respondents said they are more inclined to cognitive curiosity, which reflects the current situation of cultural tourism in the Dongji Island is not attractive enough to college students. In addition, the Dongji Island did not further explore and develop the local culture, resulting in the development of cultural tourism industry is not enough cultural connotation and deep consciousness to support, but also not well meet the needs of students.

5.2 Single tourism project and serious product homogeneity

The problem of homogenization of the tourism market in the Dongji is more prominent. There are a lot of overlaps in the tourism projects provided by various fishermen's hotels and the decoration styles and cultural characteristics of the homestay inns. Take tourism projects and homestay inns as examples:

According to the results of the questionnaire survey, 76.02 % of the respondents said they were more inclined to beaches, 69.79 % said they were more inclined to natural scenery, 43.75 % said they were more inclined to folk customs, and 39.58 % said they were more inclined to historical sites. First of all, sightseeing tourism in the tourism market still has advantages, but the data shows that college students for tourism is no longer confined to the traditional mode and type of tourism, a single sightseeing tourism has been unable to meet the increasingly diverse tourism needs of college students. At present, the tourism projects that have been developed in the Dongji Island are relatively single, the sightseeing projects account for the majority, the experiential projects are few, lack of attraction, and lack of theme tourism projects for college students, such as graduation farewell, camping exploration, ecological environmental protection and other products widely favored by college students.

In addition, according to the article 'Island Zhoushan Best B & B and Provincial B & B List' published by the official website of Zhoushan Culture, Radio, Television, Tourism and Sports Bureau^[4] in 2022, only 15 homestay inns in Dongji Island are on the list, such as 'Dongji Story', 'Pandora', etc. Most of them serve the theme of Dongji characteristics or other cultural characteristics, which is a typical successful case of cultural and tourism integration. The problem is that some Dongji homestay inns have plagiarism in decoration and other aspects. The originality of the homestay inns is not prominent and has no characteristics.

5.3 Backward development of tourism industry and low coordination of industrial chain

According to the survey results of the questionnaire, when asked whether they are willing to revisit the Dongji Island, 45.45 % of the respondents with the tourism experience of the Dongji Island expressed their reluctance to revisit, and expressed dissatisfaction with the transportation facilities and play programs of the Dongji Island, which confirmed the imperfect development status of the tourism industry

of the Dongji Island from the side, and the development and growth of the college students' tourism market were constrained.

In addition, the tourism industry chain of Dongji Island is not perfect, and the lack of common interests among the links and enterprises in the industry chain makes the competitiveness of its tourism industry in the island tourism market flawed. As discussed in the barrel theory, the water storage of the barrel depends on the length of the shortest board. In the process of building a perfect industry chain, as long as there is a link of service level, scale and other aspects can not keep up, the construction of the tourism industry chain optimization will be unbalanced, and to a large extent affected the further optimization of the tourism industry chain. For example, the transportation infrastructure of Dongji Island, as its development weakness, leads to the loss of some college students who pursue tourism comfort, and seriously affects the flow efficiency of the tourism industry chain.

6 Tourism market development countermeasures of Dongji Island

6.1 Cultural and tourism integration innovation, enhance market specialization

Luo Jun and Ma Liqing [5] believe that the island's market specialization is reflected in the island's long historical and cultural resources and local characteristics of tourist souvenirs. Taking the Dongji fishermen's painting as an example, there are still a group of outstanding fishermen's painters who are rooted in the local culture and characteristics of Dongji Island, such as Dingkang Zhang, Yindi Liang and others, who have created many award-winning paintings at home and abroad, and have been actively contributing to the development of Dongji's 'folk painting creation base' and 'fishermen's painting art community'. In order to enhance the market specialization of the Dongji Island, the author combines the cultural resources of the Dongji Island, starting from the needs of college students and consumer psychology, envisages three types of tourism products as shown in figure 1:

Product Type	Concrete Contents
Tourism products about IP	Combined with the IP culture of films such as 'Dongji Salvation', postcards and other tourist souvenirs are made from the scenes filmed on the Dongji Island.
Tourism products about intangible cultural heritage	Combined with the intangible cultural heritage fishermen's paintings of the Dongji Island, the creation is based on the nine historical and cultural accumulations of the Dongji Island, and has a strong local cultural characteristics of the picture books and story sets.
Tourism products about scenery	Based on the famous mountain and sea scenic spots in Dongji Island, such as Xifu Mountain lying Buddha and polar dwellings, travel photography and other services are carried out.

Fig. 1. Ideas on tourism products of Dongji Island

The survey results of the questionnaire show that 78.12 % of the respondents said that they should carry out protective development for the Dongji Island. Considering the fragile ecological environment of the Dongji Island, the author believes that when promoting the development of the tourism industry in the Dongji Island, it should retain its original ecological characteristics and create a brand of 'ecological cultural tourism.' For example, the 'Human Resources +' theme activity in Dongfushan Island, with the first ray of dawn irradiation on the Dongji Island as a selling point, provides a series of activities such as camping and sunrise viewing. Furthermore, Zhoushan Islands have a long history of development. Years of human activities and historical precipitation have made Zhoushan form its unique marine folk sports culture. Based on this, the Dongji Island can make good use of the local good marine ecological conditions, rooted in the local culture, and combined with the local cultural characteristics of the development of some new marine folk tourism projects or to pass down from generation to generation of marine class original ecological marine folk sports 'gong dan cai' based on the creation of the Dongji 'marine sports folk' cultural festival.

6.2 Integration of tourism core resources, innovative development model

The Dongji Island should continue to gradually promote the integration of tourism core resources in order to achieve the sustainable development of society, economy, environment and culture, so as to promote the overall development of the Dongji Island. Take the most commercial Temple Lake Island as an example, the island traffic is more convenient, has a good round-the-island highway, but there is no set of food, housing, transportation, travel, shopping, entertainment, sports as one of the complete industrial chain, which to some extent hindered the development of industry group.

The government of Dongji Island can build a boutique route for college students' tourism to meet the entertainment needs and spiritual civilization needs of college students through rational allocation of tourism industry factors, and establish a strategic alliance of tourism enterprises with boutique tourist attractions as the core, so as to maximize the benefits of limited tourism resources. On the basis of improving the island's industry chain, we will innovate the development model, focus on the combination of culture and tourism to find new economic growth points, and further promote the development of industrial economy and regional economy. Taking the fluorescent sea as an example, the probability of the emergence of the fluorescent sea in the Dongji Island is in the forefront of the Zhoushan Islands, and the local residents say that the best time to watch the fluorescent sea is from June to September every year. From June to September every year, Dongji Island can hold a music festival with the theme of 'Fluorescent Sea' to attract college students and provide them with pleasant music enjoyment and comfortable interpersonal communication environment. At the same time, the heat and passenger flow of the music festival will drive the

development of local homestay inns, catering and other industries, so as to achieve industrial linkage and economic growth.

6.3 Integrating new media and expanding market awareness

The rapid development of new media has made the dissemination of social information faster, the content richer, and the access to information more convenient [6]. According to the results of the questionnaire survey, the information source of college students' tourism is mainly the recommendation of friends and classmates; secondly, network promotion, such as the promotion of Internet interactive platforms like Microblog and Xiaohongshu, and the promotion of tourism websites such as Ctrip and Mafengwo; the least is paper propaganda materials. In the process of looking for tourism information, college students often pay more attention to the evaluation of tourism destinations on the Internet interactive platform, and have a high degree of trust in the information presented by the Internet platform with good reputation.

In order to expand the popularity of Dongji Island, promote the development of tourism economy, we can start in the following two aspects:

First, the government funded the hiring of outstanding young directors to film and produce propaganda films and non-heritage documentaries on the Dongji Island, examine the Dongji with a youth perspective, and disseminate the Dongji with the power of youth. Young people have their unique aesthetic, consciousness and judgment ability, young people are more aware of the needs of young people, young directors and young people are more likely to resonate. For example, the film 'Dongji Island' is directed by young director Lei Yu and promotes the development of the Dongji cultural tourism industry by means of cultural tourism film and television linkage.

Second, the government can cooperate with universities in Zhoushan to spread island culture. Taking the summer social practice activities of college students in 2022 as an example, as a demonstration practice team, the Zhoushan Marine Intangible Cultural Heritage Visualization Communication Practice Research Team of Zhejiang Ocean University has achieved remarkable results, including cultural and creative products on the fishing rope knot culture of Dongji Island. Therefore, the island can carry out activities with colleges and universities in Zhoushan City, take the road of characteristic school-enterprise cooperation, promote the development of Dongji Island with the energy of colleges and universities.

7 Conclusion

Under the environment of popularization of higher education and continuous development of social economy, the tourism consumption market of college students has great potential for development. It is of certain social significance to explore and study the methods of attracting college students and reasonable measures to develop their island tourism industry, and it can also promote local

economic development. Dongji Island government should design the corresponding tourism routes and products from the perspective of college students, and adhere to the concept of sustainable development, follow the principle of 'moderate development', in order to meet the needs of tourists for the purpose, improve the industry chain, so as to build a more attractive Dongji Island, also contribute to the development of Zhoushan City tourism.

References

1. Y.W. Wang, Research on Town tourism development strategy of Zhoushan, D.(MA thesis, 2006)
2. L. Zheng, W.T., An Analysis of College Students' Tourism Motivation and Tourism Consumption Behavior, *J. 5*, 61-66 (2020)
3. J. He, The fifth batch of provincial intangible cultural heritage tourist attractions list Dongji Town, Shangchuantiao Village (Xufu Culture Village) selected, Zhoushan Network, EB / OL (2019)
4. Zhoushan Culture and Broadcasting Tourism Sports Bureau, 'Island Zhoushan' Best B & B and Provincial B & B List, EB / OL (2022)
5. J. Luo, L.Q. Ma, A.A. Sciences, Discussion on Tourism Development Strategy of Dongji Island from the Perspective of STP, *J. 43*, 181-182 (2015)
6. Wenwen Xue, N.R.G., Exploring the interaction between new media and social informatization, *J. 6*, 142 (2015)