



上海海洋大學
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The Development of Marine Recreational Fishery New Format Under the Background of Internet+

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Development present situation of China's Internet+



Marketing ,retail



Logistics, finance

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+



+



Purchasing, production

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Services(tourism, decoration, etc.)



Development present situation of China's Internet+

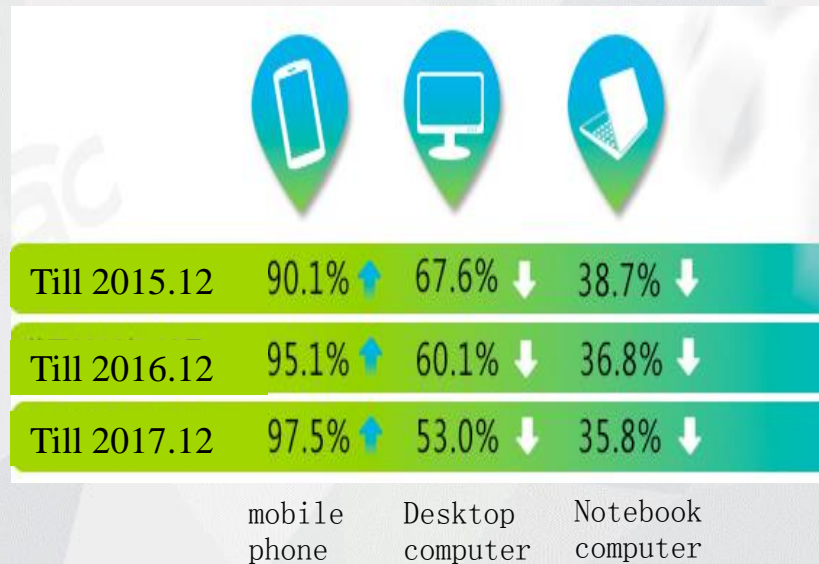
The scale of Chinese Internet users and Internet penetration



The scale of Chinese Internet users

Internet penetration

The use ratio of Desktop computers, notebook computers, mobile phone



An overview of traditional ocean recreational fishery form

★ traditional ocean recreational fishery = Modern fishery + Modern tourism

★ traditional ocean recreational fishery = ocean + culture + landscape = New livelihoods



Leisure
Services

Traditional ocean recreational fishery development situation



The product categories are single



Market operation ability is poor



The development scale is small



Leisure farming fishing forms

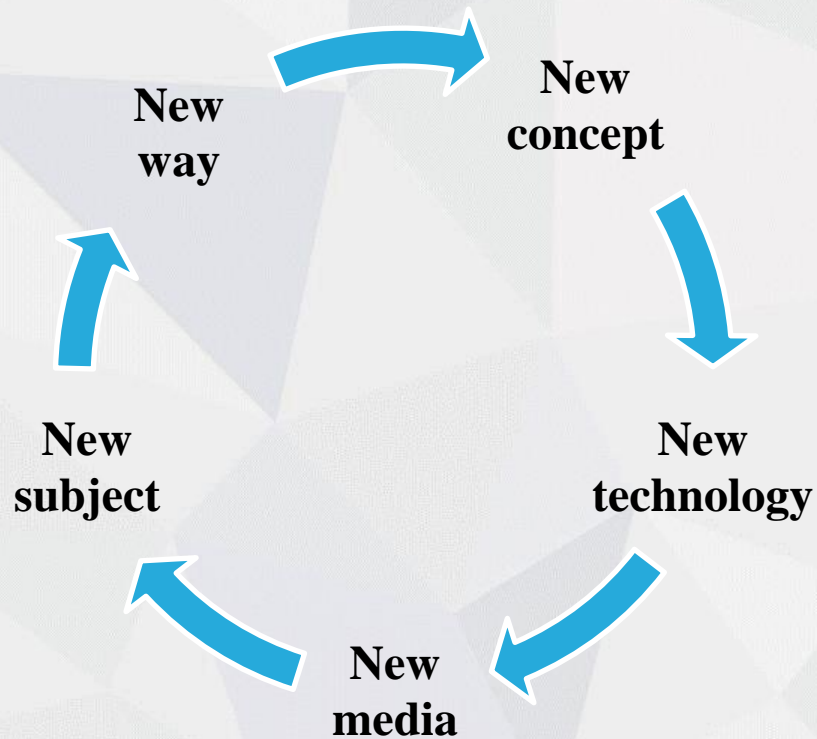


Marine sports tourism forms

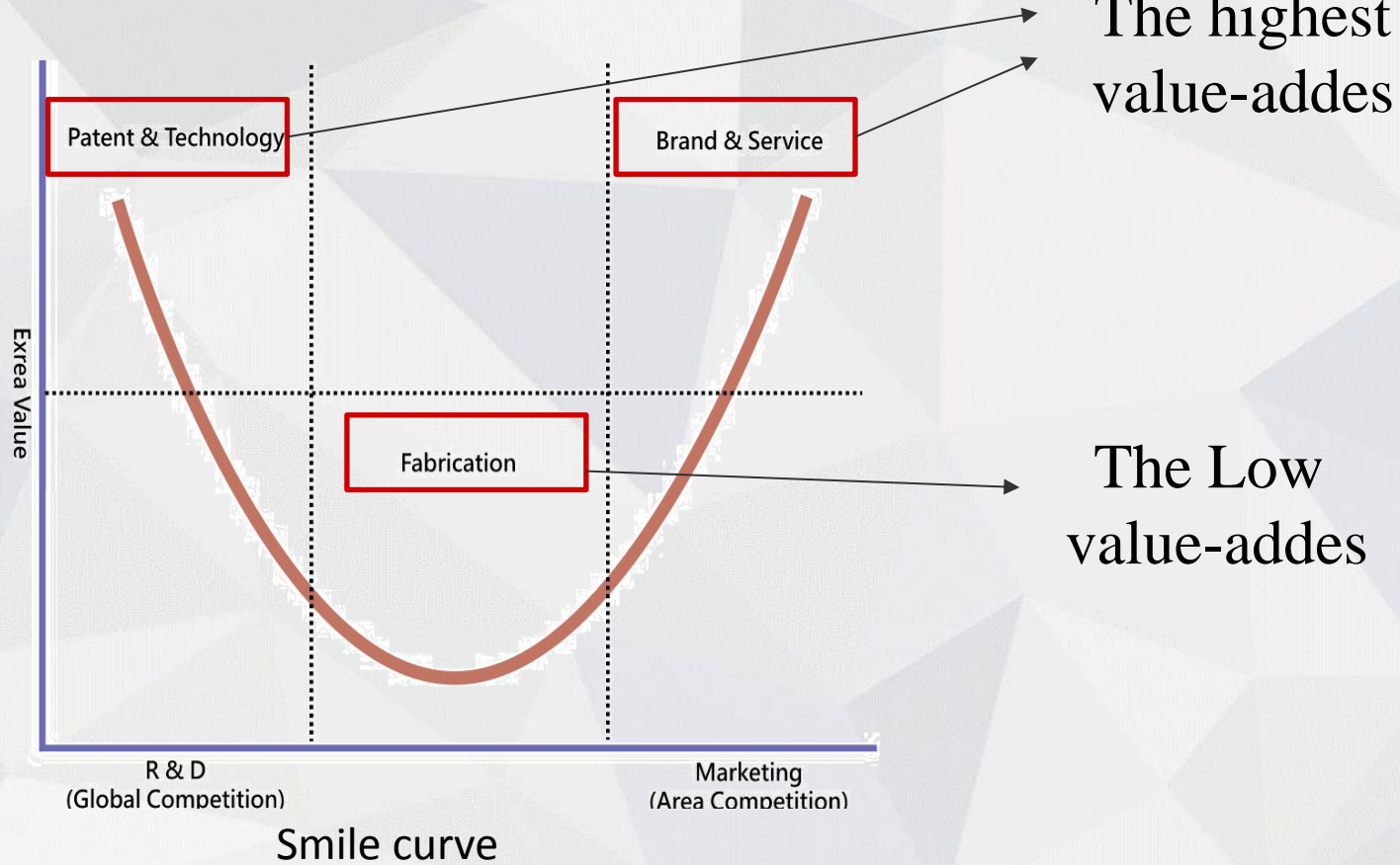


Sightseeing education form

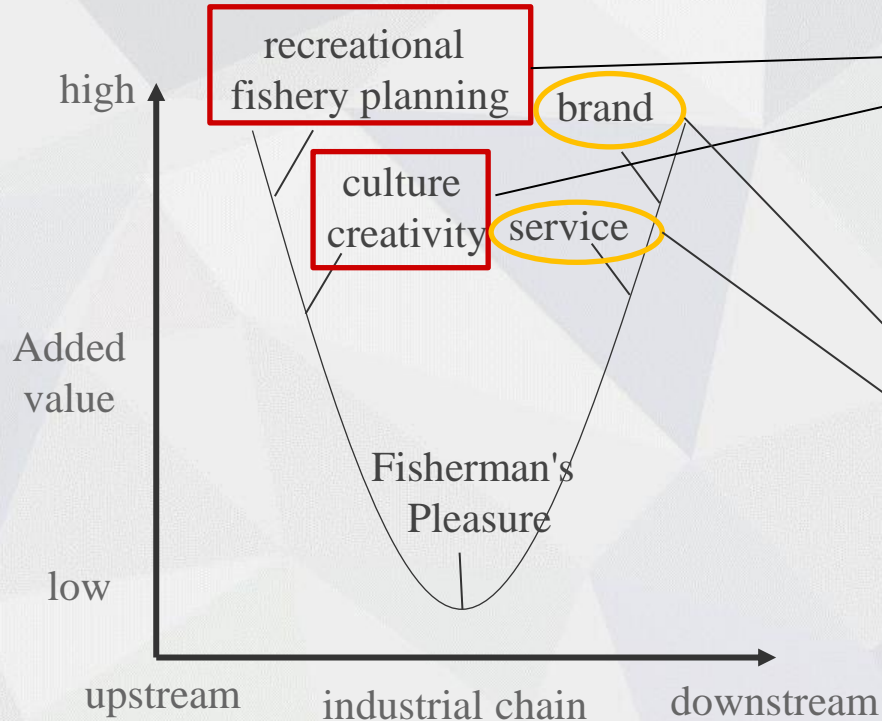
New ocean recreational fishery form



Smile curve theory



The Marine recreational fishery industry smile curve



Government:

this mode is advantageous to achieve the ocean recreational fishery of accumulative effect and regional characteristic

Operators :

this mode can improve ocean recreational fishery tourist satisfaction, restore the industry image and get generous revenue

"Internet +" promote the ocean recreational fishery brand



Internet
platform

Coastal
areas

theory
basis

theory
basis

Brand
economy

"Internet +" perfect Marine recreational fishery service system



Summary

Based on "Internet +" under the background of the ocean recreational fishery development path, There are these benefits:

break the constraints of time and space

promote the brand establishment and spread

form brand economy and set up a service system



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Thank you!

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