

RECREATIONAL FISHERIES IN CHINA:THEORIES AND PLANNING

Ying Ping

College of Economics and Management
Shanghai Ocean University

Abstract

Recreational fisheries in China underwent rapidly expanding in recent years, and became new sources of economic growth. Recreational fisheries played an important role in the adjustment of industrial structure and transformation of development mode in fisheries. From history view of recreational fisheries development in Chinese cities, the process of the industry has developed from small to large and from disorder to order. China's central and local governments promote the development of recreational fisheries by presenting specific strategies. They focused on the overall planning of recreational fisheries as well as constructing management system and standardizing the market of recreational fisheries. At the same time, they attached great importance to brand planning and marketing so as to provide effective policy support and create a healthy market environment for the development of recreational fisheries. In the near future, urban recreational fisheries will take on an air of prosperity. The development of recreational fisheries project will change from separate ones into an integrated whole by integrating local fishery resources, environment and natural resources and opening up comprehensive urban leisure projects. Ultimately, in the way of industry linkage, it will achieve the goal of transforming economic development of fisheries and help to upgrade and optimize the fisheries industrial structure in China.

In the last century, urban recreational fisheries have developed rapidly in coastal areas of China, which has caught the attention of relevant departments. Ministry of Agriculture, Fisheries Bureau made it clear in the objectives of fisheries development in 2000 that recreational fisheries should adapt to changes of the consumer market and be developed positively in areas where conditions are permitted. Statistics show that the national output value of recreational fisheries has increased from 5.41 billion RMB in 2003 to 25.601 billion RMB in 2011, which is increased by 3.7 times, with an average annual growth of 21.45 percent. Recreational fisheries have developed smoothly with the joint efforts of various favorable factors. The development of the recreational fisheries is now presented in various forms and sizes in different cities, which is inextricably linked with the support of policies and development of market.

1. Policies: supporting the rapid development of recreational fishery

In 2000, Fisheries Bureau of Ministry of Agriculture proposed in the objectives of recreational fisheries that recreational fisheries should be developed positively in areas where conditions are permitted. The total output value of recreational fisheries increased 22.6 percent per annual from 2006 till 2010. During the period, a number of entities with high potential and obvious brand advantages are driven rapidly, showing strong vitality. In 2007, recreational fishery was among the top five of modern fishery. On 3rd December 2012, *Guidance about Promoting the Sustainable Development of Recreational Fishery* was issued by the Ministry of Agriculture. The guidance emphasized that we should adhere to the scientific development concept and aim at promoting fishing efficiency, increasing fishermen income and constructing modern fishery. At the same time, it is of great importance to strengthen policy guidance and support, adjust measures to local conditions, develop innovatively, highlight advantages and encourage the development of multicultural recreational fisheries. What's more, efforts should be made to enhance the level of recreational fisheries development and the ability of sustainable development, focus on strengthening standardized management of recreational fisheries, constantly expand recreational functions, enrich culture connotation of fisheries, and gradually form a new development pattern of government guidance, market-driven, fishermen as the main body and community participation. Ultimately, a positive contribution will be made for the construction of modern fisheries, the increase of fishermen income and also the economic and social development of fishing areas.

1.1 Demonstration bases in Zhejiang Province to promote the recreational fishery development

Zhejiang Province issued the *Opinions on Demonstration Base of Recreational Fishery (Trial)* in November in 2006. To meet the needs of social and economic development, integrate the advantages of resources of Zhejiang province as “fisheries province, tourism province”, promote strategic adjustment of industrial structure, boost diversified and healthy development of fisheries and tourism, the *Opinions on Demonstration Base of Recreational Fishery in Zhejiang Province* was issued. The opinions addressed that the goals of “effective fishing, excellent tourism” should be realized according to the requirements of “local conditions, rational planning, forming characteristics, demonstration driven”. Meanwhile, social investment should be guided at all levels and a number of provincial recreational fishery demonstration bases should be built, which combine the development of marine economy, overall plan of tourism development, construction of modern agricultural park project, development of city tourist attractions and rural urbanization together, so as to promote the transformation of traditional fisheries to modern fisheries, making the industry more diversified, intensive, market-oriented and quality-oriented.

The aim of recreational fisheries demonstration bases is to construct 100 provincial recreational fisheries demonstration bases by stages and in groups in five years. The bases are of economic, social and ecological efficiency and can effectively integrate industries and resources together. On this basis, a group of national agricultural tourism

demonstration sites or the national A-level scenic spots should be cultivated, in order to make them the backbone and templates of recreational fishing industry, and gradually build high-quality Zhejiang recreational fisheries.

(1) Actively cultivate harmonious and efficient recreational fisheries

In October in 2007, recreational fisheries are made as *the Eleventh Five-Year key areas of fisheries development in The Eleventh Five-year Plan on Fishery Development in Zhejiang*. The document also points out that we should make full use of tourism resources, focus on further development of the fishing culture and build diversified, market-oriented, quality-oriented recreational fishing industries by combining the construction and renovation of fishing ports, fishing villages, modern agricultural parks and tourism attractions. Combined with development of marine tourism, artificial reefs, proliferation discharge and resources restoration project, harmonious ocean sport fishing industry should be developed. Combined with mountain streams and water reservoir tourism of western Zhejiang, construction of bases of rare fish can be promoted. We should aim at promoting multi-faceted development of recreational fisheries, enhancing and expanding the connotation of the industry, to promote the transformation of traditional fishing to modern fisheries, making it new economic growth.

(2) To promote Xiangshan Island development by increasing fiscal support

Xiangshan County, Zhejiang province released *Promote Xiangshan Island Development by Increasing Fiscal Support* on November 7th in 2011. The document proposed that according to public finance orientation, marine economy should be supported by such fiscal policy instruments as tax preference, fiscal subsidies and guarantees. Fiscal support should be the leverage to promote port equipment manufacturing industry, marine emerging industry, marine tourism industry, modern fisheries, marine services and other industries.

Strictly implement the state's tax incentives. Enterprises engaged in agriculture, forestry, animal husbandry and fishery projects in island areas shall be exempt or halved from enterprise income tax. Income from enterprises devoted to environmental protection project, energy and water saving project, transfer of technology between resident enterprises, income of incubator in technology business prescribed by the State and income of key software enterprises consistent with the state planning can enjoy preferential income tax policy according to relevant provisions .

Make full use of the county's development policies and related measures to support marine industry and. establish tourism development funds. While continuing to broaden the financing channels and bring in internal and external funds, the county Finance Bureau arrange 20 million special funds each year mainly for plan revision, facilities construction, government tourism project , tourism promotion, tourism investment, tourism commodity market cultivation , tourism training, tourism resource protection, information technology construction and so on. At the same time, the county also gives awards to those named as the provincial and municipal model village of tourism to

accelerate the development of rural tourism and support agritainment tourism development.

1.2 The local government in Shandong issued preferential policies to support the development of recreational fishery

Recreational fisheries still belong to the agricultural category while having some of the characteristics of the tertiary industry. Therefore, appropriate policies should be developed to promote recreational fishing. In capital support, we should enhance coordination and contact between financial institutions and development projects so as to insure that financial institutions can offer more preferential financial support to recreational fishery. Meanwhile appropriate allocation of funds should be devoted to investment subsidies and loan interest focused on recreational fisheries projects. On taxes, recreational fisheries should enjoy preferential tax policies related to agriculture. Especially in the early stage of development, the governments do their best to provide relevant tax breaks and tax cuts, so as to support the development of recreational fisheries. As for land administration, recreational fisheries projects can be implemented according to internal structure of agricultural land regulations within the allowed policy. In consideration of price, the price for electricity and water supply in recreational fisheries should be charged in accordance with the agricultural standard. Pricing and management of recreational fisheries projects should be given some preferential policies, to make it accepted by consumers and also realize the economic benefits of the projects.

2. Planning: forming distinctive feature

Urban fisheries are defined as large, intensive, industrial and sustainable fisheries in line with urban economic development, which are located in the city and its surrounding areas and rely on modern technologies. Urban recreational fisheries are the form of fisheries in line with the needs of city development, which is based on natural resources of the city and its surrounding areas. Fishery production factors are the main part of the industry and to produce high-quality, special and excellent seafood is the core goal of the industry, in order to meet consumers' demand for leisure, travel, tourism and other spiritual enjoyment and at the same time improve the quality of urban environment.

According to their function, form, and content, recreational fisheries can be divided into three forms: island leisure tours, sport fishing and fishing. Sport fishing and agritainment are the main forms in suburban areas, while in big cities, other modern forms such as aquarium, fish exhibition, which combine science education and entertainment together can be developed.

2.1 Shanghai plans recreational fisheries earlier, forming distinctive feature

Shanghai plans to build 10 big fishing fields, 10 middle ones and many small ones till 2011 as well as an ecological aquaculture farm of more than 80 km². There are 10 fishing fields and each is more than 200 million m² in the outer suburbs of Songjiang, Chongming and Jinshan. Fengxian, Qingpu and there are more than 10 fishing fields of above 150 acres in other areas between suburbs and outer suburbs. In addition to fishing and food, other functions such as business, accommodation and sightseeing are added to the fishing areas. Jiading, Minhang, Pudong and Baoshan will then transform to or build a single fishing field.

Jinshanzui village----the last fishery village in Shanghai

Jinshanzui village, located near Hangzhou Bay and on the north side of Shanghai-Hangzhou highway, is the oldest and last fishery village in coastal land in Shanghai. It is near sea and on the opposite side of Jinshan Islands across the sea. Making full use of its unique marine natural resources and historical and cultural resources by implementing the strategy of “Building Marine Culture and Enhance Cultural Competitiveness” can enhance the overall competitiveness of the region’s tourism economy.

Jinshanzui village is the oldest fishery village in coastal land in Shanghai in the history. It is famous by its fishery businesses, fishing storage, sales package, seafood restaurants and marine products.

Making it a rich fishing port and fishing village, enhancing overall competitiveness of Jinshanzui region and building a charming fishing village through the development and construction of creative marine culture industries and the cultivation of creative marine culture economy, is the dream of generations of Jinshan people. Jinshanzui village is rich in marine fishery resources. According to incomplete statistics, it possesses more than 20 boats on which more than 350 people engaged in fishing, 16 marine products companies and 20 hotel & restaurants with 200 workers, uniquely forming a Shanghai native series of industries consisting fishing storage, processing, packaging, sales, seafood and fishing culture.

2.2 Shandong improves to plan high-quality recreational fisheries projects

Planning is an effective way to avoid scattered construction. Combining with the urban construction planning and development of tourist attractions, we should make sure that the recreational fishery develops with layout planning of high standard and a comprehensive recreational fishery base including leisure, vacation, sightseeing and entertainment should be built step by step. According to the development status of recreational fisheries and natural resources in Shandong Province, in addition to continuing the development of agritainment, discarded boats should be put into the sea and artificial reefs should be placed so as to facilitate the development of sport fishing industry and also produce better economic benefits. What’s more, we should take full advantage of the other big water such as Nansi Lake and Dongping Lake, and further encourage the transformation of the existing fishing ponds, increase fish species and

improve dining and entertainment. Attention should also be paid to focusing on some important fishing project and following the example of practices in foreign countries and other provinces, so as to make recreational fishery base into a village park including fishing, recreation, dining, and entertainment.

2.3 Fujian built eco-recreational fishery---- Marine Ranching

Fujian province takes into account such key areas as strait, the gulf waters and rivers. There are many recreational fishery projects built in these areas, which embody tourism, fishing, sea sports, and recreational experience.

According to the latest plan and the requirements of "local conditions, rational planning, forming characteristics and demonstration", Fujian focused on building aquaculture museum and constructing a set of recreational fishing tourism bases including tourism, science and experience. There are also some unique recreational fishery activities such as Urban Fishing Festivals. At present, the province is putting emphasis on building Marine Ranching composing of Pingtan in Fuzhou, Dongshan in Zhangzhou and Xiyang Island in Ningde. Also, some uninhabited islands with nice natural landscape conditions are selected to explore the creative construction of tourism and leisure base on uninhabited islands.

In respect of developing and expanding the scale of "water fishing village", together with the construction of fishing ports and Marine Ranching, a set of recreational fishery projects consisting of tourism, fishing, water sports, science expedition, and other forms of leisure experience will be built. Attention will be paid to cultivate and support 100 unique and well-managed "water fishing village" with good environment and regional advantages, in order to build unique recreational fishery brand.

3. Management: improving the overall level

According to the spirit in *Guidance about Promoting the Sustainable Development of Recreational Fishery Carried out by the Ministry of Agriculture*(Agriculture Office fishery [2012] No. 108), National Demonstration Base of Recreational Fishery were assessed step by step by the way of merit-based reporting and expert assessment. After a comprehensive review and publicity, 111 units including Hangzhou MingLang recreational fishery base were awarded the title of National Demonstration Base of Recreational Fishery, valid from January 1st, 2013 to December 31, 2016. Meanwhile, it is required that administrative departments at all levels should strengthen supervision and guidance of the recreational fishery demonstration bases in its area, improve the policy guidance and support of recreational fisheries and promote the construction of demonstration bases for recreational fisheries. Furthermore, it is of great significance to establish and publicize the typical and excellent demonstration ones to enhance the

overall level of recreational fishery.

Guidance about Promoting the Sustainable Development of Recreational Fishery Carried out by the Ministry of Agriculture clearly pointed out the necessity to strengthen the supervision and management of recreational fisheries.

3.1 Formulate and improve systems and standards on recreational fishery.

We should accelerate the development of recreational fisheries management rules and strengthen rules of environmental protection, production safety, food safety, recreational fishing boat management, ornamental fish introduction management so that recreational fisheries are following appropriate laws and management rules. In addition, the management of fishing activities in public waters should be strengthened and fishing management system in public waters should be actively explored. Moreover, manufacturing practices and service standards for fishing, sport fishing, seafood restaurant and also standards for bait, recreational fishing boats safety, ornamental fish breed should be established depending on the type of recreational fisheries, so as to guide recreational fishery operators to standardized production and standardized management.

3.2 Strengthen the supervision and management of recreational fisheries.

We should actively encourage local governments to the establish coordination mechanism of recreational fisheries management and also form clear, rational and efficient coordination mechanism and monitoring system. Production and business activities of recreational fishery should be supervised and inspected, so that recreational fisheries management entities have an incentive to improve the safety management system and emergency plans and also implement production safety measures and procedures to reach the goal of promoting legal and safety operations. With regard to outstanding issues in the development of recreational fishery, we should jointly carry out special investigations and solve development problems collaboratively. Based on their management function, fishery administrative departments at all levels should strengthen supervision of recreational fisheries development.

Shandong Province is quite effective on the stipulation and reinforcement of recreational fisheries management. Firstly, regulate the behavior of recreational fishery market. For example, Shandong Province introduced relevant regulations to standardize fishing activities, so as to protect the interests of anglers and operators and handle disputes that may occur. Other aspects such as public security, food safety and personal safety were also standardized so as to create a favorable environment for sustained and stable development of the province's recreational fisheries. Secondly, strengthen the training of practitioners. The province strengthened the training of fishermen who change their jobs so as to improve the quality and management capabilities of recreational fisheries practitioners. Thirdly, strengthen the infrastructure construction of recreational fishery. In accordance with the concept of enjoying recreational fishing, ecology, fishery culture and marine culture, the province

strengthened the construction of high-quality breeding base, dining rooms and other facilities consistent with the local characteristics of resources. The province struggled to form a large scale, improve quality and create a brand, to meet the demands of tourists in fishing, hunting, playing in the water, viewing, and enjoyment. Simultaneously, the ecological environment of the recreational fisheries bases are also in line with harmony, natural, safe and convenient principles, highlighting the characteristics and unique charm of rural fishing.