

The Development of Marine Recreational Fishery New Format Under the Background of Internet+

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Abstract: Marine recreational fishery plays an important role in developing marine economy and traditional fishery transformation. Recently the development of Marine recreational fishery has hit a bottleneck, traditional marine recreational fishing industry needs rapid change. Marine recreational fishery new format as an existing form of Marine recreational fishery industry has opened up new areas of research about recreational fishery industry. In this paper define the concept of ocean recreational fishery new format, through the literature review, and the new format of Marine recreational fishery development path should tend to high-value brands and services based on smiling curve. Based on the gathering and dissemination capabilities of the Internet platform and the features such as immediate, interactive and convenient, the new format of Marine recreational fishery with the Internet+ could achieve brand economy and improve the service system.

Keywords: Internet+, Marine recreational fishery, Smiling curve, Brand economy, Service system

Since the 21st century, the strategic position of the ocean in the world has become increasingly prominent. The party's "18th National Congress" clearly pointed out the strategy of "improving the ability of marine resources development, developing the marine economy, protecting the marine ecological environment, safeguarding the national maritime rights and interests resolutely and building a maritime power". The request fully reflects the great importance attached by the Party Central Committee and the State Council to the development of the marine economy. Marine recreational fisheries, as a new force in the development of the marine economy, has become an important growth point in the growth of the marine economy. In recent years, with the deterioration of the marine ecological environment and the decline of fishery resources, the fishing efficiency has been seriously declined, and the economic benefits of fishermen and related enterprises that relying on traditional fisheries continue to decrease. So the Ministry of Agriculture introduce "the Guiding Opinions on Accelerating the Transformation of Fisheries Transfer form" On May 4, 2016 and put forward general requirements, goals and measures to accelerate transformation of the form of fishery development, adjust the structure of fishery industry and pointed out that actively develop a variety of recreational formats such as fishing and fishing experience for the first time. On October 9th, the State Council executive meeting passed the National Agricultural Modernization Plan (2016 -2020), highlight new developments such as creative recreational agriculture once again. This has given an important support to the exploration of the significance of the new development of marine recreational fisheries in China. At present, the research on the new format of marine recreational fishery is still blank. The article will sort out the research of Marine recreational fishery and the concept of format, and define the concept of Marine recreational fishery and the new format of Marine recreational fishery in order to lay a foundation for exploring new forms of Marine recreational fishery in the future.

E-commerce from innovation to maturity has revolutionized the entire industry. According to the "Thirty-eighth Statistical Report on China's Interconnected Network Status" published by CNNIC, as of June 2016, the total number of domestic netizens reached 710 million, and the Internet Penetration ratio was 51.7%, exceeding the global average of 3.1 percentage points. The rapid development of the Internet has brought opportunities for the development of marine recreational fishery. The organic integration of the Internet+ concept with marine recreational fishery has an important strategic significance for the successful transformation of traditional marine fishery to modern marine fishery, and is also an important exploration direction for the new format of marine recreational fisheries.

1 Research on new forms of marine recreational fishery

1.1 Overview of the traditional marine recreational fishery industry

1.1.1 Research on marine recreational fishery industry

Recreational fisheries are divided into inland recreational fishery and marine recreational fishery. Regarding the definition of the concept of marine recreational fishery, domestic scholars mainly study based on the industrial perspective, Jiang Jirong defined it as a new combination of modern fishery and modern tourism, marine recreational fishery is a further extension and expansion of modern fishery to the tertiary industry^[1]. Sun Pengyi refines that the essential attributes of marine recreational fishery is mainly based on the traditional marine fishery and marine tourism in the tertiary industry, by using the traditional Marine fishery shell, marine tourism and leisure and marine culture experience fusion an economic form, it belongs to the category of modern Marine fishery^[2]. In abroad, the understanding of recreational fishery is based on a distinction between commercial fisheries, which helps to define the boundaries of legislation and management. Japanese scholars believe that marine recreational fishery is the emerging livelihoods of people living along the shores of fishing villages that make full use of regional resources such as oceans, cultural traditions, and landscapes^[3]. The European Commission defines marine recreational fishery as “fishing activities that are not for commercial purposes”^[4]. In general, Ocean recreational fishery is coastal fishing village area operators or individuals based on Marine fishery related natural humanities resources combining tourism resources provide the leisure services for consumers. The fish harvest is non-profit.

Domestic and foreign scholar have conducted research on marine recreational fishery from different perspectives. From the perspective of economics, Dong Zhiwen believes that the development of marine recreational fishery can promote the optimal adjustment of fishery structure, promote the economic growth of fisheries, and realize the conversion of fishing boats and fishermen to increase income^[5]. Tony J’s study found that the marine recreational industry is a multi-billion dollar world industry^[6]. From the perspective of sociological significance, Li Jifang believes that the development of marine recreational fishery is conducive to promote the environmental remediation and beautification of fishing villages, speed up the modernization of new fishing areas, and promote the opening of coastal fishing areas, promote the communication of urban-rural, coastal and inland areas.^[7] Marine recreational fishery have been integrated into the culture of many countries^[8]. From the view of ecological point, marine recreational fishery is conducive to the conservation, reproduction and restoration of resources in marine fisheries. Marine recreational Fishery affects the fishery environment and food network in many ways^[9]. It can be seen that the development of marine recreational fishery has far-reaching significance for the development of marine economy and the promotion of marine fishery ecological environment. In addition, domestic and foreign scholars' research on marine recreational fishery also involves the dynamic mechanism of marine recreational fisheries, market supply and demand, community management and development, and there is little exploration and research on marine recreational fishery from the perspective of business format. This paper will further develop the study.

1.1.2 Overview of the development of traditional marine recreational fishery in China

Compared with the abroad countries’ development of marine recreational fishery in the past 100 years, the rise of marine recreational fisheries in China is late. From the narrow view of the business formats, marine recreational fishery is divided into leisure farming fishing industry, using of a certain size of seawater aquaculture and surrounded pond farming base, stocking valuable fish, equipping with certain facilities, and carrying out fishing, which is mainly engaged in fishing and integrated entertainment and catering^[10]; marine sports tourism industry, using the islands and reefs, the shallow oceans of the harbor and the natural ecological resources, organizing tourists to participate in the combination of sea fishing and island sightseeing^[11]; Watch and educate format, all kinds of aquariums and marine theme parks are integrated with scientific, intellectual, interesting, Entertaining, and ornamental. From a broad level of format, Dong Zhiwen and others have classified marine recreational fishery into self-employed format, “fishers + fishermen” format, “company +

fishermen” format, and government leading format and the combination of village and enterprise according to the different development ways and management operators of Shandong.^[12] Although the development of marine recreational fishery in China has made some progress, due to the short development process, the lag of the economy and concept of coastal fishing villages and the lack of experience, there are still some problems. Li Huiru pointed out that the development of Shandong marine recreational fishery product categories are single, lack of co-ordination, and poor market operation capacity^[13]. He Quanchao et al. found that Zhou Shan marine recreational fishery is small in scale, lacking brand effect and talent management with advanced management concepts^[14]. Tang Xuemei et al. pointed out that the practitioners' low quality and regional development imbalances were reported in the SWOT analysis of coastal recreational fisheries in Guangdong^[15]. It can be seen that the problems faced by the development of marine recreational fishery in different regions of China's coastal areas are different, which seriously restricts the rising space of the entire industry, and the exploration of new format is imperative.

1.2 Concept of a new type of Marine recreational fishery industry

A new type of Marine recreational fishery as a marine recreational fishery's innovative form of the industry has opened up new research areas for the development of the Marine recreational fishery industry. Improper choice of business format may cause a waste of resources, disorderly compete, environmental damage, and may even lead to the collapse of the entire industry. When examining the industrial structure and industrial competitiveness of a country or region from the perspective of the industry, the industrial structure can explain the sustainable development ability and the source of competitiveness of the industry^[16]. The choice of a new format plays a crucial role in the strategic layout and development of the Marine recreational fishery industry, which will determine how the industry “does” to develop. The so-called new type of marine recreational fishery, which differs from the traditional format of Marine recreational fishery, mainly lies in the fact that the entire operating body, operation process and operation mode involve more or less new technology, new media, new ideas, etc. Combining the new form and content to break through the business shortcomings in the traditional format.

2 Smile curve theory and new forms of marine recreational fishery

2.1 Smile curve theory

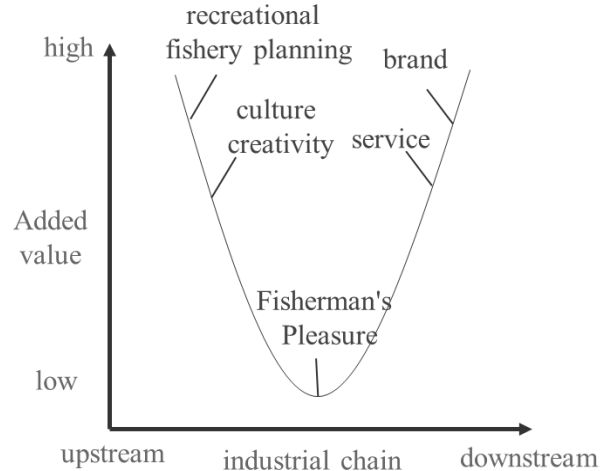
As early as 1992, Mr. Shi Zhenrong, the director of the Acer Group, proposed the “smile curve” theory based on the transformation of Acer's business. The curve is U-shaped and represents the industrial chain of an industry, which includes three major links: patent, production, and marketing. The high level represents a higher added value and the lower level represents a lower added value, so the smile curve is actually known as an added value curve. On this curve, Patent is at the high end of the smile curve at the left end, and marketing is at the high end of the smile curve. Obviously, the added value of these two links is highest; while the production is at the bottom of the U-curve, and the added value is lower. According to this, the future development of the industry should towards the two ends of the smile curve, that is, strengthen patent and create intellectual property rights on the left side, and strengthen customer-oriented marketing and services on the right side. The smile curve theory is simple and pragmatic, and the enterprise can only continue to develop and sustain itself if it is moved and positioned in a high value-added area^[17].

2.2 Development trends of new marine recreational fishery

December 2012, the Ministry of Agriculture issued the “Guiding Opinions on Promoting the Healthy Development of recreational fishery” (hereinafter referred to as the “Opinions”), affirming the positive contribution of recreational fishery to fishery efficiency, fishermen's income increase and fishery industry transformation and development, noting the development of recreational fishery should adhere to the basic principles of scientific planning, adapt to local conditions, standardized management, and market regulation^[18]. This brings an important enlightenment to the development of new forms of marine recreational fishery, that is,

it should follow the basic principles of the Opinions and lay a solid foundation for the sustainable long-term development of marine recreational fishery. With the development of the social economy, the living standards of the people are increasing, and the demand for marine recreational fishery is also increasing. Such a big environment is mixed for the Marine recreational fishery industry. Summarizing scholars' research on the development of marine recreational fishery in China can be summarized as follows: China's marine recreational fisheries are poorly monotonous, lacking brand and service quality is poor. Such a status quo destroys the image and core competitiveness of the entire industry of marine recreational fishery, and makes the marine recreational fishery encounter a crisis of sustainable development. When the market supply cannot meet the market demand, only the innovative can promote the development of the industry, and the new format of marine fishery tourism has become a good tool to break the bottleneck of the development of marine recreational fishery.

According to the “smile curve” theory, as shown in picture 1, it is easy to obtain higher value and priority of competition when the development path of the recreational fishery industry moves toward both ends of the U-shaped curve. This will give a good enlightenment to the planning and construction of a new type of marine recreational fishery, focusing on the development of industrial sectors with high added value at both ends of the smiling curve. At the left end of the curve, that is, the upstream part of the industrial chain, strengthen the development of recreational fishery planning, cultural creativity, etc. The Marine recreational fishery industry relies heavily on the development of service industries related to marine recreational fishery such as advertising and cultural communication etc., the development of such industries is conducive to the overall quality improvement of the format presented by marine recreational fishery. In addition, the Marine recreational fishery plan is still dominated by the government, supplemented by the market to establish a regional master plan, which is conducive to the agglomeration effect of marine recreational fishery and the specialization of regional format.



Picture 1 recreational fishery industry smile curve

As the main body of Marine recreational fishery, it should develop the right-end industry, vigorously strengthen market-oriented marketing and services, and establish high value-added Marine recreational fishery brand format and high-quality Marine recreational fishery service format. It is conducive to enhance the satisfaction of tourists in recreational fishery and reshape the industrial image of marine recreational fishery, it also can obtain rich income from high value-added. Therefore, the development path of marine recreational fishery tends to be the high value-added brand and service format. Due to the constraints of the economic, geographical and human resources of the coastal fishing villages, the traditional Marine recreational fishery industry seems to be difficult to build the brand and improve the service. The new format of Marine

recreational fishery integrated into the Internet has less time and space restrictions and it can break the above barriers and achieve high added value in recreational fishery.

3 “Internet +” helps new format of marine recreational fishery

"Internet +" is to use Internet technology, Internet thinking, Internet platform, etc. to promote the development of all industries from a technical point of view; from the perspective of industry, it is not only the traditional industry uses the internet, but also the Internet industry integrated with fisheries, tourism, etc.^[19]. The Internet has changed the trading places, expanded trading hours, enriched trading categories, accelerated transaction speeds, and reduced intermediate links^[20]. On July 4, 2015, the “Guiding Opinions of the State Council on Actively Promoting the “Internet Plus” Action” was officially released. The “Guidance Opinion” has locked in 11 key development areas for the National Action Plan to promote “Internet Plus”^[21]. Yang Yanfeng believes that Internet technology has become a major driver of tourism industry integration and new format^[22]. The advancement of the Internet era has greatly changed the traditional sales format, and the Marine recreational fishery industry is no exception. According to the smile curve theory, the development path of marine recreational fishery tends to be the high value-added brand building and service quality improvement. Based on the powerful function of “Internet +”, it is expected to realize “Internet + powers Marine recreational fishery new format”.

3.1 “Internet +” promotes the Marine recreational fishery brand

“Marine recreational fishery brand with Internet +” is to establish the value of Marine recreational fishery brand through the Internet, and the concept of “deepening Marine recreational fishery brand with Internet +” is more in-depth than the former. It is based on Internet platform to build ocean recreational fishery brand economy. The concept of a brand is almost universally known, but the concept of a deeper brand economy is few people known. The American Market Association first defined the concept of brand: the purpose of branding is to effectively indicate the characteristics of a certain company or product, and distinguish it from competitors; in 1990, American scholar Doyle proposed that brand can enhance consumers’ preference and loyalty which is the characteristic attribute of the brand. The brand economy is based on the brand as the carrier, and undertakes and exerts the economic development pattern of regional economic resource agglomeration, allocation and integration functions. With the development of the Internet, enterprises or individuals can interact with each other so as to realize the agglomeration effect; in the past 15 years, the recreational fishery in many developed countries in Europe have developed towards diversification, branding and have reached a certain scale.

China is a big country with both sea and land, and it is also a big country for seawater cultivation. In terms of oceans, the jurisdiction of the sea is 3 million km², the coastline of the mainland is 18,000 km long, and there are many kinds of marine resources, the four major sea areas have more than 3,000 species of marine life which about 1,700 can be fish. In terms of fish farming, the national aquaculture area in 2015 was 8.465 million hm², and the five provinces of Shandong, Guangdong, Fujian, Zhejiang, and Liaoning accounted for more than half of the country's aquaculture area, it can be seen that fish farming is highly concentrated in coastal areas in China. From the perspective of regional and resource endowments, the large-scale development of regional agglomeration is the general trend for the development of China's marine recreational fisheries. The agglomeration, scale of the Internet platform and the geographical agglomeration of coastal fishery resources provide a sufficient theoretical basis for the realization of the brand economy in the new format of Marine recreational fishery based on Internet development.

3.2 “Internet+” Perfects Marine recreational fishery service system

Regarding the research on the quality of Marine recreational fishery services, domestic scholars mainly focus on the exploration of quality standards, satisfaction, standardization issues and ways to improve service quality of tourism services. The research on the marine recreational fishery service system has only basically

focused on the construction of the destination service system, which is relatively narrow. The Marine recreational fishery service system with the "Internet +" of this study is proposed from a broad perspective, and the scope of its services exceeds the destination tourism services, and includes pre-departure information services for tourists, decision purchase service and evaluation feedback service. Compared with traditional media such as newspapers, periodicals, radio and television, the Internet has the characteristics of immediacy, convenience, low cost, high participation and high interactivity in information dissemination^[24]. Based on these advantages and characteristics, marine recreational fishery can use the Internet to realize related services and brand establishment and dissemination, the main services and communication platforms include government tourism information websites, common interest communities, online travel notes, post bars, Weibo, WeChat public account etc.. In addition to the government travel information website, other platforms have interactive functions, the interactive brand marketing model based on the interactive orientation concept has become a hot spot in domestic and overseas marketing circles^[25]. Brand marketing with online interactive platforms can enhance "interactive responsiveness" (customer service and relationship experience) and "customer empowerment" (corporate and customer contact and business processing as well as customer sharing, evaluation and feedback)^[26]. The biggest feature of Marine recreational fishery products and services is intangible. Consumers' decision-making purchases of intangible products often depend on the collection of relevant information on products in the early stage. Through the network, other customers' experience log sharing and online interaction with merchants can make the consumers choose their preferred marine recreational fishery attractions accurately. Marine recreational fishery's managers can instantly grasp changes in market demand and provide more competitive products and services based on interactions with customers. Through the Internet, the services provided by marine recreational fishery have not only been limited to tourist destinations: services related to eating, living, traveling, purchasing and entertainment, which have broadened the scope of services and gradually formed and improved marine recreational fishery service system.

4 Summary

"Internet +" constantly deepening in the operation of the industry economy and it will become a catalyst for industrial upgrading and innovation. Based on the development path of marine recreational fishery under the background of "Internet +", it will break the shackles of time and space, and promote the brand establishment and dissemination, thus forming regional brand economy and service system. The future research direction of marine recreational fishery can increase the coupling mechanism between marine recreational fishery and the Internet, in order to better enhance the modernization of marine recreational fishery in China.

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