



The Current Situation and Development of Marine Cultural and Creative Products in Foreign-Related Exhibitions of Zhoushan Pilot Free Trade Zone

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Abstract: Zhoushan has been one of the Pilot Free Trade Zones in China and plays an important role in trade and economic linkages between China and other countries. It is feasible to make the marine cultural and creative industry into the first pillar industry of Zhoushan. Therefore, it can be the highlight of marine cultural and creative industries in China even the top marine cultural and creative city around the world. The methodology used in this paper is primary in nature and data has been collected with the help of a questionnaire. We use questionnaires to analyze the current situation and development of marine cultural creative products in foreign-related exhibition of Zhoushan. Sequentially, the suggestion can benefit our city and marine cultural creative industries.

Keywords: Marine Cultural Creative Products, Foreign-Related Exhibition, Current Situation.

1. INTRODUCTION OF CULTURAL CREATIVITY

1.1. Research Background

In August, 2017 Chinese government had launched a new decision that Zhoushan has been one of the Pilot Free Trade Zones in China. With its unique advantages, it has become the only experimental area in Zhejiang Province. The implementation scope of Zhejiang Free Trade Zone is 119.95 square kilometers, which is composed of land area and related marine anchorage. It has a unique location advantage and abundant shoreline resources, a good foundation for the development of large commodity industries, a convenient comprehensive transportation system and a superior natural ecology and living environment. It also has being a part of “One Belt and One Road” and “Yangtze River Economic Belt” “Zhejiang Zhoushan Islands New District”. The superposition effect of multiple national strategies such as “Free Trade Pilot Zone”. Therefore, Zhoushan has great potential for further development.

So what is cultural creativity? Cultural and creative industry is the industry in which the main cultural or cultural factors rely on individuals or teams to develop and market intellectual property through technology, creativity and industrialization. It mainly includes creative groups in radio, film, media, performing arts, crafts and design, software and computer services. The cultural and creative industry has become the most competitive emerging industry against the trend under the downward pressure of the world economy.

The marine cultural and creative industry may be defined as the branch of cultural and creative industry which is an industry that relies on marine advantages, integrates marine elements, and creates marine-related creative products.

As a typical marine characteristic city, Zhoushan, China's first national-level marine new area, can take the lead in making great achievements in the marine cultural and creative industry by virtue of its many advantages and favorable conditions, and make the marine cultural and creative industry into the first pillar industry of Zhoushan. Zhoushan has become the highland of China's marine cultural and creative industries and the world's top marine cultural and creative city.

So my opinion is as the national-level Free Trade Zone and the important district and port node in the Maritime Silk Road, Zhoushan has the conditions to make the marine cultural and creative industry become the first pillar industry while it is more conducive for Zhoushan to building the veritable national-level marine new area.

1.2. Purpose

The purpose is to make a thorough inquiry that under the unique geographical environment how does the foreign-related exhibitions of Zhoushan develop? Whether its marine cultural and creative products have their value or not?

2. METHOD

2.1. Current Situation of Marine Cultural Creative Products in Foreign-Related Exhibitions of Zhoushan

Foreign-related exhibitions are not just about commodity trade fair, and it also contains other aspects, such as marine culture, food culture, island tourism and so on. Because of this, the marine cultural and creative products reflect different forms like the physical product or in the form of visual performance (for example Impression PuTuo).

According to the calculation of the development goals of the "13th Five-Year" cultural industry, the average annual growth rate of cultural industry in China will remain at around 15% every single year in five years, and cultural industry will increasingly become the pillar industry of the national economy. What's more, the leadership grasp the opportunity and carry out the policy, support the cultural industry in Zhoushan positively.

Mountain PuTuo has quite deep Buddhist culture. Tourist attraction "Mountain PuTuo" and "Festival of Nanhai Guanyin Culture, Mount PuTuo, China" are quite famous and popular in China. What's more, They have launched the show "Impression PuTuo" in 2010, which is a big success in the marine cultural and creative area. At present, besides the completed show "Impression PuTuo", the government of PuTuo is also creating a series of new types of marine cultural and creative products ——"brand products" named Zen Town and Buddhist College.

Zhoushan Free Trade Zone has already had 13 mature and immature marine cultural and creative characteristic towns. Among them, the Zhujiajian Zen Town, Dinghai Yuanyang Fishing Town, Shengjiamen Fishing Port Town have been selected as the provincial special towns. The other towns are speeding up their development, trying to exert their own advantages and create their own marine cultural and creative brands to develop the economy.

2.2. Typical Representatives

Zhoushan has a number of products and exhibitions with marine characteristics at this time. The most famous exhibitions are the International Island Tourism Conference (IITCZS) and the most famous cultural and creative product is the Impression PuTuo Great Show. Here are some typical representatives:

2.2.1. Impression PuTuo

A large scale performance of real landscape from Impression series — Impression PuTuo, which takes Guanyin culture as the main axis and combines our own Zen culture and oceanic folk culture, participation and ornamental as one.

2.2.2. Zhujiajian Sand sculpture

Made by a kind of special sand and full of island feature. It uses Ten Miles Gold Coast as background, designed by Zhoushan Sanhe Business Co., Ltd. Moreover, the unique marine cultural and creative souvenir— sand sculpture which initiates in Zhoushan was used by the Zhoushan International Sand Sculpture Festival Organizing Committee as a publicity promotional gift many times.

2.2.3. Fisherman Painting

Fisherman painting is a new and unique form of marine cultural and creative products in foreign-related exhibitions. Fisherman painter put his own emotion into paintings together with the oceanic features. Fisherman painting reflects a kind of marine culture, elegant picture of island style. It gradually becomes an indispensable part of Chinese marine culture.

2.2.4. Zhejiang Zhoushan Archipelago New District Cultural and Creative Products Competition

The contest's works are mainly based on Zhoushan's characteristic marine culture and cultural heritage, emphasizing region, originality, culture and marketability.

2.2.5. Seaside Cultural and Creative Market

Seaside Cultural and Creative Market is a platform where people can exchange, display, trade and promote the marine cultural and creative products. Meanwhile, it is a considerable way to transform the traditional media economy into cultural and creative media economy.

2.3. Research Design and Findings

2.3.1. Research Objects

The research objects of this paper are mostly students and teachers from different institutions and majors at Zhejiang Ocean University, and students from other universities in Zhejiang Province. The authors selected 80 people at random from these research objects as samples.

2.3.2. Research Issues

This paper focuses on the following issues:

- Your gender, age, occupation?
- How much do you know about marine cultural and creative products in foreign-related exhibitions of Zhoushan?
- Have you ever bought any marine cultural and creative product in foreign-related exhibitions of Zhoushan?
- Do you know the International Island Tourism Conference (IITCZS) or Impression PuTuo Great Show?
- Do you know the Qingdao Summit of the Shanghai Cooperation Organization (SCO)?

2.3.3. Research Method and Tool

This paper uses a correlation. The age, gender, and occupation are set as variables to study the between the remaining problems. The author uses so jump to make questionnaire as a research tool and uses the SPSS to analyze and to study the correlation in it.

2.3.4. Figure1. The Understanding of Marine Cultural and Creative Products

How much do you know about marine cultural and creative products?	A. I know quite a lot	B.I know some but not too much	C.I know but just a little	D. I never heard of this
	0.1875	0.5625	0.1875	0.0625

From the above table, we can see that the ratio of knowing a lot about marine cultural and creative products equals to the ratio of knowing a little. Meanwhile, people who do not deeply understand about marine cultural and creative products accounts for a large proportion, that is, more than half of them. People that never heard of marine cultural and creative products occupy a small proportion but still exist. This phenomenon shows that marine cultural and creative products are not so reputable and has not been recognized by everyone. It is vital for marine cultural and creative industries to raise the popularity.

Have you ever bought any marine cultural and creative product in Zhoushan?	A.Yes, I have bought in foreign-related exhibitions	B.Yes, I have bought on the website	C. I can't remember clearly	D. No, I haven't
	0.3375	0.075	0.375	0.175

From the above table, only a fine distinction between pros & cons. This phenomenon shows that people are preferring and willing to buy the marine cultural and creative products in exhibitions. The exhibition is a good way to sell marine cultural and creative products. This group of people is mainly composed of local people and students who live, work or study in Zhoushan. Others have little knowledge of the marine cultural and creative products in Zhoushan and may have effect on choosing.

2.3.5. Figure2. The understanding of two big events in Zhoushan

Do you know the International Island Tourism Conference (II TCZS) or Impression PuTuo Great Show?	A.Yes, I know and have participated both of them	B.Yes, I know and have participated one of them	C.Yes, I know but I never participated both of them	D. No, I never heard of them
	0.1625	0.2625	0.375	0.2

From the above table, it is surprising that the ratio of four choices is balanced on the whole. People who know the two events but never participate in them account for a large proportion among four choices. The ratio of never heard of these two events is also very high, however, is higher than that know and participate both of them. This phenomenon shows that these two events are well known in a certain extent. It is necessary to promote the publicity further.

2.3.6. Figure3. The understanding of Qingdao Summit of the Shanghai Cooperation Organization

Do you know the Qingdao Summit of the Shanghai Cooperation Organization (SCO)?	A. I know quite a lot	B.I know some but not too much	C.I know but just a little	D. I never heard of this
	0.05	0.4125	0.35	0.1875

From the above table, we can see that there is a lot of people who know some basic information about Qingdao Summit of the Shanghai Cooperation Organization. As for the young man, they don't pay too much attention to the news so they may not learn about this conference specifically. But most of them get the general idea of this event. This phenomenon shows that Qingdao did a superb propaganda and made full use of this conference to promote city's publicity.

2.3.7. Findings

In this article, there are 6.25% know nothing about marine cultural and creative products. As one of the Pilot Free Trade Zone in China, Zhoushan should take this opportunity to promote and upgrade its marine cultural and creative industries. What's more, people prefer to buy the marine cultural and creative products in exhibitions rather than website. Zhoushan can make use of seaside cultural and creative market to develop marine cultural and creative economy.

2.4. Comparison with Marine Cultural and Creative Products of the Qingdao Summit of the SCO and Suggestions for IITCZS and Marine Cultural and Creative Products of Zhoushan

2.4.1. The Location and Strategy

The summit of the Shanghai Cooperation Organization (SCO) was held in the coastal city of Qingdao, Shandong province of China in June 2018.

Qingdao has both land connection with Europe through railways and maritime connection with other countries, which is different from Zhoushan. The city plays an important role in building the Belt Road Economic Belt and the 21st Century Maritime Silk Road. This meeting is of great significance, not only for the achievements of the conference, but also for bringing Qingdao to the world's stage. At the Qingdao Summit of the SCO, President Xi Jinping has proposed to "tighten the common ties of humanities exchanges and cooperation. Solidly promote cooperation in education, science and technology, culture, tourism and media." Therefore, Qingdao took this opportunity to propose the government policy Qingdao "Wen Chuang Lists 48", and the highlight is that it specially proposed the revitalization goal of the arts and crafts industry. Qingdao will focus on the shell carving crafts industry, craft candles industry and other products with marine elements, which have advantages of to strengthen a number of advantageous products, cultivate plenty of well-known brands, encourage a group of arts masters. These methods will extremely strengthen its competitive ability in marine cultural innovation area.

Compared with Qingdao, Zhoushan is one of the Pilot Free Trade Zones in China, which has the strategy advantage and a brand new international stage as well. The purpose of free trade zone is to open to the world. In addition, our policy of opening up will only expand, thus the marine cultural and creative products in foreign-related exhibitions have the prospect of prosperity. The government of Zhoushan should follow the trend and advance with the changing times to propose the government policy about marine cultural and creative innovation in Zhoushan. The marine cultural and creative enterprises should get full knowledge of their position and concentrate on its celebrated products.

2.4.2. System

"At the beginning of the preparatory meeting of the Qingdao Summit, we have already started the construction of the cultural and creative commodity system in prepare for the 'Post Summit' era." The representative of Qingdao Tourism said. At present, Qingdao has initially established a relatively complete tourism and cultural product system. There are 281 kinds of products, such as 'Qingdao Classic' series products, featured cultural and creative products, sailing models and practical

handwriting, which reaches almost 50 types in the series. What's more, the government will set up a number of sales points in the International Conference Center and Qingdao Olympic Sailing Museum to sell these cultural and creative products. The price ranges from ten RMB yuan to several thousand RMB yuan to meet the diverse needs of consumers.

The International Island Tourism Conference (IITCZS) is held once a year. Compared with all fairs in Zhoushan, the IITCZS has had a large impact concerning the total number of exhibitors, participating countries and regions such as the Commonwealth of Australia, the Republic of Angola, Fiji, the Republic of Mauritius and so on. But with the fame increasingly, the sales volume decreased, and same as the quantity of visitors. Visitors concentrated on the first opening day, after that, few people came and they just browsed for some free gifts. The age of most visitors ranged from 35 to 65 and most of them pay no attention to the marine cultural and creative products these kinds of new concept things. However, the concept is new while the age of most designers are senior and the products may leave an old-school impression to tourists. For this reason, some young man do not willing to buy such innovative products and intend to buy some local food and some common souvenirs as gifts. What's more, many teenagers came to the exhibition but they didn't have enough money to afford an innovative products, not to mention to support the marine cultural and creative industries. Moreover, we cannot serve them as the major target customers.

2.4.3. Government Policy

In Qingdao, it's worth noting that in order to support the business in the development of cultural and creative industries, the government set the first bank in Shandong Province, which specializes in the development of cultural and creative industries, Qingdao Bank Cultural Creativity Branch was formally established at the end of last year. This is not only a new model and measure to promote the deep integration of culture and finance in Qingdao, but also a way to narrow the financial gap of Qingdao.

In Zhoushan, there are more than 1,000 marine culture and creative enterprises at present. The added value of marine cultural and creative industries and related industries has accounted for 3.8% of total GDP. We have every reason to believe that the future of marine innovation industries is promising. So what we can learn from Qingdao is the local government should give the financial support for these enterprises. Together with the help of private capital, venture capital and fund to build a marine cultural and creative display platform.

2.4.4. Transportation

Easy of access is an another significant aspect for a city's development. Qingdao has one international airport and eight railway stations. Transports and communication lines link up all parts of the city.

Compared with Qingdao, Zhoushan is relatively backwards in traffic. Nowadays, the high-speed railway is expanded rapidly in China, and this is really changing the paradigm of travel for Chinese. Most people intend to choose high-speed railway rather than airplane as their first choice. Therefore, it is quite vital to speed up the construction of railway station in Zhoushan.

2.4.5. Culture

Compared with Qingdao, Zhoushan has lots of aspects in common ground, nevertheless, Zhoushan not only has abundant marine resources, but also has its own unique advantages. Qingdao is all about Qilu culture, however, Zhoushan has Guanyin culture, and Mont Putuo has become a typical representative place of Buddhist culture.

2.4.6. Brief Summary

Nowadays, Zhoushan is developing as a city with great potential for cultural and creative products. It has the coastal advantage like Qingdao, and what we can learn from Qingdao is its previous experience. Meanwhile we can combine our local situation and previous experience learned from Qingdao to create a series of novel and original products. Fisherman painting is a quite obvious example and it can be the potential famous product if we take time by the forelock. Zhoushan is consisted of lots of islands with developed tourism. It has a stable tourists flow every year, and the the stable tourists can speed up the process of the economy of marine cultural and creative industries, which is another advantage of Zhoushan.

3. CONCLUSION

3.1. Suggestions and Requirements for Company(Exhibitor) and Nation Aspects

3.1.1. Suggestions and Requirements for Government

For government, the premier importance is to carry out the relevant policy. Government must give substantial support includes land, technology, finance, experts to the marine cultural and creative companies, and creative favourable atmosphere to attract artists and entrepreneurial teams come to Zhoushan, inheriting and developing the marine cultural and creative industry in Zhoushan. Government can come up some tourism policy. Zhoushan as a maritime city can connect with some central provinces or hinterland provinces to accord some preferential policy for tourism. For example, people live in that province can enjoy the advantage of free ticket by their ID card or give them a big discount on purchasing marine cultural and creative products.

Next is using going abroad strategy. Trying to attract more foreign tourists come to Zhoushan. Foreign tourists usually have great potential to buy marine cultural and creative products. What government should do is to open more international cultural festivals and exhibitions, so that marine cultural and creative companies can exchange their ideas, what's more, publicize and display their products. Bring the marine cultural and creative products of Zhoushan into international stage.

One of the famous attractions in Zhoushan is Taohua Island, and its background is from the dramatic romances literature written by Jin Yong. Government can make use of the film and video effect, building the movie studio to push the development and promotion of marine cultural and creative industries in Zhoushan.

3.1.2. Suggestions and Requirements for Company (exhibitor)

For company, first is vision. Marine cultural and creative companies can make use of the superiority of Jiangsu-Zhejiang-Shanghai region to set up an online shop on the e-commerce platform so that expand the modes of sales. Moreover, marine cultural creative companies can use some business strategies like “buy three get one for free” or post free to do some promotions in order to increase the sales volume. As we all know that tourism shopping industry is the most important component of region tourism industry. Companies can transform their products into tourist souvenirs that correlate with marine cultural creativity. Fisherman painting is a type of special drawing species and an unique marine cultural and creative product in foreign-related exhibitions of Zhoushan. Zhoushan's fisherman painting is leading the way in China, what's more, “Internet+” is a kind of trend at present. The artists can follow the general trends to promote transformation and create a brand new model “Fisherman Painting +”. For example, “Fisherman Painting + Paper Cutting”, this kind of offshoot is united by two marine cultural and creative products and assist both to develop collectively. “Win -Win situation” can be achieved, and it is very convenient for carriage. In addition, “Fisherman Painting + Bag” or “Fisherman Painting + Phone Case” are also kinds of novel marine cultural and creative tourist souvenirs.

Joint name design is another way to create new mode of marine cultural and creative tourist souvenirs. the local museum and library can be regarded as the most important carriers of the local culture. Marine cultural and creative companies can cooperate with the local museum and library to create a joint name design which take the marine cultural and creative products as the carrier of local culture. On this basis, marine cultural and creative companies can renew and modernize the marine cultural and creative products with more interesting, valuable and practical features. However, companies should design the product innovation with national characteristics, following the mainstream culture and maintaining the marine culture.

Next is the position, the companies should get full knowledge about their position. Not only on the marine cultural and creative products, but also on the target market. In my opinion, the target market should be concentrate on the young people, because young people have more great potential purchasing power than others these days and they are willing to try and accept new kinds of things. The company should also promote themselves by some social media to turn young people's gaze to their products. At present, with the development of the Internet and the technologies, people are in the information exploration era. Companies can promote the marine cultural and creative products by

Wechat official accounts, Micro-blog or their own application. The very first thing is to make a name for their brand name products. They need to accelerate the application of modern management methods and information technology.

Direct experience leaves a deeper impression than just browsing more often than not. The best way is to absorb the customers is involving them in the production process to create their own creative products. Zhoushan don't have the products that can arouse the curiosity of customer swiftly, so the customers have a short attention span on the products. Nowadays, when people buy something to meet one's matter demand, they also begin considering their spirit demand. This is the background of the Minsyuku. Minsyuku is one of cultural creativity and plays an important role in the carrier of local culture. Besides, you will be imperceptibly influenced by the Minsyuku's culture during the time you spend there. Consequently, some cultural and creative companies in Zhoushan can congregate a group of Minsyuku whose theme is about marine culture, or provide comprehensive types of Minsyuku, such as Accommodation in the Farm, Vacation Farm, Home stay, Youth Hostel so that satisfy all consumer demands.

3.2. Future Assumption

Nowadays, opening up was expended in greater scope and depth. Zhoushan as a city in the coast of East China Sea, responding to the government's call to develop and promote marine cultural and creative industries. In my point of view, the companies supply unique marine cultural and creative products to serve for customers and expand market, while the government spare no effort to support the marine cultural and creative industries. Zhoushan can reach a high grade on the stage of China's marine cultural and creative industries and the top marine cultural and creative city in the world.

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