

Sustainable Development of Shandong Coastal Tourism Industry in China

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ABSTRACT

This paper analysis the advantages and disadvantages of Shandong coastal tourism industry and proposes that an integrated approach to coastal management (ICZM) is needed to protect the three pillars of environment, social and economic needs of coastal communities. The Shandong Province typifies the ambiguities of beautiful bays and beaches but with increasing environmental degradation as a range of different industries use the coast with resultant conflicts. However, what sets this area apart from many destinations is that the 2008 Olympic Sailing games will be held in Qingdao, and the consequential impact this has on the City authority attempts to integrate policy and management along the coast to reverse the environmental decline. This paper discusses the needs for sustainable tourism development, but recognises the economic need and justification of industry. In deed the strengths and advantages of this can be seen by charting economic cycles of fisheries, its role as the Northeastern Asia maritime logistic hub, but also the potential new cycles as an International leisure vacation base and Marine biotechnology center of China. It was thought that the coastal tourism resources are rich and abundant, but it is now noted that the coastal tourism industry has a long way to go. Aiming to change this, some policies and suggestions are proposed. For example, Policy measures could be refocused such that Shandong Province could: change policy and concentrate upon coastal zone holiday resort, likewise economic development of the recreation industry with more water sports projects, like Yacht Marina, diving etc. Moreover the tourist market should seek to focus on combining the domestic market with the international market. Finally, this paper seeks to open a dialogue between other host cites of the Olympic sailing Games, to explore if a tool kit exists to better ensure legacy community benefits and invites comparative analysis from these case studies coastal

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