

Research Report of Island Tourism and Well-being Cultural Ecological Construction Strategy of Zhuhai City

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ABSTRACT

By analyzing the economic and social characteristics of island tourism development in Zhuhai, this paper takes "well-being" research as the starting point, and carries out in-depth research on the new model of island tourism development, which not only considers the concept of sustainable and scientific development, but also focuses on the cultivation of humanities and cultural spirits; This paper combines the development of island tourism with the improvement of the well-being of island residents, improves the well-being, cultural and ecological construction of the well-being of Zhuhai residents, provides research strategies that can demonstrate Zhuhai's cultural and social management innovation services, and provides new theoretical support for Zhuhai's tourism development, so as to provide reference for the construction of a new model of island tourism development in Zhuhai, and the establishment of a new chapter in Zhuhai's tourism culture.

Keywords: Zhuhai, Island tourism, Well-being, Cultural ecology.

1. INTRODUCTION

According to Article 121 of the 1982 United Nations Convention on the Law of the Sea, "an island is a naturally formed land area surrounded by water and above the water at high tide". In March 2010, China promulgated the "Law of the People's Republic of China on the Protection of Islands" which continued to use this definition. There are 147 islands under the jurisdiction of Zhuhai City, of which 135 are uninhabited islands. The Island Protection Law implements a coordinated management system for the ecological protection of islands with residents, and a centralized and unified management system for islands without residents.

Adjacent to Hong Kong and Macau, and located in the center of the Guangdong-Hong Kong-Macao Greater Bay Area, tourism has always been an important industry in Zhuhai. In 1984, the goal of building a "seaside garden city" was proposed, and tourism infrastructure such as Lovers' Road and Yuanming New Garden were built; in 2014, the Chimelong Ocean Park theme park opened, which brought Zhuhai's tourism to a new height and became

an ideal choice for regional tourism services. In 2018, the Zhuhai Municipal People's Government issued the "Zhuhai City Implementation Plan for Accelerating the Creation of a National All-for-One Tourism Demonstration Zone", which requires island tourism to become the most competitive tourism boutique in Zhuhai, marking a new level of island tourism product development.

Xiao Xujin pointed out that "tourism activities developed by relying on the tourism resources of specific islands to meet the needs of social, economic and cultural development are island tourism". [1] The rich island resources for the development of tourism products in Zhuhai will enhance the cultural connotation of Zhuhai's social management and business model innovation. Island resources of Zhuhai are distributed at the frontier of the Pearl River Port, where the economic miracle of Guangdong's reform and opening up is bred. With the planning and development of national strategies such as "the Belt and Road Initiative" and "Maritime Power", an important symbol of Guangdong's economic development and social well-being in the future will be the achievements of Zhuhai's island

tourism development and construction; the island area of Zhuhai is adjacent to Hong Kong and Macau. It is the social link between the "Shenzhen Special Economic Zone" and the "Zhuhai Special Economic Zone" to witness the development of "one country, two systems", and it is an important participant in the interactive development of Hengqin, Qianhai, Nansha and other major national strategic development platforms in the future. Therefore, Zhuhai island tourism construction has a unique regional demonstration effect, social significance and economic value in the Guangdong-Hong Kong-Macao Greater Bay Area.

2. THE CONNOTATION OF ISLAND WELL-BEING CULTURE CONSTRUCTION

"Well-being" was first seen in Volume 3 of "Han Shi Wai Zhuan": "It is the virtue to nourish the people across the country, and the well-being attributes to the emperor." Its interpretation is happiness, benefit, welfare. It represents a harmonious and beautiful living environment, a stable and safe social environment, and a confident and inclusive political environment.



Figure 1 Definition of well-being. Source: Drawn by the author.

Due to different research backgrounds, people's definitions of "well-being" also vary significantly. Also known as happiness, welfare, quality of life, or prudent values in different contexts, "well-being" is a comprehensive sociological concept that needs to be perfected from different physiological, psychological and social perspectives. "On a biological level, health and well-being are mutually causal, so health is often seen as synonymous with well-being. Well-being is a fundamental state of health from disease and injury, and improving well-being requires a higher level of health." [2] "At the psychological level, well-being is considered a positive emotional and mental state, which is manifested in the satisfaction of various needs." [3] The ultimate goal of social well-being is to increase the happiness of society as a whole. Social "well-being" is an important guarantee and part of the infrastructure of national life, and an important part of people's yearning for a better life. "Well-being not only means the satisfaction of basic needs and minimum health, but also closely related to people's choices and opportunities in different areas of social life." [4] Therefore, the important thing is not to define well-being, but to think about "what kind of social well-being can we create"(see "Figure 1").

Social well-being is a kind of material and spiritual assistance to meet people's basic survival needs. With the improvement of the development level of "service economy" and the continuous upgrading of service economy consumption, people have higher and higher requirements for the form, connotation and service of tourism products, and

more cultural connotation tourism products, such as local cultural characteristics, humanistic care, social temperature, happiness index, etc., will become the trend in the future. This research report will focus on islands of Zhuhai, and the research goal is the construction strategy of Zhuhai's island well-being ecology. The research on ecological culture construction based on well-being can be used as an innovative model to leverage the construction of island tourism culture; The construction of island well-being culture and ecology is a regional cultural heritage that connects the past and the future. It is an important display window to the world through "the Belt and Road Initiative" and "Guangdong-Hong Kong-Macao Greater Bay Area", and it is an important manifestation of national cultural confidence and social tolerance.

3. REFLECTIONS ON THE PROBLEMS OF ISLAND TOURISM DEVELOPMENT

The Guangdong Provincial Department of Natural Resources and the Guangdong Provincial Department of Culture and Tourism jointly issued the "Guangdong Island Tourism Development Master Plan (2017-2030)", which included 195 islands in the province into the scope of tourism planning, aiming to create 20 coastal island tourist destinations including Zhuhai's Hengqin Island, Wailingding Island, Dong'ao Island, Triangle Island, Guishan Island, Dajiuzhou Island Group, Dawanshan Island,

Miaowan Island, etc. In September 2018, the State Council issued the "Strategic Plan for Rural Revitalization (2018-2022)", which clarified the characteristics of protected villages, strengthened the advantages of characteristic industries, improved the protection system for important ecosystems, and gave full play to the multiple benefits of natural resources to achieve rural revitalization in an orderly manner. Research data shows that: "30% of the post-80s generation said they would most like to travel to islands in the next three years, and the theme of island travel is gradually gaining favor among high-end Chinese tourists." [5]

Wang Shouzhi believes: "The design is very simple, its essence is to discover and solve problems, and the rest are useless." [6] Therefore, the way to solve the problem should be to find the problem first, and then provide the solution (see "Figure 2"). The same is true for island tourism development. All over the world, through the study of island tourism, it is found that there are many problems in island tourism development, which need to be solved by more research. Huang Bo believes that the characteristics of the global island tourism market include: "Historical and cultural landscape resources can improve the added value of island tourism, but the seasonality is obvious; The source of tourists follows the principle of proximity, and island tourism requires a long incubation period; Tourists pursue the original ecological environment and pay attention to the quality of tourism services; In addition, through the COVID-19 pandemic, it was found that the tourism industry faces an insufficient response to global emergencies." [7] The problems existing in the development of island tourism in China are mainly characterized by serious homogeneity of tourism products, insufficient tourism service system, and low government participation in the process of island tourism development.

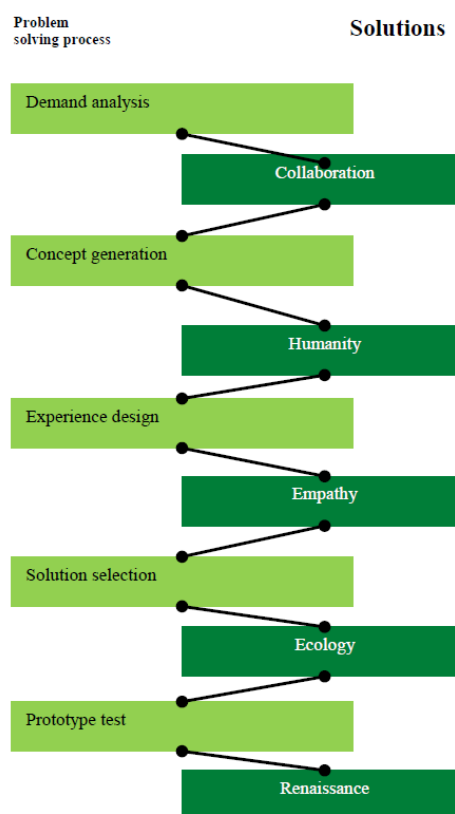


Figure 2 Identifying and solving problems. Source: Drawn by the author.

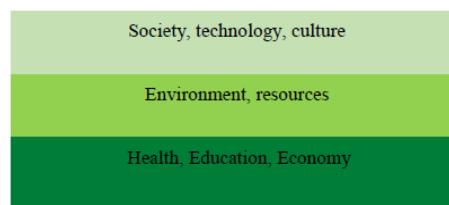


Figure 3 Evaluation latitude of island tourism well-being ecology. Source: Drawn by the author.

Guo Jing's [8] research shows that the evaluation latitude based on marine ecological well-being should include the core layer focusing on health, education and economy, the support layer focusing on environment and resources, and the expansion layer focusing on society, technology and culture (see "Figure 3"). Therefore, the construction of island tourism and well-being cultural ecology is not only the change in living standards that can be felt by the progress of social productivity at the physiological level, but also should be the confidence of citizens in the national culture based on modern education, the improvement of social management and humanistic care requirements, and the formation of spiritual

pleasure, satisfaction and happiness at the psychological level.

3.1 *The Dilemma of Policy Guarantee Support and Development Cost*

On the principle of realizing a moderately prosperous society in an all-round way in China, the state has always attached great importance to the development of local characteristic economies, including the development of islands, and has continuously improved the policy packaging system to promote local economic development. The Ministry of Agriculture launched the "Beautiful Countryside" campaign in 2013. As a coastal city, Zhuhai has fully responded to the call of the state, and has created beautiful land cases such as Huitong Village in Tangjiawan Town and Nanmen Village in Doumen Town. The most beautiful countryside in Zhuhai, and also created the most beautiful villages in Zhuhai with island characteristics, such as Dongao Village in Wanshan Town and Guishan Village in Guishan Town at the same time.

Scholars believe that "the development of island tourism resources should start from the three aspects of 'low density, emphasis on ecology, and cultural protection'". [9] "Rural tourism is a carrier for people to return to nature in postmodern society and a new growth point for rural economic development." [10] The Guangdong Provincial Department of Natural Resources and the Guangdong Provincial Department of Culture and Tourism jointly issued the "Guangdong Island Tourism Development Master Plan (2017-2030)", which included 195 islands in the province into the scope of tourism planning, aiming to create 20 coastal island tourist destinations including Zhuhai's Hengqin Island, Wailingding Island, Dong'ao Island, Triangle Island, Guishan Island, Dajiuzhou Island Group, Dawanshan Island, Miaowan Island, etc. In September 2018, the State Council issued the "Strategic Plan for Rural Revitalization (2018-2022)", which clarified the characteristics of protected villages, strengthened the advantages of characteristic industries, improved the protection system for important ecosystems, and gave full play to the multiple benefits of natural resources to achieve rural revitalization in an orderly manner.

In October 2017, General Secretary Xi Jinping made it clear in the report of the 19th National Congress of the Communist Party of China that "adhering to the overall planning of land and sea and accelerating the construction of a maritime power". It is required to improve the development capacity of marine resources, marine ecological environment

protection, industrial structure optimization, marine tourism upgrade and other important contents. Zhuhai Municipal Bureau of Culture, Radio, Television, Tourism and Sports earnestly implements the spirit of General Secretary Xi Jinping's important expositions on "the ocean is a strategic location for high-quality development" and "building a strong marine country is an important part of the cause of socialism with Chinese characteristics", and actively promotes the "ocean-coast-islands" three-dimensional development.

In January 2018, the Zhuhai Municipal People's Government Office issued the "Zhuhai Municipal Implementation Plan for Accelerating the Establishment of a National All-for-One Tourism Demonstration Zone", which requires the creation of a high-end ocean island resort paradise, the establishment of a "one island, one product" island-specific tourism development pattern, and the support for the development of Wanshan Islands into a high-quality living preferred area and an archipelago holiday and leisure resort in the Guangdong-Hong Kong-Macao Greater Bay Area. It is necessary to speed up the comprehensive development of the whole region, all elements and the whole industry chain of the tourism industry of coastal islands. It is also necessary to benchmark the mature areas of international high-end island development, and to build island tourism into a tourism boutique with the most core competitiveness in Zhuhai. In order to increase the financial and policy preference of Zhuhai City for island development, and to cooperate with the implementation of the plan, the local taxation of Zhuhai City has reduced taxes and fees and optimized the tax business environment in order to jointly promote the development of the island tourism industry, which has enhanced confidence in the development of the island tourism service industry.

In terms of overall characteristics, the investment cycle for island tourism development is long, and the construction area is far from the land, which directly increases the cost of development and construction. As a result, there is a general gap between the level of island infrastructure and commercial service facilities compared with coastal development. Coupled with the characteristics of island tourism's single source of customers and strong seasonality, social capital lacks enthusiasm for island development. At present, Zhuhai island tourism has not yet formed a first-class brand scale and international influence.

3.2 Obvious Quantitative Advantages and Insufficient Resource Conditions

Although there are many islands in Zhuhai, there are not many islands that are actually inhabited. It has an advantage in absolute quantity, but the islands inhabited by a few people generally have problems such as lack of overall land resources, fresh water resources, and poor configuration of living infrastructure, especially the islands suitable for in-depth tourism development are very limited. The developed islands in Zhuhai mainly include Wailingding, Dongao Island, Miaowan Island, Wanshan Island, Guishan Island, Jiuzhou Island, Hebao Island, Qi'ao Island, Hengqin Island, Gaolan Island and some other inhabited islands.

After fully studying Chinese and foreign island development models, Lu Jinping believes: "For the development of islands in Zhuhai, it is necessary to formulate scientific and reasonable plans, formulate sound laws and regulations, implement strict ecological protection systems, implement relatively loose investment policies, and strengthen international island tourism chain management services." [11] The Zhuhai Triangle Island, which started construction in February 2017, is the first uninhabited island in China with the theme of ecological restoration developed under the "public welfare + tourism" model. It is the first demonstration project in the country to sell the right to use uninhabited islands in a market-oriented manner. In the development of the Triangle Island, the developers give full play to the advantages of natural resources such as mountains, seas, lakes, shores, beaches, reefs and bays, focus on the ecological restoration of the whole island, and moderate tourism development as the support to create an island tourism complex tourism destination integrating science education, theme experience, marine sports, leisure and vacation, etc. Actively expanding the development of the innovative model of the triangle island is an important foothold for raising public awareness of marine ecological and environmental protection and spreading marine culture. It can be seen that it may develop into a characteristic business card for the development of uninhabited islands and tourism on uninhabited islands in Zhuhai. Through the accumulation of experience in the development and construction of the triangle island, the developers can actively explore the tourism and entertainment development islands based on the residential islands such as Hengqin Island, Dong'ao Island, and Dangan Island, and create the effect of regional island tourism areas.

3.3 Excellent Geographical Location and Responsibility for Environmental Governance

As the city with the largest marine area, the most islands and the longest coastline in the Pearl River Delta, Zhuhai's unique marine environmental advantages have laid the foundation for the development of Zhuhai's tourism industry. Zhuhai has superimposed the advantages of "policy + industry + population + capital + free trade zone + location + environment". Zhuhai is committed to giving full play to its location and ecological advantages to create a coastal international tourism and leisure destination; Zhuhai also devotes to creating a global tourism demonstration area, building a cultural tourism capital, constructing a Hong Kong-Zhuhai-Macao tourism distribution center and a cultural tourism industry cluster in the Greater Bay Area.

The Pearl River Estuary is one of the large estuary waters in China with frequent economic activities, concentrated conflicts between human activities and natural factors, and extremely sensitive ecological environment. The economy of the Pearl River Delta region plays an important role in China. With the economic development, the ecological environment of the Pearl River Estuary has been seriously damaged by sewage discharge, marine aquaculture, etc. Its environmental problems have become one of the important constraints for the sustainable development of the Guangdong-Hong Kong-Macao Greater Bay Area. Therefore, there is an urgent need to study and manage the environment of the Pearl River Estuary, repair and restore its ecological environment. Chai Yong believes that "the government's functions need to be exerted, and the tourism security system should be established; eco-tourism needs to be advocated to realize the scientific development of island tourism". [12] The development of Zhuhai islands, especially the development of nearby islands, has important social significance, such as: Yeli Island where the Zhuhai Grand Theater is located, and Qi'ao Island where the mangrove protection base is located. Due to the convenience of transportation and the advantages of travel time and cost, it has become easier for tourists to achieve a convenient travel service experience. The environmental construction of these islands development has the characteristics of intuition, participation, convenience, etc., and it is easier to improve the level of urban tourism development and the improvement of urban impression.

3.4 Strong Consumer Demand and Lack of Professionals

Objectively speaking, the tourism resources of Guangdong Province are relatively scarce. The natural and cultural tourism resources of Guangdong are not prominent in the whole country. However, affected by the level of economic development and the consumption capacity of residents, its comprehensive competitiveness in terms of culture and tourism is in a leading position in the country, and the related tourism products have a relatively high degree of marketization. The province's cultural industry added value, total tourism revenue, tourism foreign exchange revenue and other major indicators have been among the best in the country for consecutive years. Approved by the statistics department, the added value of cultural and related industries in the province has ranked first in the country for 18 consecutive years from 2015 to 2019.

The mainland coastline of Guangdong Province is 4,114 kilometers long, ranking first in China, with 1,963 large and small islands. However, the well-known international brands of island tours are far less than the international island tourism destinations Maldives, Phuket, Thailand, Boracay, Philippines, Bali, Indonesia, Saipan, and Fiji in the South Pacific. The main reason for this is that in the history of some inhabited islands in Zhuhai, traditional fishermen farming was the mainstay. With the development of the tourism industry in modern times, the tourism industry service-related business personnel are the main ones, supplemented by government services and other staff. The development of the tourism industry is relatively lack of professional developers and managers. The infrastructure construction and island protection of island tourism have the characteristics of high cost and high risk, and require a large amount of capital investment. However, most island development does not have the ability to develop its own economic scale and income, and needs to use external funds to participate in development.

Yao Fang believes that Zhuhai is transforming from a "big ocean city" to a "strong ocean city", and "the government must coordinate the development of the marine industry, make rational use of marine resources and protect the ecological environment, build a modern ocean that 'keeps common ground and seeks small differences' industrial system, and implement the strategy of revitalizing the sea through science and technology, to build a blue financial industry." [13] To build a talent security system, it is a must to focus on building three teams, namely, a team of leading party and government cadres who

understand tourism and tourism, an enterprise management team that understands management and operations, and a team of front-line skilled talents who love tourism and do tourism. It is necessary to establish a normalized talent training, skills training mechanism and talent incentive mechanism, and realize talent reserve and renewal through various methods such as recruiting, attracting, and cultivating talents. The professional level of the three teams should continuously improve to ensure the rapid development of tourism talent supply.

To sum up, despite the challenges, the characteristic and quality construction of Zhuhai island tourism is the core goal of Zhuhai's future tourism development and an important indicator of Zhuhai's economic development. The social value and cultural value of Zhuhai island tourism development have become issues that have to be considered, and it is necessary to innovate development concepts, innovate research strategies, and develop new swimming industry development models.

4. CONSTRUCTION STRATEGIES OF WELL-BEING CULTURAL ECOLOGY

The establishment of the cultural ecology of welfare is based on the positioning of the industrial base, and the upgrading of the tertiary industry must be promoted, that is, vigorously developing service-oriented industries aiming at island tourism services. At the same time, there is a necessity to actively rely on the industrial development foundation of the Greater Bay Area, support the infrastructure construction of island development, properly retain the marine characteristic agricultural economy based on the traditional primary industry, and realize the growth of the whole industry driven by the development of island tourism.

To build an ecological model of sustainable development, a unified view and cognition must be formed. First of all, it is to meet the basic living security of the island, build security, and build a concept of well-being that satisfies the spiritual home. Secondly, a systematic and integrated view is also required, focusing on the overall, systematic, feasible and sustainable decision-making (see "Figure 4"). In addition, it is also necessary to pay attention to carrying forward the fearless spirit of reform and opening up of the Cantonese people in the development process, actively explore, conduct extensive research, actively discuss, and have the courage to try new development models. Finally, it is

important to keep pace with the times and use new technologies and technologies to develop digital resources for island tourism, which includes both the digital publicity of tourist information and the development of digital characteristic tourism projects.

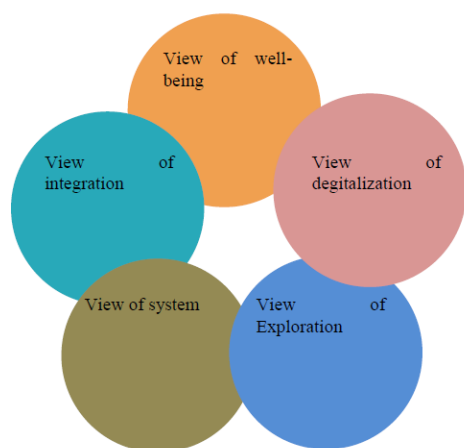


Figure 4 WISED well-being ecosystem model.
 Source: Drawn by the author.

4.1 View of Well-being: System Service, and Holistic Thinking

In the report at the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping pointed out, "On the basis of continuing to promote development, it is a must to focus on solving the problem of unbalanced and insufficient development, vigorously improve the quality and efficiency of development, and better meet the growing needs of the people in terms of economy, politics, culture, society, ecology, etc., and better promote the all-round development of human beings and the all-round progress of society." Therefore, improving the life well-being, social well-being and spiritual well-being of specific groups has become an important criterion for improving the quality of life of the people.

One of the main features of the construction of a socialist ecological civilization with Chinese characteristics in the new era is that it has changed from "seeking food and clothing" and "seeking survival" to now "seeking environmental protection" and "seeking ecology". The formation of the view of well-being and the ecological model of well-being is the inevitable development of social productivity to a certain extent. On the road to achieve comprehensive poverty alleviation and build a moderately prosperous socialist society, social productivity has been greatly improved, infrastructure construction conditions such

as transportation becomes advanced in the world, and basic security systems such as social medical care and pensions are being improved and perfected day by day. The improvement of social well-being with the goal of improving people's living standards in an all-round way is an important symbol of the power of the country, the prosperity of the country, and the tranquility of the people. Adhering to the people-centered concept of people's well-being is not only the inherent requirement of the Marxist historical materialism, but also the fundamental feature and driving force of socialism with Chinese characteristics, and a profound understanding and understanding of Xi Jinping's "people's view of well-being" of ecological civilization thought. It has great theoretical value and practical significance for the ultimate construction of a prosperous, democratic, civilized, harmonious and beautiful modern socialist country. The development of the view of well-being is an important reference for the development level of social spiritual civilization.

As mentioned earlier, when the overall social and economic level has reached a first-class level, the requirements and development level of spiritual civilization construction would be raised to a new level. People's social activities will pay more attention to the realization of spiritual pleasure, satisfaction and happiness when their economic ability is guaranteed. The development of well-being culture regards people's pursuit of happiness as an important goal to achieve, and is an important manifestation of the development and progress of social management in the development of socialism with Chinese characteristics.

4.2 View of System: Government as the Lead, and Unified Layout

Tourism is also a typical cross-border industry, involving all aspects, and it is necessary to mobilize various resources and elements for the allocation and utilization. In particular, building a tourist destination is a huge systematic construction, and the effective allocation of resources must rely on the administrative means of governments at all levels. The top-level design problem must be studied and solved from the beginning, and the construction of a tourist destination must be planning first. The overall plan is relatively macro-oriented, with more emphasis on decision-making guidance. The construction of tourist destinations needs to build a whole industry chain, achieve large-scale and agglomerated development through agglomeration, fully improve the efficient use of resources, highlight the

construction of large projects, and create core products. It is necessary to vigorously promote the development of industrial integration, encourage private makers to start businesses, promote the introduction of new formats, and enhance the richness of tourism products. The most important public service is tourism and transportation, and there is a must to focus on solving the fast and slow transportation system for tourism. The overall brand of the city should be linked, and the leaders of governments at all levels must actively endorse the tourism platform, so that the tourism marketing work will be normalized, three-dimensional and precise. It is a necessity to formulate an emergency response mechanism for tourism emergencies, prevent problems before they occur, strengthen the concept of tourist service, and implement the construction of good reputation in every link and field.

On the road to the rejuvenation of the Chinese nation, to promote innovation in the social governance system, it is a must to focus on safeguarding the fundamental interests of the broadest masses of the people, and maximize the enthusiasm of all sectors of society. Social management and business service management under the leadership of the party require a sense of the overall situation and a systematic view. The stakeholders of island tourism development are more involved in the government, local residents, tourists, service providers, investors and other aspects. In the process of making full use of and absorbing social resources to enter a complete market, the dominant position and decision-making ability of the government must be emphasized. On the one hand, due to the long development cycle of island tourism and the slow return of benefits, social capital cannot be allowed to be used arbitrarily, resulting in irreversible social effects; on the other hand, island development involves the influence of relevant decision-making forces such as national land resources, border security, and waterway management. Government leadership can form an effective security guarantee to avoid development misunderstandings and improve development efficiency. It is of great significance to guide and standardize all social forces to participate in island tourism development and construction through government policy tools. Its purpose is not only to provide the guarantee of policies and regulations, but more importantly, to regulate and supervise market behavior, focus on major affairs, and improve management efficiency.

4.3 View of Exploration: Respect for Nature, and Harmonious Coexistence

Chinese civilization has always emphasized the unity of man and nature and respect for nature. Scholars such as Jiang Chunxi [14] have shown through research that the current focus in island research in China and overseas is island ecological protection, island development and utilization, and island sustainable development. Chinese related research also pays attention to the development of islands in various regions while paying attention to island residents, which may be related to the continuous improvement of China's livelihood policies, the diversification of island geographical environment, human history, and location advantages.

On April 10, 2013, Comrade Xi Jinping pointed out when he inspected work in Hainan: "A good ecological environment is the fairest public product and the most inclusive people's well-being." On April 30, 2021, Comrade Xi Jinping pointed out in his speech at the 29th collective study of the 19th Central Political Bureau of the Communist Party of China: "During the 14th Five-Year Plan period, China's ecological civilization construction has entered a critical period. It is necessary to promote the comprehensive green transformation of economic and social development, and realize the improvement of ecological environment quality from quantitative change to qualitative change." The report of the 19th National Congress of the Communist Party of China stated: "Building an ecological civilization in which man and nature coexist in harmony, is related to the well-being of the people, and is related to the future of the nation." Therefore, both the national wisdom formed in Chinese history and culture and the development of contemporary national policies are actively advocating and promoting the harmony between man and nature.

Through a series of policy rules and modern technical means, people should promote the protection of the natural environment and the construction of ecological civilization in the modern industrial environment. It is necessary to clearly understand the urgency and arduousness of protecting the ecological environment and controlling environmental pollution. It is an attitude and responsibility that is highly responsible to the people and to future generations. It is also necessary to recognize the importance and necessity of strengthening the construction of ecological civilization, effectively control and build environmental pollution, and strive to move towards a new era of socialist ecological civilization, so as to

create a good production and living environment for the people.

4.4 View of Integration: Resource Integration, and Dislocation Development

Characteristic innovation has become inevitable in the development of tourism products, and requires the intervention of service design thinking. The development of the tertiary industry should be promoted by the systematic thinking of service design. Zhang Qing believes: "It is necessary to introduce service design awareness, introduce service design, strengthen collaborative design in terms of industrial function division, visit guidance planning, tourism facility design, etc., and propose systematic solutions including service model, business model, technology application, experience improvement, etc., improve the diversification of service content, and ultimately improve the service experience of users." [15] Based on users' travel needs, the developers should improve service levels, promote in-depth tourism that integrates culture and experience, and provide users with a comfortable, efficient, satisfying and unforgettable service experience.

Combining "service design" with "tourism experience", "rural culture", "sustainable development", etc., will greatly expand the application scenarios of service design, and at the same time help to create tourism experience products with diverse service items and product textures, providing a new design concept for island tourism product development and research. He Yun believes: "The island tourism development of Zhuhai should first integrate the tourism resource space. To promote the development of the whole, it is necessary to dislocate development, avoid competition, and form a development model of 'one island, one characteristic'." [16]

The islands in Zhuhai are scattered, the distances of travel routes between the major islands are different, the areas are varied in scale, and the characteristics of each island are also various. Therefore, when tourists choose and plan routes, they generally decide on their destination island travel plans based on their personal awareness of the relevant islands. However, for the single island developers, there is a competitive relationship between different islands. If the islands are allowed to develop disorderly and homogeneously, internal competition will inevitably form, which will affect the long-term construction of regional tourism development as a whole. For projects that require

long-term investment, the drawbacks are self-evident. Therefore, unified integration of resource advantages is required. It is necessary to design positioning, development and construction according to the characteristics of each island, form a development model with complementary tourism resources, improve development efficiency, and ensure that tourists' travel experience satisfaction can be improved.

4.5 View of Digitalization: Digital Management, and Diversity Advocacy

In November 2020, the Ministry of Culture and Tourism, the National Development and Reform Commission and other ministries jointly issued the "Opinions on Deepening 'Internet + Tourism' to Promote the High-quality Development of Tourism," which clarified that in order to unswervingly build a digital China, it is a must to continue to deepen "Internet + tourism". Taking "Internet +" as a means, it is necessary to promote innovation in tourism production methods, service methods and management models, enrich tourism product formats, expand tourism consumption space, cultivate a market environment that adapts to the new characteristics of mass tourism consumption, and promote high-quality tourism development. It is also required that by 2025, the intelligent transformation and upgrading of tourism resorts at the provincial level and above shall be basically realized. Therefore, the network customized tourism products and services based on the development of information base will be more deeply rooted in the hearts of the people.

At present, China's informatization construction level has reached the international first-class level, informatization content construction has become an important part of social and economic development, and the scale of the digital economy development market has become a market that attracts global attention. The demand for digital application services in modern tourism services is increasing day by day, and various digital information consumption runs through the entire tourism experience process. With the upgrading of consumption, citizens' travel will pay more attention to the application of the combination of culture, technology and creativity. Driven by new technologies such as 5G, big data, artificial intelligence, and virtual reality, the digitization and intelligence of the tourism field will be further deepened, and more new models will be developed to form new development opportunities.

Qu Cancheng believes: "There is a need to give full play to government functions, implement national policies, build a healthy tourism system; increase island tourism publicity, and establish an excellent island tourism brand image." [17] Wang Ping believes: "The mutual promotion and integrated development of island tourism and agriculture are conducive to the protection of the island's ecological environment and the sustainable development of ecotourism." [18] The primary industry of the island is mainly based on traditional marine fishing. Developing modern breeding technology, and combining industrial technology development with traditional breeding industry innovation, can make it possible to develop tourism products with the theme of marine aquaculture exhibition and marine agricultural tourism. The purpose of digital publicity is to combine information technology to improve the user experience of the whole service. It is necessary to be good at using service design thinking and combine it with the contacts in the user journey. It is also necessary to carry out service process and experience design for different service contact points of tourists so that products or services can understand what users see, think, hear, and do during travel. It is also a must to provide better services for the design of user needs in travel, and create useful, easy-to-use, effective, efficient and distinctive organizational services for customers. The digital development of island tourism combined with the regional characteristics of Zhuhai can be included.

Zhuhai island tourism visual display: Using computer-aided technology and network technology support, Zhuhai Island's resource distribution and information display can be showed from a macro perspective, bringing tourists an immersive sense of the scene and a sense of the future that spans history, allowing tourists to stay at home and experience the beauty of Zhuhai island tourism through the Internet in the post-pandemic era.

Virtual display of China White Dolphin National Nature Reserve: Using VR technology, the protection and scientific research of white dolphins in the reserve can be conveyed to tourists in an immersive way. The rare life scenes of sea elves are transformed into normalized images with the help of science and technology, and at the same time, it can achieve a very high role in science and education propaganda.

Pearl River Estuary shipping and maritime logistics channel display: By displaying the shipping and logistics information of the Pearl River Estuary, using dynamic and data visualization design, the development history and planning of the Pearl River

Estuary shipping, Hong Kong-Zhuhai-Macao Bridge and other related projects can be explained, highlighting their importance to the economic development of Guangdong and even the whole country, which also enhances the confidence in regional economic development and cultural construction.

Marine ranch production display: Traditional marine fishing technology is the recollection and reproduction of traditional production. The development of modern fishing technology can better demonstrate the improvement of modern technology to the development of marine productivity, and comprehensively display the development of marine aquaculture and fishing technology in Guangdong, so that tourists can feel the guarantee that the development of science and technology will increase the consumption of seafood.

5. CONCLUSION

The island tourism development of Zhuhai is the main construction content of China's major national strategies such as "sea power" and "beautiful countryside". It is an important part of Guangdong's economic development, an important goal of Zhuhai's tourism development in the future, and a demonstration window for Chinese management wisdom to go to the world through "the Belt and Road Initiative". The development of tourism in Zhuhai based on the construction of well-being cultural ecology must take improving the quality of life of island residents and tourist satisfaction as the main goal of construction; it must insist on preserving and developing on the one hand, retaining the primary industry, strengthening the dominant position of the secondary industry, and actively developing the tertiary industry; it is also a must to establish a complete concept of well-being, and focus on long-term development; it is necessary to adhere to the government's leadership and unified management, and form a comprehensive, scientific and orderly island tourism development model with Zhuhai characteristics and the construction of well-being cultural characteristics. Through the construction of Zhuhai island well-being ecological culture, it can integrate island tourism development and the improvement of island residents' welfare, innovate social management and business innovation models, and create a new chapter for the innovation and development of tourism culture in Zhuhai.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Yong Li.

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