

A Study of Ocean Culture and Economy

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Abstract

Ocean culture and economy have become more and more important for a country to develop in new century. This paper focuses on discussing the significance of developing ocean culture and economy. After that it puts forward some suggestions for promoting the development of ocean culture and economy.

Keywords : ocean culture, ocean economy, ocean development

1. The significance of developing ocean culture and economy

Ocean culture is an open, developing and progressive culture. It was the centuries' crystallization of man's dauntless, courageous and adventurous spirit.

Ocean culture and ocean economy are inseparable. They're both based on the ocean transportation and international trade. Furthermore, Ocean culture and ocean economy are symbiotic, mutually complementary and develop with each other. Ocean economy depends on ocean culture. There will be not ocean culture without ocean economy and vice versa. Only the ocean culture develops can the ocean economy flourish and marine industry expand. It is the same the other way round. The developing ocean economy may work to promote the growth of ocean culture.

The purpose of our developing ocean culture is to exploit and utilize the oceans better so as to promote the rapid development of ocean economy. Generally the economy-leading countries and regions are those which are on the verge of seas and take the ocean developing seriously. Almost none of the developed countries is backward in marine fields and expands from the navigation and maritime trade.

In the new century of our developing the oceans, we must overcome to regard the inland as more important than the sea, together with strengthening the understanding of oceans and marine strategic awareness at present. We must adhere to the scientific view of development to ensure the coordination of ocean environmental protection and economic development. We must balance overall and local interests, also the ocean economic development and the protection of marine resources and ecological environment with sticking to people oriented.

We must grasp the essence of the ocean culture and economy. In order to keep continuous, rapid and healthy Development for the ocean economy, we should pay highly attention to the important position of ocean development, strengthen management of maritime space utilization, protect the marine environment and safeguard the national maritime interests. When the ocean economy develops the ocean affairs grow rapidly, especially the ocean economy and culture in Shanghai coastal regions. Fengxian Park is an example (See Table 1).

Table 1 Economic Statistics of Fengxian Park in Shanghai

Name	Planning Area (km ²)	Affiliation	Leading industries	Unit inputs (billion RMB/ km ²)	Unit outputs (billion RMB/ km ²)	The input-output ratio
Minhang Export Processing Zone	3.00	National	Export Processing	—	—	—
Shanghai Comprehensive Industrial Development Zone	15.8	Municipal	Modern Communications, Electricity Distribution and Transmission	0.5	3.750	7.50
Modern Agriculture Park	18.5	Municipal	Breeding, agricultural product and by product processing	0.896	0.208	0.23
Fengxian Chemical District	3.00	District	Refined Chemical, Biomedical	0.174	0.465	2.67
Gulf tourist area	15.9	District	Tourism, business	1.138	1.385	1.22
Integrated Port Development Zone	18.6	District	Logistics equipment manufacturing	—	—	—

Remark : Unit inputs and Unit outputs is computed with park built area

Source : Shanghai Fengxian Statistical Yearbook 2006

However, we're lagging far behind the developed countries. To become a strong marine country and realize the great rejuvenation of the Chinese nation, we need to carry forward the spirit of the ocean culture, work energetically to enhance the ocean awareness, develop the ocean economy and enhance the marine contribution rate to the national economy.

The 21st century is the century of the sea, the tendency of world economic development is the exploitation of marine resources. Especially with the population growth, resources recession and the economic globalization, more and more coastal countries and regions turn to the ocean. Accelerating coastal development is not only to provide Shanghai new land, water, electricity, oil, natural gas and other resources or energy, effectively alleviate restrictions of environmental resources and improve its affordability. But also to promote coastal resources into industrial advantages and competitive advantages, open up new space for development, optimize the distribution of productive forces to make the coastal areas become the important advanced manufacturing base plate and form the new economic growth points creating more favorable conditions for Shanghai development.

2. Promote the development of ocean culture and economy

2.1. Highlight ocean economy characteristics on the basis of the urban construction

In order to the develop the urban economy, improve its urban status and shape its international brand image, Shanghai should develop ocean economy on the basis of coastal city construction, make full use of the port geography, regard near port industry, logistics park and its close service industry as the primary, It should adhere to the principle of stimulating the development to ensure sustained economic growth for urban construction. Adhere to the principle of planning ahead and establishing the planning permission system of public participation, expert evaluation and government decision-making as a whole. Adhere to the principle of ecological standards and strengthening environmental protection as well as urban greening and

beautification to comprehensively upgrade the ecological environment level. Adhere to the principle of prominent features to set its image with the industry image, ecological image and brand image. Adhere to the principle of city operation and actively exploring its effective ways to develop a new pattern of diversified investment, market-oriented operation, development industrialization and various economic sectors jointly. Adhere to the principle of overall balance basing on the elements dynamic equilibrium of city development and correctly handling the problems or contradictions arising in the development to promote harmonious development. Adhere to the principle of scientific management, raising urban construction and its management system reform to achieve systematic and legal, market-based and scientific management.

2.2. Develop industry, ports, and urban together

Industry, ports and urban construction are complementary in ocean development. We must develop port and urban industry to accelerate its construction, then conversely to promote the industry growth. We should establish the interactive development mechanism of industries, ports, towns. In the place where industries gathered, we must attach great importance to urban development, rationally plan the layout of towns, pay attention to improve the cities and towns functions to improve the service quality, promote the interaction of industries with ports and towns to form the development pattern of industry clusters, enterprise clusters and using land intensively. Fengxian Park is an example (See Table 2).

Table 2 Seven industry clusters mainly developing in Fengxian Park of Shanghai

No.	Clustering Name	Relying On	Function
1	Industry Clusters of Modern Logistics Equipment	Rely on establishing modern logistics equipment manufacturing park with the main part of Shanghai port comprehensive development zone, making active use of Fengxian's favorable terms that it is near the international deepwater port and mechanical processing foundation.	form the industry clusters oriented in modern logistics equipment manufacturing and modern logistics service
2	Yacht Industry Clusters	Rely on its unique geographical advantages of sea and river as well as the machinery manufacturing advantages.	Form the yacht industry clusters integrated with a series of designing, manufacturing and tourism.
3	Industry Clusters of Modern Information Equipment	Rely on Shanghai's comprehensive industrial development zone and the advantages in research and manufacturing base of China Putian Groups	Form a high-tech industry clusters rapidly with developing information equipment industries actively,
4	Refined Chemical and Biomedical Cluster	Rely on the Fengxian District of Shanghai Chemical Industrial Zone and its favorable conditions	Prominent the development of value-added chemical series products such as chemical and synthetic materials
5	Industry Cluster of Export Processing	Highlight the development of high-tech export industries with the opportunity in the establishment of national export processing zones Meanwhile, make full use of the advantage in geography and the superiority of expanding the traditional exports in labor-intensive products	Form the export processing system leading of high-tech products, basing with traditional export products
6	Industries Cluster of Electricity Transmission and distribution	Preferential policies "a special strong industry" from municipality and district governments	Form a world-class integrated base for research, manufacturing and marketing to become a competitive industry in Fengxian
7	Industry Cluster of Modern Agricultural Processing	Focus on modern agricultural park and take the advantages of Fengxian traditional agricultural	Form an industry cluster mainly of modern agricultural processing integrating with agricultural tourism and ecotourism

Source : Development and Reform Commission report 2006 from Fengxian in Shanghai

2.3. Interact among government, resources and society

We must bring not only the government into play an important role of guiding the development direction and regulating the development activity, but also the basic role of the market in resource allocation. On the one hand, we must

strengthen the administrative promotion. The government should give full play in the planning, construction and management to promote the ocean development with the strong administrative measures, particularly in the start-up phase of ocean development. On the other hand, we must attract enterprises to participate. Enterprises are the main body of economy development and the main promotion force of ocean development. Moreover, we must integrate them. We should establish a sound coordination and leadership mechanism in coastal development to mobilize the whole society to participate in the ocean development and attract more resources into ocean development to create a good atmosphere for it.

2.4. Conserve resource, protect environment and balance ecology

Industrial development is the core of ocean development. And the primary tasks in coastal development are resource conservation, environmental protection and ecological balance. We should persist in the development with protection, but not to engage in destructive development, and never to develop short-run economy at the expense of ocean ecology. Ocean shore wetlands are to be protected because they're of great value to the ecological balance and biodiversity conservation. We should cherish the coastal land resources and ecological resources, against arbitrarily occupying the ecological protection coastlines. We should build a regional ecological isolation belt around the major development building, leave an environmental regulation zone for the intertidals, and construct a concentrated pollution control district in towns and industrial park to reduce the environmental pollution and ecological damage during the industrial development.

2.5. Promote the river, ocean and land to develop as a whole

Shanghai is located at the cross of river and sea, which is the largest location advantage for it. Developing river and ocean together may be conducive to the extension, upgrading and enhancement of the ocean development effect. The massive coastal development requires strong economic support from inland. And the further development of the inland economy must rely on the marine advantage. We should coordinate the development and utilize various resources to promote the development of the coastal inland economy, together with the ocean and river

economy.

2.6. Plan overall and develop orderly as well as breakthroughs in key areas

Ocean development is a systematic project on a grand scale, involving industry development, port construction, urban layout, environmental protection and so on. We should comprehensively consider nature, economy, society and other factors, coordinate to promote industry development, port construction, urban construction, environmental protection and other work to pursuit the uniform of economic returns, social benefits and environmental efficiency. Shanghai should formulate the policy of scientific ocean development, focus on developing the coastlines with best conditions intensively, and prevent from redundant construction and competition disorderly so as to improve the overall efficiency of ocean development comprehensively.

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