

# **Peace through Joint Marine and Cruise Tourism in the South China Sea :**

**A Potential Spotlight in Regional Cooperation?**

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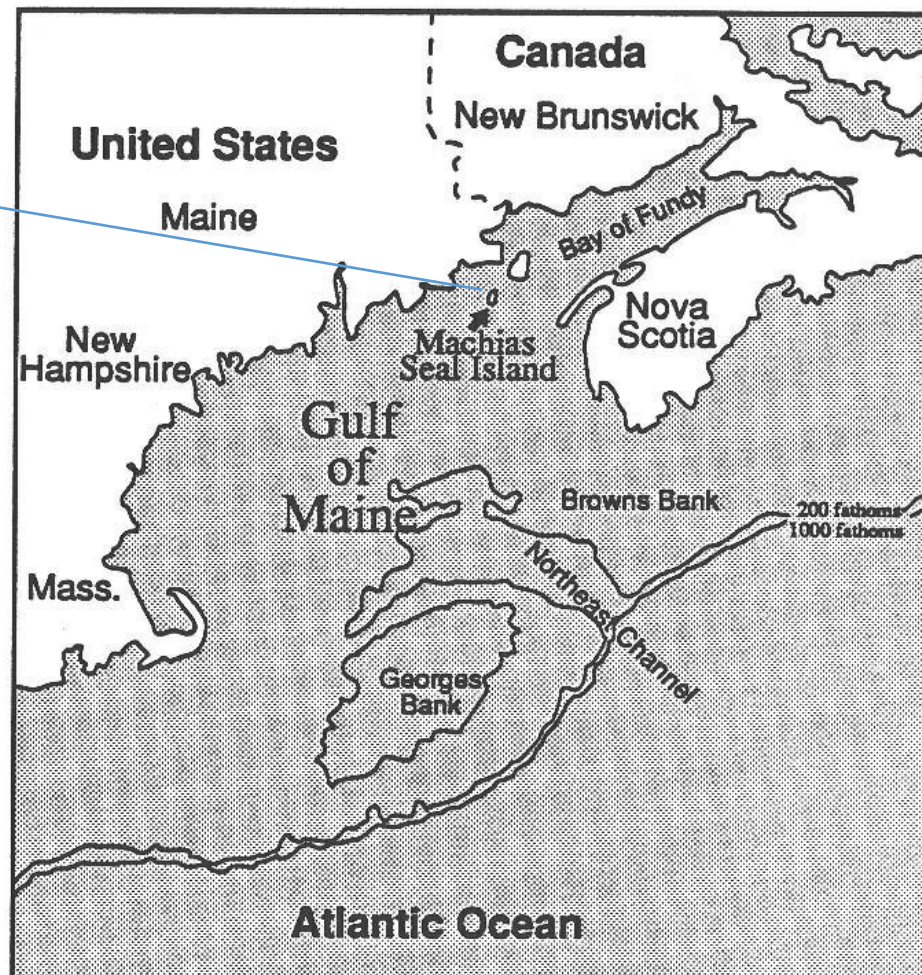
# Peace through Marine & Cruise Tourism

- Open and sustainable tourism is often recognized for its ability to drive peace, security and understanding.
- As people gain exposure to other countries' maritime claims and rights to use the waters of disputed areas through travel and tourism, their tolerance, and acknowledgement, of the rights of others should increase.
- An open and sustainable tourism sector means a higher level of positive peace and that countries with a more open and sustainable tourism sector tend to be more peaceful.

# Two Examples of Peace through Tourism

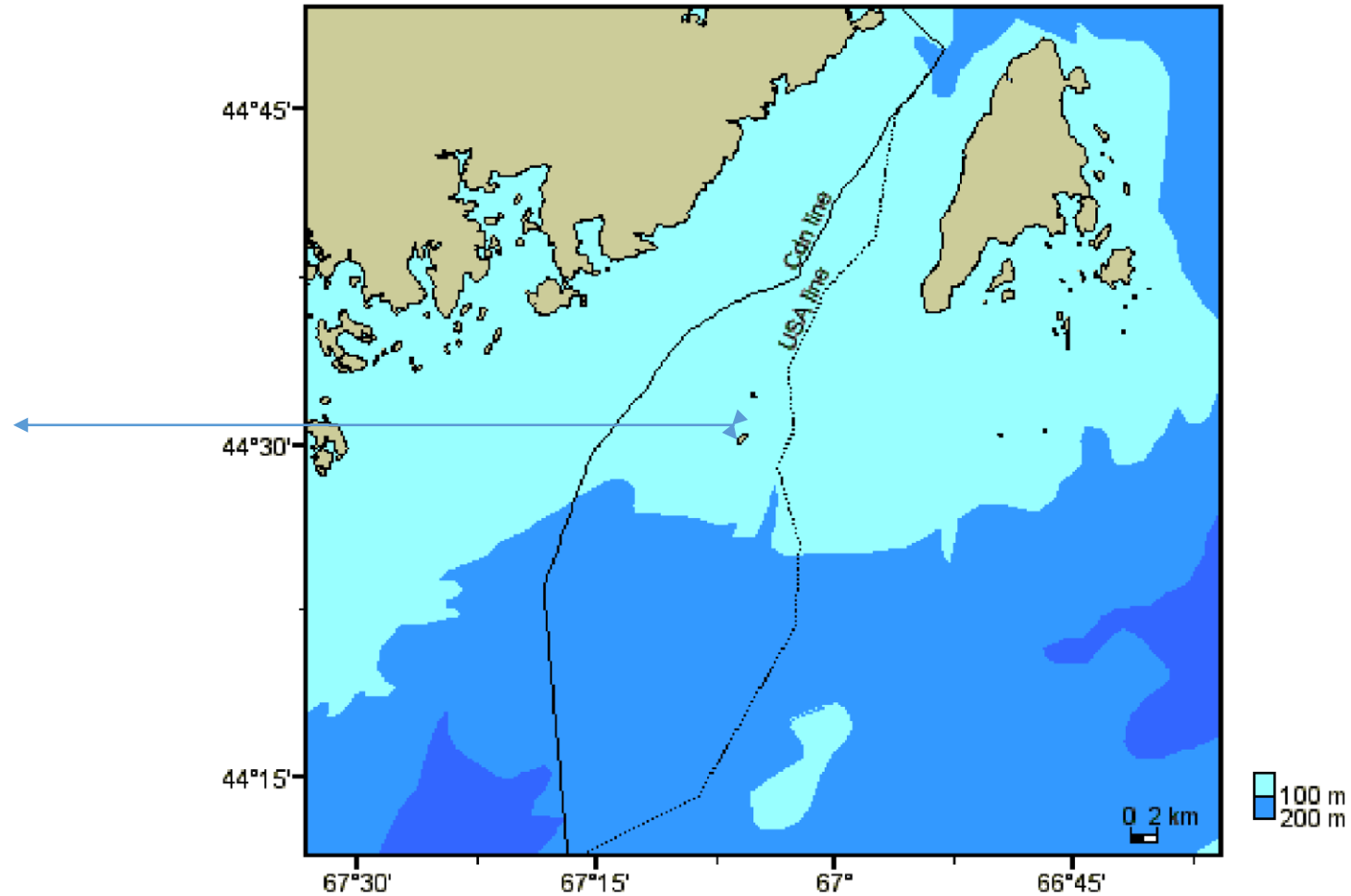
- The Disputed Machias Seal Island in the Gulf of Maine between the United States and Canada.
- The Swallow Reef in the disputed Spratly Islands of the SCS between/among China, Malaysia, Taiwan and Vietnam.

# Machias Seal Island





Machias Seal  
Island



*Map of LFA 38b*

**Machias Seal Island is one of the boundary lines under dispute between Canada and the United States. The two countries have territorial disputes over the island.**

The American and Canadian bird-watching businesses share the trade by landing *bird-watching tourists on the disputed island* by turns and paying taxes to their respective governments. *Sea Watch Tours* is the only company in Canada with access to Machias Seal Island. American *Bold Coast Charter Company's* price for the approximately 5 hour seabird watching tour between Cutler Harbor of Maine to Machias Seal Island is around US\$150.



**Sea Watch  
Tours**

*"Whales guaranteed or  
your tour is FREE"*

Seal Cove, Grand Manan

**506-662-8552**

Toll-free: 1-877-662-8552

**Bold Coast  
Charter Company** 

- Puffin trips - Machias Seal Island
- Sightseeing Trips along the scenic Bold Coast
- Hiking & nature tours to Cross Island Wildlife Refuge

Welcome to Bold Coast Charter Company's home on the web! My name is Captain Andrew Patterson and I would like to invite you to discover the real Maine coast-visit scenic Cutler Harbor and cruise the most unspoiled, rugged coastline Downeast!

If you're a birder or a nature lover, take a half day excursion to **Machias Seal Island**, summer home to spectacular nesting colonies of Atlantic Puffins, Razorbills, Common Murres and Arctic Terns, among others. For close range puffin observation and photography, no other birding destination can compare, as Machias Seal Island is the largest puffin colony on the coast of Maine! In addition to the nesting seabirds, other species commonly spotted are Humes, Gullinots, Eiders, Gannets, Shearwaters and Storm-Petrels. [Click here for details on Machias Seal Island seabird watching tours.](#)

Coastal sightseeing trips along the breathtaking Bold Coast are also available. Along with the pristine and recreational coastline, you'll have an opportunity to see sealrinds, seals, eagles, whales, lighthouses and much more. The eastern coast of Maine provides a tranquil and undiscovered alternative to the tourist crowds and highly commercialized setting of the southern and mid-coast region.

The season begins in May and continues until October (Machias Seal Island trips conclude in mid August). You'll be cruising aboard the **SARAHAN FRIGATE**, a custom forty foot Coast Guard inspected passenger vessel (heated and restroom equipped), the fastest and best equipped tour vessel serving the area.

Trips depart from **Cutler Harbor** - a picturesque small fishing village, well off the beaten tourist path. Check out an [area map](#) for our location, and also [where to stay](#) and [what to do](#) while in the area. Advance reservations for our tours are recommended, especially for the Machias Seal Island tours.

So whether you're someone who's interested in a one of a kind birding destination, or a visitor who wants to find out what Maine is really all about, I welcome you to experience Downeast Maine's unique natural attractions and unspoiled beauty. You won't be disappointed with what you find.

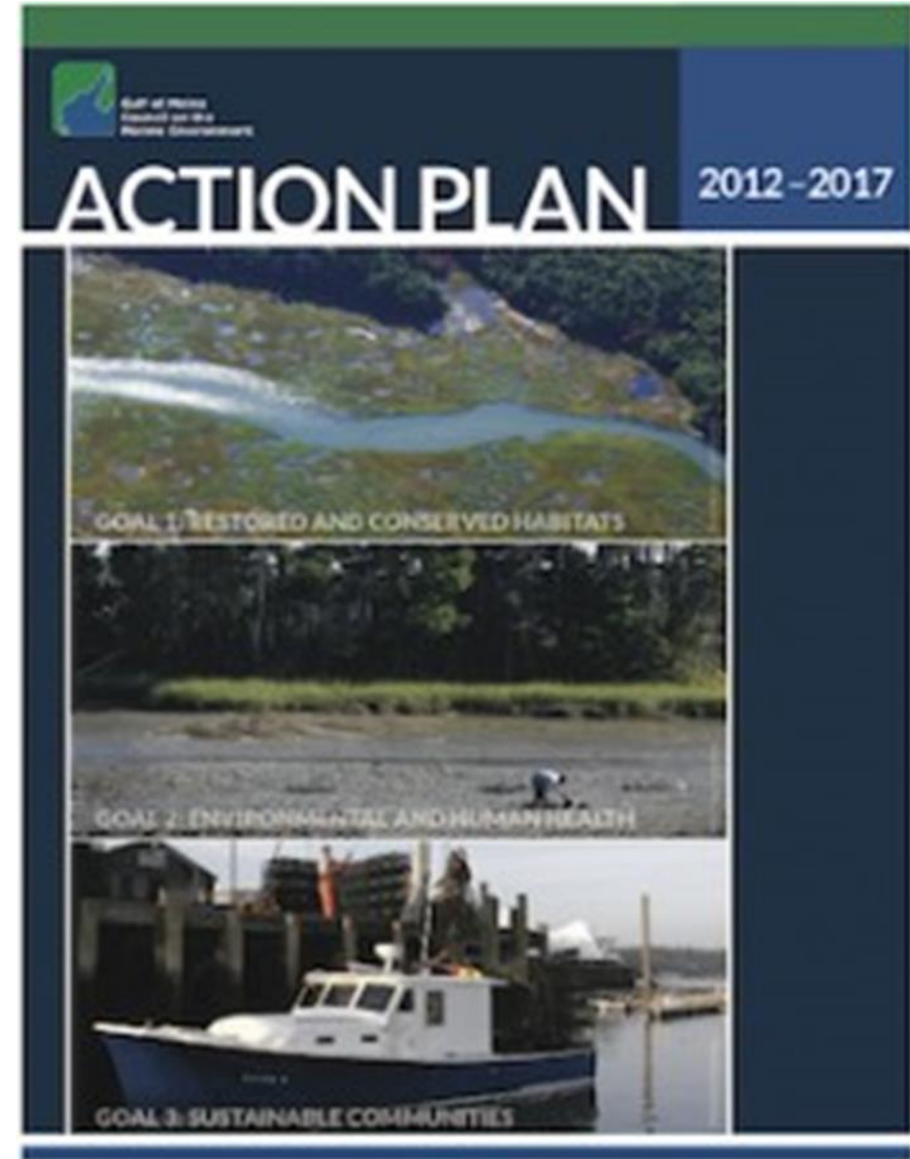
Hope to see you here on the Bold Coast soon!



In 1989 the governors and premiers of the five Gulf jurisdictions – Massachusetts, New Hampshire, Maine, New Brunswick, and Nova Scotia – established *the Gulf of Maine Council on the Marine Environment* as a Canadian-American regional partnership that provides collaborative leadership on cross-border issues such as ecosystem conditions, water quality, and climate change within the Gulf of Maine watershed.

# Action Plan of the Gulf of Maine Council on the Marine Environment

- The Gulf of Maine Council on the Marine Environment Action Plan 2012–2017, the Council’s 5<sup>th</sup> Action Plan, presented the goals, outcomes, and activities that the Council pursued in the 5-year period.
- *The Action Plan addressed issues that require regional collaboration.*





Layang Layang (Swallow Reef) Diving Resort was built in 1991. The land feature is disputed between China, Malaysia, Taiwan and Vietnam in the Spratly area.



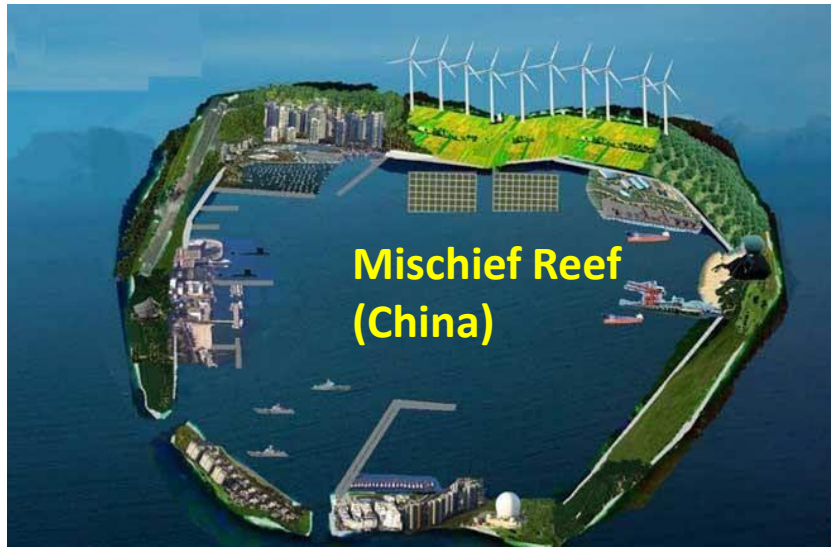
This is the only land feature in the Spratly Islands that is open to international tourists.

In 2018, a 6-day 5-night scuba-diving tour costs US\$1,500 during regular season and US\$1,650 during high season.

A Taiwanese diver went to the island, May 12-15, 2007.



# Cooperation in Marine & Cruise Tourism in the Disputed SCS Islands. Is this desirable and possible?



**A window of opportunity is opening for the establishment of a joint marine & cruise tourism cooperation mechanism in the SCS as a result of several recent developments, including:**

- The release of the document titled “*Vision for Maritime Cooperation under the Belt and Road Initiative*” by China in June 2017;
- The issue of the Joint Statement between *ASEAN and China on Tourism Cooperation* at the 20th ASEAN-China Summit in November 2017;
- The agreement reached between China’s and ASEAN countries’ governors and mayors in April 2018 to establish a “*21st Century Maritime Silk Road Cruise Tourism City Alliance*” ; and
- Chinese Hainan Province’s proposal to establish *a Pan-South China Sea Tourism Economic Cooperation Rim* in 3/2017 and again in 4/2018.

# Cruise Tourism along the 21<sup>st</sup> Century MSR

- A number of marine & cruise tourist routes have been established in the SCS since 2013.
- In 3/2018, Xiamen Port Holding Group, China International Travel Service and Costa Cruises announced a cruise route passing *Brunei*, *Cambodia*, *Malaysia*, *Philippines*, *Singapore*, and *Vietnam* – the 6 countries along the Maritime Silk Road. The 15-day tour departed from Xiamen, east China's Fujian Province with 1,800 passengers on board.



**The launching of the 1st “Belt and Road” Cruise Tour Campaign at Xiamen International Cruise Home Port**

# ASEAN Cruise Tourism Plan in the SCS

- The 2001 ASEAN tourism development plan includes two cruise corridors passing through the SCS:

(1) *Western Side of the SCS* and the Malacca Strait and

(2) *Eastern Side of the SCS*, Java Sea and the Andaman Sea.



# The Year 2017 marked the ASEAN-China Year of Tourism Cooperation.

The 2 sides agreed *to establish a high-level cooperation mechanism between relevant tourism authorities*, to be convened on a regular basis, and *to cooperate in facilitating travel and tourist visits*, and sharing of data and tourism statistics.

# China's Hainan Province plays a very important role in the development of joint marine & cruise tourism cooperation in the SCS

- In January 2018, Hainan released "*Hainan Tourism Development Master Plan (2017-2030)*," proposing that from 2017 to 2020, it is necessary
  - to basically build an international tourist island,
  - to build Hainan into a pilot zone for the reform and innovation of China's tourism industry, and
  - to establish a model regional tourism demonstration province.
- By 2025, Hainan province will be built into a world-class resort island resort. It will become a world-class international tourist destination in 2030.



# Important Role Played by Hainan Province in the Development of Joint Marine and Cruise Tourism Cooperation in the SCS

- Under Chapter 4, Article 14 of the Master Plan, Hainan Province will actively develop uninhabited island tourism in the Paracel archipelago.
- It will rapidly develop Hainan Island's cruise tourism, open up the transnational cruise routes between the countries along the MSR and a *“pan-SCS” cruise route*.
- In addition, the province plans *to extend the Paracel cruise tourism to the Spratly Islands*.

# Challenges to the Implementation of the MSR Initiative

- China intends to implement the MSR initiative based on the Silk Road spirit of peace, cooperation, and mutual benefits.
- The SCS issue, however, has the potential to affect overall friendly cooperation between China and ASEAN and the future development of the MSR initiative.
- Vietnam protested against China's "patriotic tourism" in the Paracel Islands, asking China to stop the tourism.
- What if China extends marine & cruise tourism to the Spratly Islands?

# Marine & Cruise Tourism in the SCS

- China, Malaysia, the Philippines and Vietnam all have interests in developing marine & cruise tourism in the disputed SCS islands, but not jointly with other claimants.
- China opened the Paracel Islands to marine and cruise tourism in 4/2013.
- The cruise route, departing from Hainan Province's Haikou to the 3 non-military land features of the Paracel Islands, namely Yinyu (Silver Islet, also known as Observation Bank), Quanfu Island and Yagong Island, was operated by Hainan Strait Shipping Co. with a single cruise ship, *the Coconut Princess* (Yexiang Gongzhu).

# The Chinese cruise liners that sail from Hainan to the Paracel Islands





China's Cruise route from Sanya to three land features (no military installations) in the Paracel Islands

**Four-day Marine & Cruise  
Tourist Trip to Xisha (Paracel  
Islands): Costs depending  
on accommodations, ranging  
between US\$5,000 – US\$800  
per person**

**Cruise ship *Princess Changle***



<b>长乐公主号邮轮-西沙四日游价格表</b> 报名电话 : 0898-66677990					
<b>邮轮规格介绍</b>					
● 船舶吨位: 14000 吨		● 甲板层数: 6 层		● 宽度: 22.5 米	
● 船体长度: 132.9 米		● 航速: 22.1 节		● 载客量: 537 人	
房间型号	房间数量	房间类型	人数	直奔西沙 4天3晚	房间设施
豪华海景套房 A 舱 (船头位置)	2 间	套房 一房 一厅	4	29300 元/人	海景窗、独卫、1.8M 大床、洗漱盆、电冰箱、电视机、写字台、衣柜、沙发、茶几、行李架 <b>第 2 人免房费, 第三、四位入住按 4780 元收取</b>
豪华海景套房 B 舱 (侧面位置)	2 间	套房 一房 一厅	4	28800 元/人	海景窗、独卫、1.8M 大床、洗漱盆、电冰箱、电视机、写字台、衣柜、沙发、茶几、行李架 <b>第 2 人免房费, 第三、四位入住按 4780 元收取</b>
双人间	17 间	2 人间	34	11900 元/人	海景窗、独卫、电视机、衣柜、茶几、行李架、平铺
四人间 A	上铺 下铺 29 间	4 人间	58	8680 元/人	海景窗、独卫、电视机、衣柜、茶几、行李架
			58	8880 元/人	
四人间 B	上铺 下铺 10 间	4 人间	20	7380 元/人	独卫、电视机、衣柜、茶几、行李架
			20	7580 元/人	
六人间	上铺 下铺 22 间	6 人间	66	4780 元/人	独卫、电视机、衣柜、茶几、行李架
			66	4980 元/人	
<b>报名须知</b>					
★ 证件要求: 持中华人民共和国居民身份证可报名参加 (港澳台, 持国外护照人员暂不接受报名)					
★ 健康要求: 有心脏病、高血压, 严重肥胖、孕妇、行动不便等不适合坐游轮的原因暂不接受					
★ 年龄要求: 15 周岁-65 周岁					
★ 登船地点: 三亚湾路凤凰岛国际邮轮码头					
★ 报价说明: 需要提前一天到达三亚住 1 晚酒店, 需要接、送机的游客, 需+350 元/人					

**Only Chinese nationals are allowed to join the trips. Tourists from Hong Kong, Macau, and Taiwan, and foreigners cannot take part.**

# Four-day Marine & Cruise Tourist Trip to Xisha (Paracel Islands): Costs depending on accommodations, ranging between US\$5,000 – US\$800 per person

## Cruise ship *Nanhai Zhi Meng* (the Dream of the SCS)



Only Chinese nationals are allowed to join the trips. Tourists from Hong Kong, Macau, and Taiwan, and foreigners cannot take part.

### 南海之梦号邮轮-西沙4日游价格表 报名电话：0898-66677990

房型	房间数量	床位数量	可住人数	四天三晚统一售价	卫浴	窗户	说明	
豪华海景套房	2间	1人间	1-2	28800元/人	独立卫生间(浴缸)	有窗	房间 25.7 m <sup>2</sup> ; 卧室 1.35m 大床; 会客厅; 电视机 (2台); 写字台; 衣柜; 沙发; 茶几; 电冰箱; 呼叫器, 在 8 楼	
豪华海景大床房	5间	1人间	1-2	19800元/人	独立卫生间	有窗	房间: 13.3 m <sup>2</sup> ; 1.35m 大床; 电视机; 写字台; 衣柜; 沙发; 茶几; 电冰箱; 呼叫器; 在 8 楼	
豪华海景双人房	10间	2人间	2	11900元/人	独立卫生间	有窗	房间: 10 m <sup>2</sup> ; 2张单人平铺; 电视机; 电视机柜; 挂衣钩; 行李架; 呼叫器, 在 8 楼	
高级海景四人房	上铺	18间	4人间	4	8680元/人	洗漱台 独立卫生间	有窗	房间: 10 m <sup>2</sup> ; 2组上下铺 电视机; 电视机柜; 挂衣钩; 行李架; 呼叫器, 在 8 楼
	下铺							
海景四人房	上铺	34间	4人间	4	7380元/人	洗漱台 公共卫生间	有窗	房间: 10 m <sup>2</sup> ; 2组上下铺 电视机; 小台桌; 呼叫器,
	下铺							
海景六人房	上铺	34间	4人间	4	5680元/人	洗漱台 公共卫生间	有窗	房间: 10 m <sup>2</sup> ; 2组上下铺 电视机; 小台桌; 呼叫器, 在 8 楼
	下铺							
内侧六人房	上铺	12间	6人间	6	4780元/人	洗漱台 公共卫生间	无窗	房间: 10 m <sup>2</sup> ; 3组上下铺 电视机; 小台桌; 呼叫器, 在 8 楼
	下铺							

#### 报名须知

- ★ 证件要求: 持中华人民共和国居民身份证可报名参加(港澳台, 持国外护照人员暂不接受报名)
- ★ 健康要求: 有心脏病、高血压, 严重肥胖、孕妇、行动不便等不适合坐游轮的原因暂不接受
- ★ 年龄要求: 15 周岁-65 周岁
- ★ 登船地点: 三亚湾路凤凰岛国际邮轮码头
- ★ 报价说明: 需要提前一天到达三亚住 1 晚酒店, 需要接、送机的游客, 需+350 元/人

# A Potential Source of Tension in the SCS?

- China's marine & cruise tourism developed in the Paracel and Spratly Islands could be challenged as a contradiction between words and actions.
- On the one hand, China has continuously advocated the idea of transforming the SCS into “a sea of peace, friendship and cooperation”.
- On the other, China continues its “patriotic” marine & cruise tourism in the Paracel Islands and has plans to open up tourism in the disputed Spratly Islands perhaps in two or three years from now.
- It is likely to trigger strong reactions from the Philippines and Vietnam and thus escalate tension in the SCS.



# Peace through Joint Marine & Cruise Tourism in the disputed SCS islands

- The State practice in the Gulf of Maine (US & Canada);
- The State practice in the Spratly Islands (both joint marine scientific research and scuba diving tourism) (China/the Philippines/Vietnam; Malaysia);
- Can the countries bordering the SCS learn from the previous and existing State practices?
- Is it possible for the government tourism authorities or national tourism associations of the countries bordering the SCS (& the Gulf of Thailand) to sign a multiple agreement for the purpose of developing a joint marine and cruise tourism cooperation mechanism in this very important East Asian semi-enclosed sea?

# Relevant Proposals for Promoting Tourism Cooperation in the SCS

- The development of a network of MPAs (McManus, Chircop, and others);
- The establishment of the Greater Spratly Islands Peace Park, including Scarborough Reef (McManus, Shao, and others);
- The establishment of a common market for the development of SCS cruise industry (Sun);
- The establishment of a cooperation organization for the promotion of SCS cruise tourism (Sun);
- The establishment of a Pan-SCS cruise route (Hainan Province);
- The establishment of a Pan-SCS Tourism Economic Cooperation Rim (Hainan Province).

# Peace commitments made by China and ASEAN countries should not be treated as lip service

- In February 2018, at the ASEAN Foreign Ministers' Retreat in Singapore, the participating ministers recognized the benefits of having the SCS as "*a sea of peace, stability and prosperity.*"
- This is the SCS policy goal shared by China and the ASEAN.
- In early March 2018, at a press conference held by the First Session of the 13th National People's Congress in Beijing, Chinese Foreign Minister Wang Yi stated that

*“In the year ahead, China will work with ASEAN countries to seize the opportunity, broaden cooperation, prevent interference and overcome challenges.*

*Cherishing what we have worked so hard to achieve, China and ASEAN countries will speed up the COC consultation, actively explore a mechanism of cooperation among the coastal states, and promote peace and cooperation in the South China Sea.”*

# Peace commitment made by China and ASEAN countries

- Last month, when meeting with the Philippine President Duterte at the Boao Asia Forum, President Xi stated that “[w]e should continue to properly handle SCS issue, and discuss joint exploration, development and cooperation . . . thus *making the [SCS] a sea of cooperation and friendship.*”
- Also last month, the Heads of State/Government of ASEAN Member States met in Singapore for the 32nd ASEAN Summit, where, again, they “recognized the benefits of *having the SCS as a sea of peace, stability and prosperity*” and *welcomed practical measures that could reduce tensions in the area.*

# How to turn the idea of regional tourism cooperation into reality?

- After a careful overall assessment of costs and benefits, a conclusion could possibly be made in support of the idea of promoting regional tourism cooperation in the SCS.
- If political willingness is achieved, could the idea be sent to the Joint Working Group and Senior Official Meetings under the 2002 DOC for further discussion?
- Could the proposal be submitted to the ASEAN Tourism Working Group and China-ASEAN dialogue meetings for deliberation?
- Could it also be presented to Boao Asia Forum for further discussion?

# How to turn the idea of regional tourism cooperation into reality?

- If the proposal is considered positively, *a study group consisting of experts and official representatives from China and ASEAN countries could be established*, which is asked to address all of the issues in relation to the joint marine and cruise tourism cooperation mechanism, including the term of the agreement, appropriate name for the mechanism such as a council, alliance, or federation, the nature and objective of the mechanism, participating cruise ports, selected disputed islands and areas, possible cruise routes, participation of public and private sectors involving marine and cruise tourism, financing, decision-making, etc. and then prepare a final report and official recommendation to be further discussed by the governments concerned.

# Possible Political Benefits

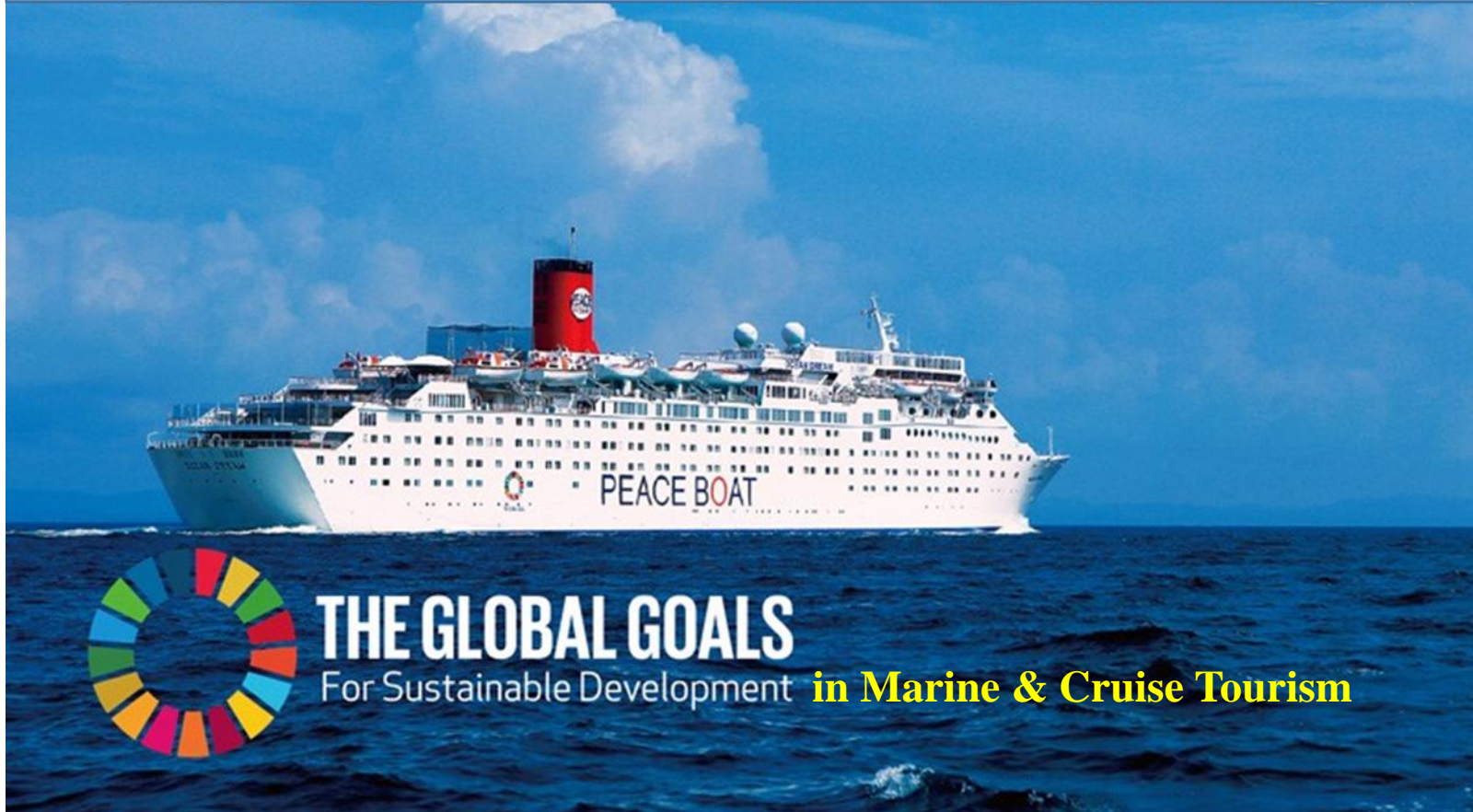
- (1) The cooperation mechanism could serve as a concrete implementation of the 2002 DOC;
- (2) It could help implement the 21<sup>st</sup> Century MSR initiative;
- (3) It could help further promote tourism & economic development cooperation between China and the ASEAN countries;
- (4) It has the potential to prevent the escalation of conflict between China and the U.S. in the disputed SCS area; and
- (5) It could help move forward the stated policy goal of ASEAN and China to transform the SCS from a sea of conflict into “a sea of peace, stability, friendship, cooperation, and prosperity.”

# Challenges Ahead

1. The claimant states' sovereignty and security concerns;
2. Resistance mainly from the military;
3. Relevant law enforcement issues;
4. Environmental protection problems;
5. The concern about its small contribution to the overall economy;
6. The tourist industries' interest and willingness to invest;
7. Lack of facilities in the disputed islands; and
8. The problem of "Patriotic tourism".



# PEACE BOAT IN THE SOUTH CHINA SEA



**THE GLOBAL GOALS**

For Sustainable Development **in Marine & Cruise Tourism**

A close-up photograph of a bright orange clownfish with two white stripes, swimming within the protective tentacles of a white sea anemone. The background is dark and out of focus, highlighting the fish and its host.

**Thank you very much  
for your attention!**

**?**

**Question or Comments**