

The Development of Mode of Fishery Industrial Chain

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Abstract This paper analyzes the practical situation and the development of the fishery industry, guided by the Marxism and historism and based on former relevant researches, and then creatively, proposes a method to make the chain more efficient from the angle of the mode of fishery industry chain by analysing and comparing the existing mode of fishery industry chain, the function of different main parts and its characteristics in China and other countries combined with the developing practical fishery

Key words Fishery; Industry chain; Mode

1 Introduction

The idea of industry chain was originated from Adam Smith's theory of division at first, nevertheless the traditional industry chain was limited to the enterprise's internal operations, emphasizes the utilization of its own resources, and was solely regarded as a product chain. After that Marshall extended the division of labour to business-to-business. This industry chain reflecting the internal relationships among the various industries, industry's internal departments and all the links has not been unified for the definition in the theoretical and the practical field. According to the summary and the analysis on the aspects of this researches done before, Ma Shihua (2000) gave a comprehensive definition to the industry chain that the supply chain acts as an entirety net link composition pattern by revolving round the core business to integrating supplier, Manufacturer, Distributor, Retailer until end user together by controlling information flow, logistics and fund flow, and performing the whole progress from the purchase of the raw material, then the finishment of middle-product and manufactured goods, and finally delivery to the consumer through the sales network

Many scholars have made a lot of researches on the management of industry chain, and formulated the related theory. Early in 1985, Kurt Salmon Associates, a famous consultants incorporation of circulation in American, had proposed the theory of QR(Quick Response). Though the international research about the management of industry chain has been comparatively advanced, but it is not sophisticated enough in the emerging area of fishery industry chain management. There are some places that can be improved and refined, especially on the research of innovation in the field of the industry mode of fishery chain. For instance, how to select a suitable form, how the government and the core business playing their roles, and how to make better use of resources and competitive advantages, all these problems should be dealt with appropriately.

2 The Fundamental Theory of Fishery Industry Chain

In a broad sense, the fishery refers to the industry engaged in the utilization of aquatic biological resources. Any business or management about aquatic creatures, whether fishing or farming, manufacturing or marketing, etc, will be put in the scope of fishery research. It includes manufacturing, marketing, recreations and entertainments, and the relevant undertakings.

Concerning the fishery industry chain, Wang Miao and Ma Liqiang has defined it in the article The Pre-test About the Integration of Fishery Industry Chain Based on Sustainable Development in China in which it says, based on the inner division of labour and the relation between supply and demand the fishery industry chain forms an entirety net link composition pattern by revolving round the core fishery enterprises or institutions, through the control of related information flow, logistics and fund flow, from producing to marketing about the aquatic raw material middle-product and, until feedback of the products and customers after the sale for the life cycle

According to the different key links in Industrial Value Chain, Deng Yunfeng and Han Liming classify our fishery industrial value chain into three types trailblazingly: the fish farming industrial value chain, the fishing industrial value chain and the industrial value chain of processing of aquatic products.

Given the theoretical research, we can learn from the research of agricultural industry chain. The researches of agricultural industry catenary from foreign scholars are mainly concentrated on the information management, the value chain analysis and Agro-Industry Quality Control. Wout J. Hofman (2001) considers that the ICT(information and communication technology) is quite important to the development of agricultural industry chain, for it could provide the opportunity to improve the

competitiveness of agricultural associated enterprises' and increase market share. By taking a research of the value chain in Europe for example, W. Schie ebel (2001) illustrates that the analysis of the value chain includes two sides-the consumer demand and the market share, which provides the ECR(Efficient Consumer Response) as the universal method for the enterprises. To the control of quality, based on TQM, ISO, GMP and HACCP, P. Sterrenburg , E. H. G. Schwarz - Bovee, R. R.A , van derMeer and E. W. Oosterom proposed the establishment of early warning system for quality, aiming to maintain the reputation of the chain and the consumer's confidence.

3 The Existing Mode of Fishery Industry Chain Development

Fishery is one of the important agricultural industries in China, and also the one that has the strategic significance in the national economy. With more than 30 years endeavors after the reforming and opening-up, the fishery economy in China has also entered into a new turn of the modern fishery, and the fishery industrialization is also tending into diversified business modes.

The mode of fishery industry chain in China mainly displays in the following forms:

- 1) The mode of “company + fishery professional corporative organization +”

The fishermen relying on the fishery professional corporate institution, cooperate and union the various links of fishing activities including ante-natal, conceiving, and post-natal, to norm the produce and fisherman's business conducts, enhance the market competitiveness, and maintain the interests of all members.

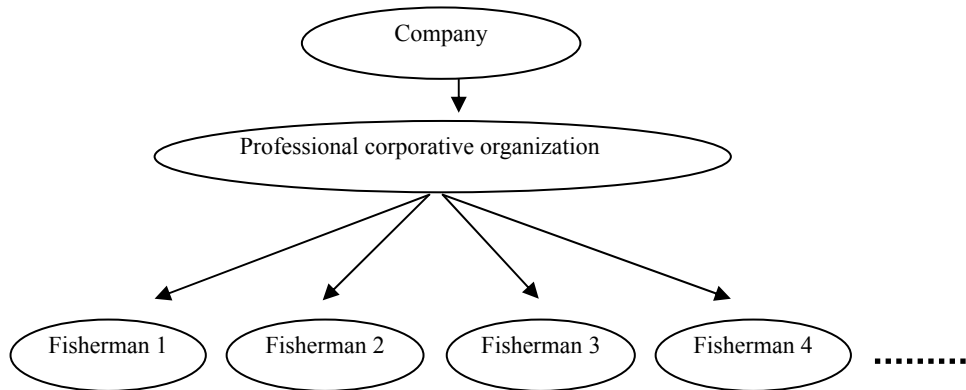


Figure 1 The Mode of “Company + Fishery Professional Corporative Organization + Fisherman”

From figure 1, we can see that the professional corporative organization of fishery is the prominent characteristic of the mode, which links upper and lower. Through various fishery intermediary organizations, this mode organizes the dispersed fishermen together, enhances their systematism degree. In this way the productivity and market demand are docked together effectively, and at the same time their economic interests are maintained.

- 2) The special rural fishing mode

Focusing on the fishery village, the special rural fishing mode optimizes distribution and uses the local fishing industry, environmental and human resources rationally, organically combining the modern fishing method, sightseeing , the local fisheries culture and native conditions and customs, and carrying out the integration and transfer among industries, developing the economic there, and then increasing the income of fishermen together with creating greater econmic and social consequences.

This mode expands the traditionsl fishery developing areas and stimulates the development of the industries in local tourism, catering, aquatic products processing and relevant. And it gradually becomes an effective way to increase the local financial revenue.

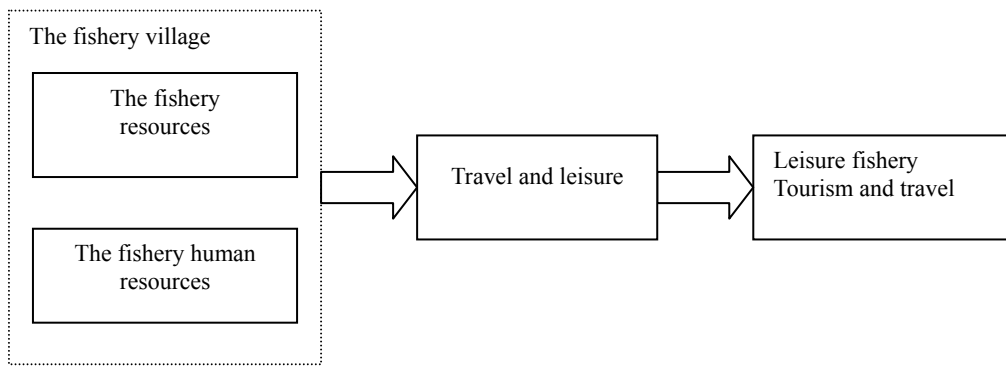


Figure 2 The Unique Fishing Village Mode

3) The fishery satyam cyber space mode

The fishery satyam cyber space is to build an economic park that integrates elements, scientific and technical innovation, talent training, complementation of advantages to promote the development of the industry by projecting a large number of enterprises in a certain area space and attracting abundant enterprises related to fishery to the park on the basis of industrial agglomeration or industrial chain coupling.

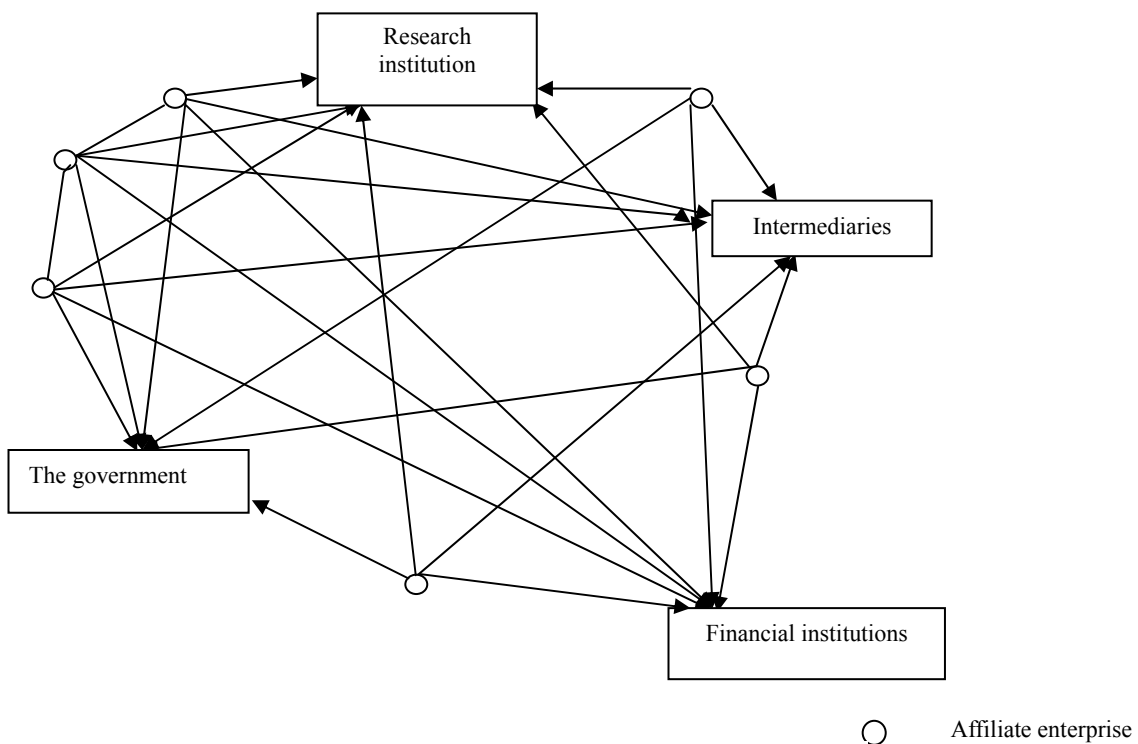


Figure 3 The Fishery Satyam Cyber Space Mode

The fishery satyam cyber space mode, as a efficient mode in our economic progress, plays an important role in the process of our country’s fishery economic growth, and is as well as an important mean to achieve fishery modernization in China.

This mode represents the spatial connection and the construction of the satyam cyber space represents the epoch characters of the development of the knowledge economy in China. But on long-term development of this mode, the collect dimensions of the park should be modest

4 Innovation to the Mode of Fishery Industry Chain

In spite of finding some differences in the management mode of fishery industry chain between American and Japan by comparing, they have some similarities in the industry chain management, which has some revelations of building our national fisheries industry chain. First, strong core business is the soul of the management of fishery industry chain. Second, modern information technology is the support. Third, a sound legal system is the protection. Forth, the sophisticated logistics distribution system and service system is the backing. Fifth, the substantial support of the government is the important guarantee. Sixth, the fishery cooperative organization is an important force. Seventh, developing the entertainment fishery is the extension of the management of fishery industry chain.

5 Conclusion

By analysing the existing mode of fishery industry chain in China, and comparing mode of American with that of Japanese, we can find that at present, the fishery industry in China is still at a disadvantage in international competition. We should fully recognize the real situation, improve the mode of it by learning from experience and successful stories of other countries, turning the theoretical reseaches to productivity, in order to develop a fishery industry chain that not only possesses competitive power, but also the power of sustainable development.

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