

A Three-Dimensional Exploration of How China 's Maritime Culture in the New Era Empowers High-Quality Development of the Marine Economy

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Abstract

The marine economy is the material foundation of marine culture, and marine culture is the spiritual driving force for the development of marine economy. The two penetrate, restrict and promote each other. Under the background of the new era, marine culture and marine economy have shown new changes in terms of expression forms, development momentum and development trend. In order to implement the strategy of maritime power and realize the high-quality development of marine culture and marine economy, it is necessary to further clarify the theoretical logical relationship between the two, fully consider the realistic factors of the development of the two from both positive and negative aspects, and on this basis, put forward countermeasures and suggestions for marine culture to enable the high-quality development of marine economy.

Keywords: New Era; Marine Culture; Marine Economy; High-Quality Development

1. Introduction

In March 2026, the Fourth Session of the 14th National People 's Congress reviewed and approved the "15th Five-Year Plan for National Economic and Social Development of the People 's Republic of China" proposed by the State Council, which clearly pointed out that it is necessary to strengthen the protection of marine development and utilization. In order to promote the modernization of Chinese style, we must develop and utilize the ocean efficiently, promote the high-quality development of the marine economy, and embark on a road to chart strength with Chinese characteristics. This strategic deployment promotes the development of marine economy to a key position in the overall situation of national modernization, and also puts forward higher requirements for its development model.

During the "14th Five-Year Plan" period, under the guidance of the "14th Five-Year Plan" and the maritime power strategy, China 's gross marine product has achieved historic breakthroughs. According to the "China Marine Economic Statistics Bulletin" data from 2021 to 2025 released by the Ministry of Natural Resources of the People 's Republic of China, China 's marine GDP will increase from 9348.7 billion yuan in 2022 to 10443.6 billion yuan in 2024, and then to 11018 billion yuan in 2025. The total amount of China 's marine economy continues to increase, and the overall development trend is stable and improving. During the "14th Five-Year Plan" period, China 's marine economic development has achieved remarkable results, but it is still constrained by the pressure of coastal ecological governance, the restriction of key core technologies, and the game of international rules. For example, in 2024, the proportion of excellent water quality areas in China 's coastal waters was 83.7 %. Although this data has increased by 6.3 percentage points compared with 2020, problems such as pollution in key sea areas and insufficient ecological resilience have not been fundamentally solved. During the "15th Five-Year Plan" period, China should further build a maritime power and promote the high-quality development of the marine economy, especially pay attention to the marine cultural factors behind economic development.

The construction of a maritime power not only requires strong hard power support, but also urgently needs

to reshape the value identity and national self-confidence of the whole society by deeply planting the marine cultural genes of openness, inclusiveness, harmonious symbiosis and daring to be the first, so as to provide deep spiritual attraction and soft rule discourse power for the innovation of marine science and technology, the integration of business forms and the construction of global blue partnership. If the marine culture cannot be deeply implanted into the whole industrial chain and governance system of the marine economy in time, it will be difficult for us to seize the commanding heights of marine competition, and it will be impossible to tell the world the story of China 's oceans and contribute to the sustainable wisdom of the East. This lack of cultural leadership is narrowing the strategic window for empowerment, underscoring an unprecedented urgency.

2. Literature Review

2.1. The Relationship Between Culture and Economy

As an influencing factor of economic activities, culture has always attracted the attention of the academic community. In terms of the interaction between cultural power and productivity, Liu Jinglin and Ren Chunhua (1996) pointed out that the two cross each other in the connotation structure and interact in the movement operation: productivity is not only the ideological root and material basis of cultural power, but also provides spiritual support and intellectual influence for productivity. Zhao Bing and Jin Lei (2004) further explained the relationship between the two from the three elements of Marx 's productivity, and put forward the conclusion that science is the first cultural force and technology is the first productive force. At the level of functional orientation of cultural power, Gao Zhanxiang (2008) emphasized that cultural power is the core of soft power, which is dominant in the category of soft power and plays a leading role in the hard power system. Li Jiangfan (2007) regards cultural power as an independent factor independent of economic, political and military forces, and believes that it is intertwined with economic power and plays an important role in the national economy in the form of spiritual productivity. Dan zeng (2007) further pointed out that cultural productivity is generated in the integration of culture and economy, science and technology. Only when it penetrates into the production and consumption process, can it have the productivity attribute, and can regulate the economic process, change the growth mode, and enhance the added value of product culture. At the level of the social mechanism of cultural power, Pi Jiasheng and Liu Yongpiao (2013) defined cultural power as the ability of people to improve their relationship with nature and society. It consists of three parts: language myth, artistic morality and scientific philosophy. Its core role is to integrate individuals into a social community, so that economic power is subordinate to the commonality between man and nature and between people and nature. Tan Yeting(2011) believed that when culture became the social axis, it became an important driving force for regional economic growth. At the strategic path level, Zhu Hong (2012) advocates the development of cultural industry, that is, the development of productive forces, which should be positioned as a national pillar industry to enhance national competitiveness ; Fan Hao (2019) proposed to establish a unified cultural concept of "culture" and "cultural power", to examine the realistic function of culture affecting economic development from the perspective of power, and to construct a cultural strategy based on "cultural mechanics". Wang Shengsheng and Liu Huihui (2024) pointed out from the perspective of humanistic economics that ideology is not only the adhesive of political superstructure, but also can promote the reform of government governance efficiency and methods, thus improving the quality of economic development.

The above research provides basic theoretical support for this paper, but in general, the existing research on the relationship between culture and economy mostly focuses on the construction of general analytical framework, and the discussion on the economic empowerment mechanism of culture in specific fields is not sufficient. There are few systematic studies on the relationship between marine culture and marine economy.

2.2. Research on Contemporary China 's Marine Economic Development Strategy and Policy Measures

On the study of contemporary China 's marine economic development strategy and countermeasures, the

current academic circles have made a profound analysis of China 's marine economic development from the macro and micro perspectives, and have achieved fruitful research results. At the macro level, some experts and scholars have systematically studied the macro strategy of the marine economy of the Communist Party of China. In "China 's Marine Strategy Research Essay", Yang Jinsen clarifies many basic problems that need to be clarified and solved in the strategy of maritime power and coastal defense. By analyzing the relationship between national strength and marine cause, Wang Shicheng demonstrates the logical relationship between marine economy, military, ideological and cultural construction and the strategy of maritime power, and proposes the construction of maritime China. In addition, there are many academic papers involving this research category. For example, Deng Wenjin (2009) combed the evolution of China 's ocean view during the period of reform and opening up, and pointed out that the ocean view of the party 's collective leadership is in line with the essence of China 's marine economic development in the new century, which has effectively promoted the in-depth development of China 's marine economic undertakings. Liao Minsheng and Liu Yang (2019) systematically sorted out the top-level design of the CPC Central Committee 's formulation, implementation and improvement of the national marine economic policy, as well as the evolution track, historical lessons and main contents of the relevant policy system. At the micro level, another part of the scholars from the perspective of different disciplines on China 's marine economic development strategy and countermeasures of the specific system of investigation, analysis and summary. Among them, Zheng Guibin conducted an in-depth study on the integration strategy of China 's marine economic innovation and development in the marine economic integration strategy. In the study of major issues in the development of China 's marine economy, Zhu Jianzhen analyzes some specific problems existing in the development of China 's marine economy from different research perspectives. Wang Jiajun (2019) used empirical analysis and institutional change theory to construct an index system for evaluating the development of marine economy, and studied the relationship between marine economic policies and marine economic development from the perspective of economics and management. Wu Yefeng and Zhou Xiaotong (2024) constructed an evaluation system of marine policy effectiveness from three dimensions : policy tools, policy objectives and policy measures, and quantitatively analyzed the effectiveness of 893 marine policy texts issued by various departments in China from 1982 to 2023.

The above research has laid a solid theoretical foundation and analytical framework for this paper from the two levels of macro strategy and micro policy. However, in general, the existing research on the development strategy of marine economy mostly focuses on the combing of policy texts and the interpretation of strategic ideas, and pays insufficient attention to the internal relationship and interaction mechanism between marine economy and marine culture. The systematic research on transforming the power of marine culture into the kinetic energy of marine economic development has not been systematically carried out.

2.3. Research Review and the Positioning of This Study

Based on the above literature review, it can be found that the existing research has made important progress in the following aspects: the theoretical framework of the relationship between culture and economy is becoming more and more mature, the multi-dimensional research of marine culture is deeply accumulated, the discussion of high-quality development of marine economy is deepening, and the cross-field of marine culture and marine economy has begun to receive attention. However, there are also obvious deficiencies in the existing research. First, the systematic theoretical research on marine culture enabling marine economic development is relatively weak, and there is a lack of a complete and unified analytical framework. Second, the research on the mechanism of empowerment mostly stays in the description of phenomena, and the deep revelation of the mechanism of action is insufficient. Third, the theoretical basis of countermeasures and suggestions needs to be strengthened, and the link between theory and practice is not close enough.

The research orientation of this paper is carried out in this academic space : to construct a three-dimensional analysis framework of "Normative Imperative (What Ought to Be) – Empirical Reality (What Is) – Strategic Necessity (What Must Be)", to systematically explain the theoretical logic, realistic conditions and practical path of marine culture to enable the high-quality development of marine economy, and to strive to achieve a balance

between theoretical depth and policy value. It provides a theoretical basis for the paradigm shift of marine culture from economic decoration to economic support.

3. Methodology

3.1. Research Framework Construction

The core analytical framework of this paper is a three-dimensional structure: “Normative Imperative (What Ought to Be) – Empirical Reality (What Is) – Strategic Necessity (What Must Be)”. Its theoretical foundation is articulated as follows:

The “Normative Imperative” dimension answers the question of “why should” from the normative level. Whether marine culture empowers the high-quality development of marine economy constitutes an inevitable proposition, it is not only based on empirical induction, but also needs to demonstrate the internal isomorphism relationship between the two from the theoretical and logical level. This paper conducts theoretical deduction from three sub-dimensions: dynamic transformation logic, paradigm transformation logic and concept transformation logic, revealing that marine cultural empowerment is not only a strategic choice, but also a structural requirement for high-quality development.

The “Empirical Reality” dimension answers the question of “what is reality” from the empirical level. The theoretical ought will not be automatically transformed into the reality in practice, and it is necessary to make an objective analysis of the realistic conditions. Starting from the positive and negative aspects of favorable conditions and restrictive factors, this paper systematically examines the realistic starting point of the empowerment process and avoids idealized policy presupposition.

The “Strategic Necessity” dimension answers the question of “how to do” from the normative level. Based on the revelation of ought-to-be logic and the analysis of actual conditions, a countermeasure system with theoretical support and operability is constructed, so that policy recommendations can be sublimated from empirical listing to logical derivation.

The three dimensions constitute a progressive chain of “logical deduction-fact analysis-normative construction” forming a complete closed loop of analysis.

3.2. Research Methodology

Literature research method. This paper systematically combs the research literature in the fields of marine culture, marine economy, cultural economics and other related fields, grasps the academic context, extracts theoretical resources, identifies research gaps, and lays a theoretical foundation for the analysis framework and core demonstration of this paper.

Case analysis. Based on the typical cases of the integrated development of marine culture and economy in coastal areas, this paper analyzes the successful experience and common laws, and provides practical reference for the construction of countermeasures. It focuses on the practical exploration of marine cultural theme cultural tourism projects, marine cultural creative product development, marine intangible cultural heritage living heritage and other fields.

System analysis. Marine culture and marine economy are regarded as a complex system embedded in each other, and the interaction, feedback loop and emergence effect between system elements are investigated, so as to transcend the limitations of linear causal thinking and grasp the systematic characteristics of empowerment.

4.Results and Discussion

4.1. The Normative Imperative: Theoretical Logic of Maritime Culture Empowering High-Quality Marine Economic Development

The reason why the high-quality development of marine economy enabled by marine culture in the new era constitutes a proper proposition is not based on the strategic deduction at the empirical level, but on the deep isomorphism of the two in spiritual structure, value orientation and normative principle. This isomorphism determines that marine culture can not only provide indispensable endogenous support for high-quality development, but also means that the marine economy lacking this cultural empowerment will be difficult to complete the fundamental transformation from scale expansion to quality and efficiency leap.

4.1.1. Logic of Transitioning from Factor-Driven to Innovation-Driven Growth

To achieve high-quality development of marine economy, it is urgent to complete the dynamic transformation from factor-driven to innovation-driven. In essence, innovation activities are breakthroughs in existing technological boundaries and cognitive paradigms. It requires actors to have the courage to face high uncertainties, the imagination to cross known boundaries, and the patience to continue to invest. The cultivation of these spiritual qualities is by no means a simple economic incentive to complete, it needs a deep cultural psychological support. Marine culture is here to show its irreplaceable spiritual supply capacity.

The history of the formation of marine culture is the history of human beings constantly breaking through the limitations of land survival and facing the unknown world. Different from the pursuit of predictability in agricultural civilization, the marine environment is constantly changing. Navigation activities are always accompanied by wind and waves, loss and temptation from afar. This survival experience has shaped a collective psychological structure of openness, enterprising and daring to take risks in a long period of time. From the perspective of necessity, when the marine economy needs to move from offshore aquaculture, traditional fishing and port handling to knowledge-intensive fields such as far-reaching sea development, marine biopharmaceuticals, and seabed mineral exploration, what it faces is a psychological challenge of “leaving the comfort zone”. The enterprising gene of marine culture just provides a natural spiritual resource for this challenge, it makes “chart strength” not only a policy discourse, but also a sea-related group’s instinctive yearning for unknown sea areas and cutting-edge technologies.

More importantly, this kind of cultural empowerment is not only able to provide motivation, but also must to intervene. If the innovation-driven strategy lacks the psychological soil of marine culture, the sea-related subjects are prone to retreat due to insufficient external incentives in the face of high-input, long-cycle and high-risk marine science and technology projects, and the power conversion will fall into the dilemma of “policy without spirit”. The role of marine culture here is to sublimate innovation from rational cost-benefit calculation to a conscious pursuit of identity and mission through value identification, so as to establish a lasting and stable innovation preference at the micro level. The theoretical essence of this process is the deep shaping of economic behavior motivation by cultural psychological structure, which makes up for the inherent defects of pure institutional incentive in dealing with fundamental uncertainty.

4.1.2. The Paradigm Shift Logic: From “Conquering the Ocean” to “Harmony Between Humanity and the Sea”

The high-quality development of the marine economy not only requires the transformation of the growth mode, but also requires the fundamental transformation of the development paradigm, that is, from the “conquering the ocean” paradigm of industrial civilization to the “harmony between man and sea” paradigm required by ecological civilization. The epistemological foundation of the traditional marine economic model is to turn the ocean object into a pure resource collection, and the economic activities focus on the maximum uptake and transformation. The operation of this paradigm has brought about systematic problems such as resource decline, biodiversity decline and coastal ecological environment degradation. The root cause is not the lack of technical

means, but the deviation in the value setting of human-sea relations.

Beyond this paradigm, we must redefine the meaning of the ocean to human beings from the ethical level. Marine culture contains the wisdom to solve this dilemma in its original form. The periodic cognition of tides and fish floods, the taboo tradition of fishing moratoriums in specific sea areas, and the simple awe of the ocean as the mother of life formed by the ancestors in the “sea-seeking” life are essentially a pre-modern human-sea symbiosis ethics. These cultural accumulations are not a helpless manifestation of low productivity, but an intuitive grasp of the logic of marine life reproduction. In the context of the new era, these wisdoms can be seamlessly connected with modern ecological science and sustainable development concepts through theoretical refinement and creative transformation, and sublimate into a value system with marine ecological civilization as the core.

When this cultural ethics is internalized into the code of conduct of sea-related subjects, green and low-carbon development is no longer the result of external regulatory pressure, but the internal creed of development is protection. The construction of marine ranching is no longer simply pursuing economic output, but must consider the integrity of the niche; the planning of coastal space is no longer the only means of shoreline hardening, but will consciously retain the natural breathing of the intertidal zone. Without the ecological and ethical support of this marine culture, green development can easily degenerate into a trade-off: restraining behavior when regulation is strict, and reviving when regulation is loose. Therefore, the symbiotic ethics of marine culture is both the soil of ideas and the line of self-discipline for the transformation of development paradigm, which makes the objective requirement of “must turn” obtain the subjective foundation of “willing to turn”.

4.1.3. The Logic of Conceptual Transformation: From Interest-Based Competition to Open Collaboration

The high-quality development of marine economy requires an efficient and coordinated governance system. The mobility of the ocean, the integration of space and the cross-domain nature of resources determine that marine governance naturally has a public attribute beyond a single jurisdiction. However, the divergence of interests under the anarchy of the international community often puts marine public affairs into the dilemma of collective action. The classic way to solve this dilemma is to rely on the construction and strengthening of formal systems. However, the high cost of treaty negotiations, the technical difficulty of enforcement supervision, and the limited coverage of rules all indicate that it is difficult to achieve good governance by relying solely on the leg of the system.

Marine culture here shows its unique value as an informal institutional source. The history of the ocean is essentially the history of civilization interaction and interconnection. The Maritime Silk Road is not only a commodity network, but also a communication norm and reciprocal expectation beyond the locality. In the long cross-sea practice, different cultural communities have gradually developed some common concepts on fair trade, life assistance, risk sharing and peaceful navigation. Although these concepts are not systematically written, they constitute the most extensive psychological basis of marine governance. The concept of “Marine Community with a Shared Future” advocated in the new era is the conscious inheritance and theoretical sublimation of this cultural tradition.

From a theoretical point of view, the transformation of this inclusive gene of marine culture to governance effectiveness is achieved through at least three mechanisms: First, reduce the cost of cooperation initiation, and the shared cultural codes make it easier to establish initial trust between sea-related actors ; the second is to strengthen the internalization of rules. When the observance of common norms is regarded as a sign of group identity, violations will bear the pressure of reputation from within the community ; the third is to provide an agenda aggregation point. The common concern for marine cultural heritage and regional ecology can transcend the pure game of interests and promote the parties to find consensus on broader issues.

In short, the exploration spirit, symbiotic ethics and inclusive genes of marine culture form a deep theoretical correspondence with the core requirements of high-quality development from the three dimensions of development motivation, development paradigm and development order. This correspondence is not an external

analogy, but an internal connection based on the basic understanding of culture as the meaning supply system and institutional basis of economic activities. The reason why the high-quality development of marine economy in the new era has become a process of cultural empowerment lies in the deep logic : only by activating the courage of the marine culture towards the unknown can it provide inexhaustible energy for innovation-driven development ; only by awakening the ethics of reverence for life in marine culture can we implant the boundary of self-discipline for green development ; only by expounding the mind of crossing the boundary in marine culture can we build a solid foundation of mutual trust for open governance. In this regard, the empowerment of marine culture is not an additional item, but a spiritual infrastructure and value premise for the high-quality development of marine economy.

4.2. Empirical Reality: Practical Considerations of Maritime Culture Empowering High-Quality Marine Economic Development

To enable the high-quality development of marine economy by marine culture, we should not stop at the deduction of the theoretical level, but must return to the current realistic context of China and objectively analyze the realistic conditions faced by this empowerment process. The coexistence and interweaving of positive and negative realistic conditions constitute the real starting point of empowerment practice.

4.2.1. Positive Conditions: Practical Advantages Enabling Empowerment

The top-level promotion at the national strategic level has already formed a strong potential energy. Since the 18th National Congress of the Communist Party of China, a series of national deployments, such as the maritime power strategy, the “Belt and Road” initiative, and the construction of marine ecological civilization, have provided an unprecedented policy window for marine culture to empower the marine economy. The concept of “maritime community of shared future” has promoted marine culture from regional spiritual resources to the height of global governance discourse. This high-level strategic positioning means that the excavation, inheritance and innovation of marine culture is no longer just a special work of the cultural sector, but has entered the central agenda of national governance, and has been systematically supported by resource allocation, system design and public opinion mobilization.

The rich stock of marine cultural heritage and its creative transformation have achieved initial results. China has a long coastline, a long history of navigation and rich marine cultural heritage. From the historical remains of the Maritime Silk Road to the Mazu beliefs, shipping culture and fishing village settlements around the coast, it constitutes a huge and diverse marine cultural resource library. In recent years, many coastal areas have been exploring the transformation of these resources into new drivers of economic development. Some cultural tourism projects, cultural creative products and intangible cultural heritage experience economy with the theme of marine culture began to show vitality. The integrated development of culture and tourism in Mazu Cultural Park of Meizhou Island, Fujian Province, the living inheritance of fishing culture in Shenjiamen Fishing Port of Zhoushan, Zhejiang Province, and the digital display of the wreck of “Nanhai I” in Yangjiang, Guangdong Province are all typical practices of the value transformation of marine cultural resources, which have accumulated valuable experience for a wider range of empowerment.

The progress of marine science and technology provides a material basis for the landing of cultural empowerment. With the development of deep-sea exploration, digital technology, virtual reality and other means, the shipwreck sites that were originally submerged under the waves have been rediscovered, the abstract marine history has been visualized, and the public far away from the coast has been able to immersively experience marine culture. The innovation of technological means has lowered the threshold for the development of cultural resources, expanded the possible boundary of cultural expression, and solved the long-standing communication dilemma of “invisible, untouchable and silent” marine culture. Without the blessing of this technical condition, cultural empowerment is difficult to move from concept to reality.

The gradual awakening of national marine consciousness also provides an increasingly improved social

psychological soil for marine cultural empowerment. In recent years, public discussions on issues such as rights protection in the South China Sea, achievements in deep-sea exploration, and marine ecological protection have promoted the attention of the society to marine issues. The “maritime power” has gradually infiltrated into public cognition from the grand narrative, and the awareness of being close to the sea, knowing the sea and loving the sea has been significantly enhanced among the younger generation. The popularity of marine-themed documentaries, the rise of marine popular science self-media, and the popularity of marine research travel are all manifestations of this awakening of consciousness. This change in social psychology means that the dissemination of marine culture and the transformation of marine economy may gain wider public recognition and participation.

4.2.2. Constraining Factors: Practical Challenges to Empowerment

The marginal position of ocean culture in the whole cultural system has not been fundamentally changed. As a country with profound traditional farming civilization, Chinese cultural narrative has long been centered on land, and the ocean is often only an extension of the land boundary. Marine culture has long been in a subsidiary position in the mainstream cultural narrative. The inertia of this deep cultural structure makes the excavation of marine cultural resources often floating on the surface, and it is difficult to really touch the society’s fundamental understanding of the ocean. Most of the public’s impression of the ocean still stays at the consumption level of seafood, beaches, and seascape houses. The historical depth and spiritual dimension of the ocean as a space for civilization are far from universal. Without this extensive cultural consciousness, empowerment lacks the deepest support.

The transformation ability of marine cultural resources to economic value is still insufficient. The abundant stock of resources does not mean that the transformation is smooth. In reality, there is a general embarrassment of “lack of creativity in culture, lack of products in resources, lack of connotation in projects”. The development of marine culture in some coastal areas stays in simple symbol collage, and the surface decoration of Mazu or shipping elements lacks in-depth understanding and contemporary reconstruction of cultural connotation. The homogenization of marine culture and tourism is serious, and it is difficult to form cultural identity and brand premium for the same fisherman’s music and marine park. The lack of cultural and creative talents and the lack of cross-domain collaboration mechanisms have made the economic potential of marine culture far from being released. The deeper problem is that the symbolic transformation of marine culture lacks a systematic intermediary mechanism - the professional chain from academic research to creative design, from product development to marketing has not been connected, and each link is fighting separately. It is difficult to form a complete closed loop of value transformation.

The exclusion effect of the path dependence of the traditional model of marine economy on cultural empowerment cannot be ignored. In many coastal areas, the focus of marine economy is still traditional business forms such as port logistics, port-vicinity industry and offshore aquaculture. Development thinking is accustomed to resource input and scale expansion, and it lacks both cognition and transformation motivation for the value chain climbing logic represented by cultural empowerment. Under the pressure of performance evaluation, some places are more inclined to choose industrial projects that can quickly generate GDP and tax revenue. The long-term benefits of cultural empowerment are difficult to be reflected in short-term assessments, which leads to the persistence of the tendency of “hard to soft” in policy practice. This path dependence is not only caused by the inertia of the interest pattern, but also closely related to the cognitive framework and evaluation system of local officials.

The realistic tension between ecological pressure and cultural inheritance constitutes another difficulty. The premise of the survival of marine cultural resources is the basic health of marine ecosystems and coastal traditional communities. However, the ecological degradation of some sea areas, the overexploitation of coastlines and the decline of traditional fishing communities are eroding the soil on which marine culture depends. When fishing villages are hollowing out and old fishermen are dying out, many oral marine knowledge and customs are facing loss; when the natural coastline is replaced by real estate projects, the authenticity of the marine cultural

landscape no longer exists. If cultural empowerment cannot be carried out on the basis of ecological protection and cultural rescue, it may become a commercial consumption of cultural residues. This dilemma reveals a deep paradox: when the extensive expansion of the marine economy devours the material and social foundation on which the marine culture depends, empowerment faces the crisis of “skin does not exist, Mao will be attached”.

At the international level, the competition for maritime discourse power also adds complexity to cultural empowerment. The ocean narrative dominated by some Western countries has long occupied the advantage of international discourse. The concepts such as “maritime community of shared future” advocated by China face cognitive barriers and ideological bias in the process of communication. Marine culture could have become a bridge to tell Chinese marine stories and enhance international understanding. However, in the real geopolitical game, cultural exchanges are often subject to strategic suspicion, which reduces the international space and effect of cultural empowerment.

Comprehensive analysis: marine culture in the new era enables the high-quality development of marine economy, which not only has the favorable conditions of strategic opportunities, resource base, technical support and consciousness awakening, but also faces the constraints of weak cultural foundation, insufficient transformation ability, inertia of traditional mode, double loss of ecological culture and international discourse competition. The challenge at the practical level is that favorable conditions do not automatically translate into practical results, while unfavorable conditions, if not addressed and cracked, will enable empowerment to remain at the level of slogans and visions. To promote the empowerment of marine culture from what it should be to what it is, it is necessary to clearly grasp the growth and decline of these two aspects, overcome inertia in strategic consciousness, make up for shortcomings in institutional innovation, cultivate examples in practical exploration, and gradually accumulate potential energy in order to achieve breakthroughs.

4.3. Imperative Strategies: Policy Recommendations for Empowering High-Quality Marine Economic Development through Maritime Culture

Based on the analysis of the theoretical logic of the above-mentioned ought-to-be level and the realistic conditions of the actual level, to promote the high-quality development of marine economy enabled by marine culture, it is necessary to work together in multiple dimensions such as strategic positioning, value transformation, industrial integration, institutional innovation, ecological foundation and international communication, and build a set of systematic, logical, self-consistent and operable countermeasures system.

4.3.1. Clarify the Strategic Positioning of Maritime Culture and the Marine Economy

Clarifying the strategic positioning of marine culture and marine economy is a prerequisite for empowerment. The fundamental constraint faced by the current marine cultural empowerment is not the lack of resources, but the lack of awareness at the strategic level. Marine culture has long been regarded as an accessory or embellishment of the marine economy, failing to enter the core agenda of development decision-making. To solve this dilemma, marine culture must be promoted from the departmental and marginal work to the pillar position of the national marine development strategy.

This means that in the preparation of marine economic planning, marine culture should not only be used as a supplement to the chapter of social undertakings, but should be systematically designed as an enabling element throughout the whole. At the national level, it is necessary to formulate a special marine culture development strategy to clarify its interaction and synergy path with marine science and technology innovation, marine industry upgrading, and marine ecological civilization construction. In the development practice of coastal provinces and cities, the investigation, protection and activation of marine cultural resources should be included in the territorial space planning and industrial development planning, so as to form a substantive linkage with marine ranching construction, coastal tourism development and port city renewal. The theoretical basis of this strategic upgrading is that culture, as a system of meaning supply, plays its enabling role on the premise of obtaining institutional recognition and the legitimacy of allocating resources. When marine culture changes from “soft task” to “hard

constraint”, from “icing on the cake” to “development needs”, empowerment has gained organizational guarantee and resource support.

4.3.2. Accelerate Digital Archiving and Dissemination of Maritime Cultural Resources

Accelerating the digital transformation of marine cultural resources is the core link of enabling realization. The current situation of rich marine cultural resources but weak transformation is rooted in the fracture of the chain between creative production and cultural consumption. To solve this problem, it is necessary to build a support system covering the whole process of “resource combing-creative transformation-product development-market promotion”.

The primary task is to establish a digital archives and hierarchical classification management system for national marine cultural resources, and to systematically survey and evaluate the resources such as underwater heritage, intangible cultural heritage skills, marine folklore, and marine literature, so as to provide basic data for subsequent development. The successful experience of the “South China Sea I” digital exhibition platform shows that digital technology can significantly expand the audience of marine culture and transform precious but immovable underwater heritage into cultural content that can be disseminated and experienced. On this basis, a special fund for the creative transformation of marine culture should be established to support artists, designers, scientific and technological workers and marine culture researchers to cooperate across borders and transform abstract cultural symbols into cultural products and services with market competitiveness. Marine theme film and television creation, immersive performing arts, digital cultural relics, cultural and creative derivatives, etc., are all important forms of transformation.

At the same time, we should pay attention to the cultivation of marine culture consumption market, and expand the audience base and consumption intention of marine culture through the means of national marine consciousness education, marine culture entering the campus into the community, media matrix communication and so on. The theoretical logic of this countermeasure is that the transformation of cultural capital to economic capital depends on the complete cycle of symbol production and meaning consumption. When marine cultural symbols enter the circulation field through professional and market-oriented creative processing, and are endowed with new meanings in consumption, the economic value of cultural empowerment is truly realized.

4.3.3. Promote Deep Integration of Maritime Culture with the Real Economy

Promoting the deep integration of marine culture and real economy is the key path to enable expansion. Marine cultural empowerment cannot be limited to the internal circulation of the cultural industry, but should be deeply embedded in the value chain of the three marine industries to realize the cross-empowerment of the cultural industry and the marine real economy.

In the field of marine primary industry, the deep integration of traditional fishery and marine cultural experience should be promoted. The marine ranch is not only a breeding base, but also a space carrier for marine ecological science popularization and cultural experience. Fishing village is not only a production unit, but also a destination for the inheritance and leisure of marine intangible cultural heritage. The experience of Zhoushan Fishing Village ‘s “Fishing Family” upgraded version - Marine Fishery Culture Research Base shows that the organic integration of fishery production, folk experience and ecological education can create economic added value far beyond the sales of pure seafood.

In the field of marine secondary industry, we should guide shipbuilding, marine engineering equipment, marine biological medicine and other industries, integrate marine cultural elements into product design, brand building and corporate culture, and form differentiated competitive advantages. Marine engineering equipment is named after the classic image in the history of Chinese navigation, and the packaging of marine biological products is integrated into the marine ecological aesthetics. It seems subtle, but in fact, it injects cultural recognition into industrial products, which helps to enhance brand premium and international market recognition.

In the field of marine tertiary industry, marine cultural tourism should go beyond the primary stage of coastal sightseeing and theme parks, and upgrade to medium and high-end formats such as cultural in-depth experience, marine research and study travel, and marine health and vacation. Port cities should combine industrial heritage protection and marine cultural renewal to create culturally-led coastal innovative blocks. The theoretical basis of this countermeasure is that the essence of industrial integration is to break the industrial boundary, so that marine culture, as a factor endowment, penetrates into the input-output relationship of other industries, thus changing the utility function and value composition of traditional products, and realizing the leap from simple material supply to “material plus meaning” composite supply.

4.3.4. Innovate Management Systems and Strengthen Targeted Policy Support

The two-way efforts of management system innovation and policy support are the stable guarantee for the continuous promotion of empowerment. Marine cultural empowerment involves the intersection of functions of culture, ocean, tourism, science and technology, ecology and other departments. The existing fragmented management system is difficult to adapt to the needs of integrated development. A cross-sectoral coordination mechanism for marine cultural empowerment should be established. The competent departments of marine economy and culture should jointly take the lead, and relevant industrial departments should participate in coordination to solve the obstacles in planning docking, policy support, data sharing and project landing.

At the level of policy tools, we should explore the inclusion of marine cultural investment into the scope of support for special funds for marine economic development, give tax incentives to marine cultural and creative enterprises, and implement inclusive and prudent supervision of new formats developed by using marine cultural resources. In terms of property rights system, it is necessary to explore the intellectual property protection mode of marine intangible cultural heritage, establish an asset-based evaluation system of marine cultural resources, and solve the ownership dilemma of cultural resources “owner but no one is responsible, valuable but difficult to transfer”.

The talent system also needs to be broken through. It is necessary to promote the establishment of marine cultural interdisciplinary disciplines in sea-related universities, cultivate compound talents who understand both marine industry and cultural and creative literacy, and establish a system of identification and support for marine cultural inheritors to avoid the death of traditional marine knowledge and skills. The reason why institutional innovation is the key to empowerment is that cultural empowerment is essentially a cross-border value re-creation activity, which breaks the boundary preset by the existing institutional arrangements. If we do not open up space for new things through institutional innovation, empowerment will grow difficultly in the gap of the old system, and it is difficult to form scale and climate.

4.3.5. Advance Ecological Restoration and Cultural Rescue in Concert

Promoting ecological construction and cultural rescue together is the bottom line requirement for empowerment. The economic development of marine cultural empowerment cannot be at the cost of the loss of cultural resources and the deterioration of the ecological environment, otherwise the empowerment itself will lose its object and significance. The current reality of the coexistence of marine ecological degradation and the decline of traditional coastal communities requires the integration of ecological restoration, cultural protection and economic development into the same framework of action.

In ecologically sensitive sea areas, high-intensity commercial development should be strictly restricted, and low-interference marine cultural projects with ecological experience and scientific research as the core should be developed. The ecological research of mangrove reserve and the public participation project of coral reef restoration are all feasible modes of “utilization in protection and protection in utilization”. In traditional fishing villages and marine cultural settlements, holistic protection should be implemented, and the natural shoreline form, village space texture, and traditional production and lifestyle should be maintained as an organic whole to avoid the loss of cultural authenticity due to fragmented transformation.

For those endangered marine oral literature, traditional navigation skills, folk marine belief ceremonies, etc., we should pay close attention to rescue records and digital preservation, and reintegrate them into contemporary life through living inheritance. The Ministry of Culture and Tourism has announced a number of batches of national intangible cultural heritage representative inheritors, including marine intangible cultural heritage project inheritors, but there is still room for improvement in coverage and support. The theoretical essence of this countermeasure is that the geographical carrier of marine culture is coastal space and marine ecosystem, and its social carrier is coastal communities and inheritors. If the carrier disappears, cultural empowerment becomes a water without a source. Therefore, ecological protection and cultural inheritance are not the opposite of empowerment, but the premise of sustainability.

4.3.6. Deepen International Engagement and Construct an Autonomous Discourse System

In-depth participation in international exchanges and the construction of an independent discourse system is an inevitable requirement for enabling the realization of a higher level. The empowerment of marine culture should not be limited to domestic economic development, but also play a role in global ocean governance and international cooperation, which is limited by the weakness of China 's marine cultural discourse.

It is necessary to systematically refine the Chinese marine cultural discourse system led by the "Marine Community of Shared Future", and build an inclusive and inspiring narrative framework from the dimensions of peaceful use of the ocean, fair sharing of marine resources, protection of marine ecology, and respect for the diversity of marine civilization. At the practical level, we should actively participate in the multilateral cooperation of the United Nations in the protection of marine cultural heritage, promote the cross-border joint application of the Maritime Silk Road, and take the initiative to set the international agenda of marine cultural exchange. At the same time, we should cultivate marine cultural products with international communication power - whether documentary, film and television works or digital content - so that Chinese marine stories can go global in a way that the world understands and is willing to listen to.

The international communication effect of documentaries such as the "Maritime Silk Road" launched by the Central Radio and Television Station shows that the story of China 's oceans with culture as the medium has a unique advantage over ideological differences. The deep logic of this countermeasure is that the highest form of culture-enabled economy is to make culture itself a public product, reduce the cost of trust and expand the space for cooperation in international exchanges. When China 's marine cultural discourse is more widely recognized internationally, pragmatic cooperation such as blue economic cooperation, marine scientific and technological exchanges, and ocean fishery management has gained profound cultural support and trust foundation.

5. Conclusion

This paper systematically studies the proposition that marine culture in the new era can empower the high-quality development of marine economy through the three-dimensional analysis framework of "normative imperative, empirical reality, and necessary strategy", and draws the following conclusions:

First, there is a deep isomorphic relationship between marine culture and high-quality development, and empowerment has inherent inevitability. There is a deep correspondence in the spiritual structure between the exploration spirit of marine culture and the power transformation driven by innovation, the symbiotic ethics of marine culture and the paradigm transformation of human-sea harmony, and the inclusive gene of marine culture and the concept transformation of open cooperation. This isomorphic relationship makes marine cultural empowerment not only an external strategy, but also an inherent requirement for high-quality development. Marine culture essentially constitutes the spiritual infrastructure and value premise for the high-quality development of marine economy.

Second, the empowerment process faces structural tension, and favorable conditions and constraints coexist. The promotion of top-level strategy, the stock of cultural heritage, the innovation of technical means and the awakening of national consciousness have created favorable conditions for empowerment, but the marginal position of marine culture, the lack of transformation ability, the path dependence of traditional mode, the double loss of ecology and culture and the weakness of international discourse constitute the deep constraints. The interweaving of the two forces determines that empowerment cannot be achieved overnight, and requires sustained strategic focus and systematic institutional arrangements.

Third, to promote empowerment, it is necessary to build a six-dimensional collaborative countermeasure system. The six dimensions of clarifying strategic positioning, accelerating digital transformation, promoting industrial integration, innovating management system, building a foundation for collaborative ecology, and constructing independent discourse constitute a complete countermeasure chain. Each dimension supports each other and is indispensable. The core essence of this countermeasure system is to promote the transformation of marine culture from “soft support” to “hard support”, from the edge of development to the center of decision-making.

6. Contributions and Limitations

6.1. Research Contributions

On the theoretical level: this paper constructs a three-dimensional analysis framework of “normative imperative, empirical reality, and necessary strategy”, which provides a systematic logical structure for the study of marine cultural empowerment. Compared with the existing research focusing on single-dimensional analysis, the three-dimensional framework of this paper realizes the closed-loop link between theoretical logic derivation, realistic condition analysis and countermeasure suggestion construction, which improves the systematicness and logical self-consistency of the research. In the specific analysis, this paper reveals the internal mechanism of marine cultural empowerment from the three sub-dimensions of power transformation, paradigm transformation and concept transformation, and deepens the understanding of culture as a spiritual infrastructure.

Practical level: The six-dimensional countermeasure system proposed in this paper takes into account the strategic height and operation landing, which can provide reference for relevant departments and local governments to formulate marine cultural development plans and promote the transformation and upgrading of marine economy. The design of countermeasures focuses on the synergy between strategic positioning, digital transformation, industrial integration, institutional innovation, ecological foundation and international communication, avoiding the limitations of fragmented suggestions.

Method level: This paper comprehensively uses literature research, case analysis and system analysis to seek a balance between theoretical deduction and practical observation. Although the case analysis is not the main body of this article, in the countermeasure part, the case of Meizhou Island Mazu Cultural Park, Zhoushan Marine Fishery Culture Research, “Nanhai I” digital exhibition and other cases are cited, which enhances the empirical support of the argument.

6.2. Research Limitations and Future Prospects

The deepening space of theoretical construction: The analytical framework proposed in this paper focuses on the logical deduction at the macro level, and the discussion on the intermediary mechanism and micro basis of marine culture empowerment is not sufficient. For example, how marine cultural symbols are specifically transformed into intermediate links of economic value, the applicable conditions of different enabling paths in different regions, etc, need to be further refined.

The deficiency of empirical test: this paper is mainly based on qualitative analysis, and the quantitative

correlation between marine culture and marine economic development level and the empirical measurement of empowerment effect have not been carried out. Future research can empirically test the theoretical deduction of this paper by constructing index system, panel data analysis or quasi-natural experiments.

Absence of regional comparison: There are significant differences in marine cultural endowment, economic development level and industrial structure in China 's coastal areas. This paper does not compare the empowerment paths of different regions. In the follow-up study, typical areas can be selected to carry out in-depth investigation and refine the empowerment model according to local conditions.

The lack of attention to dynamic evolution: Marine cultural empowerment is a dynamic evolution process. The key tasks and core contradictions faced by different stages of development may change, and the dynamic description of this paper is still weak. Future research can adopt the perspective of historical evolution or stage analysis to examine the stage characteristics and evolution rules of empowerment.

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