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To cite this article: Xi Luo 2017 *IOP Conf. Ser.: Earth Environ. Sci.* **100** 012076

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Study on Hainan Tourism Development Strategy from the Perspective of Regional Tourism

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Abstract. At present, Regional tourism has become the focus of all walks of life. It marks a new stage of China's tourism development and makes a profound change in development strategy. Regional tourism will lead China's tourism industry to a new level, open up a new world of the overall strategy. Hainan was identified as the country's first "regional tourism to create demonstration province", for the exploration experience, making a demonstration, It's not only the trend, but also the inevitable result of experience in the construction of Hainan International Tourism Island, which has the overall strategic significance

1. Introduction

After entering a new strategic opportunity, more and more provinces and cities have put forward new strategic objectives such as building world-class tourist destinations, world-class tourist cities or world-famous tourist cities. In 2016, the national tourism administration decided to launch the national tourism demonstration zone, which is of epoch-making significance for tourism development. Under the opportunity, Hainan was recognized as the country's first "global tourism to create a demonstration province" for the country to explore the experience and make a demonstration. It's not only the trend, but also the inevitable result of experience in the construction of Hainan International Tourism Island, which has the overall strategic significance.

2. The Concept of full Regional Tourism

The so-called "full regional tourism" refers to the active integration of various sectors, together with the various departments, the city residents will take participate in, take full advantage of the destination of all the attractive elements for visitors to travel to provide the whole process, Products, so as to fully meet the full range of tourist experience requirements. Pursued by the "global travel", no longer stay in the growth of tourist trips, but the quality of tourism promotion. pursuing "full regional tourism" is no longer stay in the growth of tourists, but the quality of tourism to enhance the pursuit of tourism on the quality of life to enhance the meaning of the pursuit of tourism in the people of the value of new wealth revolution.

Full regional tourism emphasizes the fusion of residents and tourists, the aim is to make tourism destination feel more like home to the residents and tourists, rather than be tourists "theme parks", people is not actor of "theme park". In the global tourism strategy, the residents are "home" of the owner, the tourists are also the "home" in the original part. Theme park can only stay for a short time, home is a unique place to be cared for forever. In the whole area of tourist destination space, the various industries have been effectively integrated through appropriate means, making tourism the "catalyst" and "melting head" of the industry integration in the regional space.



3. Development Status of Hainan Tourism Industry

In 2016, Hainan's tourism revenue reached 66962 million yuan, with 6023.59 million visitors and a growing number of tourist receptions. Tourism revenue was ranked 12th in the country, with a comprehensive consideration of factors such as population size. Hainan province ranked No. 21 in per capita tourism income and was at the national level.

The following will analyze the tourism situation of Hainan province from two aspects of tourism industry elements and business level of Hainan province:

3.1. Factor Level of Hainan Tourism Industry

3.1.1. Tourist accommodation. Star hotels in Hainan Province originated in the nineties of the last century. Up to 2014, the province's hotel more than 3450, of which five-star and five-star standard operated 70 hotels, internationally renowned hotel management group 22, hotel brand 47. In 2015 national star hotel a total loss of 2.258 billion yuan, Hainan hotel industry profitability of 782 million yuan, the profit ranked third in the country. And the average price of 513.25 yuan per night, higher than the national average price (367 yuan) 39.85%.

3.1.2. Travel Shopping. In the promotion of tax-free shopping policy, Hainan tourism shopping revenue accounted for the proportion of tourism revenue increased from 14% in 2010 to 2016 20.1%, an increase in Hainan Province in 2015, duty-free shopping revenue increased by 47.8% in 2010, But in 2015 only 10% of Hainan Island visitors to participate in duty-free shopping. In 2016 Hainan tax-free sales of 4.624 billion yuan, accounting for only 2015 global tax-free sales of 60.5 billion US dollars of 7.64%. At present, the preferential tax rate of Hainan is low, the attractiveness is relatively insufficient, and the tax exemption policy of Beijing and Shanghai is gradually liberalized.

3.1.3. Tourism and Catering Industry. Hainan tourism and catering both Han, Li, Miao, Fujian and Guangdong, Southeast Asian various flavor, relatively well-known dishes about 232 species, 137 kinds of snacks, ingredients to seafood category, tropical products, high nutritional value, but the food is mainly low-end structure, service level and operating efficiency is also not high. Ginkgo, Xiang e Qing, meal for all foreign well-known food and beverage brands such as Hainan, Hunan, Sichuan, Jiangsu cuisine, Cantonese cuisine, such as local flavor dishes in Hainan blossom everywhere, characteristics of Dan Home, Li and Miao ethnic food fish seafood such as lack of influential brands, market recognition is not high.

By the end of 2016, a total of 405 travel agencies in Hainan. Outbound companies grew from 11 in 2009 to 41 in 2016, an average annual increase of 37%. Haikou travel agencies gathered significantly, accounting for 64% of the province's total, more than twice as much as Sanya. Travel agencies to domestic business, 2016 tourists received the amount of tourists is 8.5 times the amount of travel, which domestic tourism profits accounted for the province's travel agency profits as high as 82.7%. Hainan Province, travel agencies to promote the role of inbound tourism is about twice the national average, Hainan travel agency income accounted for 19% of regional income income, the national travel agency income accounted for only 8% of the total regional income.

3.2. Tourism Status and Product Status of Hainan Province

3.2.1. Coastal leisure travel. At present, Hainan possess Sanya yalong bay, west coast of Haikou, Qionghai Boao resort and other nine bay holiday resort, gradually formed "leisure vacation, duty-free shopping and health" of the trinity, construction including the international top brands Binhai hotel zone, world-class yacht leisure community, national health and fitness sanatorium three major national and international brands.

3.2.2. Ocean Tourism. In recent years, Hainan marine tourism has been developed fast, coastal tourism, cruise tourism and yacht tourism become a new fashion tourism in Hainan. Sanya and Lingshui diving and snorkeling boat sightseeing, Wanning surfing travel has been with the industrial form, Hainan tourism has gradually become a new economic growth point. At the same time, Sanya Phoenix Island International Cruise Port has now built 80,000-ton berth berths, 10 years, received a total of nearly 11 international cruise ship, the first cruise ship voyage. In addition, as of the end of 2016, Hainan has now completed nine yacht wharf, 36 yacht club, 79yacht sales service enterprises ,8 yacht manufacturing enterprises.

3.2.3. Duty free shopping travel. At present, Hainan has two duty-free shop. they are Sanya Haitang bay international shopping center and Haikou airport duty-free store. they are greatly promoted Hainan duty-free shopping tourism development. In 2016,Hainan had a total of 46.24 billion yuan in duty-free sales, with 1.58 million shopping, and the per capita shopping was 2927 yuan, up 33%, 20% and 11% respectively in 2015.

3.2.4. Countryside Tour. As a new highlight product of Hainan tourism, rural tourism covers a wide range of areas, including tropical village construction sightseeing, tropical modern agriculture sightseeing, tropical traditional pastoral tourism, etc. By the end of 2016, 152 rural tourism demonstration sites were identified. It has set up a variety of theme country tourism product system, including agritainment, leisure manor, hundred mile hundred village, water township fishing village, style town and so on. In the mode of operation, the "rush inside" mode, Qionghai model and tourism industry town pattern are typical of the tourism rich model.

In addition, the town of Boao City, Qionghai City, "Asia Forum" permanent site, to the exhibition economy as the theme of increasing tourism, Boao has become a demonstration of China's exhibition tourism.

4. External macro-environmental analysis of tourism in Hainan province

4.1. Analysis of Political Environment

During the 12th Five-Year Plan, the State promulgated the Opinions of the State Council on Accelerating the Development of Tourism, the National Tourism and Leisure Program (2013-2020), the Travel Law of the People's Republic of China, the State Council's Law on Promoting the Reform and Development of Tourism Opinions ", Ministry of Culture Ministry of Finance on the promotion of the characteristics of cultural industry development guidance "and other policy documents to guide the Hainan tourism to internationalization, standardization, diversification, ecological transformation and upgrading.

In 2015, the "national strategy" will be from the top strategic concept into the pragmatic cooperation stage, Hainan should be from the central international tourism island construction strategic positioning, based on the province, grasp the objective laws, will build China Tourism Special Zone as an international tourist island The core of the building.

4.2. Economic Environment Analysis

From the last two years of China's economic situation, economic growth to achieve the goal, but facing downward pressure. Economic structure continued to optimize, in 2016, for example, the fourth quarter increase in the growth rate of 8.1%, an increase of 30.7 trillion yuan, contributed 51.6% to GDP growth. The contribution rate of consumption to economic growth was 51.2%, the growth rate increased by 1.2 percentage points year on year, and new consumption hot spots such as retail sales of social consumer goods, online retail and information consumption.

In 2016, Hainan Province, the per capita GDP reached 39225 yuan, per capita disposable income of urban residents reached 25,487 yuan, the per capita net income of farmers reached 10,152 yuan. To the tourism industry as the leading industrial structure of the initial formation of the three industry ratio of

23:25:52. Transportation, energy, water conservancy, information and other infrastructure gradually improved, education, culture, health and so on all social undertakings in all-round development. Tourism economy is developing rapidly, tourism products, tourism services, comprehensive reception capacity to continuously improve the tourism industry to further strengthen the province's economic support.

4.3. Analysis of Social Humanistic Environment

Hainan to tropical climate, blue sea sand, environmental quality as the characteristics of the tourism resources of the only individual resources and form a combination of tropical climate and geographic advantages, relatively independent, have made Hainan tourist zone, international tourism island potential.

Compared with the international well-known tropical island, Hainan Li and Miao culture with cultural scarcity and strong directivity, is a vivid expression of the national culture of Hainan. The bigger the Li and Miao culture, the formation of a tropical island with Li style sense of Lenovo and propaganda linkage, become a key breakthrough in the international Hainan sea island resources is not strong. According to the characteristics of the humanities the distribution of resources in Hainan, Hainan formed by Volcano Village, Hairui Tomb as the representative of the northern folk group in history, Lili's beauty for the Western fishing culture group led to Qionghai Tanmen, for the South China Sea to the east culture group flourished in Five Fingers Group, as the core of the southern culture. The four cultural groups overlap group with the ecological circle space, a gradient of different mountain, sea, Wen Xiang, combination of resources, help to create a difference in the development of sea exploration, fishing town, town folk customs, ancient villages, DanJia fishing, Li and Miao copycat The diversification of products.

4.4. Analysis of Science and Technology Environment

The development of science and technology, Power Renaissance "has become an important strategic national development, all sectors of the domestic industry's strong awareness of science and technology development, for the development of our economy by relying on scientific and technological progress of social consciousness also grow with each passing day and improve the level of national science and technology, science and technology level, at the same time, also promote the tourism informatization, intelligent, ecological the level has been improved rapidly. Many achievements have been made in science and technology of Hainan province and tourism work, science and technology to create a good environment for tourism development, such as the wisdom tour of Hainan tourism comprehensive cloud platform, Hainan 3D tourism scenic area project, sunshine wing line mobile APP and" immediately tour Hainan "micro business in the construction of the platform, and visitors free WIFI project and the Hainan tourism satellite account of construction work.

5. Analysis on the Competitive Advantages of Tourism in Hainan Province

5.1. Value problem

The construction of Hainan international tourism island, maritime Silk Road, Hainan Province, more than one regulation and other related policies and Hainan's tropical island, the sea, forest resources provide the basis for Hainan tourism development in the external environment opportunities, to enable Hainan to environmental threats and machine will make a positive reflection.

"The State Council on promoting the construction of Hainan international tourism island development certain opinions", Hainan province "international tourism island" construction is promoted to the national strategic level, Hainan province became the focus of national policy. The construction of Hainan international tourism island in the tourism market comprehensive renovation, the implementation of various preferential policies, the reform of tourism management system to achieve the remarkable achievement, financial insurance, visa exemption, yacht cruise, sports lottery

and medical education in areas such as the open policy for Hainan in the pilot, to play an important role in the National Tourism Pathfinder.

5.2. *Rareness problem*

"The State Council on promoting the construction of Hainan international tourism island development certain opinions" and "the construction of Hainan international tourism island development plan proposed series of policies only Hainan exclusive; twenty-first Century Maritime Silk Road to ASEAN, South Asia, West Asia, North Africa, Europe and other major economic plates and domestic Fujian, Shanghai, Guangzhou, Guangxi etc. the coastal provinces and regions; the national multi regulatory one pilot at the provincial level in Hainan pilot; the State Council on the" economic and social development of Hainan Province, SanSha planning approval of the "South China Sea" tourism "policy clause applies only in Hainan; and unique tropical island, the sea, forest resources only in Hainan unique. These are decided by the Hainan policy, resource scarcity, ability.

5.3. *Inimitability Problem*

Hainan's unique geographical location and resource advantages determine the other provinces and regions in China do not have access to these resources and capacity conditions, other provinces and regions compared to the cost disadvantage. But the tourism resources in Hainan and Southeast Asia neighboring countries are highly homogeneous, while by price and other factors, there is a certain threat of substitutes.

5.4. *Organization Problem*

The policy support system of Hainan international tourism island need to optimize the policy system, the lack of top-level design, leading to some preferential policy target is unknown, the open policy has not been effectively implemented. At the same time, the development and utilization of resources is still at the primary stage of tourism resources to products, low conversion rate, Hainan needs to pilot, as important national tourism Pathfinder in the continued efforts.

6. **SWOT Analysis of Tourism Development in Hainan Province**

6.1. *Strength Analysis*

6.1.1. *Hainan has a good foundation for the birth China only tropical climate*, year-round no winter, comfortable climate, sunshine, sea, beach, forest resources, air quality is superior to the tropical resort island for the characteristics of the tourism brand awareness throughout the country. From natural resources, Hainan natural tourism resources abundant marine resources. Obvious advantages, the winter conditions. Subtropical and tropical crops widely distributed in Hainan formed the distinctive characteristics of the natural landscape, coconut, jackfruit and other special crop seasons. Rich in geothermal resources, hot springs are widely distributed, from cold to hot springs have, can adapt to the different needs of different market segments, providing a natural advantage for the development of Hainan health tourism.

6.1.2. *The establishment of the Hainan Special Economic Zone accumulated in rich experience*. In 1988, the province launched construction of tourist attractions and the tourism hotel boom, with the rise of tourism development. After nearly 30 years of ups and downs, Hainan tourism development has accumulated rich experience. Leisure industry leading national Yalong Bay, has become China's first-class resort destination; the development of rural tourism in the island to take shape Qionghai, running mode, grid pattern, industrial town mode will be enriching tourism and beautiful countryside construction together, become a hot market, to a certain extent, promote Hainan tourism strong people; forestry agriculture regulatory approval is rigorous, the protection of forest land resources, ecological base can be effectively protected.

6.1.3. Hainan enjoys more preferential policies. Islands shopping tax refund, 26 entry visa, yacht tourism management, the South China Sea cruise line, remote medical insurance and other preferential policies for the development of Hainan tourism, inbound tourism, marine tourism and medical tourism to create a favorable policy environment.

6.2 Weakness Analysis

6.2.1. The tourism talent shortage. The number of Hainan tourism talents supply shortage, the market demand gap is relatively large; the existing tourism practitioners the overall quality and level is low, college education accounted for 67% of the total number of professional and technical personnel of tourism is less; the unreasonable talent structure, talent and foreign language talents lack of high end tourism; brain drain problems the traditional tourism service consciousness is lower trade restrictions, tourism practitioners of social status is not high and low wages, many tourism workers, employee loyalty is not high.

6.2.2. High quality resources occupied. Tourism real estate momentum, Gold Coast line and lake ecological zone occupied, "sea of the Great Wall" "lake the Great Wall" part of land has a row upon row of golf, the occupation of forest land resources, land resources with high quality real estate, golf and other projects accounted for according to the homogenization of the product, repeated construction, lack of product characteristics, resources the protection and utilization and land use approval limits imminent.

6.2.3. Insufficient investment. Hainan per capita GDP, per capita income of urban residents, three people per capita income of rural residents is lower than the national average, with Five Fingers Group City, Lingao County, Baisha County, Baoting County, Qiongzong County, five national key poverty alleviation object, weak economic base, weak investment, lack of stamina.

6.3. Opportunity Analysis

6.3.1. On the international level. The Asia Pacific tourism development opportunity brought about the rise of Asia Pacific. 2013 to become the world's largest regional tourism revenue growth is expected to 2030, the Asia Pacific region will become the world tourism center. As an international tourist island of Hainan will become an important window for China reception overseas tourism, development prospects.

6.3.2. On the national level, the construction of International Tourism Island Express. Along with the continuous development and put forward twenty-first Century Maritime Silk Road Construction of the international tourism island, Hainan has become the focus of attention at home and abroad. The State Council on promoting the development and integration of cultural and creative design services and related industries, the number of observations launched > and so on industrial policy, help Hainan leveraging propaganda, set off the global hot, expanding international visibility.

6.3.3. On the level of Hainan, tourism related industry policy. In recent years, Hainan province has issued a new favorable policies to support the development of tourism related industries series, relates to the real estate industry, agriculture, culture industry, low carbon industry, ethnic minorities and other aspects, the government attaches great importance to enriching tourism, continuously promoting the development and construction of the western region, promote the balanced development of space.

6.4 Threat Analysis

6.4.1. Inside and outside competition. from domestic. Guangdong, Tianjin, Fujian, Shanghai FTA have been established, and two provinces near Hong Kong and Taiwan by geographical advantages, tourists

high; development and Reform Commission officially approved the Guilin international tourist resort construction, to the other provinces of preferential policy of gradual liberalization of the coastal city of Hainan has introduced; and the approximation of the domestic tourism products. Competition; international, and Maldives, Hawaii, Bali Island and other islands compared to Hainan tourism resources, high cost, only is not strong, lack of cultural support, participate in international competition at a disadvantage.

6.4.2. Supporting lag behind. Tourism transportation system is not perfect, the traffic dredge not free, but as the island transportation capacity is limited, since the driving system is not perfect, the green way has not yet formed the series; tourism advisory service system is not perfect, has not formed a unified system of tourism, tourism advisory function further promotion; rapid development of tourism related industries, lagging behind the development of weak supporting; foundation service system is not perfect, not for individual service system, standardized facilities and services, the characteristics of defects.

6.4.3. Policy still open. Although Hainan Islands enjoys a tax rebate, 26 countries visa free policy, but the rebate amount still has large gap with the international, and visa in direct line less, visa policy to promote the effect of greatly reduced. Hainan needs to further open the free visa free pilot rights, promoting the implementation of preferential policies.

Table 1. Hainan Tourism Development SWOT Analysis Table

Strength	Weakness
Innate foundation—— China is unique tropical resources and environment, and good foundation for development; accumulated experience—— More than 20 years of accumulated experience in the development of tourism industry; preferential policy—— Special economic zones open to the outside world, enjoy a variety of preferential policies; Domestic popularity—— Domestic brand awareness is high, and high degree of aspiration;	Talent service—— Inadequate human resources cause the soft environment of tourism service is weak; Resources are occupied—— High quality land is dominated by homogeneity of a single project; Economic input—— The weak economic base leads to insufficient investment in tourism development International brand—— Marketing publicity is poor, and the international tourism market is not well known.
Opportunity	Threat
international level—— The world tourism is booming and the Asia Pacific tourism sector is booming; national level—— International tourism island and the latest industrial policy opportunities, 21st century sea Silk opportunities; Hainan level—— Tourism related industry policy opportunities, the western development, the South China Sea Foreign development opportunities, attention to the opportunities for tourism to enrich the people.	Internal and external competition—— The domestic provinces of tourism rise competition, Asia - Pacific island tourism competition fierce; Support lag behind—— The rapid development of tourism, supporting the development of supporting industries lag Poor support; Policy implementation—— Although a number of policies, but the intensity of benefit people policy still inadequate;

6.5. SWOT Analysis Conclusion

It is clear from the above table that the advantages of Hainan tourism are more obvious, mainly reflected in its rare advantages as an objective advantage; secondly, the government's preferential policies for tourism in Hainan are also the objective conditions for the development of tourism in Hainan. Experience is a subjective advantage. In contrast, Hainan tourism development disadvantage is subjective factors, such as talent services, marketing, publicity, resources, etc., of which only economic investment is the biggest obstacle to its development, and economic development and tourism development is complementary So there is still room for break.

From the perspective of development opportunities and challenges, in the international tourism island and industrial policy opportunities in front of Hainan Province, the development of tourism industry needs a strong implementation of the "growth" strategy, based on sustainable development, to take targeted strategic initiatives The

In short, to seize the rare opportunity to actively respond to the challenges should be Hainan tourism development decision-makers held by the attitude.

Table 2. Internal and External Environment for Development and Development Strategy

Internal and external environment	Strength	Weakness
Opportunity	Growth strategy ——international; ——Sustainable; ——Innovation driven, dare to think, dare to try; ——Deepen international Cooperation in tourism.	Torsional strategy ——Informatization Strategy ——full region full timing ——Institutional innovation; ——Enhance the quality of Tourism and international competitiveness.
Threat	Diversified business strategy ——Integration development; ——Differentiation; ——Scale; ——Vigorously develop the eight tourism industry	Defensive strategy ——Regional co-ordination; ——Ecology; ——Optimize the organizational structure ——Declaration of tourism free trade area;

7. Conclusion

Hainan Provincial Tourism Bureau positively respond to the national call of Hainan, the development of the full regional tourism is treated as a major scenic spots to the planning and construction in Hainan. Realize the tourism lighting glorious brilliance of the sun and the moon to last. This article is based on the comprehensive analysis of many aspects of the Hainan tourism industry development advantages, disadvantages, opportunities, threats. These are analyzed from the qualitative point of view, which are inadequacy of empirical and necessary data demonstration, it will be the focus of future studies.

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