

## Discussion on Optimization and Upgrading of Industrial Support in Hainan International Tourism Island

Li Tian

Hainan College of Economics and Business, Haikou, Hainan Province, 571127

**Keywords:** Hainan; international tourism island; industry; upgrading

**Abstract:** With the introduction of a series of policies, Hainan's reform boom is rising again. The construction of international tourism island provides a carrier for the sustainable development of Hainan. The investment of resources such as capital projects and tourists has promoted the development of Hainan tourism. At the same time, the development and upgrading of the international tourism island industry has become the main objective of the tourism development in Hainan.

The Central Committee of the Communist Party of China formally issued the guidance of the Central Committee of the Communist Party of China on supporting the comprehensive deepening of reform and opening-up in Hainan, and clearly pointed out that the development of the international tourism island should be deepened and the environment of development be optimized, and the tourism consumption field should be expanded and the new form of tourism consumption should be developed. High-end tourism consumption level shall be improved to promote optimization and upgrading of tourism consumption. In order to expand the potential of tourism consumption and develop the consumption economy, it is necessary to make up for the deficiencies in the current industrial development, and lay a solid foundation for the long-term mechanism of industrial development.

Based on the analysis of Hainan's future tourism development, promoting the opening of the international tourism island to the opening of the fast lane has a positive effect on the promotion of the quality of tourism consumption in Hainan, and has a practical significance for the international development of Hainan tourism, and the future of the construction of Hainan international tourism island is bright and broad. The construction of international tourism island and international tourism consumption center is complex and cumbersome, and it is a long process. From the analysis of international tourist resources, in the 3 years from 2015 to 2017, the number of visitors in Hainan has risen from 44,920,000 to 55,910,000, but the proportion of international tourists is still relatively low. In order to expand the consumption potential of international tourists, it is essential to match the suitable market environment. First of all, to improve the quality of service; reception services, software quality and talent introduction training will be covered. Secondly, to create the growth pole of the Hainan international tourism island, which is distinguished from other holiday islands by the advantages of regional and special features, so as to attract more international tourists. The opening, pluralistic and international development of Hainan tourism can promote the development of Hainan's modern service industry, agriculture, new industry and high-tech industry leading by tourism, and then promote the overall economic, social and ecological benefits of Hainan province by the promotion of the overall economic, social and ecological benefits of the Hainan province [1].

### 1. The Status Quo of the Industrial Development of Hainan International Tourism Island

The construction of Hainan international tourism island has promoted the adjustment of the three industrial structure in Hainan. However, problems such as unsolid foundation and single structure of industrial development can not be ignored. The development of agricultural industrialization is in urgent need of adjustment, such as the advanced stage of development, the stagnation of new industrialization and the lack of innovation in service industry.

Although the development of science and technology in Hainan has achieved good results, there is still a shortage of industrial technology content, strength and level. Lack of core technology of independent intellectual property rights, imperfect industrial technological innovation mechanism, and inappropriate adaptation between product development and technological innovation need urgent adjustment. In recent years, the total import and export value of Hainan's foreign trade has been declining, from 97 billion 500 million yuan in 2014 to 13 billion 300 million yuan in 2016. In the same year, the total export volume and the total utilization of foreign capital were twenty-fifth and twenty-fourth in the urban area of the province, which was not consistent with the state's positioning to the special economic zone [2].

The safeguard measures of Hainan industrial upgrading need to be further improved, such as industrial preferential policy, fiscal and tax policy, financial investment policy, talent science and technology policy and so on, which have not been seriously disconnected with the system arrangement.

The construction of international tourism island provides a realistic carrier for the sustainable development of Hainan, but it does not have the industrial basis and economic conditions for sustainable development. The internal requirements for the sustainable development of the industrial structure optimization and upgrading, such as low consumption, high efficiency and green environmental protection, still need to be improved.

## **2. Countermeasures to Optimize and Upgrade the Development of Power Industry**

First, the development of the modern service industry, which takes tourism as the leading part and the ecological environment, promotes the service industry to upgrade and transform, and protects the resources of Hainan to maximize its resources advantage. We should vigorously develop forest ecological tourism, sports leisure tourism, Xisha tourism and other tourism projects, and expand the structure of tourism products. It will promote the transformation and upgrading of cultural sports and exhibition industry, and promote the development of cultural industry's characteristics and regionalization. Around Yangpu Bonded Port Area, Haikou comprehensive bonded zone and other customs special regulatory areas, the development and development of shipping transfer and other services to promote the international and bonded logistics service system. Build brand discount stores, special commercial blocks, shopping malls, specialized commodity markets and other international shopping centers. Dedicated to building and developing real estate projects with high quality and local characteristics. To optimize the layout of the financial institutions, promote the grid work of financial services, set up an international offshore financial business pilot, attract the insurance and investment funds, international banks and other financial institutions, or the headquarters of the multinational headquarters in Hainan, producing the agglomeration effect of [3].

Secondly, we should develop modern agriculture, base on the natural resources in Hainan, and vigorously develop Hainan agriculture with local characteristics to promote the sustainable development of agriculture in China. Agriculture is one of the important economic pillar industries in Hainan development. The agricultural and sideline products such as fruit and vegetable, flowers, grain, animal husbandry and other products are rich, and the modern characteristic agriculture, agricultural products processing industry and modern facilities agriculture are vigorously developed. The construction of national agricultural bases, such as animal husbandry, tropical fruit, fishery export and other bases, increased agricultural value-added, and promoted the promotion of agricultural economic and social benefits in Hainan. The agriculture and tourism industry should be highly effective, and agricultural demonstration bases such as sightseeing and leisure should be set up to promote the integration of urban and rural areas.

Finally, the development of new industry and high technology industry. Industry is one of the important economic pillars of regional development. Surrounding the existing industries and port conditions and other advantages, the industry is vigorously developed, as well as the new industries such as mineral resources processing and oil and gas chemical industry. All the time, the industrial layout has been adjusted to expand the industrial scale and realize the effect of industrial

agglomeration. Vigorously develop diving equipment, yachts and other tourism equipment manufacturing industry. The strategic emerging industries, as the main goal of the future development of industrial structure, vigorously develop new industries, such as electronic information, biomedicine, software and materials. Improve the ability of independent research and development of medicine, through independent innovation, develop industry with the core of intellectual property technology, build industrial market brand actively, form international core competitiveness through international promotion, and develop regional economy of Hainan province [4]

The construction of the international tourism island has raised the value-added of the tourism industry, and the labor intensive industry can effectively link the local employment pressure, which has led to the employment of agriculture, service industry and new industry, which is the leading development of tourism industry. According to statistics from the world tourism organization, the proportion of tourism employment and employment promotion is 1:5. It has created a favorable environment for employment and opportunities, and has also promoted the steady progress of education, medical and other industries.

Hainan should rely on the opportunities for the development of the era of industrial innovation, focus on the theme main line and with the new development concept, vigorously promote the structural reform of the supply side and strengthen the development of the intension. Through multi measures and efforts to improve the main position of technological innovation and the ability to lead the innovation, around the development and innovation of science and technology, we should energetically cultivate technological innovation, high quality and comprehensive talents to promote the benign development of enterprises. It lays particular emphasis on the transformation and upgrading of the characteristic industry, the high and new technology industry and the strategic new industry, quickening the deep integration of industrialization and informatization, and providing a new impetus for the upgrading of the industry [5].

The construction of international tourism island should focus on internationalization requirements and standard construction to improve the uniqueness of Hainan's tourism in the world's tourism culture. This should strengthen the scientific and technological content and innovation of service management, tourism resources protection and development, personnel training, infrastructure construction and so on, and optimize the system mechanism. This is closely related to the goal of sustainable development. Its goal principle is to make use of the role of science and technology, educational forerunner, basic and so on, to promote the development of scientific and technological innovation and cultivate innovative and comprehensive talents. And focus on scientific and technological innovation to promote natural utilization and development of science, rationality, intensive and efficient. It is the use of a sound policy and legal system and effective institutional mechanisms to achieve efficient allocation of social resources and efficient utilization of.

The construction of the international tourism island can not be separated from the full support of the state, the government, the social force and so on. The local government should take the initiative to undertake the responsibility and assist the national level to complete the construction of the international tourism island. Based on the analysis of the open policy, the visa free entry countries have been increased through the adjustment and adjustment of entry and exit management. The number of groups and the time for entry are relaxed, and the Hainan tourism island tourism agency has been set up abroad. Based on the analysis of the investment and financing policy, the state has formulated the tourism industry investment fund, the western development policy of the west of Hainan, and actively issued the corporate bonds to the related tourism enterprises. Based on the analysis of the land policy, it supports the scientific protection of the islands and the overall planning of the resources development. Through the industrial agglomeration of the sea, the marine economy is focused, and the high quality development of the marine economy is achieved. Based on the analysis of fiscal and tax policy, the State supports overseas travelers' departure tax rebates, Islands passengers' shopping duty-free, and promulgates relevant policies, while supporting international tourism island construction and giving special subsidies. The development of the

influence and regional characteristics of the international tourism island requires the support of various departments, and a complete set of supporting measures, such as fiscal tax, capital investment, science and technology and finance, to promote the long-term development of the industry. The construction of international tourism island, in the operation mechanism, management system and other aspects, should be closer to the international, around the international standard, set up local and characteristic tourism management service system, and ensure high quality of service.

We should actively build a sound tourism complaint system, a law enforcement management system for tourism, and a long-term mechanism for comprehensive management to stabilize the tourism market order. In order to promote the construction of tourism integrity, we should establish a long-term mechanism for honest tourism. At the same time, we should optimize the safety management system of fire and transportation, food hygiene, and social security management system, so as to ensure the humanized service and safety of tourists. Equipped with advanced and efficient environmental control technology, improve the environmental protection system. In view of the importance of tourism resources in ecological environment, we should establish an ecological compensation mechanism and an industrial access standard to control industrial and living pollution. We should improve the performance appraisal system and comprehensively assess the environmental protection and ecological index. We should optimize laws and regulations, manage according to law, and maintain ecological environment and safety [6].

Use sustainable development to promote the upgrading of industrial structure. In order to meet the requirements of sustainable development, we should realize the strategy of the adjustment of the national economy, then promote the upgrading of the industrial structure, complete the effective transition and transformation of high and low consumption, pollution and benefit, and effectively alleviate the burden of the resources and the environment. We should optimize the layout of regional economy, vigorously develop the third industry, realistically adjust the differences between urban and rural development, and ensure balanced regional development. Hainan has obvious geographical advantages, not only has unique ecological environment, but also has pleasant Island climate, providing abundant resources for holiday tourism. The development of tourism characteristic industries is an effective way to protect and utilize ecological environment resources efficiently. The construction of international tourism island should make great efforts to develop tourism products and services in accordance with international first-class standards, enhance the proportion of tourism industry in the region, consolidate the industrial base and make it the most competitive and economic strength industry. We will vigorously develop leading industries such as medical, communication, environmental protection, finance and so on. Comprehensively adjust the industrial structure and promote the sustainable development of regional economy. We should establish a virtuous circular ecosystem, vigorously develop low consumption, high efficiency, environmental protection and sustainable ecological industries, and strengthen the protection of ecological environment to promote the development of green industry. With the high and new technology, the ecological environment protection and economic construction are integrated around the ecotype economic target, and the economic, social and ecological benefits are promoted, and the industrial guarantee for sustainable development is provided. We should pay more attention to the improvement of infrastructure, development level and high quality of the tourism industry. Through the improvement of tourism elements, that is, eating (Tourism and catering), living (hotel accommodation), tourism (Landscape Tourism), travel (Transportation), entertainment (entertainment and leisure), and purchasing (tourist commodities), promote the transformation and upgrading of the tourism industry institutions and drive Hainan economic and social development vigorously. Exhibition. With the economic globalization, the construction of Hainan international tourism island is an important measure of deepening the reform and opening up. According to the international standards and requirements, the development of tourism and modern service industry in Hainan province is planned as a whole, and the industrial base, ecological foundation and economic conditions of sustainable development are strengthened, and Hainan international tourism island Construction meets the inherent requirements of this development. Hainan's natural ecological environment and resources are sound, such as seawater, forests, beaches, hot springs and

so on. The ethnic and cultural resources of Li and Miao Nationalities are unique, providing abundant tropical island tourism resources. For tourism island provides unique landscape scenery leisure, tropical rain forest adventure, island landscape holiday products and other tourism products. Ecological environment is the main lifeline of tourism, and a strategic resource for sustainable development and benign operation of tourism. The construction of this tourist island should have an international level of ecological environment, and the forest coverage, air quality, water quality and harmless disposal of garbage should all reach the first-class level. At the same time, in the development of tourism resources, we should pay attention to the protection of ecological environment, and on the basis of it, combine eco-tourism products. Based on the two international and domestic markets, we should take the high-end road to promote the upgrading and upgrading of Hainan's international tourism island industry.

### **3. Summary**

To build an international tourism island in Hainan, we should pay attention to the development of modern service industry taking tourism as the leading position and positioning and leading industries at the strategic level of industrial development. At the same time, we should develop the tourism market, internationalize and professionalize the tourism elements and take the high-end road. Both tourism and other industries should attach importance to improving people's livelihood. We should increase tourism brand establishment and form the core competitiveness of the country, which will contribute to the sustainable development of Hainan's international tourism island and promote the overall upgrading of the industrial structure.

### **References**

- [1] Zhao Q. Discussion on the Optimization and Upgrading of Industrial Structure and the Construction of Industrial Competitiveness in Henan Province[J]. Innovation Science & Technology, 2016.
- [2] Li Z, Sun F, Li N, et al. The Discussion on the Practice of Coal Industry Transformation and Upgrading in China——Based on the International View[J]. Reformation & Strategy, 2017.
- [3] Geng S, Liao X, Hua Z. Research on the Allocation and Optimization of Higher Education Resources in Hainan Province under the Background of Industrial Structure Upgrading[J]. Innovation Science & Technology, 2016.
- [4] Wang K Q. Research on the Development of the Business Tourism Industry of the International Tourism Island[J]. Journal of Hubei Correspondence University, 2016.
- [5] Chen H, Jia Y H, Guo-Ji M A, et al. Discussion on Work Idea of Shaanxi Dairy Cattle Industry Transformation and Upgrading[J]. China Cattle Science, 2016.
- [6] Wang S, Bing-Feng X U, Jin L, et al. Discussion on upgrading and reconstruction of sewage treatment plant at small towns in Yunnan Province[J]. Industrial Water & Wastewater, 2016.

A brief introduction to the author: Li Tian (1984.11.20), female, Han nationality, Hainan Qionghai people, lecturer, master, mainly engaged in Tourism Management Research