

## Analysis of Hainan Tourism Internationalization Development Path

Xu Xiaxin<sup>1,2</sup>

<sup>1</sup>Sanya Aviation & Tourism College, Sanya, China

<sup>2</sup>Hainan Technology and Business College, Hainan, China

**Keywords:** Hainan Tourism; Internationalization; Service Guarantee

**Abstract:** The development direction of Hainan tourism mainly focuses on the internationalization of Hainan Tourism Special Zone. The international development has added new vitality to Hainan tourism. By analyzing the significance of the internationalization development of tourism in Hainan, this paper proposes the main ways to realize the international development of Hainan tourism, learn from the successful experience of excellent tourism development at home and abroad, promote the mutual cooperation between the government and the tourism industry, and fully shape the international cooperation of Hainan.

### 1. Introduction

In 2015, Hainan Provincial Party Committee Secretary stressed that Hainan needs to take advantage of the environment, location, resources and other factors to actively build a world-class boutique tourism destination. Under the environment of increasing international influence of tourism in Hainan, the strategy of building a national tourist island is imperative. Therefore, it is necessary to combine the unique cultural core of Hainan, combine local characteristics with the “Belt and Road” to create a world-class brand of Hainan Island tourism.

### 2. The Value of Hainan's Tourism Internationalization

The essence of Hainan Tourism Special Zone is to promote the higher level development of Hainan's tourism industry, increase the development of tourism resources, and form a special tourist area under the government's tourism policy and flexible tourism management mechanism. Therefore, the internationalization of tourism in Hainan is actually a form of matching the tourism resources, operation concept, management mechanism, tourism policy, tourism industry and other factors of Hainan Tourism Special Zone with the national standards of tourism. At the same time, the internationalization of tourism in Hainan has significant advantages in terms of international impression, regional radiation and openness. The tourism quality management, development model and tourism level of the SAR are all competitive in international tourism. It should be noted that Hainan's tourism industry must meet the following three conditions: The first is a highly open tourism policy and a scientific and rational tourism management mechanism. Second, it needs to have rich tourism resources and regional advantages. Third, the core of local economic development is the tourism industry, and tourism products need to have international influence.

### 3. Hainan Tourism Internationalization Development Path

Through 30 years of practical experience in special economic zones, tourism in Hainan Province is the most distinctive, potential and competitive industry. In 2018, the total number of domestic and foreign tourists received by Hainan Province was 76,273,900, a year-on-year increase of 11.8%, and the total income was 95 billion yuan, a year-on-year increase of 14.5%. From 2012 to 2019, Hainan's tourism industry's revenue growth is very fast, and the annual growth rate is maintained above 13%. In 2017, the actual income of tourism in Hainan Province reached 81.199 billion yuan, directly breaking through the 80 billion mark. It can be seen that the international development of tourism in Hainan has started but lacks macroeconomic regulation. The following concrete ways to

explore the internationalization of tourism in Hainan are discussed from six aspects.

### **3.1. Learning from domestic and foreign successful experiences to explore the nationalized tourism development model**

There are many successful development modes of marine island tourism in the world. For example, Maldives mode, Hawaii mode, Florida mode, Bali mode, Singapore mode and China's Hong Kong and Macao model[1]. The Singapore model mainly combines local geographical conditions and historical characteristics to occupy the leading position in the development of the tourism industry. Therefore, it has formed a diversified style that includes both the local folk culture environment and the cultural landscape of both sides. At the same time, people's excellent civilized health habits and clean, green "garden city" image is the most distinctive part of Singapore's tourism model. Florida is very suitable for the development of mass holiday tourism projects and new tourism modes because its islands are generally large peninsulas. At the same time, the relationship between the tourism industry and the entertainment industry and business. The Hawaiian model focuses on precision special and high-end vacation models. The Bali tourism model mainly focuses on the cultural tourism style formed by religious national culture. The Maldives tourism model uses the form of the island's overall transfer, combined with the "four ones" standard for tourism development, is a classic policy standard to prevent blind travel, highlighting the role of the government in the tourism industry. Hong Kong's main tourism mode is regional financial center and logistics trade. Tourism is also generally carried out in the fast-paced urban tourism style of business leisure, shopping and sightseeing. Due to the small size of Macao, China's tourism resources are not prominent, mainly based on special tourism such as gaming. Therefore, combined with the geographical advantages and characteristics of Hainan Island, the national development of Hainan tourism can draw on the Florida model and the Singapore model, combined with the development background of the Belt and Road, focusing on the bridgehead and Silk Road hub of the South China Sea tourism circle, and establishing a tourism concept. Management system, environmental services, and national characteristics of the brand of international tourism development.

### **3.2. Increase the support of the government and related tourism industry associations**

Vigorously developing the internationalization of Hainan Tourism Special Zone needs to focus on the core of tourism development led by the government and accelerate the planning and construction process of Hainan tourism-related experimental areas. The Hainan Provincial Government can formulate relevant support plans for professional travel agencies within and outside the United Nations, macro-control the key points and directions of tourism development in Hainan, and ensure the feasibility and scientificity of tourism projects. In addition, some tourism projects can be raised to national behavior. For example, the Boao Paradise International Medical Tourism Pioneer Zone, the Hainan National Tourism Island Pilot Zone, the Sansha Cruise Tour and the Xisha Ocean Tourism Pilot Zone were added to the specific development plan of China's tourism industry[2].

In order to achieve the goal of domestic and foreign tourists' shopping discounts and convenient access, Hainan Island will be built into a global visa-free island. The government can increase the number of Hainan visa-free countries, launch a global visa-free policy, and introduce subsidy policies and product tax rebate policies for aviation expenses. International cruise port policy. Regarding the backwardness of tourism infrastructure in the central and western parts of Hainan, the AIIB and the government and other relevant financial institutions can implement preferential policies on taxation, finance, land, finance, etc., and reduce loans to county and city financial institutions with more developed tourism. Approval Process. We can design a variety of loan types based on the actual development of the tourism industry, such as: farmhouse eco-tourism loans, scenic spots infrastructure loans, and green channels for tourism industry loans. For the large amount of money required to develop tourist attractions, a "silver group" loan form can be implemented. The implementation of the pledge of management rights and the pledge of charging rights are supported by funds.

### **3.3. Through the “Belt and Road”, combined with Hainan characteristics to create a tourism brand**

Because Hainan is the largest province in China. A full range of marine tourism resources and special regional advantages show marine civilization and blue civilization in our tourism industry. Taking the “Maritime Silk Road” as the core and using cruise tourism as the messenger of international peace, it is committed to making Sansha a sea of Asian tourism comparable to the Caribbean Sea and the Mediterranean Sea, enriching the monotonous mode of Asian tourism on the ocean, showing The characteristics of the era of the Maritime Silk Road. Hainan Island can cooperate with other neighboring countries to establish a South China Sea tourism model, improve the island's seaside tourism mode, and broaden the scope of holiday tourism.

Located in three tropical regions, ASEAN's peculiar landscapes and climates have created a rich natural landscape in these countries. These ASEAN countries also have a wide variety of historical sites. Therefore, Hainan Island can establish cooperation with various ASEAN countries and use the geographical advantages of Qiaotoubao to establish an international tourism economic cooperation network running through ASEAN countries. Construct a tropical eco-tourism corridor with sea features and complementary attractions.

### **3.4. Develop tourism culture with regional ethnic characteristics**

At present, most of the tourism project products in Hainan are at the low-end level, and their competitiveness and attraction in the international high-end tourism market are not great, which affects the enthusiasm and cognition of foreign tourists. The establishment of national cultural products with Hainan characteristics can promote the development of tourism in Hainan Island. First, in terms of product design, Hainan Island can refer to the world-class resort area, actively do high-quality leisure tourism and holiday products, and design and develop new tourism products around the essence of “humanization, transparency and refinement”. Second, in the design of Hainan Island tourism industry characteristics, it can strengthen the new areas of marine tourism, leisure real estate, entertainment industry, sports industry, health care industry, climate industry, cultural industry, exhibition industry, tax-free industry, hot spring industry, etc. Tourism development fully demonstrates the uniqueness of Hainan's tourism industry in eight aspects: “special cultural zone, entertainment zone, health zone, medical zone, food zone, shopping zone, human settlement zone and leisure zone”. Third, in the construction of regional characteristics, Hainan Island can deeply explore marine culture and Li culture. The nation is closely related to the world, and the specific lifestyle of the coastal fishermen can be combined with the life and tourism of ethnic minorities such as the Li ethnic group.

### **3.5. Increase the talent training mechanism to improve the overall level of the tourism service industry**

Major tourism colleges across the country can jointly run schools with Hainan's tourism agencies or cooperate with the world's leading ocean tourism universities. Such as the University of Hawaii, the University of Florida, the University of Queensland in Australia. Established a national tourism university in Haikou, Sanya and other places, Among them, it can be set up, for example, the Health and Wellness Tourism College, the Tourism Marketing Management School, the Cruise Yacht Professional, and the Ocean Tourism College. Meet the international talent needs of Hainan tourism area for surfing, seaplane, sailing and other entertainment projects.

In order to cultivate managers who meet the needs of the national tourism market, tourism units can cooperate with tourism colleges and universities to realize the “order-based” talent training form, and train more and more high-quality tourism management and service reserve talents for the tourism industry ([3]. At the same time, we will establish a tourism talent training mechanism, cooperate with tourism research institutes and training institutions, and train tourism talents in all aspects through academic education, refresher courses, and short-term training courses. In addition, the combination of comprehensive technology and professional technology training will strengthen the cultivation of high-level, highly educated, high-quality, high-level comprehensive management

talents, and gradually establish and improve the training mechanism for tourism talents.

#### **4. Conclusion**

The internationalization of tourism in Hainan Island is a huge systematic project, which needs to be carried out step by step. It requires both a macro overall layout and a specific solution. Among them, image shaping is the purpose, mechanism operation and service guarantee are the ways for Hainan tourism to go international. Establish an international tourism concept, combine Hainan's local resources under the vision of the Belt and Road, and actively explore the sustainable development path of Hainan's internationalization.

#### **References**

- [1] Liu Hailong. Analysis of Hainan Tourism International Marketing Strategy. *Holiday Tourism*, 2019, (03): 85+87.
- [2] Liu Ping. On the Constraints and Solutions of the Internationalization of Hainan Tourism Special Zone. *Tourism Overview* (second half of the month), 2015, (09): 169-171.
- [3] Chen Xuhai. Research on Hainan International Tourism Island Development Planning. Tianjin University, 2014.