

Current Situation and Countermeasure Research of Hainan Tourism Crisis Management

Lei Shibiao

Haikou University of Economics, Haikou, China

Keywords: Hainan, Tourism, Crisis management, Countermeasure.

Abstract: After 2018, Hainan Province regards trade and tourism as the main line of development, which promotes the rapid development of Hainan's tourism industry and effectively promotes the rapid development of related industries. But at the same time of rapid development, there is also a dilemma of inadequate response to tourism crisis management. By studying the development of Hainan's tourism industry, this paper analyses six crisis characteristics of Hainan's tourism industry, and puts forward countermeasures and suggestions for crisis management of Hainan's tourism industry according to the characteristics of crisis.

1. Research Background

1.1 Literature review

With the implementation of many national development policies, Hainan Province has further deepened its reform and economic development. On April 14, 2018, the Guiding Opinions of the Central Committee and the State Council of the CPC on Supporting Hainan's Comprehensive Deepening of Reform and Opening-up put forward the development strategy of Hainan Province, demonstrating the importance of Hainan Province as a national key development identity (Zhou and Li, 2011). Fu Yeqin, Chen Xuejun and Cao Na used to think that as a public opinion crisis in tourism industry, it is an important field of network public opinion research, which can influence the image of tourism destination and consumers' consumption perception of tourism destination (Fu and Chen et al., 2016). Zhang Li used to think that with the rapid development of China's market economy, corporate public relations crisis has entered a period of frequent occurrence, and tourism has become a common concern of consumers (Zhang, 2015). Peng Shiyong used to think that tourism is an industry that provides relevant services to consumers. As an important part of the tertiary industry, tourism is an important growth point of China's national economy (Peng, 2018). Zhao Qun used to think that with the frequent occurrence of public crises in China, it has a great impact on the general public. Enterprises, as crisis handlers, must pay attention to the comfort work of consumers (Zhao, 2015).

1.2 Purpose of research

In recent years, China's economy has developed rapidly, and Hainan's tourism industry is also developing rapidly. However, while Hainan tourism is developing, it is also facing the problem of inadequate crisis management. It is not timely to deal with sudden, urgent, periodic, harmful, dual and periodic crisis events. In order to effectively solve the current problems faced by Hainan tourism, this paper studies the development prospects of Hainan tourism, the speed of Hainan tourism development and the above problems. Four countermeasures are put forward to prevent the occurrence of the crisis from its root, to respond quickly when the crisis occurs, to do a good job in appeasing the recovery period of crisis management, and to reflect on the crisis events.

2. Current Situation Of Tourism Development In Hainan

2.1 Hainan's tourism industry has broad prospects for development

Since 2018, Hainan Province has taken the construction of Hainan Free Trade Pilot Zone and

Free Trade Port as its main line of development, focusing on international tourism consumption, and has achieved great results in culture, tourism, sports and other industries. According to the statistics of Hainan Provincial Data Bureau, about 76.28 million tourists were received in Hainan Province in the whole year of 2018. Compared with last year, the total income of tourism industry reached 95 billion yuan, up 14.5% compared with last year. According to the “Hainan Tourism Market Prospect Survey and Investment Strategy Research Report of 2019-2024” published by the China Business Industry Research Institute, in the first quarter of 2019, Hainan received 22.42 million tourists, an increase of 4.8% compared with last year. Total tourism revenue in the first quarter was 29.7 billion yuan, up 7.25% from last year. Overnight tourists in the first quarter were about 17.75 million, up 5% from last year, including 16.73 million domestic overnight tourists, up 4.3% from the same period last year, and 320,000 inbound overnight tourists, up 20% from the same period last year. About 5.37 million visitors received one-day tours in the first quarter, up 5.6% from last year (as shown in Table 1).

Table 1. Statistics of Tourism Reception in Hainan Province in the First Quarter of 2019

Project	The first season	Year-on-year growth
Total number of visitors received	22.42 million	4.8%
Total Tourism Income	2.97 million	7.25%
Overnight visitor	17.05 million	5%
Domestic Overnight Tourists	16.73 million	4.3%
Inbound Overnight Tourists	0.32 million	20%
Reception of one-day tourists	5.37 million	5.6%

2.2 Hainan's tourism industry has developed slowly over the same period of last year

As can be seen from Table 1, with the continuous optimization and upgrading of Hainan's industry in recent years, Hainan's tourism industry is also developing continuously. As the only tropical island province in China, Hainan Province has its unique geographical location and tropical climate characteristics. By comparing Hainan Island with other islands with the same location factors in the world, the proportion of total tourism economy to GDP of the whole island is analyzed. It is found that Maldives accounts for 36%, Hawaii 21%, Bali 32%, and Hainan Island has the lowest proportion of 18%, which is in a backward position. According to the level of national tourism development, the total tourism income of Hainan has increased by 5.4 times compared with 2005, with an average annual growth rate of 18.3%. There is still a gap between the average annual growth rate of tourism income of Hainan and that of the whole country, which is 20%. Comparing Hainan with Guilin and Zhangjiajie, the number of tourists in Guilin is about 82.33 million in 2017, and that in Zhangjiajie is about 73.36 million, while that in Hainan is only about 67.45 million. Guilin's tourism income reached 97.2 billion yuan, while Hainan's tourism income was only 81.2 billion yuan. Through comparison, we can see that the tourism development of Hainan Province is still at the city level in China, and the development is slow compared with the same period of last year.

3. The Impact and Characteristics of Crisis Events on Tourism

3.1 The Impact of Crisis Events on Tourism

The World Tourism Organization defines crisis events in tourism as “unexpected events that affect travelers' confidence in a destination and disrupt their continued normal operation. Such events may take an infinite variety of forms over many years (Luo and Zhou et al, 2017). “ The emergence of crisis events will have a strong negative impact on tourism destinations and local tourism markets. Local tourism-related enterprises will also have lower income due to the reduction of consumers, and even the failure of enterprises, which will take a long time to recover. It even affects the smooth development of tourism industry in a city or even a region.

The causes of tourism crisis can be roughly divided into the following six aspects: economic factors, political factors, social factors, ecological environment factors, public health factors and

tourism industry itself. Among them, the tourism industry itself refers to that consumers are threatened by the operation of tourism industry in the process of tourism, thus affecting the behavior of tourism activities.

3.2 Characteristics of Hainan Tourism Crisis

First, the tourism crisis is sudden. Tourism industry is a highly sensitive industry. As an unexpected event, tourism crisis often breaks out suddenly without adequate preparation, which will bring a series of chain damage to tourism and related industries. However, before most tourism crises break out, there will be corresponding omens. If we can find out and formulate corresponding measures in advance, we will effectively reduce the losses caused by the crisis.

Secondly, the tourism crisis is urgent. When a crisis breaks out, it usually develops rapidly and expands within 24 hours, and causes a series of follow-up problems. For example, the dissemination of false information, the change of consumers' mentality, the image of tourism enterprises and tourism industry is damaged. If the source of the crisis is not curbed promptly under enormous external pressure, it will not only lose the best opportunity to solve the problem, but also cause irreparable losses.

Thirdly, tourism crisis has periodicity. Periodicity means that the tourism crisis is a kind of cyclical crisis. After the crisis, we must summarize the characteristics and rules of the crisis, and do a good job of crisis response and prevention for the next outbreak of this type of crisis.

Fourthly, the tourism crisis is harmful. Because tourism and other related industries are closely linked, the impact of the crisis on tourism-related industries will be fatal because of its wide coverage and long duration. At the same time, it will quickly spread to many other industries, which will rapidly expand the harmfulness and impact of the tourism crisis.

Fifth, tourism crisis has dual nature. Specifically, it lays equal stress on both crisis and challenge, brings direct or indirect negative impact on tourism crisis, and also brings certain opportunities for tourism development. If properly handled, when the crisis breaks out, it will also find vitality in the crisis, turn bad things into good things, and turn danger into opportunity.

Finally, the tourism crisis is characterized by stages. Specifically, in the process of crisis evolution, there are incubation period, outbreak period, mitigation period, extinction period and recovery period. There is also a gap in the extent and extent of hazards at different stages (Bao, 2016).

4. Countermeasure of Hainan Tourism Crisis Management

4.1 The Root Cause of Containing Crisis

The best way to solve the crisis is to formulate corresponding tourism early warning system and tourism crisis defense mechanism before the crisis occurs, and to intervene in tourism crisis with scientific and reasonable tourism crisis response methods. Firstly, we should confirm the negative tourism events in the early stage so as to establish a preventive mechanism in advance. For example, monitoring the market price of tourism products, comparing the market price of other tourist destinations horizontally, and investigating the satisfaction degree of consumers, etc. Secondly, in tourism crisis management, it is necessary to formulate corresponding crisis response plan in advance, as well as the response plan. When the crisis occurs, we can respond quickly according to the established plan in order to reduce the impact of crisis events. Thirdly, we should do a good job of crisis preparedness with relevant media as soon as possible, create crisis awareness and crisis atmosphere, so as to improve the ability of Hainan tourism industry to prevent tourism crisis.

4.2 Be responsive to crises when they occur

The first day after the tourism crisis is the critical moment to deal with the crisis quickly. If there is no professional response, it will increase the damage to Hainan's tourism industry. Reasonable crisis response can effectively ease the relationship between tourist destinations and consumers, so that Hainan's tourism industry can recover faster in the crisis. In 2012, for example, the "slaughter

door” in Sanya, Hainan Province, the local management departments did not attach importance to the fact of slaughter and quickly soothe consumer sentiment, but successively “did not receive complaints” and “consumers did not have evidence” to push off, so far the slaughter of seafood in Sanya, Hainan Province, was slaughtered by local businessmen after netizens exploded that they had eaten seafood in Sanya, Hainan Province. The incident spread rapidly at home and abroad, causing great damage to the tourism image of Sanya, Hainan. If we could communicate with consumers in time, soothe their emotions and safeguard their interests at that time, we would avoid the expansion of the crisis to a large extent.

4.3 Do a good job of appeasing in the recovery period of crisis management

When the tourism crisis is over, the impact of the tourism crisis will continue for some time, leaving a long psychological impact in the minds of consumers. In the recovery period, first of all, we should re-establish the confidence of consumers in Hainan's tourism industry. At this stage, we should pay attention to the external propaganda of Hainan's tourism industry and adopt appropriate marketing planning to rebuild the positive image of the tourism destination. Strengthen communication and communication with relevant media, timely display to external consumers through the media the consolidation and progress of Hainan's tourism industry, eliminate consumers' negative impression of Hainan's tourism industry. At the same time, the communication with consumers should be further strengthened, feedback can be obtained through the communication with consumers, and timely improvement of tourism services can also improve the impression of tourists to consumers. After the crisis, local management departments must actively cooperate with the media propaganda platforms such as the network, television, newspapers and so on to report the follow-up treatment of crisis events and the reorganization of tourist destinations so as to dispel the public's suspicion of tourist destinations.

4.4 Self-reflection on Crisis Events

Through the occurrence of crisis events, Hainan tourism enterprises should learn from experience and lessons, re-examine the development strategy of enterprises, optimize and adjust the development strategy, and jointly safeguard the positive image of Hainan tourism market. Provide safe and reassuring services for consumers in terms of travel safety, commodity quality and commodity price. At the same time, the local government should actively maintain the image of tourism industry, provide corresponding infrastructure construction for enterprises, and provide necessary assistance for enterprises affected by the negative impact to tide over the difficulties. In addition, the government also needs to cooperate with relevant media to report real-time tourism consultation in Hainan. And in collaboration with experts in various fields to develop sound public supervision mechanism, consumer complaint mechanism, crisis early warning mechanism and long-term crisis response plan, to strengthen the communication between Hainan tourism and external consumers, and establish a positive and positive tourism image.

Acknowledgements:

This paper is the research results of Hainan Provincial Social Science Union Base Project (Project No.: HNSK (JD) 16 -7): “Research on the Construction of Hainan Tourism crisis Management system under the background of International Tourism Island”

References

- [1] Zou Y., Li S. (2011). Construction of Hainan Marine Sports Tourism Crisis Management System, Journal of Hainan Normal University (Natural Science Edition), 33(4), 469-472.
- [2] Fu Y.Q., Chen X.J., Cao N., et al. (2016). Study on Public Opinion Crisis Management and Image Restoration of Hainan Tourism Network Based on Tourist Perception, Southern Journal, 31(5), 45-48.

- [3] Zhang L. (2015). Corporate Public Relations Crisis Management Problems and Strategies, *Journal of Inner Mongolia University of Finance and Economics*, 13(5), 29-32.
- [4] Peng S.Y. (2018). The Current Situation of Tourism Development and Countermeasure Research in Hubei Xiaoxian City, *Economic Research Guide*, 15(6), 154-155.
- [5] Zhao Q. (2015). Current Situation and Countermeasures of Public Crisis Management in China, *Forum on Industry and Science and Technology*, 14(24), 187-188.
- [6] Luo Y.Q., Zhou Y.H., Wang Z.P., et al. (2017). The Problem and Countermeasure of Haikou Municipal Government's Crisis Public Relations Management Concept and Capacity-Building under the Background of “Double Creation”, *Economist*, 34(1), 173-176.
- [7] Bao F.Y. (2016). Study on the Mechanism of the Negative Public Opinion of the Network on Tourist Destinations: Taking Hainan Province as an Example, *Journal of Guizhou Commercial College*, 29(2), 30-34.