

Research on Characteristics of the International Tourism Consumption Center

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Abstract: In 2018, Hainan put forward the construction goal of the tourist trade zone and building Hainan into an international tourism consumption center is one of the important tasks. The research in the article is mainly to provide examples and theoretical references for the construction of Hainan international tourism consumption center. The article summarized the development trend of tourism consumption centers in the world through clarifying the connotation of the international tourism consumption center, and summarized the characteristics of the international tourism consumption center in terms of the geographical location, regional economy, and tourist source market rules in combination with the important characteristics of the development of tourist destinations such as Hong Kong, Singapore, Dubai.

1. Research Background

In April 2018, the state announced its support for the construction of a pilot free trade zone on Hainan Island, and issued the Guiding Opinions on Supporting Hainan to Comprehensively Deepen Reform and Opening-up (hereinafter referred to as "Opinions"). The "Opinions" clearly proposed that Hainan should take the pilot content of the existing pilot free trade zone as the main body, build a China (Hainan) pilot free trade zone on the whole island in combination with Hainan's characteristics, and gradually explore and steadily advance the construction of Hainan free trade port and also clearly proposed the strategic position of Hainan to build an international tourism consumption center. In October 2018, the State Council approved the establishment of a China (Hainan) Pilot Free Trade Zone and issued the Master Plan of China (Hainan) Pilot Free Trade Zone. Meanwhile, Hainan Provincial Government carried out high-quality and high-standard planning and layout, and proposed a model for simultaneous "District-Port" construction of Hainan Free Trade Zone. The comprehensive research and exploration of those including the international tourism consumption center were conducted in all walks of life in the province.

2. Connotation of the International Tourism Consumption Center

The international tourism consumption center has become a hot spot in Hainan Province and even in China. Some domestic scholars have expounded the international tourism consumption center from different angles, but there is no unified definition. The Master Plan of China (Hainan) Pilot Free Trade Zone points out that the international tourism consumption center built in Hainan is a distinctive international tourism consumption resort with rich commercial forms, brand concentration and comfortable environment where the tourism consumption field is open to the outside world, new hot spots for tourism consumption are actively fostered and the service quality and internationalization level are improved. The connotation of the international tourism consumption center can be understood from the following aspects:

2.1 Wide Tourism Consumption Space

The international tourism consumption center is a transaction space for international and domestic tourists to purchase tourism products and services. It includes both territorial scope and its scope of policy jurisdiction; It also includes both visible space and effective virtual space.

2.2 Highly Attractive Tourist Destination

The international tourism consumption center is a strongly attractive international tourism destination that meets the needs and development trends of the modern tourism market and is a world-renowned tourism destination.

2.3 Meet International Product Quality and Service Standards

Within the scope of the international tourism consumption center, tourism products are in abundant supply and have high service levels and quality, and reach international service levels.

2.4 Reflect the Regional Characteristics

Besides the general rules and characteristics of other international well-known tourism consumption centers, the international tourism consumption center should fully reflect regional characteristics and competitive advantages.

In short, the international tourism consumption center, in essence, is to reflect the form of tourism development and a result of the development of the tourism industry to a certain stage from the market's perspective and is the prominent manifestation of tourism market indicators. It reflects good tourism supply and demand relationships and international competitive advantages of the tourist industry and is a highly attractive tourist destination. The number of tourists and tourism income are the direct core indicators for measuring whether a tourist destination is an international tourism consumption center.

3. Basic Situation of the Development of the World Tourism Industry and International Tourism Consumption Center

3.1 The World Tourism Industry Keeps Growing

Currently, the tourism industry has become the first industry. According to the 2018 Tourism Highlights Report issued by the UNWTO, the total world tourism revenue was USD 1.34 trillion, and the total number of global international tourists reached 1.323 billion in 2017, which was up by about 84 million, a 6.8% increase over 2016, the largest gain since 2010. The group participating in tourism keeps expanding worldwide, and tourism consumption has become an important lifestyle for global people. In 2017, the total number of global tourists was 11.88 billion, a 13.14% increase over the previous year and 1.6 times the size of the global population. The group participating in tourism keeps expanding worldwide, and tourism consumption has become an important lifestyle for global people; The total global tourism revenue reached USD 5.3 trillion, a 4.3% increase over the previous year and equivalent to 6.7% of global GDP. Since the financial crisis was over in 2009, the number of global international tourists has been growing for eight consecutive years.

3.2 International Cities are the Main Force in the Development of World Tourism

From the perspective of tourism development of specific tourist destinations, some countries or regions and cities have long been the best tourist destinations in the world, and are favored by global tourists. According to data released by Euromonitor International, 87 of the member cities of the World Tourism Cities Federation (WTCF), namely, two-thirds of member cities of WTCF have undertaken one-third of the global international tourism market. Top 10 overseas visiting cities in the world in 2017 were: Hong Kong, Bangkok, London, Singapore, Macao, Dubai, Paris, New York, Shenzhen and Kuala Lumpur. These world-renowned tourist destinations have become members of the international tourism consumption center.

4. Analysis of Characteristics of the International Tourism Consumption Center

Currently, Hainan is actively building an international tourism consumption center. Hainan actively learned from international experience at the beginning of the construction of the international tourism consumption center. Hong Kong, Singapore, Dubai and other tourist

destinations are important learning objects. We analyze the characteristics of the international tourism consumption center mainly from these three tourist destinations.

4.1 An Important Transportation Center and Hub is Formed Due to Excellent Geographical Conditions

4.1.1 It Has Natural Geographical Advantages and Conditions, Thus Forming a Regional Gateway to the Outside World, And Has a "Throat" Effect

Hong Kong is located on the southeast coast of China, is backed by mainland China and open to the Southeast Asia region in the south. It is a sea and air transport hub between the East and the West and East Asia and Southeast Asia, and a gateway to South China; Singapore is located at the extreme eastern end of the Malacca Strait. The Malacca Strait is an international waterway that connects the Pacific Ocean and the Indian Ocean. It is the key to connection of the Pacific Ocean and the Indian Ocean. The number of oil tankers that enter the South China Sea through the Malacca Strait is 3 times that through the Suez Canal and 5 times that through the Panama Canal. The Malacca Strait is the most important energy transportation channel for Japan, China, and South Korea. It is an important maritime channel between Asian, African, Australian, and European riparian countries and is praised as "Maritime Lifeline" and "Maritime Crossroad". Dubai is located in the eastern part of the Arabian Peninsula, borders the Persian Gulf in the north, Qatar in the northwest, Saudi Arabia in the west and south, and Oman in the east and northeast. It is located in the throat of access to the Strait of Hormuz at the tip of the Persian Gulf. Located in the middle of the Arabian Peninsula and on the south bank of the Arabian Gulf, Dubai is the center of the gulf region and a well-known global commercial metropolis in the Middle East. Dubai is an important gateway not only to the Persian Gulf coast, but also to South Africa, India, Central Asia and eastern European countries. As it is located in the key junction of exchanges between the East and the West, it is often as the center of Euro-Asia economic activities and is praised as the "Pearl of the Gulf".

4.1.2 Create a Sea Transportation Center

Hong Kong has an excellent seaport, which is one of the world's commercial ports with the maximum exported and imported ships, also a very important transit port in Southeast Asia, makes Hong Kong have rich goods and form a strong trading route, and is ideally positioned in international trade. Singapore has the world's grand port, with busy shipping. About 100,000 ships pass through the strait every year. The Port of Singapore is the largest transit port in the Asia-Pacific region, one of the largest container ports in the world and the trade collection and distribution center and transit center of countries in Southeast Asia. Dubai's Rashid Port and Port JEBELALI have more than 389 main routes in the world. Dubai has become one of the world's main ports and the world's leading transit trade port. According to the ranking of the Baltic Exchange and Xinhua News Agency's International Shipping Center Development Index, Singapore, Hong Kong, and Dubai are rated as international shipping centers, and they are the world's shipping hubs with the comprehensive strength ranking first, second, and fifth.

4.1.3 Create an Air Transport Center

Hong Kong is one of the regional hubs in Asia. It takes off from Hong Kong and can reach most cities in Asia within 5 hours. The flight range covers half the world's population. There are more than 100 airline companies operating at Hong Kong International Airport, which provide approximately 1,100 flights daily to about 190 locations worldwide, including 40 inland cities. In 2016, Hong Kong International Airport received 70.5 million passengers, handled 4.52 million metric tons of goods, and the passenger capacity and freight volume increased by 2.9% and 3.2% respectively, making it the third busiest international passenger airport in the world. Calculated in terms of international cargo throughput, Hong Kong International Airport has been the busiest airport in the world since 2006. In the 1980s, the implementation of the reform and opening-up policy in mainland China brought vigour and vitality to Hong Kong's economy. Hong Kong also has become the best channel for mainland China to go to the world. Meanwhile, Taiwan has

gradually liberalized the policy of Taiwan residents to visit relatives and travel in the mainland and the number of people visiting relatives with a transit to the mainland from Hong Kong and Macao has been continuously increasing. Singapore's air transport has international reputation and is the most famous air transport hub in Asia. More than 100 airlines in the world have entered, and its routes have covered more than 200 cities in more than 60 countries. In the process of Singapore's economic development, many economic activities were created by the aircraft industry. In addition, the aircraft industry has also shortened the distance between Singapore and other countries in the world. More than 7,000 international multinational companies have set up regional headquarters in Singapore. The aircraft industry has played a very important role in attracting these international multinational companies to set up headquarters in Singapore. The whole air transport hub of Singapore has become an important factor for Singapore as an international metropolis to connect all parts of the world and attract international multinational enterprises to invest in Singapore. At the same time, the Singapore's air transport hub also provides an important portal for attracting tourists from all over the world. Singapore is undoubtedly an international metropolis, and its aircraft industry demand is constantly growing. The development of Singapore's aircraft industry, especially the Singapore's air transport hub, plays an important role in supporting Singapore's economic growth and social development. Dubai International Airport enjoys superior location and is located in the center of the world. It can effectively connect any two main cities in the world and is the best transit point for long-distance routes. As a main air transport hub, Dubai provides unparalleled airport reception capacity and aerial routes in the Middle East, making it an ideal stronghold to connect Europe, Asia and Africa. Dubai International Airport has become the world's largest international transit airport, with more than 600 flights to the world every day. In 2012, Dubai International Airport surpassed Hong Kong Airport and became the third largest international passenger airport after London Heathrow Airport and Paris Charles de Gaulle Airport. In 2013, Dubai International Airport became the seventh busiest airport in the world.

4.2 The Regional Economy is Developed. The Government Attaches Great Importance to Developing the Tourism Industry. The Tourism Industry Has Become an Important Part of the Economic Structure

4.2.1 It Has Developed Regional Economy and Has the Strength to Create a Tourism Consumption Center

Since the 1960s, four regions including Hong Kong, Singapore have implemented the export-oriented strategy, focused on the development of labor-intensive processing industries, and achieved economic ascension in a short time. They have become wealthy regions in Asia and members of the "Four Asian Tigers". Dubai is the most prosperous city in the Middle East and also the largest economic ties in the Middle East. The development of Dubai originates from the oil economy but doesn't rely on oil. Hong Kong, Singapore, and Dubai are rated as members of the World First-tier Cities T10 by GaWC.

4.2.2 Create a Financial Center With the Attractive Capital Platform

Hong Kong and Singapore are the third and fourth largest international financial centers after New York and London respectively. Dubai is the economic and financial center in the Middle East. The financial center is a result of highly developed economy. The financial center is formed along with the development of the economic center and is the highest form of the economic center.

4.2.3 The Government Has a Positive Attitude, Thus Promoting the Development of the Tourism Industry

In the composition of the regional economy, the financial service, tourism, trade and logistics, and professional and industrial and commercial support service industries are traditional industries of Hong Kong and four pillars of Hong Kong; Singapore's industry, trade, and commercial service industries (including tourism industry) are called Singapore's three economic pillars. The tourism industry accounts for more than 3% of GDP. The tourism industry is one of Singapore's main

sources of foreign exchange. Dubai adhered to economic transition and actively developed the tourism industry to get rid of its dependence on the oil economy. After 2010, the oil industry only accounted for less than 5% of Dubai's GNP. Dubai's economy is mainly based on the tourism industry, aircraft industry, real estate and financial services. The Dubai government has set the goal of tourism industry development. The total number of tourists will reach 20 million by 2020 and the total number of tourists in Dubai is expected to reach 23-25 million by 2025.

4.3 The Structure of Tourist Source Conforms to the Rules of the Tourist Source Market of Modern Tourism Industry

4.3.1 Geography

It mainly means that the international tourist source market is mainly short-range, namely, surrounding countries or regions. The first tourist source market of Hong Kong is Mainland China. According to data released by Hong Kong Tourism Board (HKTb), the number of tourists visiting Hong Kong was 58.472 million in 2017, with year-on-year growth of 3.2%, while the number of mainland visitors reached 44.4453 million, with year-on-year growth of 3.9%. The authority organization predicted that driven by the Hong Kong section of Guangzhou-Hong Kong High-speed Railway and Hong Kong-Zhuhai-Macao Bridge, the number of tourists visiting Hong Kong would be expected to maintain at over 60 million in the next two years. Singapore's first tourist source market has been Indonesia for a long time. The statistics showed that the number of Indonesian tourists reached 2,894,000 last year in 2016, with year-on-year growth of 6%. Dubai's first tourist source market is India. India has also maintained its position as the largest tourist source country for a long time. In 2017, the passenger flow volume surged by 5.4% to 12,060,435.

4.3.2 Affinity

It mainly refers to the humanistic relation degree in society. Since the return of Hong Kong to China, the greatest change in Hong Kong's tourism has been the increasingly high proportion of mainland Chinese tourists visiting Hong Kong and they have become the backbone. The number of mainland Chinese tourists visiting Hong Kong was 2.36 million in 1997 and climbed to 42.778 million by 2016, with an increase of 1700%, and the proportion of mainland Chinese tourists rose from 40% to over 70%. In addition, Hong Kong, Singapore, and Dubai all have the historical background of British colonialism. Therefore, they have a certain degree of social and cultural connection with the United Kingdom. Therefore, the United Kingdom has also become a major international tourist source market for these regions.

4.3.3 Attract Tourists From the New Economic Center

With the development of the economy, China has become one of the world's economic centers, the development of China's outbound tourism is very hot, Chinese tourists have strong consumption power overseas and China has become the first or important tourist source market in some countries or regions. Although the number of Chinese tourists in Singapore ranks second, the generated tourism revenue exceeds that in Indonesia and ranks first. With the development of China's outbound tourism demand, it is an inevitable trend for China to become the first tourist source market in Singapore. According to the latest data released by the Department of Tourism and Commerce Marketing (DTCM), the number of Chinese tourists exceeded 764,000 in 2017, 41% higher than that in 2016. China was the fourth tourist source market and the market growth was remained in an ascending trajectory of 9%.

In addition, the successful experience of international tourism consumption centers in Hong Kong, Singapore, and Dubai and other places also includes social environmental factors, such as free trade port, accurate positioning and marketing, and maintaining a relatively stable social environment.

5. Conclusion

In short, the international tourism consumption center is a result of the development of the

tourism industry to a certain stage and also manifestates of the competitiveness of the development of the tourism market. It has certain market rules. Hainan should actively learn from international experience and combine its own characteristics to create an international tourism consumption center with world-class competitiveness and attraction.

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