

Development Strategies of Comprehensive Tourism in Hainan State Farms Area of China: The Case of Nantian Farm

Asia Pacific Journal of
Multidisciplinary Research
Vol. 6 No. 2, 61-66
May 2018 Part II
P-ISSN 2350-7756
E-ISSN 2350-8442
www.apjmr.com

Feng Zeng^{1,2}, Haibin Zhu¹

¹School of Economics and Management, Hainan University, Haikou City, China; ²Graduate School, Lyceum of the Philippines University, Batangas City, Philippines
632245747@qq.com

Date Received: August 3, 2017; Date Revised: April 10, 2018

Abstract: *Hainan is the first pilot province of comprehensive tourism in China, which brings new development opportunities for the construction of Hainan international tourism island. As the most abundant tourism resources in the province of Hainan state farms must seize this opportunity, participate in the creation of comprehensive tourism, and transform the resource advantages into industrial advantages. This paper elaborates the theory vicissitude of comprehensive tourism; Based on the construction background of Hainan comprehensive tourism, taking Nantian farm as a case, through the evaluation and analysis of the comprehensive tourism resources of the Nantian farm ranking, development orientation, spatial pattern, target market and tourist awareness, and put forward the development strategies of comprehensive tourism in Hainan state farms area.*

Keywords: *Comprehensive Tourism, Evaluation of Tourism Resources, Development Strategies, Hainan State Farms, Nantian Farm*

INTRODUCTION

In 2010, the 7th meeting of the tenth session of the Dalian City Committee of the Communist Party of China put forward the development strategy of “global urbanization” to guide the future development and construction of the city [1]. After that, in the industrial development plan of the coastal tourism economic circle in Dalian City, the concept of “comprehensive tourism” was first clearly proposed in order to change the concept of development and promote the construction of Dalian’s urbanization [2]. Since then, the proposal of “comprehensive tourism” has attracted the attention of the Chinese tourism industry.

In February 2016, Hainan became the first “Comprehensive tourism creation province” in China. This is also the inevitable result of the accumulation of experience since Hainan International Tourism Island Construction was upgraded to China's national strategy on December 31, 2009.

Through the creation of the Hainan comprehensive tourism demonstration province, it is possible to explore experiences and make demonstrations for China, which has overall strategic significance. According to the Hainan comprehensive tourism development and development plan, Hainan

will initially establish a comprehensive tourism creation demonstration province in 2018 to improve Hainan's tourism core competitiveness and build a tourism product system with Hainan characteristics.

On January 31, 2018, the China Internet Network Information Center (CNNIC) released the 41st Statistical Report on China's Internet Development in Beijing. As of December 2017, The number of Internet users in China reaches 772 million, and the penetration rate reached 55.8%, which was 4.1% higher than the global average (51.7%) and 9.1% higher than the Asian average (46.7%). The number of mobile Internet users in China reached 753 million, and the proportion of Internet users using mobile phones to access the Internet increased from 95.1% in 2016 to 97.5% in 2017 [3]. The rapid popularization of mobile Internet in China has brought huge business opportunities to the development of tourism e-commerce.

The development of comprehensive tourism is an important decision made by Hainan provincial government to seize the opportunity of the new era of mass tourism. As the most abundant tourism resources in Hainan Province, Hainan state farms must grasp the opportunities for development, scientific planning, careful implementation, to participate in the

comprehensive tourism project, transform the advantages of agricultural resources into industrial economic advantages, promote the adjustment and optimization of industrial structure in Hainan's state farms area, and promote the rapid and healthy development of the comprehensive tourism construction in Hainan province.

As the largest natural rubber production base in China, Hainan state farms are the largest state-owned agricultural enterprise group in Hainan Province. It has a total population of more than one million, accounting for nearly one-eighth of Hainan province's permanent population, and has 854,700 ha of land, accounting for nearly one-quarter of the land area of Hainan province, and has 253,300 ha natural rubber and 200,000 ha non-natural rubber woodland resources. Hainan state farm areas are an important part of Hainan Province. Many of Hainan's tourism resources are distributed on the land of the state farm areas, and to develop the comprehensive tourism, Hainan state farms have great potential and broad prospects.

Nantian farm is located in the southernmost city of Sanya in China's Hainan Province, between the north latitude 18°09'34"-18°37'27" and the east longitude 108°56'30"-109°48'28". Its climate is pleasant, summer is not hot, winter is not cold, temperature is relatively poor, climate is a tropical ocean monsoon climate, the annual average temperature is 25.4°C, the average maximum temperature in July is 28.3°C, the average minimum temperature in January is 20.7°C, and the annual sunshine duration is about 2563h. The average annual precipitation is more than 1,500 mm. It has abundant light, heat, and water resources. The flowers bloom in all seasons and the fruits and fragrances are fragrant. Nantian Farm is ideally located near Hainan's Eastern Expressway, close to Haitang Bay National Coast, 228 kilometers away from Haikou City and 22 kilometers away from Sanya City.

The total land area of Nantian farm is nearly 13,300 ha. After more than 10 years of industrial restructuring, the GDP of Nantian farm reached 2.025 billion Yuan in 2016, with total assets of more than 3 billion Yuan [4].

Lv [5] thinks that comprehensive tourism embodies a modern concept of holistic development. The development of all aspects of the region should serve the overall development of tourism and form the tourism brand image of the whole area.

Li, Zhang and Cui [6] believe that comprehensive tourism must provide a full range of services to meet the needs of tourists, starting from the point of view of

tourists' experience requirements. At the same time, the core concept of comprehensive tourism is embodied in the "four new": new resource concept, new product concept, new industry concept and new market concept, and only from the whole factor, the whole industry, the whole process, all-around, all time and space, the whole society, all levels and all visitors are fully implemented at these 8 aspects to achieve comprehensive tourism.

Li [7] believes that comprehensive tourism refers to tourism within a certain area as an advantageous industry, through the use of regional economic and social resources, especially tourism resources, related industries, ecological environment, public services, institutional mechanisms, policies and regulations, and civilized qualities. Such as all-round, systematic optimization and promotion, to achieve organic integration of regional resources, industrial integration development, social co-construction and sharing, to promote the tourism industry and promote the coordinated development of economic and social development of a new regional concept and model of coordinated development.

Zhu [8] believes that the development of comprehensive tourism is to make the tourism industry march toward the whole society, in many fields and in an integrated way, and to integrate tourism into the overall economic and social development. Comprehensive tourism has 6 major characteristics: unified management, advantageous industries, integrated development, abundant supply, convenient services, and shared goals. The promotion of comprehensive tourism is the reorientation of the strategy of tourism development in the new stage of China, and it is an all-around upgrading of the traditional tourism [8].

With the rapid economic and social development, the people's income levels have been continuously rising, and leisure time has increased significantly. Consumer demand for tourism has expanded rapidly. China has entered the stage of national tourism, and a new era of comprehensive tourism has arrived.

OBJECTIVES OF THE STUDY

The development of comprehensive tourism is an important measure for Hainan state farms to participate in the construction of Hainan international tourism island and to adjust its own industrial structure. Nantian farm is a typical example of development comprehensive tourism in Hainan's state farms area,

taking Nantian farm as a case, through the evaluation and analysis of the comprehensive tourism resources of the Nantian farm ranking, development orientation, spatial pattern, target market and tourist awareness, and put forward the development strategies of comprehensive tourism in Hainan state farms area.

METHODS

Research Design

Resource conditions are the key factor in tourism development [9]. Nantian farm is rich in tourism resources, including 6 of the 8 categories classified by the China's National Standards for Classification, Investigation and Evaluation of Tourism Resources (GB/T18972-2003) [10]. These are water scenery, biological landscapes, Celestial and climate landscapes, architecture and facilities, tourism commodities, humanistic activities. According to the above national standards, the use of expert survey methods was used to evaluate the conditions of the tourism resources in Nantian farm. This kind of research design is based on the use of experts as the target of obtaining information, relying on the knowledge and experience of the experts, and a method for experts to judge, evaluate and predict problems through investigation and research.

Participants

The respondents of the study include agricultural experts, ecological experts, wildlife experts, landscape planners, tourism scholars, and tourism practitioners, and a total of 30 experts. These respondents must be members of the expert database of the Hainan Tourism Development Committee. The selected experts should be broadly representative, and they should be familiar with the business, with special skills, certain prestige, strong judgment and insight. The respondents who participated in the survey must be experts related to the survey questions.

Instrument

First, the questionnaire was formulated based on the China's National Standards for Classification, Investigation and Evaluation of Tourism Resources (GB/T18972-2003) [10]. Second, select the respondents. The expert candidate is determined by consulting the expert library of the Hainan Tourism Development Committee. The number of experts

selected should not be too small nor too much. Finally, round up consultations with experts.

Procedure

Through consultation with the Expert Library of the Hainan Provincial Tourism Development Committee, questionnaires were distributed to agricultural experts, ecological experts, wildlife experts, landscape planners, tourism scholars, and tourism practitioners. At the same time, fully consider the constraints and influencing factors of tourism resource development, construct the evaluation index system of Nantian farm tourism resources, and send relevant experts to issue a score assignment table, ask them to evaluate from their own professional perspective, after three rounds of repeated evaluation and summary, the final score for each index.

Data Analysis

The questionnaire survey of this study needs to go through three rounds of interviews: In the first round, the experts were required to fill in and return the questionnaire within the prescribed time. The second round was a revision issue. The experts were asked to modify their own questions based on the different opinions they had received. After the interviewees understood the opinions of other experts, they were asked again for their own opinions. The third round is the final decision. Organize the survey results and present an investigation report. The opinions received from the consultation were statistically processed. The mean of questionnaires was adopted. The mean of each item was taken as the investigation conclusion, and the text was summarized and written as a data analysis report.

RESULTS AND DISCUSSION

In the China's National Standards for Classification, Investigation and Evaluation of Tourism Resources (GB/T18972-2003) [10], according to the total scores for the evaluation of tourism resources, its grades are divided into five levels from high to low: Five-level tourism resources, score range ≥ 90 points; Four-level tourism resources, score range $\geq 75-89$ points; Third-level tourism resources, score range $\geq 60-74$ points; Second-level tourism resources, score range $\geq 45-59$ points; First-class tourism resources, score range $\geq 30-44$ points; No grade tourism resources, score range ≤ 29 points.

Table 1. Evaluation of Tourism Resources of Nantian Farm

Evaluation Project	Score	Evaluation Factor	Score	Evaluation Score
Ecological conditions	35	Ecological environment quality	20	19
		Eco-environmental protection	15	12
Resource conditions	35	Resource value	16	14
		The novelty of resources	11	9
		Resource integrity	3	2
		Resource carrying capacity	2	2
		Scale, category, degree of concentration	3	2
Development conditions	30	Popularity	10	8
		Traffic conditions	6	5
		Suitable tour period	6	5
		Regional development	5	3
		Support policy	3	3
Total Score of Evaluation				84

Among them, the five-level tourism resources are called "special grade tourism resources"; the five-level, four-level and three-level tourism resources are commonly referred to as "excellent tourism resources"; the second-level and first-level tourism resources are commonly referred to as "ordinary tourism resources".

Table 1 shows the total evaluation score of Nantian farm's tourism resources is 84 points. According to the above tourism resources classification standard, Nantian farm's tourism resources are four-level, which belongs to excellent tourism resources. It is very suitable for developing comprehensive tourism.

Analysis of Development Orientation and Spatial Pattern

With the rapid economic and social development in Hainan, especially in the background of the strategy of building an international tourism island in Hainan, in the face of the development boom of the comprehensive tourism, Nantian farm should give full play to its unique advantages of natural ecological conditions, through sustained, rapid and healthy development of agro-ecological tourism, to drive the whole farm and the surrounding rural society economic and cultural development. Its development orientation can be summarized as: positioning in the ecological hot spring tourism city, adapting to local conditions, using advantages, highlighting features, unified planning, making taste, forming style, not only developing hot spring tourism and sports leisure projects, but also developing tropical agricultural tourism and Family tourism, strive to build Nantian farm into the back garden of Sanya City in Hainan Province.

Table 2. Development Pattern of Nantian Farm's Comprehensive Tourism

Development Layout	Quantity	Project Content
Leisure reception center	1	Tourist reception, catering and accommodation service center (Resorts and five-star hotels)
Leisure brand	2	Nantian Hot Spring Shenquan Mango
Leisure tourist attractions	4	Hot spring resort area Golf sports and clubhouse area Tropical agricultural leisure sightseeing area River and reservoir recreation area.

According to the characteristics of Nantian farm's tourism resources, location distribution, traffic conditions, development status and market conditions, following the principle of functional differences, highlighting key points, hierarchical structure, radiating drive, and retaining potential, the development pattern of Nantian farm's comprehensive tourism will be summarized as: One center, two brands and four areas. The one center is the leisure reception of Nantian farm; The two brands are Nantian Hot Spring and Shenquan Mango; The four areas are the hot spring resort area, the golf sports and leisure area, the tropical agricultural leisure sightseeing area and the yet to be developed river and reservoir recreation area.

Analysis of Target Market and Tourist Awareness

From the supply side, Nantian farm has rich agro-ecological tourism resources, Nantian hot spring,

resorts, and five-star hotels; two international golf courses and one five-star clubhouse; and tropical agricultural landscapes, such as mango garden, areca plantation, coconut garden, coffee garden, cocoa garden, and rubber plantation. At the same time, Nantian farm has also developed tropical agricultural products represented by the “Shenquan” brand series of mangoes, Hainan specialty foods such as mango ducks, and local folk dance programs. From the demand side, with the rapid development of tourism in Hainan, the demand of tourists has gradually shifted from the simple sightseeing tour to the pursuit of natural ecology and leisure culture. This has provided the tourism industry in Nantian farm with a wide range of Market space. At present, the main source of tourists for Nantian farm comes from the Mainland China, and the number of tourists from Hong Kong, Macao, Taiwan and overseas is gradually increasing. In the tourist market in the Mainland of China, visitors from the Pearl River Delta region and the cold regions of the north are mainly tourists, and Hainan’s local tourists also account for a certain proportion.

The convenience of transportation, the image of tourism landscape, and the awareness degree of the tourist source market is the link between the tourist market and the tourist spot. Whether the traffic is convenient or not, the image of tourism landscape is good or bad, and the breadth and depth of tourist cognition is an important factor that influences the development and cultivation of tourism market. To a certain extent, it determines the scope and scale of the comprehensive tourism market of Nantian farm. According to the evaluation scale of Nantian farm’s tourism resources, considering the traffic convenience, awareness of tourists and travel consumption tendency, the author thinks that the tourism resources of Nantian farm have more comprehensive cognitive characteristics and can be used as the carrier of tourism leisure activities for long and medium short lines.

CONCLUSION AND RECOMMENDATION

In general, the comprehensive tourism in Nantian farm is still at a stage of development and growth. In addition to the strong brand influence of Nantian hot springs, the characteristics of other tourism projects need to be further developed. The tourism industry chain is shorter, in addition to the hot spring entertainment, without too many entertainment projects, it is difficult to retain tourists. The marketing

of the tourism market is not strong, lacking its own independent marketing channels and sales network.

An Internet based e-commerce market has been fully developed in China. This is a market with rapid growth and huge potential with global, digital and cross-temporal characteristics. From the point of view of the marketing characteristics of the industry, tourism is the most suitable product form for online marketing, and it has strong adaptability to the development of the Internet. The low cost of tourism websites, wide coverage, strong interactive features, and high integration make it possible to fully promote the development of tourism companies and the cultivation of the tourist market. To this end, Nantian farm should seize the opportunity to develop an online marketing plan based on the application behaviors of Internet users, expand the breadth and depth of existing online marketing activities, and vigorously develop tourism booking services.

For modern companies, the brand has become one of the core elements of business survival and success. A strong brand means market position and profit. Once the brand has formed a certain popularity and reputation, it can use the brand advantage to expand the market, promote the brand loyalty of tourists, increase the added value and increase the revisit rate. Therefore, Nantian farm should build Nantian Hot Spring and Shenquan Mango into domestic and internationally famous leisure agricultural brands, cultivate a unique brand core culture, and make competitors unable to imitate, so as to maintain its competitive advantage in Hainan leisure travel market. On the basis of further improving the products and services, the use of word-of-mouth publicity, image promotion, celebrity effects, and event marketing will enhance the recognition of Nantian farm’s comprehensive tourism.

Judging from the experience of the development of comprehensive tourism in developed countries and regions, successful comprehensive tourism development must attach great importance to the protection of the ecological environment of tourist destinations and their surrounding areas, try their best to maintain the original ecology and realize the sustainable development of tourism. In the process of development of the entire region tourism, Nantian farm should always adhere to the coordinated development of ecological benefits, economic benefits and social benefits, take the “low-carbon tourism” operating model, and turn Nantian farm’s comprehensive tourism into a permanent sunrise industry.

The key to whether or not the expert survey method can achieve the desired results lies in the choices of the respondents, their information, knowledge and familiarity with the survey questions. At the same time, the level and experience of the survey host is also a very important factor. If it is used in conjunction with other survey methods, better research results can be achieved. Due to the lack of ideological communication between the respondents, the survey results may have a certain subjective one-sidedness.

REFERENCES

- [1] People's Daily Online. (2009). The Dalian Municipal Committee of the Communist Party of China Held The Seventh Plenary Session of The Tenth Committee. Date Retrieved: March 13, 2018 from <http://politics.people.com.cn/GB/14562/9880648.html>
- [2] Dalian Urban Planning and Design Institute. (2010). Tourism Development Planning of Dalian Coastal Economic Circle Industry (2011-2020). Date Retrieved: March 19, 2018 from http://www.dlpdi.com/?a=nav&v=nav_1_3_0
- [3] China Internet Network Information Center. (2018). The 41st Statistical Report on China's Internet Development. Date Retrieved: March 19, 2018 from http://www.cnnic.net.cn/hlwfzyj/hlwzxbg/hlwtjbg/201803/t20180305_70249.htm
- [4] Joint Survey Research Group. (2017). The Shenquan Group's Experience and Inspiration of Getting Rid of Poverty and Getting Rich in Nantian Farm. Date Retrieved: March 10, 2018 from http://www.farmer.com.cn/jjpd/nk/201708/t20170816_1316153.htm
- [5] Lv, J. F. (2013). Research on The Development of Comprehensive Tourism in Liaoning Coastal Economic Belt. *Economic Research Reference*, 2013(29): 52-56.
- [6] Li, X. J. Zhang, L. Y. and Cui, L. (2013). Comprehensive Tourism: Conceptual Innovation for Building World-Class Tourism Destinations—Taking Beijing as an Example. *Human Geography*, 2013(3): 130-34.
- [7] Li, J. Z. (2016). What is "Comprehensive Tourism" ? Date Retrieved: March 16, 2018 from http://www.cnta.gov.cn/hyqj/rdjt/qyly/201604/t20160413_766580.shtml
- [8] Zhu, H. (2017). Comprehensive Tourism Leads The New Development of Tourism. *Contemporary Jiangxi*, 2017(4):13-14.
- [9] Zhuang, C. H. Li, M. L. Zhang, H. G. and Chen, X. (2007). Evaluation of Coastal Wetland Ecotourism Resources. *Journal of Subtropical Resources and Environment*, 2007(1): 84-87.
- [10] General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China. (2003). Classification, Investigation and Evaluation of Tourism Resources (GB/T18972-2003). Date Retrieved: March 18, 2018 from http://www.wencheng.gov.cn/art/2017/2/15/art_1371769_10822464.html

COPYRIGHTS

Copyright of this article is retained by the author/s, with first publication rights granted to APJMR. This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4>)