

Research on Tourism Agglomeration and Development in Hainan under the Background of Free Trade Port

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Abstract: As China's economy enters a new period of development and realizes rapid economic progress, Hainan Province, being a coastal province, aims to achieve comprehensive development of the tourism economy on the basis of national preferential policies to establish a free trade port. Domestic coastal provinces have a short understanding of the concept of free trade zone, which leads to the low number of researchers carrying out free trade port research and limited results. This paper expounds the new requirements of free trade port construction for the development of tourism in Hainan, and puts forward the strategy of tourism agglomeration in Hainan.

Keywords: Free Trade Port, Hainan, Tourism, Agglomeration and Development

1. Introduction

In the process of development of Hainan Province, the main pillar industries are divided into three different types: the first is mainly modern tourism; the second is to focus on the construction of the service industry; Finally, there are various high-end technology industries. The main way to carry out free trade is to open up to the outside world and attract external capital into Hong Kong. The construction of free trade port is the trend of The Times, and it is also a project that must be carried out in deepening the reform in Hainan. In the process of reform and opening up, Hainan has fully combined with the development needs of The Times, fully absorbed the experience of other countries in building free trade ports, absorbed the excellent development experience, and constantly explored new development models to achieve its own economic progress. Hainan gives policy support to pillar industries to ensure their development, especially the progress of high-tech enterprises, and ensure that the development of free trade ports meets the requirements of the state. In the economic development and construction of Hainan, the most important thing is the development of tourism industry. The development of tourism projects determines the speed of free trade port construction. From the analysis of the overall level of Hainan's economic development, it can be found that the development of the tourism industry can effectively promote the construction speed of the free trade port project. Therefore, it is widely concerned by people of different walks of society and is also a key project studied by economic experts.

2. New requirements of the construction of free trade port for the concentrated development of tourism in Hainan

2.1. Improve the business environment

In the development period of Hainan, tourism has been the pillar industry, tourism development needs to constantly explore new development models, combined with the development of national policies and mature free trade port construction experience. The personnel in the construction of the free trade port need to fully understand the advanced international rules to ensure that Hainan's tourism industry is open and forms a new ecological development environment. According to the law of market development, combined with the international advanced development model, implement intellectual property registration, formulate employment standards under the market-oriented model, and fully attract social capital and government capital. When the tourism industry in Hainan develops, it wants to attract tourists from different regions as soon as possible. It should establish a law-based system and form a business environment with an international background to make tourism easy and simple. In the

construction of the existing legal management system of the tourism market, the effectiveness of intellectual property should be guaranteed, the reform of the legal system should be deeply deepened to meet the needs of the market development, ensure that every law enforcement has laws to follow, the construction of the legal system can guarantee intellectual property, realize the rapid development of the market economy, and form a protection system suitable for the development of the market.^[1]

2.2. Open agglomeration and development

After six years of testing, many countries have made joint efforts for the cause of the "Belt and Road", which has provided a new development direction for the development of world economic construction and new guidance for national economic development. At this stage, the international community has a clear understanding of the concept of the "Belt and Road", and other countries need to reach a consensus on this concept if they want to develop and progress rapidly. The role of Hainan Province as an important node in the 'Belt and Road' initiative is self-evident. Hainan is an important part of the national strategic development, with its help to the economic development of other countries becoming more obvious. In the process of the rapid development of tourism, it can carry out systematic exchanges with other countries in the world, comprehensively consolidating their positions. The overall coastline of Hainan is long and narrow, and the development of the tourism industry can quickly drive the construction of free trade ports, and form the tourism economic circle with the help of rich seafood. Hainan should build an international standard cooperation platform and form a gateway suitable for external reception. Hainan needs to continuously deepen the reform work in view of the existing tourism operation mode, comprehensively improve the hard power and soft power in tourism development, comprehensively improve the vitality in tourism development, develop new tourism projects to comprehensively enhance Hainan's cultural self-confidence, realize the agglomeration and development of southern tourism, and ensure the progress of Hainan's economic development.^[2]

2.3. Optimize the policy system

The free trade port built in Hainan province can effectively promote the agglomeration and development of tourism and guide it. The development of tourism should mainly have Chinese characteristics and the characteristics of free trade port. The tourism development management department of Hainan should comprehensively sort out the tourism system, realize the construction of the financial system, ensure the work efficiency and coverage scope in the process of tourism supervision, form a tourism development industrial park, and build a tourism development platform in combination with international advanced development experience to achieve tourism development progress. The establishment of a policy framework to facilitate the development of tourism clusters in Hainan encompasses several key elements. Firstly, there is a concerted effort to enhance the development of these tourism clusters. Special research and development funds are allocated to comprehensively elevate the service standards and technological benchmarks in the tourism sector. This initiative aims to create a shared platform for technical services and tourism products, ensuring the seamless integration of information technology across the tourism industry and other sectors. Such measures are designed to promote the healthy growth of tourism enterprises. Additionally, in order to support aspiring young talents interested in the tourism sector, government authorities are responsible for formulating specialized policies and financial assistance schemes tailored to various circumstances. These efforts are aimed at guaranteeing that capital investments yield meaningful results. Secondly, the government management departments need to continuously optimize the competitive environment, eliminate the policies that do not meet the requirements of The Times, and establish a management system suitable for the development of Hainan's tourism. A level playing field can promote the rapid progress of this industry and ensure the normal operation of the tourism industry^[3]. Tourism development departments also need to fully grasp the development of the talent system, carry out the training of talents with the help of the international development model, develop and establish policies that are in line with The Times, and actively cultivate and introduce high-standard talents. Finally, in the process of tourism project development and construction, the management departments need to play a leading role to achieve differentiated project construction and avoid affecting the development of the tourism industry caused by vicious competition. The government administrative departments should issue policies to face the agglomeration and development of tourism and form an international development mode to realize the improvement of industrial efficiency.

3. Strategy of tourism agglomeration and development in Hainan

3.1. Strengthen the top-level design of the open development of tourism

To expedite the development of the free trade port in Hainan, several key actions must be taken. Firstly, a thorough grasp of the policies outlined in the "Overall Plan for the Construction of Hainan Free Trade Port" is imperative. This includes a comprehensive enhancement of the services within the previously underdeveloped tourism sector. It is essential to ensure the continuous infusion of innovative elements into the tourism industry, bolster the capacity to attract tourism resources, and facilitate the advancement of both upstream and downstream industries. One of the key factors affecting the progress of tourism development is tax policy, the construction of the free trade port is mainly to achieve zero tariff, mainly involving the various raw materials used in tourism development, the accommodation industry and various equipment used in tourism, for the existing zero-tariff varieties and the purchase process of the cost limit needs to be comprehensively transformed and constantly enriched. The Hainan provincial government can expand the expansion of the scope of visa-free according to the actual situation of tourism, and introduce lottery business and yacht projects from other countries into the tourism industry. Secondly, Hainan should have a deep understanding of the concept of "tourism +", including the upgrading of policies and the concept of tourism, and promote tourism resources to the whole province to ensure the integration of tourism projects with other industries to realize cultural tourism. Hainan needs to have a deep understanding of the policies of countries with high openness, deepen the reform of the existing tourism policies, change the originally backward constitution and system, deepen the reform, and constantly introduce new development models and measures, so as to push the development of tourism to a new height.

3.2. Improve the policy system for accelerating the development of tourism agglomeration

In the process of promoting the development of tourism agglomeration, Hainan should deeply analyze the existing policy management system and continuously improve it, The introduced policies should mainly aimed at the service business in tourism development, consistently pay attention to the development of ecological and environmental protection in the tourism industry, and eliminate or deeply transform tourism projects that do not meet national requirements to achieve transformation. The staff should gather the key projects in the development of the tourism industry to ensure that the service projects and space nodes can be controlled by the system. The management department of the tourism projects needs to put forward clear requirements for the integrity of the existing infrastructure construction and other related auxiliary facilities. At the same time, tourism management department need to strengthen the establishment of tourism agglomeration development policy system, in terms of tax, further reduce the barriers to entry of tourism enterprises, developing it can enjoy the preferential policy, in guarantee the premise of complete scenic spot condition, tourism enterprises can increase the project construction. The tourism management department gives policy support to the accommodation industry, medical service industry and catering enterprises within the scenic spot, including domestic water, electricity and gas used, and gives sufficient support to the enterprise policies that have made excellent achievements in the development of the scenic spot. The tourism management department should give policy support and set up corresponding awards according to the actual situation of the agglomeration and development of the tourism industry, constantly carry out detailed work according to the management policies already issued by the state, and implement the serious assessment mechanism of tourism projects, so as to realize the real implementation of the national management projects. Tourism enterprises also need to pay enough attention to the existing flight situation on the basis of constantly develop new tourism routes, and give policy subsidies to newly introduced foreign flights, so that overseas tourists to Hainan can feel the warm service. As long as the catering enterprises in the tourism area that conduct evaluation meet the national standards, the government administrative departments need to give sufficient support in policy to ensure that they can make due contributions to the development of tourism.

3.3. Improve the level of opening-up of tourism agglomeration and development

Hainan want to improve the level of tourism agglomeration development opening to the outside world, the need is from the following specific aspects: first of all, the Hainan tourism development policy deep interpretation and a good job of propaganda, making external capital carry out the tourism project investment, and let other countries' capital participate in the tourism area of medical project construction, health project development and cultural education industry. Introduce excellent policies

of other countries to Hainan tourism, will tariff to zero on the basis of giving policy subsidies. To carry out innovation work on the existing tourism agglomeration and open development system, regularly communicate with the national tourism administrative department, strive for foreign enterprises to open independent tourism business in China, and fully establish the entry standards and exit standards for foreign investors in the tourism industry. Hainan, to reach the international advanced level in tourism, need in-depth analysis of Hainan talent structure, give enough support on the policy, on the basis of the introduction of professional skills personnel, regular and institutions of higher learning to carry out technical exchanges, let the school establish professional tourism courses, tourism enterprises in the worker to regularly carry out training plan, ensure that the enterprise employees can meet the internationalization standard requirements. Secondly, the tourism management departments also need to make use of big data analysis to classify the tourist groups, formulate professional tourism service projects, and provide corresponding services for the personnel in different regions. If Hainan wants to be in line with the international standards, Hainan tourism needs to establish a corresponding language environment. People with different education should master the basic foreign language knowledge to ensure that they enter the tourism industry and provide due services.

3.4. The key point to accelerating the development of tourism agglomeration in Hainan

Hainan want to really promote the development of tourism culture industry progress, cultural tourism concept of thorough analysis, determine the differences between different regional culture, the culture of different areas, the cultural development of artistic effect, national spirit, in the process of developing tourism, realize the cultural interaction. Cultural tourism is mainly about tourists feeling different cultural connotations in other areas. In the process of providing services to tourists, it can make them resonate emotionally, and then realize the basic function of cultural tourism. The key factor in the implementation of cultural tourism is culture. Tourism knowledge is a way for people to accept culture. In the process of visiting, tourists can realize the influence of culture and constantly improve their aesthetic ability, and transform what they see and hear into their own cultural connotation. In the process of promoting tourism agglomeration and development, Hainan needs to deeply integrate the cultural development background of Hainan with the tourism projects, especially the tourism projects completed after the reform and opening up, including the red cultural projects and economic construction and development projects. In recent years, the domestic tourism project development, does not conform to the requirements of the ecological or environmental pollution project all abandon, the ecological tourism project is mainly a variety of characteristic landscape display, let visitors in the process of tourism, to ecological project experience, in the right time to accept ecological education, get sublimation in thought, happy to accept ecological tourism services. Hainan province as a whole is a tropical climate, and is rich in various types of ecological resources. To really accelerate the agglomeration and development of tourism in Hainan, it is necessary to upgrade the existing tourism resources comprehensively, so as to attract people from different regions to travel. The ecological environment of Hainan can enable it to occupy a favorable position in the competition of different tourism regions in the country. The tourism management department can only find out the appropriate way to develop and innovate the actual development of the existing tourism resources, and choose other forms to develop tourism projects to avoid homogenized competition. At present, the open space of tourism projects in the traditional sense is obviously limited, and the competitive pressure between different scenic spots is also increasing rapidly. According to the local tourism development, the tourism management department integrates the products developed and services provided in the tourism development into the development of local culture. Only by following this standard can cultural tourism projects with local characteristics be formed, so that tourists can realize the gathering effect in Hainan. The tourism management department needs to deeply integrate the tourism projects with the local agricultural development so that the local forestry resources and fishery resources will gradually become the characteristic services in tourism development. Different areas of tourists in the process of tourism, to Hainan local agricultural culture and agricultural landscape and various natural resources, become a new type of tourism development model, especially from big cities to Hainan tourism personnel, when accepting the new tourism mode, body and mind get pleasure at the same time also can feel the amorous feelings. Hainan belongs to a tropical climate, where agricultural resources are very rich. Sightseeing different tropical plant growth, holiday tourism projects, providing a service form with Hainan, can fully attract tourists. Especially, fishing projects, crop planting, and small animals attract tourists, which lets noisy work people feel the nature. All of them will realize the rapid development of the tourism economy progress.

4. Conclusions

To sum up, under the background of the establishment of a free trade port in Hainan, in the agglomeration and development of Hainan tourism industry, it is also necessary to upgrade the existing management system and operation, constantly innovate in the tourism policy, build it into an international tourism city, and at the same time constantly optimize the business environment to establish an international tourist area. The tourism management department should also continuously upgrade the facilities in the tourist area, appropriately improve the various supporting facilities, determine the development direction of the tourism industry, and realize the rapid development and progress of the tourism economy.

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