

SWOT Analysis of Marine Leisure Sports Tourism Development in Hainan Province

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Abstract: Marine leisure sports tourism in Hainan Province has developed rapidly in recent years. However, the open policy of COVID-19 in China has also changed the development trend. Facing the three strategic opportunities of national fitness, a free trade port construction, and the "National Sports Tourism Demonstration Zone," sports development in Hainan has ushered in a new situation. This paper makes a comprehensive analysis of the strengths (S), weaknesses (W), opportunities (O), and threats (T) of Marine Leisure Sports Tourism (MLST) in Hainan Province by using the SWOT. The development of marine leisure sports tourism has a lot to do with tourism, the economy, society, sports development level, International political situation, international economic situation, and other factors. The development of MLST in Hainan Province has a lot of strengths and weaknesses, opportunities and threats.

Keywords: Marine Leisure Sports, Sports Tourism in Hainan Province, SWOT Analysis

1. Introduction

This paper comprehensively analyzes the development of marine leisure sports tourism in Hainan from the perspectives of the natural environment, climate, government policy incentives, personnel training, transportation, network platform, economic development, and international forms.

With the development of the world economy and the continuous improvement of living standards, sports have become an integral part of the public's recreation and healthy life. At the same time, the public has more demand for diversified, rich, and recreational sports tourism. Marine Leisure Sports Tourism (MLST) is carried out by tourists in their spare time, with various forms of marine leisure sports as the motive, based on marine resources, to entertain and relax the body and mind. What is more, for communication, it adopts voluntary participation, and its principal contents are to participate and enjoy various marine sports in tourism to obtain a unique physical and psychological experience and achieve the harmonious development of mind and body^[1].

The 2024 Paris Olympic Games has surfing, kiteboarding, sailing, and windsurfing, where surfing and kiteboarding are new events. It shows that the Olympic Games Organizing Committee continues to improve the status of marine competitive sports in the Olympic Games and pays importance to marine sports.

The development of the coastal sports tourism economy not only helps to promote the transformation of regional economic structure and optimize the composition of coastal regional tourism projects but also promotes the construction of sports infrastructure and regional brand image through

the development of the sports tourism industry [2].

The marine leisure sports industry is an emerging industry with significant economic advantages and development prospects. Marine leisure sports have the primary function of strengthening the body and the auxiliary function of building spiritual civilization and promoting cultural exchanges, which plays a positive role in promoting the construction of spiritual civilization and the harmonious development of society. As a new sport, marine leisure sports will inevitably encounter some problems and challenges in development [3].

Therefore, the development of marine leisure sports tourism in Hainan Province is not only to meet the public's comprehensive demand for marine tourism and marine sports but also to promote the deep integration of Hainan's sports and tourism industry, as well as to strengthen the win-win and complementary relationship between marine leisure sports and competitive sports in China.

2. Methods

The study used a SWOT analysis, as shown in Figure 1. The method was first put out by the University of San Francisco, Weyrick, in the early 1980s; it is a method to comprehensively consider various factors of development, internal conditions, and external environment and systematically evaluate the best business strategy [4]. When it comes to Hainan Province leisure sports tourism in the global tourism market, "S" refers to the competitive advantage in the same competitive market determined based on the analysis of its situation and competitors; "W" refers to the internal unfavorable factors affecting the development; "O" refers to the emergence of potential demand or objective factors conducive to development that have not yet been found; "T" refers to the entry of new competitors or the seizure of the original market share by competitors, or the emergence of external factors that are very unfavorable to the development, which may threaten the survival and development of hospitals.

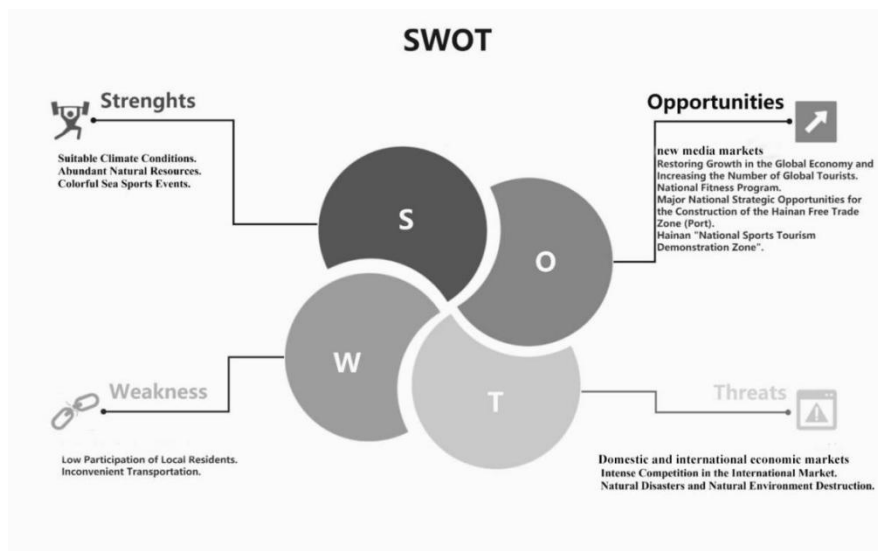


Figure 1: Marine Leisure Sports Tourism (MLST) SWOT.

3. Analysis

3.1 Strengths of Marine Leisure Sports Tourism (MLST) in Hainan Province

3.1.1 Suitable Climate Conditions

The meteorological conditions affecting marine leisure sports include wind, temperature, air

pressure, humidity, visibility, precipitation, sunshine, etc. Hainan Island is located in the tropics, with the latitude line at 3 ° 20 '-20 ° 18' north latitude and 107 ° 50 '-119 ° 10' east longitude. It belongs to the tropical monsoon marine climate, with a slight temperature difference and high temperature throughout the year, long summer without winter, abundant light and temperature, and abundant rainfall. The annual average temperature is 22 to 26 °C, and the accumulated temperature above ten °C is 8200 °C.

The coldest January and February temperatures are still 16 °C -21 °C. The annual sunshine hours are 1750-2650 hours, the average sunshine hours are 2,166 hours, and the sunshine rate is 50% -60%. The southwest of Hainan Island has little rainfall because it is located on the leeward slope and is affected by the dry and hot wind. The annual rainfall is about 1,000-1,200 mm. To sum up, the climate of Hainan Island can be suitable for MLST all year round and for a long time. The most suitable areas are Wanning, Lingshui, and Sanya in the south.

3.1.2 Abundant Natural Resources

Hainan Island has an ocean area of about 2 million square kilometers, 672 islands, and an island area of 42 square kilometers. The coastline (Hainan Island) is 1944 kilometers, and the slope to the sea is generally 5 degrees, extending slowly. The long and winding coastline of Hainan Island breeds many bays. According to the relevant data from the offshore marine survey and evaluation completed by Hainan Province in 2012, there are 68 large or small bays on Hainan Island. Most places are calm with the clear sea, white clean and soft sand, shaded shore, and fresh air. The sea temperature is generally 18-30 degrees Celsius. The development of MLST is greatly influenced by the natural environment, which needs bays with suitable geographical sites and climate. Looking around the world, few bays meet all these conditions.

Many cities in Hainan Province have bays and islands suitable for MLST, such as Haikou, West Coast, and Holiday Beach; Wanning; Riyuewan, Shimei Bay, Chunyuan Bay, Jiajing Island, Zhouzai Island, and Shenzhou Peninsula; Lingshui: Qingshui Bay, Fuli Bay, Fenjiezhou Island, Nanwan Monkey Island, and Daodai Island; Sanya: West Island, Wuzhizhou Island, Sun Bay, Baifu Island, Yalong Bay, Houhai Village, Dadonghai, Phoenix Island Wharf, Sanya Bay; Danzhou: Haihua Island. The above Bays, islands, and wharves provide favorable natural and geographical conditions and superior regional advantages for the development of MLST.

3.1.3 Colorful Sea Sports Events

Major events increase the number of visitors in the year^[5]. According to the data released by Hainan Provincial Tourism, Culture, Radio, Television, and Sports Hall, the marine sports events held by the government from July 2022 to July 2023 are shown in Table 1 below.

It can be seen that Hainan has held Fourteen marine sports events within a year. From the perspective of competition, marine sports competitions can not only test athletes' performance but also achieve the effect of replacing training with competition and promoting training with competition to train more excellent reserve talents for China's marine sports and improve the overall competitive level of China's marine sports.

From the perspective of mass fitness, marine sports competitions can implement the national strategy of national fitness for all, give full play to the unique advantages of Hainan Province, accelerate the development of MLST, constantly meet the growing diversified sports needs of the people, and promote the consumption of sports and tourism in Hainan Province.

Table 1: Event schedule.

The name of the event	Time	Place
2022 Hainan SUP Paddleboard Open Competition	In July 2022	Haikou City
Surfing in the Sixth Hainan Provincial Games	In July 2022	Wanning City
2022 National Beach Soccer Championships	In August 2022	Haikou City
2022 China Paddleboard Race-Club Race	In October 2022	Lingshui City
Sailing and Windsurfing Competition of the Sixth Hainan Provincial Games	In December 2022	Danzhou City
The 12th Winning International Surfing Festival	In December 2022	Wanning City
2022 National Paddleboard Tour competition	In December 2022	Ledong City
2023 National Sailing Championships	In January 2023	Haikou City
2023 National Kiteboarding Championship	In May 2023	Qionghai City
China Kite Board Tour Competition 2023	In May 2023	Qionghai City
2023 Water Play Challenge Competition	In June 2023	Haikou City
2023 Hainan Youth Beach Volleyball Competition	In June 2023	Haikou City
2023 China (Hainan) Motorboat Open Race	In June 2023	Haikou City
2023 China Family Sailing Race	In July 2023	Sanya City

The number of ocean international competitions held in Hainan is zero. Although the global outbound tourists are declining dramatically due to the epidemic, if we want to improve the international influence of Hainan's MLST and strengthen the competitive level of China's marine sports teams, we should still hold more international competitions to improve the popularity and influence at home and abroad. Also, we should attract tourists and athletes from home and abroad and promote the international development of the industry.

3.2 Weaknesses of Marine Leisure Sports Tourism (MLST) in Hainan

3.2.1 Low Participation of Residents

Improving the participation of residents is an imperative factor in industrial development. The participation of residents is affected by the local population and the economic development of residents. Table 2 provides the data and ranking of Hainan's population, GDP, and per capita disposable income in 2022.

Table 2: Relevant data and ranking of Hainan.

Hainan Province	Data	Rank among 31 provinces in the whole country
Population size	10.27 million	28
GDP	681.82 billion yuan	30
Per capita disposable income	RMB 31,000 / year	16

The population is the basis of the tourism industry. The population of Hainan Province is only 10.27 million, ranking 28 in the whole country. The small population is also an important factor in balancing the development of MLST. Hainan has received 59.8876 million domestic tourists in 2022. If local people can be attracted to participate in tourism and sports activities repeatedly through marine leisure sports, the number of tourists and tourism consumption will be significantly increased.

Improving China's economy fully promotes the development of China's tourism, and personal income determines personal travel ^[6]. Hainan's GDP ranks only 30 in the country, and the per capita disposable income of Hainan residents ranks only 16. The economic downturn and the low income of

residents have led to a decrease in the willingness to participate in MLST.

3.2.2 Inconvenient Transportation

Hainan Island is an independent island in the southernmost part of China. There are two main ways to get in and out of Hainan: one is by plane, and the other is by ferry. These two ways have drawbacks for Hainan. Hainan has three airports for domestic and foreign tourists to choose from, and domestic routes can meet the needs of domestic tourists. However, there are fewer international routes. Table 3 As of December 2019, there are 100 routes covering 20 countries, including 10 ASEAN countries, Mongolia, South Korea, Japan, Russia, Ukraine, Kazakhstan, India, Australia, Italy, and the United Kingdom, which is slightly insufficient compared with more than 400 routes and 49 countries at Guangzhou Baiyun Airport in Guangdong Province. At the same time, the price of international routes in Hainan is also higher. Most international tourists, including domestic tourists, choose to fly from Hong Kong, Shenzhen, and Guangzhou to Hainan. If they want to go to Hainan by land, they can only go by train + ferry and car + ferry, increasing the cost and time. Due to the restriction of land transportation, Hainan's economic construction has always been in an isolated state. There is an old saying in China that if you want to get rich, you should build roads first, and economically developed areas must also have convenient transportation.

Table 3: Traffic information

Province	Number of international routes	Covering the number of countries	Access way
Hainan	100+	20+	Airlift, shipping
Guangdong	400+	49+	Air transport, sea transport, land transport

Similarly, for the development of MLST, the convenience of road traffic naturally has a significant impact on the development of the industry. Although Hainan Island has a round-island expressway and a round-island high-speed railway, many places of MLST need to provide special land transportation. Most people want to go there only through tour groups, taxis, and self-driving, which will undoubtedly increase the cost of participation and travel time for many sports enthusiasts and tourists.

3.3 Opportunities of Marine Leisure Sports Tourism (MLST) in Hainan Province

3.3.1 New Media Markets

In the era of remarkable innovation brought by Web 2.0, marketing methods have also brought changes. Communication, difference, creativity, relevance, experience, and the Internet have entered the era of new media communication. Well-known new media platforms have emerged in China: forums, TikTok, Weibo, WeChat, Toutiao, Baidu, Sohu, Phoenix, UC, blogs, SNS communities, etc.

Regarding social software, it can open an account, release information such as Hainan marine leisure sports events and project activities at fixed points, and share special news. It can create Internet celebrities in Hainan MLST. Through live broadcasts from these celebrities, public attention can be captured. Moreover, by interacting with fans, they can share information related to MLST. Also, we should set up public numbers of various MLST in Hainan, regularly push relevant information, and improve the information inquiry system of MLST.

In terms of micro-video, it can shoot the main micro-films and promotional films of the MLST series and carry out original micro-video collection and selection activities.

Regarding the website: using Sunshine Hainan Net to develop a particular MLST information system and create channels to understand its basic knowledge and participation. Moreover, it can

cooperate with well-known social networking sites and mainstream media (such as Little Red Book, Honeycomb, and Flying Pig) to enrich the travel notes, strategies, and comments of MLST, increase the search rate, and improve the publicity at home and abroad.

Regarding international marketing, Hainan leisure sports tourism is rarely seen on overseas self-media platforms such as Facebook, Twitter, Linked In, Instagram, and YouTube. To have a good publicity effect abroad, we should not only show the characteristics of MLST in Hainan but also understand the sports culture of different people in different countries and their needs for MLST. Based on it, carry out online and offline publicity.

Regarding online marketing, we should set up extraordinary publicity and consulting accounts on major overseas self-media platforms, invite foreign Internet celebrities, stars, and athletes to participate in marine sports in Hainan, and release promotional videos on their social platforms. Furthermore, releasing relevant information on significant tourism and leisure sports websites and apps is a good idea.

Regarding offline marketing, we can hold relevant marketing activities regularly in key overseas tourist destinations and carry out characteristic and personalized promotion meetings simultaneously.

3.3.2 Restoring Global Economy Growth and Increasing the Number of Global Tourists

With the liberalization of COVID-19 epidemic policy in China and the emergence of incentive policies for tourism worldwide, the global tourism industry is continuing to develop and recover steadily. According to the World Tourism Economic Trends Report (2023) ^[7], In 2022, the total number of global tourists will reach 9.57 billion, an increase of 18.9% over 2021; the total global tourism revenue will reach 4.6 trillion US dollars, an increase of 21.1% over 2021; they will recover to 66.1% and 79.6% in 2019 respectively. The proportion of total global tourism revenue equivalent to GDP rose to 4.8%, down 3.1% compared to before the epidemic (2019). From the report's analysis, the global tourism population and income gradually returned to normal before the epidemic, a significant trend for developing MLST in Hainan Island.

According to statistics, during the May Day holiday in 2023, Hainan Province received 3.2037 million tourists, with a year-on-year increase of 141.5% and an increase of 55.1% compared with the same period in 2019 before the epidemic. The total tourism revenue was 4.232 billion yuan, with a year-on-year increase of 178.8% and an increase of 79.0% compared with the same period in 2019 before the epidemic.

The increase in the number of tourists could lead to an increase in the number of participants in marine leisure sports. The growth of tourism revenue can promote the development of marine leisure sports, improve the deep integration of the sports industry chain and tourism industry chain, form a new format, and add new growth points.

3.3.3 National Fitness Program

On August 9, 2021, the State Council of China promulgated the National Fitness Plan (2021-2025)^[8], which is a plan formulated under the Regulations on National Fitness to promote the development of national fitness at a higher level and better meet the fitness and health needs of the people. The plan points out that by popularizing outdoor sports such as sports on ice and snow, sports in the mountains, aviation sports, water sports, marathons, bicycles, automobiles, and motorcycles, relevant facilities will be built and improved, and the supply of sports tourism products and services will be expanded.

To create several influential sports tourism quality routes, quality events, and demonstration bases and guide the construction of national sports tourism demonstration zones, this strategy aims to

promote the integration of sports and tourism. It will also better promote the development of MLST in Hainan Province from the national level.

3.3.4 Major National Strategic Opportunities for the Construction of the Hainan Free Trade Zone (port)

Since the promulgation of the Hainan Free Trade Port Law of the People's Republic of China in 2018 ^[9], more than 180 free trade port policies have come into effect in Hainan, and preparations for the closure operation have been thoroughly carried out. In addition, the average annual growth of new market players is 40%, the actual utilization of foreign capital is 80%, and the average annual growth of foreign-funded enterprises is nearly 120%. At the same time, Hainan's policies and systems on trade, investment, finance, personnel, finance, taxation, and customs will be further upgraded after the closure of the whole island. In recent years, the Hainan Free Trade Port has implemented the strategy of "millions of talents entering Hainan," the talent-gathering effect of the Free Trade Port is accelerating. To sum up, the strategic layout of the Hainan Free Trade Zone (Port) promotes the sustainable development of Hainan's economy, standardizes the order of the consumer market, provides a suitable environment for the development of MLST in Hainan Province, and creates favorable conditions for attracting professionals.

3.3.5 Hainan "National Sports Tourism Demonstration Zone"

The Hainan provincial government promulgated the development plan of the Hainan National Sports Tourism Demonstration Zone (2020-2025) ^[10]. The plan points out that in terms of spatial planning, we should coordinate the sports tourism resources of the whole province and rationally plan the spatial layout of sports tourism. In addition, the plan proposes to build a spatial structure of "one circle, five districts, five poles, and seven cores," with the sports tourism circle around the island as the lead, five major sports tourism sections as the characteristics, five sports tourism demonstration cities as the core, and seven sports tourism pioneer areas as the demonstration, to promote the orderly development of sports tourism in Hainan Province as a whole.

In terms of product planning, we should combine the characteristics of sports tourism resources in Hainan, adhere to market demand orientation, fully tap the advantages of resources, encourage the development of characteristic sports projects, and build a sports tourism product system with "four leading and eight characteristics" as the main characteristics. In terms of industrial planning, under the background of Hainan's in-depth promotion of global tourism construction, we should promote the deep integration of sports and tourism, accelerate the cultivation of sports tourism products and industries, build the brand and industrial ecology of sports competitions in Hainan, promote the upgrading of the sports tourism industry, and strive to achieve leapfrog development of sports tourism. Implementing the plan will promote the deep integration of sports, tourism, culture, and health, enrich the tourism product system, broaden the tourism consumption space, realize the leap-forward development of sports tourism, and promote the construction of the Hainan International Tourism Consumption Center.

3.4 Threats of Marine Leisure Sports Tourism (MLST) in Hainan Province

3.4.1 Domestic and International Economic Markets

1) The international economic markets

The conflict between Russia and Ukraine has brought about adverse effects. The conflict between Russia and Ukraine has not only led to a sharp slowdown or even a contraction of economic growth in the region but also triggered a global energy crisis, a shortage of food supply, and financial shocks.

The severe inflation of the United States, the continuous interest rate increase of the US dollar, and the uncertainty of the US economy hurt the world economy.

2) Economic markets in China

As China's economic growth rate continues to be lower than the potential growth rate, various financial risks are still brewing. For example, the continued downturn in the real estate industry and the frequent credit default incidents of real estate enterprises may spread to the financial sector; for example, in recent years, while the revenue of local governments has been sharply reduced due to the epidemic, the fiscal expenditure has remained high, resulting in the risk of imbalance of fiscal revenue and expenditure and increased pressure on government debt; In addition, there is the default risk of credit bonds under the increasing downward pressure of the economy, and the resulting liquidity risk of small and medium-sized financial institutions, and so on.

3.4.2 Intense Competition in the International Markets

1) South Korea

With the development of water leisure sports, people are increasingly interested in marine leisure sports. The government is also investing in the marine campaign, considering the possibilities for development and job creation. Taking South Korea as an example, considering the rich natural infrastructure, such as 13500 kilometers of coastline, more than 3000 islands, and 350 beaches, the growth potential of the marine leisure industry is very significant. The number of people experiencing ocean sports in South Korea increased from 723,000 in 2013 to 950,000 in 2017, an increase of 31.4%. The surfing population popular with young people increased from 40,000 in 2014 to 200,000, five times that of 2017 ^[11].

2) Ireland

A study of the marine leisure industry estimated that nearly 1.5 million adults in Ireland participate in some form of aquatic activity, contributing approximately 434 million euros. Marine tourism and leisure accounts for an estimated 7% of Ireland's entire tourism and leisure sector and contributed €453 million to the Irish economy in 2007. Marine events such as the Volvo Ocean Race (2009 and 2012) alone can generate an economic income of more than €50 billion ^[12].

3) Maldives

Located near the equator, the Maldives has a distinctly tropical climate with the inconspicuous feature of four seasons. Maldives comprises 26 groups of natural atolls and 1192 coral islands, distributed over 90000 square kilometers of sea area. Maldives has warm water of 20-30 degrees Celsius throughout the year, whose visibility can be up to 30-50 meters, which is extremely clean and clear. Furthermore, there are more than 700 species of fish in the surrounding waters, making Maldives one of the three largest diving resorts in the world.

Good weather, pristine beaches, and quality products designed for customer perception add to the tourism competitiveness of the Maldives. At the same time, the architectural concepts used in its resort design, upgrades, friendly people, and ambiance have all contributed to the success of the Maldives ^[13].

4) Thailand

TAT's website (http://www.tatnews.org/tourism_news/detail.ASP?ID=1997) highlights marine tourism, identifying water sports as a business with great potential for the country and a potential engine for tourism growth. It has undoubtedly attracted international attention and sparked new interest in Thailand's tourism industry worldwide.

At present, the existing beach destination water sports in Thailand are mainly concentrated in the

following areas: in the central area of Thailand, Qi Yan and Hua Hin; in the east, Pattaya; and in the south, Krabi, Phuket, Koh Samui and Trat. Pattaya is the most popular beach destination, attracting an average of 2,719,451 international visitors between 2001 and 2003. Phuket was the second most popular destination, attracting an average of 2,703,174 international tourists between 2001 and 2003. Koh Samui was the third most popular of the six destinations, attracting an average of 704,423 international tourists between 2001 and 2003. Krabi ranked fourth. Hua Hin was ranked fifth, Cha Ngam was ranked sixth, and Trat attracted the lowest number of international visitors among the seven beach destinations.

5) Overview

The MLST in Thailand, Maldives, Ireland, and South Korea all have fantastic development and prospects. Tourism in these countries is very well-known internationally, so to a large extent, it also provides a better population base for the development of MLST. As shown in Table 4 below, the ratio of the number of arrivals to the land area (the average number of arrivals per square meter) is ranked as follows: Maldives > South Korea > Ireland > Thailand > Hainan Province. The land area of Hainan Province is 118 times that of Maldives, and the number of people entering Maldives is 264,000 more than that of Hainan. The land area of South Korea is nearly three times that of Hainan Province, but the number of people entering has reached 12 times. The land area of Ireland is twice that of Hainan Province, but the number has reached seven times; Thailand's land area is 12 times that of Hainan Province, but the number of people entering the country is 27 times that of Hainan Province. The competition in the international tourism market is very fierce. As an international tourism island, Hainan Province must have an extreme core tourism competitiveness to open up more international markets and attract more tourists, have more people participate in the MLST of Hainan, and strengthen the industry's international development.

Table 4: 2019 Tourism data in different regions.

Area	Entry vals (ten thousand)	Land area (ten thousand square meters)	Number of visitors / Land area
Thailand	3911.6	51.3	76.25
Maldives	170.3	0.0298	5714.76
Ireland	1095.1	7	156.44
Korea	1750.3	10.32	169.60
Hainan Province	143.6	3.54	40.56

3.4.3 Natural Disasters and Natural Environment Destruction

The development of the MLST industry is highly dependent on the marine environment (tides, waves, winds, marine pollution, etc.) and is sensitive to weather changes. Therefore, changes in the marine environment will determine whether MLST activities can be carried out. On average, about ten typhoons affect Hainan every year, and the arrival of typhoons often leads to severe losses. According to statistics from the Hainan Provincial Civil Affairs Department, affected by typhoon "Beibeijia," 19 townships in 12 cities and counties in Hainan were affected, with an affected population of 17. There were 2.03 million people, 51 collapsed houses, and 90,680 people were urgently relocated and resettled, resulting in a total direct economic loss of 375.093 million yuan. At the same time, typhoons also greatly impact the development of MLST. The arrival of typhoons not only affects people's participation in marine sports and tourism activities but also threatens marine sports and tourism sites and facilities, and the coastal environment will also be damaged to a certain extent, such as tree collapse, house collapse, and so on. It can be seen that typhoons not only affect the economy of the whole province but also destroy the environment of MLST and even affect land, sea, and air

transportation, which hinders transportation and indirectly reduces the emergence and participation of enthusiasts. Fortunately, there have been no tsunamis or earthquakes since the establishment of Hainan Province.

Global warming is also a significant threat to the development of MLST. As the temperature rises, the hot summer reduces people's willingness to travel to Hainan and participate in marine sports in the hot seaside sun. If it melts the extremely low glaciers and raises the sea level, the coastal areas will be swallowed up by the sea. Temperature rise will provide enormous kinetic energy to the air and ocean, thus forming super-large typhoons, hurricanes, and other natural disasters. Global warming will cause the ocean's temperature to rise, animals living at the bottom of the marine food chain to die, pollute the ocean, and so on.

An excellent marine environment is one of the factors that affect people's participation in MLST, and marine environmental pollution also threatens its sustainable development. The development of MLST enterprises will produce a lot of domestic waste and sewage, which would pollute the sea when they flow into the sea. In addition, the uncivilized tourism behavior of tourists will also destroy and pollute the marine and ecological environments.

4. Conclusions and Suggestions

4.1 Conclusions

The development of marine leisure sports tourism has a lot to do with tourism, the economy, society, sports development level, International political situation, international economic situation, and other factors. The development of MLST in Hainan Province has a lot of strengths and weaknesses, opportunities and threats.

With the government's support of marine leisure sports policy and the three strategic opportunities of national fitness, a free trade port and national sports tourism demonstration zone were established. Hainan province can take advantage of the unique strength and resources of MLST to gradually solve the problems (the low participation of residents and poor transportation of international tourists). Also, it should pay heed to domestic and international economic markets, natural environment destruction, natural disasters, and international market competition, which affect the future development of the marine leisure industry. Last, by developing Hainan marine leisure sports normatively, systematically, scientifically, and sustainably, Hainan province could improve the core industrious competitiveness, promote the development of national fitness sports, and realize the "Health China 2030" and the goal of an intense sports country as soon as possible.

4.2 Suggestions

1) Make Full Use of the Natural Environment Advantages of Hainan Province.

It should take advantage of marine and island resources and integrate tourism, events, entertainment, coastal sports, and other resources to develop a unique tourism system and drive the overall development of the MLST.

2) Industrial development follows market principles and combines with government macro-control.

The development of MLST resources in Hainan Province should follow the market principles and guidance, thoroughly study the market, meet the market demand, and develop best-selling tourism products. The government should actively play the role of macro-control, comprehensively use various means to regulate and control the MLST industry, and ensure the coordinated development of the

industry.

3) Attach Importance to the synergistic development of coastal sports talents, enterprises, and scientific research.

To attract outstanding talents at home and abroad, it is necessary to build a communication and cooperation platform to deeply integrate domestic and foreign MLST enterprises, talents, and scientific research. At the same time, Hainan Province should improve the comprehensive ability of local talents and effectively integrate the industry and scientific research to promote the scientific and professional development of the industry of MLST.

4) Strengthen medical security for tourists and attach importance to the participation of residents in tourism.

As China adheres to the dynamic zero COVID-19 policy until December 13, 2022, cross-border and cross-regional tourism is subject to many restrictions. After the cancellation of the itinerary code, the number of tourists will continue to increase, and the Hainan government should provide timely medical security services so that tourists can rest assured and play happily. The Hainan government should attach great importance to the tourism of residents, who are the foundation of the development of Hainan Province. It is necessary to provide the residents of the province with opportunities to learn and participate in marine leisure sports, mobilize the enthusiasm of the people of the province for sports, gather their wisdom and strength, and gather together to build the MLST industry.

5) Improve the coordinated development of various organizations

Take advantage of market power and give full support regarding funds and sites to cultivate various MLST social organizations. Furthermore, for enterprises to build up competitive coastal sports brands and characteristic projects, the government should provide sound and mature regulatory institutions and environments to ensure healthy competition.

6) Integrate online and offline resources with the help of the Internet

A network information platform for the industry of MLST should be built to give tourists a deep understanding and encourage their participation. The government should organize marine leisure sports events and activities at home and abroad and publicize them in all aspects through new media marketing means to improve the popularity of MLST in Hainan Province at home and abroad.

7) Expand international markets

Saving the travel costs and time for foreign tourists is the priority. In addition, the following are the essential factors for improving the international competitiveness of the industry of MLST: improving its quality, providing participation channels for an international crowd, and supporting facilities and services.

8) Prevent natural disasters and protect the natural environment

Natural disaster prevention systems should be modernized to minimize the loss and impact of disasters on the industry of MLST. Also, we should exploit natural resources scientifically to promote the sustainable and healthy development of the marine leisure sports industry.

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