

**The Construction of and Strategies for Sustainable
Tourism Development in Hainan, China**



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East Asian Economy, Management and Law Course

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Abstract

On many islands, tourism is generally regarded as a promising industry that can promote economic diversification and many other tourism-related industries such as agriculture, fisheries, transport and other service industries. At present, from islands with over-development to the uninhabited islands, They are all engaged in various tourism activities (UN, 2001). Tourism growth can become the driving force of the economy, so we must pay attention to the sustainability of tourism.

Islands are attractive spaces for visitors and special threats to sustainable tourism. There are tens of thousands of islands on the earth which includes some of the most splendid and popular destinations, for instance: Hawaiian Islands, Maldives Islands, Bali Island, Caribbean Islands and Hainan Island. Their characteristics are related to indigenous cultures, different lifestyles, special land structures, plants and animals, ocean and coastal resources. To maintain these characteristics more alive, islands must carry on sustainable tourism strategies in every fields including environmental, economic and socio-cultural (McElroy and Dodds, 2007, p3)

Sustainable tourism is becoming more and more important in tourism and academic sectors all over the world. As an important way to achieve the harmonious development among tourism, social economy, resources and environment, sustainable tourism has become hot spot and trend of tourism development in the world today. Sustainable tourism, as a new type of tourism with many good functions, is the inevitable choice to realize the more rational development of tourism in Hainan. Based on the development of sustainable tourism theory and practice in China and

abroad, as well as draw lessons from experiences of the world's major island tourism destinations, This paper makes SWOT analysis on the sustainable tourism development of Hainan, the current development situation and strategy of Hainan 's tourism construction, as well as Field work studies, problem-solving measures and other aspects of the sustainable tourism study. The paper is divided into seven parts, the main contents are as follows:

The first part explains the background and significance of this study, introduces the theoretical research and practical development of island sustainable tourism in China and abroad, and expounds the contents, methods and innovations of my research.

The second part includes the summarized, analyzed concepts and the theories of sustainable tourism. In order to understand sustainable tourism, we must understand its development history and impact. Firstly, the concept of sustainable tourism is defined on the basis of domestic and foreign scholars' research. Then it analyzes related concepts about circular economy, ecological economy, ecotourism, traditional mass tourism and the relations between them and sustainable tourism.

The third part discusses the current problems of island tourism and the corresponding solutions, and then, after referring to a large number of papers and field trips, select the failure case of Sanya city in Hainan Island and three successful cases of Hawaii islands in United States, Coastal areas of Australia and Jeju Island in South Korea to analyze and finally sum up the successful experiences and inspiration to learn that how to avoid errors and make proper strategies, which would provide

valuable experience for the sustainable tourism development in Hainan.

The fourth part is about the SWOT analysis of Hainan sustainable tourism development. It analyzes the advantages, disadvantages, opportunities and challenges of sustainable tourism development in Hainan Province. These analyses provide the basis for subsequent strategies development and solutions.

The fifth part presents and discusses the research undertaken in Bawangling National Forest Park and Changjiang Li autonomous county located in inner land of Hainan. The purpose is to evaluate the impacts of sustainable tourism development for local communities and enterprise in the Bawangling region through an assessment of the current status. These sections provide the context for a discussion of the relationships between the local community and the Park, the local community and tourism, the Park and tourism. It concludes with a discussion of management and policy issues, and their influence on the relationships between the various stakeholders.

The sixth part is: Base on the analysis of the present situation of tourism development in Hainan, it provide several helpful advices, mechanisms and models for the strategic construction of sustainable tourism development in Hainan. First of all, establish the concept of sustainable tourism development in Hainan, put forward some ideas as the guidance and value orientation of future development; Then the paper discusses the strategies and models of sustainable tourism development in Hainan, and provides the corresponding evaluation standard systems. At the same time, this part also strengthens related sustainable tourism products and marketing, as

well as the tourism security system construction issues.

The seventh part is the conclusion and outlooks of this research.

Key words: Sustainable Tourism; Hainan; Development; Strategy; Construction;

Island Tourism

Chapter 1 Introduction

1.1 The research background and significance

1.1.1 The research background

Tourism has been one of the fastest growing new industries in the world today, in the past 20 years, Tourism has rapidly developed into the world's largest industry as well (UNWTO, 2016). Along with the prosperity and development of tourism, the various effects to economy, society and environment have gradually attracted people's attention. On the one hand, the development of tourism promoted the level of social economic development of tourist destination and cultural exchanges in different regions. On the other hand, the conceptions and practices of traditional tourism only pay attention to the immediate interests and neglect the sustainable use of tourism resources, only pay attention to the economic interests and neglect the social and ecological benefits of tourism, which have been caused serious environmental, social and cultural problems. Such as the tourism resources and environment has been destroyed gradually, the impact of traditional culture and other endless issues (L.K.Singh, 2008, p143). All these have become a serious obstacle to the further sustainable development of the tourism industry. How to overcome these shortcomings and realize the sustainable development has become the focus of the tourism industry and academia. Therefore, people began to call for a new tourism development pattern that can meet the travel needs, achieve the effective protection of tourism resources and environment but can also maintain sustainable development of tourism and economy. In this context, Sustainable tourism as a new form of tourism

came into being.

Sustainable tourism is different from the traditional tourism model and has many good functions such as environmental protection and environmental education. Sustainable tourism is being paid more and more attention by the ecologists and tourism sectors all over the world and gradually become popular after the release in the year 1987 of the World Commission on Environment and Development Report (Robin Nunkoo, Stephen L.J. Smith , 2014, p28). Not only developed countries, many developing countries have also implemented ecotourism projects. The development of sustainable tourism is not only the hot spot and trend of tourism development in the world today, but also the inevitable choice to achieve the harmonious development of tourism and social economy, resources and environment.

Since 1979, China has been carrying out economic reform, and a free market economy has shifted from a planned economy. In the meantime, China's tourism industry has undergone tremendous development, a substantial increase in foreign investment, ownership and management of tourism industry. In addition, it is predicted that by 2020 China will become the world's most important tourist destination (WTO, 1999).

Because of this rapid economic expansion, people worried about the environment will be destroyed. In view of the environment is a core asset of tourism industry, China has a vested interest in protecting their natural and cultural assets. In order to express the importance of the environment, the Chinese government has designated Hainan province as the first ecological province from 1999. The purpose

of ecological province is to attract industries that possess economic productivity and ecological efficiency to this region, and meanwhile protect its cultural beauty and material beauty (Hainan Ecological Province Construction Plan, 1999). Due to the outstanding natural and cultural attractions and the continuous development of the lodging and hotel industries, Hainan Island has already become a major tourist destination in China and also in Asia. However, despite being an ecological province, the environmental problems still exist, such as water pollution, garbage, dirty urban beach, poor environmental awareness such as spitting and littering, as well as weather disasters and pests disasters(Sonya Graci, Rachel Dodds, 2014, p57-58).

Hainan Island is an isolated island which is located in the South China Sea, It has an area of 33,920 square kilometers and it is China's southernmost province. Different from other provinces, Hainan is the second largest island and the smallest province in China. Its natural beauty has gained a good reputation among the visitors and it is widely known around the world. People call it "the Oriental Hawaii"(Tang xuan, 2016). Hainan Province was built in 1988, which has abundant natural resources, including tropical forests, mountains, mangroves and beaches. Due to its unique ecosystem, Hainan is recognized as one of the world's richest biodiversity areas. It is also one of China's most popular tourist destinations, people can easily find sun, beach, sea there. The island tourism development of Hainan is very rapid, in 1992 there were about 2.5 million visitors to Hainan, however, in 1997, the number had increased to 7.9 million, the recent data is that in 2013, the number of visitors who spend at least one night on Hainan has augmented to 36.72 million. Only 20years,

the number has increased nearly 15 folds. 70% of the tourism industries are located in Sanya and eastern coastal areas, but the rest of the province is still under developed, there are still 1.4 millions indigenous people living there. In the past decade, Hainan Island has been developed rapidly as a tourist destination which primarily developed by mainly mass tourism for package tourists. Despite its rich resources and many accommodation facilities, however, Hainan is still one of the less economically developed provinces in China (Zhao Kangtai; Cao Xiren, 2014, p3; p26).

Immediately after establishment as a province and the fifth special economic zone in 1988, Hainan experienced rapid growth, particularly in tourism, with inflows of capital and population from Mainland China, Hong Kong and other regions and countries. The special economic zone allowed Hainan to offer foreign investors an attractive package of tax exemptions for production inputs. Hainan's economy had been minimal government intervention, almost no state-owned enterprises. However, since 1994 the foreign investment transferred to the mainland economic zones, which slowed down its development (Liu Renwu, 2009, p20).

The year 2010 was the starting of the Hainan international tourism island construction. It caused a serried of reactions in China's tourism industry, and became a hot topic until nowadays. On 4th January 2010, the opinions of the state council's on improving the construction and development of Hainan international tourism island were officially issued (State Council of China, 2010). This proposed national policy provides opportunities and guarantees for sustainable tourism in Hainan.



Picture3 The development of Hospitality in Sanya (Taken by Mai Jiarui August 2014)

1.1.2 The research significance

Obviously, many obstacles are affecting the sustainable development of Hainan island. Lacking of environmental awareness has been identified as a key barrier. Hainan has just shifted from rural, agricultural economy into tourism province. Despite claiming itself to be an ecological province, but compared to other Chinese provinces, Hainan province just has low level of environmental awareness (Investigation Report on Environmental Attitude Behavior of Chinese Urban Residents in 2015). Raising awareness in order to enable the community to keep clean is very necessary, because spitting, littering and improper disposal of hazardous waste is common. For a tourist destination, to designate itself as an ecological province is not enough. If there are not goals, objectives and policies to ensure the significance of

ecological province, nor the enforcement and education from government to ensure the necessary support for the implementation of legislation, so that the name of ecological province is pointless. Government and tourism industry must work together to overcome obstacles.

As the only tropical island province in China, Hainan has superior ecological environment, rich and unique ecotourism resources. However, although tourism industry is the pillar industry in Hainan, but the rapid development of tourism is indeed built on the traditional tourism model which produce resource consumption and environmental pollution. Long-term relying on the development of traditional model brings many problems in Hainan which has become increasingly prominent: Because of the lack of overall planning and too much emphasis on short-term economic interests, extensive development methods and other reasons, many tourist attractions normally have a brief boom in the early stages of development, and soon there will be damages on tourism resources and environment. In addition, the tourism market management is very chaotic, vicious competition is also rampant and other reasons, resulting in low overall tourist reputation of Hainan (Sonya Graci, Rachel Dodds, 2014, p60). The tourism industry is facing further problems of sustainable development, therefore, the Hainan tourism industry urgently needs to seek the effective way of sustainable development.

Sustainable tourism is a new form of tourism which is based on ecotourism, in order to achieve the economic, social and ecological benefits to maximize the realization of tourism and resources, environment and social development (Guo Laixi,

1997, p168). it is also an important way to realize the sustainable development of Hainan tourism. However, in Hainan, the development of sustainable tourism is still at the initial stage. The advantages of resources and environment are far from being fully realized. Although many tourism developers in Hainan in recent years has introduced the so-called "sustainable tourism projects", "ecotourism projects", however because of the current definition of sustainable tourism is not uniform, Hainan tourism industry is still lack of systematic study of the guiding ideology, development strategies, models. Therefore, the current development of sustainable tourism in Hainan is not only lack of theoretical guidance, even appears "pseudo-sustainable development of tourism", but also it damage the interests of tourists and destruct the ecological environment. In order to solve these problems, this paper explores the academic consensus on the sustainable tourism concept and the theory of sustainable tourism development, a correct understanding of the connotation and characteristics of sustainable tourism, effective development models. I hope to promote sustainable tourism theoretical research and the sustainable development of Hainan tourism.

1.2 The international and domestic theoretical research and practice

1.2.1 The international and domestic theoretical research

The study of sustainable tourism development in islands is based on the sustainable development literature of general tourist sites. With more and more researchers pay more attention to the sustainable development of island tourism, the

research on sustainable tourism issues has been deepening and expanding. The public participation in development planning, the social and cultural carrying capacity of tourism, environmental audit and impact assessment, ecological environmental protection and so on which have become research objects of island's sustainable tourism development (Liu kang, 2012, p10). Some island research literatures are focus on the problems of island tourism exploitation (Aguilo E al , 2005, p219-231; Molz V, 2004,; Batle J, 2000, p523-526), island country tourism (Lopez E P, 2006, p85-97; Pulina, 2006, p1006-1016), island cultural heritage tourism (Strange C, Kempa, 2003, p386-405) and island protected area tourism (Sobhee, 2006, p413-420; Bardolet E, Sheldon, 2008, p900-923). Bardolet E, Sheldon (2008, p900-923) compared the island tourism development of the Hawaiian Islands and the Balearic Islands of Spain, and compared the tourism resources, tourist scale and types, tourist satisfaction, tourism products, economic impact, resident attitudes, management planning and policies and the construction of transportation infrastructure, this paper summarizes the different tourism development patterns of the two archipelagos, and puts forward some suggestions for the sustainable development of island tourism, but does not give a sustainable development model of island tourism. Baldacchino (2006, p183-200) compared several islands of cold waters and warm waters from the perspective of policy development and proposed cold water island tourism development countermeasures from tourism development strategy. de Albuquerque, McElroy (1992, p613-639) proposed the island tourism sustainable development approach and strategic guidance through the Caribbean island tourism life cycle analysis. In view of

the huge ecological demand and environmental pressure of island tourism, the relevant scholars have put forward different strategies for tourism product development and resource utilization through research, and promoted the sustainable development of island tourism with more sustainable product substitution and resource development model

For example, Spilanis I, Vayanni H (2003, p166-178) comprehensively analyzed the role of new tourism products in sustainable tourism development in island environments. Hoyt E (2005, p141-154); Kelman (2007, p101-114) put forward their respective strategies for sustainable development of island tourism from the aspects of island tourism, island protection and whale tourism, the sustainable development of island natural cultural heritage and island culture. Gortazar L, Marin C (1999) proposed the sustainable development objectives of general island tourism and the countermeasures from island fresh water and energy supply, Island waste disposal and island architecture and landscape design and so on.

Compared with the island tourism research of western countries such as Europe and the United States, China's island tourism research started late. A large number of island tourism studies began in the early 21st century (Zou Tongqian, 2011, p11), along with the extensive development of domestic tourism research and the gradual rise of island tourism, there has been an increasing number of island tourism research literatures in China.

At present, the island tourism research in China is still mainly focused on the general experience, resource assessment and industrial development countermeasures,

including the review of the domestic and foreign island research (Chen Jinhua, 2008, p52-57; Lu Lin, 2007, p79-86; Liu Jiaming, 2000, p349-352; Wang Yong, 2000, p73-75), Island tourism development and evaluation (Yi Huapeng, Zhang Pengyan, 2005, p23-27; Liu Wei, Li Yuezheng, 2009, p49-51), island tourism impact and ecological carrying capacity analysis (Zhou Nianxing, 2008, p71-77; Liu Yinghua, 2007, p37-42; Bai Jie, 2002, p179-181), the sustainable development countermeasures of island tourism (Dai Yanping, Ma Zongfu, 2009, p114-117; Jiang Yuhong, Li Yuezheng, 2008, p115-118; Liao Weiqun, Chen Ning, 2005, p32-36).

In the factors about guiding ideology and principles of sustainable tourism, academics in China and abroad generally believe that the theory of sustainable development, ecological theory are guiding theories of sustainable tourism, and adhere to the principle of protective development. For example, Ostrom E (1999, p278) has suggested that sustainable tourism should be guided by principles such as “paying closely attention to the environment and resources and promoting the understanding of the intrinsic value of natural resources among all participant”. Zhang Hongliang (2001, p336-340) puts forward the principle of combining protection, scientific guidance, appropriate development, protection and development, and scientific research. Scientific planning is the prerequisite and basis for sustainable tourism development, and it is also the focus of sustainable tourism development for many scholars in China and abroad. The study of functional zoning model is one of the most important aspects of sustainable tourism planning both in China and abroad. Nieuwkamp (1996) divided ecotourism destination into Four areas: wild reserves,

wild recreation areas, intensive recreation areas and natural environment area. Reasonable development and management of sustainable tourism is an active research aspect of in recent years. Buckley (2001, p379-394) thinks that sustainable tourism should be realized through the activities, equipment, time, the size of the tour group selection, education and training, environmental management to achieve its sustainable development; Ceballos. L (1996) proposed the idea of establishing a tourism management strategy in the area of sustainable tourism such as conservation areas: Wang Xianpu (1998, p37-46) concluded that the key to ecological management is the analysis of the characteristics of sustainable tourism in protected areas, the improvement of interpretation system, the establishment of comprehensive service facilities and the corresponding price system. Yang Guihua (2000, p22-23) proposed sustainable tourism management including sustainable tourism industry management, community management and scenic environmental management; Liang Jinmei (2001, p630-632) proposed steps and measures for sustainable tourism management: to identify local styles, to strengthen environmental management, to fully ecologicalize landscape construction and management, and to attach importance to personnel training. Because the sustainable tourism has features about protection and reservation, researchers are generally more emphasis on tourism environmental carrying capacity management research, For example, Mowforth (1998, p21-22) argues that tourism environmental carrying capacity can not be simply interpreted as the maximum number of tourists that can be accommodated in a tourist destination, and should be considered more in terms of destinations and residents. Zhao Lu (2001, p23-27)

Analysis of ecological environmental quality assessment and environmental capacity of the scientific supervision, and in accordance with capacity standards "limited" tourism activities.

In general, the current domestic and foreign researchers for the theory of sustainable tourism is relatively fragmented, although it involves a wide range, but has not yet formed a generally accepted concept and theoretical system. So far, most of the research is only exploratory and descriptive qualitative research, quantitative research is less; In addition, compared with theoretical research, empirical research is less. Comparatively speaking, the foreign scholars have started the research on sustainable tourism earlier, the research method and the method are also more advanced, and the theory and case study of sustainable tourism have achieved rich success. The study of sustainable tourism in China started late, there is a big gap between China and western countries in terms of the size of the study, the number of research results, as well as the depth and breadth of research. A Study on Sustainable Tourism development in Hainan Island. Some scholars proposed several ideas about the sustainable tourism development in Hainan from the view of ecological tourism resources in Hainan, the current status of development and other characteristics. For example, Zhang Jianping (1999, p4-5) proposed a series of development proposals on the conditions for the development of ecotourism in Hainan. Tang Shaoxia (2001, p44-48) proposed measures such as conservation-based ecotourism development and training of practitioners' sustainable development concepts. Zhao Limin (2001, p77-81) figures out that people should give up the misunderstanding of the ecological

consumption, and promote ecological experience and ecological contribution; Wang Yanjie (2005,) puts forward that importance of tourists market and improve the quality of tourists and tourism workers, and concentric-style development model; In general, the current research on sustainable tourism development in Hainan is less successful, and most of the researchers only do the problem and countermeasures of the descriptive study from the local or micro-perspective, and lack of strategic system and deep theoretical research. Therefore, this paper intends to sum up the previous research results, based on the scientific concept of development perspective, the Hainan sustainable development tourism theory and practice of comprehensive research to explore sustainable development strategies and effective development model, hoping it can provide a reference for decision-making and practical guidance for Hainan Sustainable tourism development.

1.2.2 The practice of sustainable tourism development in China and abroad

Since the 1980s, developed countries began to rise sustainable tourism, in just 20 years it has been rapidly developed in the world, its development scale is bigger and bigger, the experience types are also more and more (Xiong Yuanbin, 2010, p100-103). According to estimates by the World Tourism Organization, sustainable tourism and ecotourism now account for 15% to 20% of the world's total tourism revenue, making it the fastest growing sector in tourism with an average annual growth rate of 10%-20% (UNWTO, 2010). At present, economically developed countries and developing countries with abundant natural resources are the main areas

for sustainable tourism development, while national parks and nature reserves are the resources for sustainable tourism development. The following is a brief introduction to the development of sustainable tourism and ecotourism in different regions of the world and in China, which could provide some references for the future development of sustainable tourism in Hainan.

Africa is one of the important birthplaces of sustainable tourism in the world. It is also a hot spot in the development of international ecotourism. Representative countries are Kenya, Tanzania and South Africa. Kenya is the first and most successful country in Africa to conduct sustainable tourism, known as a pioneer in sustainable development, the main form of sustainable tourism is wildlife tourism. Wildlife attracts 80 percent of the country's tourists, and foreign exchange earned by tourism accounts for one-third of the country's foreign exchange earnings. So far, Kenya has 26 state parks, 28 protected areas and a natural reserve, the country has 1/10 of the land for the protection of wild animals and plants (John S. Akama, 2011, p281-292).

In the Americas, The developed sustainable tourism representative countries include the United States, Canada, Costa Rica and so on. The United States is one of the most developed sustainable tourism countries, the America Society of Travel Agents(ASTA) in 1990 set up an Environmental Countermeasures Committee, in 1994 created the ecotourism development plan. National Park is an important base for sustainable tourism in the United States, March 1, 1872 established the Yellowstone National Park which is the world's first national park. The United States is also the

first to form a national park series, including national parks, national protected areas, national monuments, national recreation areas, 22 types, 669 nature reserves, 39 national parks, account for 10% of US land area (ASTA website). Over the past 100 years, the United States has accumulated rich experience in managing national parks, and has created a complete system, regulations and operational mechanism, which are representative in the world.

In Asia, early sustainable tourism activities can be found in Nepal, Indonesia and Malaysia and other countries, and undoubtedly the current best sustainable development of tourism is in Japan. Japan has attached great importance to the protection of the ecological environment and the development of ecotourism. The Japan Tourism Association (JATA) established the Special Committee on Environmental Countermeasures in 1992, The "Declaration on Tourism Protected Areas" was published, The "Declaration on Tourism Protected Areas" was held for more than two years, several seminars were held to promote ecotourism, "JATA Environmental Fund for Public Trust" was also published to raise 300 million yen of funds for the protection of the tourism resources. Approximately 20% to 40% of Japanese tourists are engaged in adventure and ecotourism. Japan has taken a number of measures, including scientific planning, activity programs and vehicle restrictions, to develop and protect the resources of this tourism activity (JATA website).

In 1982, China's first national forest park - Zhangjiajie National Forest Park was established, which make the tourism development and ecological environment protection organically combined. the "China's First Eco-tourism Symposium" in

Xishuangbanna, China, launched the "China's Eco-tourism Initiative" in 1995, which played an important role in China's sustainable tourism development. The National Tourism Administration decided 1999 as the "Eco-tourism Year"(Lu Yunting, 1996, p106-112). China's sustainable tourism development is mainly relying on nature reserves, forest parks, scenic areas, animal and plant parks, wetlands, the National Geological Parks, Eco-agricultural parks.

At present, China's sustainable tourism objects have been developed from the original natural landscape to semi-artificial ecological landscape; sustainable tourism development in the form of visiting, viewing, vacation, expedition, hunting, fishing, pastoral picking, which show a variety of Patterns. The types of sustainable tourism includes bird watching, winter sports, rafting, hiking adventure, flowers, forest science, agricultural viewing and experience(Chen Zhongxiao, Wang Yanglin, 2001, p556-562). Considering the development level of scenic spots, the relatively mature areas of sustainable tourism development in China are Shangri-La, Huangshan, Jiuzhaigou, Xishuangbanna, Changbai Mountain, Xinjiang Kanas and other regions.

Looking at China and the world's developed sustainable tourism countries, there are many successful methods about their development practice.

1. Legislation to protect the ecological environment, such as the United States adopted the bill on “the establishment of the National Parks Authority ”as early as 1916, which lead the national park management into the legal system (National Park Service of US); Britain in 1993 adopted a new "National Park Protection Law", aimed at strengthening the natural landscape and ecological environment protection; China's

Anhui Province has promulgated the "Huangshan Scenic Area Management Regulations", "The notice of Strengthening the protection and management of Huangshan Scenic Area" and other Management regulations and so on (Zheng Dawei, 2015).

2. The role of government in the process of sustainable tourism development, the role of government management in many countries can not be ignored. For example, the Costa Rican Government introduced the "Economic Restructuring Program" in the 1980s to develop ecology and sustainable tourism as the main content, which has produced good results for promoting the sustainable development of the sustainable tourism industry in the country (Adams, 2000, p41-43). Australia and Kenya have provided assistance and support to sustainable tourism development in the implementation of national ecological development strategies;

3. Strengthen the environmental management of sustainable tourism areas, the majority best domestic and foreign sustainable tourism areas enhance the sustainable tourism scenic environmental management and maintain the sustainable use of tourism resources and the environment through a variety of technologies. Such as the US put forward a variety of scientific models of ecological and environmental impact, and use it as a tool to assess the impact of tourism on the ecological environment and improve the effectiveness of sustainable tourism resource management; also use GIS (Geographic Information System) to control the number and activity of tourists who entry to the sustainable tourism areas strictly, and so on (Tim Bahaire, Martin Elliott-White, 1999, p166) .

4. Attention to the protection of the interests of the locals. For example, Kenya established the Ecotourism Community Service Association (CWS) in 1992 to provide funding for local development programs, and later proposed the Wildlife Development and Benefit Sharing Program to assist community residents in finding suitable work programs (John S. Akama, 2011, p282). Australia's national parks and all kinds of protected areas generally rely on the local people and private forest owners to participate in the protection, and ultimately become a community co-management, benefit-sharing management pattern (Baird, 1998, p12);

Many of these countries and regions, especially developing countries, are also facing many problems about the development of sustainable tourism at the same time. Due to the lack of understanding of the true connotation of sustainable tourism and the basic rules of the relevant activities; the lack of appropriate norms and standards in the development of sustainable tourism projects and the construction of tourist areas, which are resulting in damage to tourism and natural resources and ecological environment; negative impacts to traditional culture of the community; difficult unification of environmental benefits and economic benefits and so on.

For example, in many parts of Kenya, due to the lack of rational planning and scientific management of scenic spots, the quality of the environment and the quality of facilities have been reduced, additionally some bad phenomenons such as the political instability and corrupt officials have Resulted in difficulties in the implementation of national laws, such as hunting ban, seriously affected the sustainable development of tourism (John S. Akama, 2011, p286); Brazil has had no

scientific management action for longtime, making many national parks just like a name, a large areas of wetland ecosystem were destroyed due to agricultural fertilizers, pesticides, mining waste and livestock sewage pollution (Jose Antonio, 2003, p97-99); In Thailand, the construction of golf courses in the national park has resulted in the death of some animals due to the misuse of golf balls, and some elephants have been killed by accidental destruction of their feeding routes(Sonya Graci, Rachel Dodds, 2014, p70-71).

At present, there are many successful cases and experiences of sustainable tourism in China, but there are also many worrying situations, such as violation of relevant regulations in some nature reserves, unlawful tourism activities in the buffer zone and even the core area, which will destroy the ecological environment gradually. In addition, many tourism enterprises only use sustainable tourism as a means of marketing and not pay attention to the ecological principles of sustainable tourism, the phenomenon of "sustainable tourism destroying ecology" has been abounded, which has resulted in serious harm to the sustainable development of tourism. According to reports (Ma Congling, 2007, p185-188), among the nature reserves in China where has launched sustainable tourism or ecotourism activities, 44% of the protected areas have garbage pollution, 12% have water pollution, 11% have noise pollution and 3% have air pollution; 22% of nature reserves have caused varying degrees of damage due to the development of sustainable tourism, 11% of the nature reserves occurred degradation of tourism resources.

Therefore, the development of sustainable tourism in Hainan must pay

attention to the above facts of sustainable tourism development in China and abroad, and reference rationally to the successful experience of sustainable development in China and abroad, fully understand the root causes of the problems, combine with Hainan Island's own practical, take scientific, rational development strategies and measures to promote the sustainable development of Hainan's tourism.

1.3 Research procedure and Research goal

Literature analysis; After a review of domestic and international ecological tourism and sustainable tourism related literature, conducting systematic analysis and synthesis, thereby grasping the status and dynamics of domestic and foreign-related research, learning ecotourism and sustainable tourism theories, research methods and trends, laying the theoretical foundation for the study of sustainable development in Hainan Island. Investigation analysis; this author carried out a detailed investigation on ecological tourism development in Hainan, Hainan eco-tourism resources, distribution and development status, then to summary the relevant information, and provide the basis for research papers.

Field Research : 23rd August 2014-1st September 2014, Sanya and Haikou, Hainan Province, China

Comparative analysis, the author analyzed systematically and comprehensively the international and domestic case of ecological tourism and sustainable tourism development to summarize the successful experience and Inadequate shortcomings, and then combine with the actual situation of Hainan,

finally apply the research for sustainable development and ecological tourism in Hainan. The author went to Australia one semester through the Exchange study program between Yamaguchi University and University of Technology, Sydney to broaden my research horizon and promote my academic English writing skill further my final dissertation. On the other hand, the author visited some famous International coastal tourism destinations such as Great Barrier Reef, Gold Coast, Phuket Island, etc. to conduct field studies and comparative analysis with Hainan Island.

Quantitative analysis and qualitative analysis; Applying a combination of theories of economics, geography, ecology, sociology, management science, statistics and other disciplines, on the basis of qualitative research, through a large collection of work and making a series of data, this can reflect the number features of sustainable tourism in Hainan Island, analyze the objective situation, and then find the development trend.

Field Research: During 1st September 2015- 17th September 2015, the rest undeveloped places in Hainan Island(Bawangling National Forest Park).

Through the first year of doctoral course studies, I learned a PhD thesis writing methods and academic presentation. At the time of presentations, because of the guidance and comments by fellow professors, I also changed my research destination. I finally decided to study ecological tourism and sustainable tourism in Hainan Island. During 1st September to 17th September 2015 I went to Hainan Island for a field investigation, that was my third time to go to Hainan Island for the purpose of research and study, and this goal is to survey the local environment status, the

tourist activities impacts, and also the sustainable development awareness of local communities. And then I went to the Hainan Provincial Library and Hainan University Library to read some references of latest books and journals about Hainan's tourism and social economic development, which gave me a lot of helps when I write the PhD thesis. Until now, Hainan tourism research is mainly based on my master's thesis in France "The Strategic Approach of Hainan International Tourism Island", the contents of the paper already provided a lot of basic information and conceptions for my PhD thesis writing.

Starting from the master stage, I had already started to research and study the tourism development in Hainan Island as a target, I've been to Hainan Island many times to carry out fieldwork and analysis, so that I can mastered the current situation, problems and also advantages, disadvantages in Hainan Island. However, the main research topics based on national policies and development strategies to develop Hainan Island and make it an international tourism island. Starting from the PhD stage, my research goal is still the Hainan Island, but this time my research will study the relationship between the island tourism, development and also the environment. Simply speaking, it's Ecological Tourism and Sustainable Tourism, which have been taken more and more attention by the worldwide tourism industries and academia.

As an important way and approach which can achieve a balance between socio-economic, resource and environmental development. Eco-tourism and Sustainable tourism has become the world's hot spots and tourism development trend currently. Industry consensus agreed ecological tourism is more focused on ecological

conservation and educating visitors on local environments and natural surroundings, and sustainable tourism focuses on travel that has minimal impact on the circumstance and local communities. Ecological tourism is a shape of tourism, or a category of travel which is similar to beach, adventure, health, or cultural, while the conception of sustainability can be applied to all types of tourism. In the past, the dissertations and journal papers on sustainable tourism and ecological tourism are normally written respectively, however ecological tourism as a way of travel with a variety of good features, which is surely a necessary process and tool to achieve the Sustainable tourism and Sustainable development.

All along, most researchers have been involved with specific area's environmental influence causing from tourism development. However nowadays we also have to think over global influences on island tourism environments originating indirectly from tourist activities. If we want to protect the island properties of islands, meanwhile along with their special environments, action and approach is needed in many fields. Tourism may be only one section of the overall problem of island development and change, but this part should be handled very sensitively and properly in its development and profit of island resources.

On the other hand, for the current academic research focuses on Hainan Island is mostly in China, but a lot of researchers just focus on impact of national development policies and economic policies on Hainan Island tourism, such as "The financial support policy on Hainan international tourism island ", "Hainan International Island leisure Sports development Strategy=" and so on. However, the

researches or journal papers about Ecological tourism or Sustainable tourism in the case of Hainan island are very few, although some researchers have already noticed the problems about sustainability and ecological issues, however, due to the lack of systematic and in-depth analysis, simply apply the international success stories, this does not meet the special circumstances of Hainan Island. For example, "The enlightenment of Ecological tourism in Bali on Hainan Island." Through the study of eco-tourism, as well as analyze the relationship and characteristics respectively between Ecological tourism and Sustainable tourism, so as to better and more rational development of tourism in Hainan. This is my purpose.

The main objective of this research is to estimate the current situation of ecological tourism and Sustainable tourism in Hainan Island where it is being elevated as a national development strategy in China, through an assessment of the tourism industry, environmental surrounding, social community relationships and influences.

Chapter 2 Related Theories

2.1 The sustainable tourism

2.1.1 The conception and definition of sustainable tourism

Tourism is one of the largest industries in the world, with much of the growing market focused around pristine natural environments such as coastal and marine areas. Island and marine areas are constantly attracting interest from foreign visitors, as well as local residents. However, tourism can also threaten resources by devastating habitat, disturbing wildlife, impacting water resource, and threaten communities by over-developed, crowding, and disruption of local culture. On the other hand, traditional tourism often does not benefit the local community when tourist income “leaks” to outside operators. Finally, tourism can devastate resources on which it depends. By comparison, sustainable tourism is deliberately planned to benefit local people, respect local culture, maintain natural resources, make more benefits to the local community, and instruct both visitors and indigenous people about the importance of ecology.

The idea of accepting the sustainable development conception in the domain of tourism occurred in the early 90s, which produced sustainable tourism – a domain that rapidly obtained importance both in academia field and research field, and also in tourism practice/activity/industry etc (Dorin Paul Bac, 2012, p133). Sustainable tourism is mainly the contrary of mass tourism.

World Tourism Organization described Sustainable tourism as "**Tourism that takes full account of its current and future economic, social and environmental**

impacts, addressing the needs of visitors, the industry, the environment and host communities"(UNWTO,2005)

Another definition was known as "Tourism which is developed and maintained in an area (community, environment) in such a manner and at such a scale that it remains viable over an infinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well being of other activities and processes." (Butler 1993, p12).This definition underlines the demand for a balance between economic and environmental issues.

Overall, the concept of sustainable tourism is still in the stage of contending, because of the different angles and levels of consideration, There is not an unified viewpoint, but the general view that sustainable tourism connotation includes the following points: **(1) sustainable tourism is targeted at a harmonious ecosystem, (2) the object of sustainable tourism should not be harmed, (3) local residents can participate in tourism development and management and to share their economic interests.**

Based on various definitions of Sustainable tourism, in this paper, the concept of Sustainable tourism is defined as follows: **Sustainable tourism is a kind of new tourism which is under the guidance of the theory of sustainable development, let people understand, appreciate and experience the local nature and culture as the main content, promote the improvement of the ecological morality and environmental awareness of all related topics in tourism activities, and enable**

the local community's economic and social development to obtain the driving force, the ultimate goal is to balance the tourism development between society, economics and environment.

Table 1 Comparison of Sustainable Tourism Definitions

Sustainable Tourism	UNWTO 2005	Butler 1999	Mai Jiarui
Definition	Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.	Tourism which is developed and maintained in an area (community, environment) in such a manner and at such a scale that it remains viable over an infinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well being of other activities and processes.	Sustainable tourism is a kind of new tourism which is under the guidance of the theory of sustainable development, let people understand, appreciate and experience the local nature and culture as the main content, promote the improvement of the ecological morality and environmental awareness of all related topics in tourism activities, and enable the local community's economic and social development to obtain the driving force, the ultimate goal is to balance the tourism development between society, economics and environment.

Tourism has become a significant economic activity in tourist areas around the world. Well-conceived sustainable tourism programs offer opportunities for the visitor to experience natural areas and human communities, and learn about the significance of nature conservation and local culture. Moreover, sustainable tourism activities can create income for both local communities and protected areas. Sustainable tourism is particularly promising as a key mechanism for local communities to advantage from the environmental and biodiversity resources, such that they may be motivated to preserve those resources.

2.1.2 The difference between traditional tourism and sustainable tourism

Along with the emergence of sustainable tourism concept, there are green tourism, low-carbon tourism and other concepts. These terms are often used to replace "sustainable tourism", however, this approach is wrong. Sustainable tourism and traditional mass tourism have different characteristics in terms of the overall development characteristics, the pursuit of goals, management, beneficiaries, etc.

Table 2. The comparison between traditional mass tourism and sustainable tourism

comparison items	Traditional mass Tourism	Sustainable Tourism
The overall development characteristics	1 Lack of control of the scale, 2 Pay attention to short-term economic benefits, 3 Lack of environmental protection planning,	1 Scale control 2 Focus on long-term comprehensive benefits 3 Carry out environmental protection planning

	<p>4 Project-led,</p> <p>5 Foreign-based development</p>	<p>4 Concept-oriented</p> <p>5 Local development based</p>
The pursuit of goals	<p>1 The value orientation of profit maximization</p> <p>2 Pleasure-based</p>	<p>1 Appropriate profits and a value orientation for maintaining environmental resources</p> <p>2 Nature-based enjoyment</p>
The management	<p>1 Tourists are god, try to meet the needs of tourists</p> <p>2 Rendering and false advertising</p> <p>3 Lack of planned space expansion</p> <p>4 Not to pay attention to the coordination between development project and the environment</p> <p>5 Simple exhibition of cultural and landscape resources</p> <p>6 Transportation is not restricted</p>	<p>1 Ecology is the most important and meet the requirements of tourists selectively</p> <p>2 Moderate propaganda</p> <p>3 Planned space development</p> <p>4 The display and protection of Environmental resources and cultural integrity</p> <p>5 Reasonable and scientific way of transport</p>
The beneficiaries	<p>Developers and tourists are the beneficiaries,</p> <p>Local community and resident income is less than the cost of environmental damage</p>	<p>Developers, tourists, local communities and residents to share the benefits</p>

(Arranged by Mai Jiarui)

Traditional tourism is not necessarily planned to improve preservation or education, does not advantage the indigenous community, and can quickly break a vulnerable environment. By contrary, sustainable tourism is deliberately planned from the start to advantage local people, esteem local culture, maintain natural resources, and instruct both tourists and indigenous residents. Sustainable tourism can create the same benefits as traditional tourism, however, more of the benefits are with the local community, and the regional nature resources and culture can be safeguarded.

2.1.3 The three crucial components of sustainable tourism

1. Environmentally, sustainable tourism has a little impact on natural resources, especially in protected areas. It reduces harmful things to the environment (plant, animal, habitats, fresh water, living marine resources, energy use, pollution, etc.) and in an ideal manner tries to advantage the environment.

2. Socially and culturally, it does not damage the social structure or culture of the community where it is located. By contrary respects local cultures and traditions. It involves stakeholders (individuals, communities, tour operators, government institutions, organization) in all stages of planning, development, and monitoring, and instructs stakeholders about their characters.

3. Economically, it contributes to the economic health of the community, creating sustainable and fair income for local communities and as many other stakeholders as possible. It advantages owners, employees and neighbors. It does not simply begin and then quickly disappear because of poor business activities.

2.2 The sustainable development

The word “Sustainable Development” was derived from (World Conservation Strategy) that published in 1980 by the United Nations Environment Program (UNEP), the International Union for the Conservation of Nature (IUCN) and the World Wildlife Fund (WWF), although the report does not provide a very clear explanation and definition of sustainable development, it tentatively identifies the contours and connotations of "sustainable development". The clear concept of sustainable development was first explicitly reported in (our common future) that published by the World Commission on Environment and Development (WCED) in 1987. This report said that **“Sustainable development is development that meets the needs of the present without compromising the ability of future generation to meet their needs”**. Until now, this concept has been recognized by the majority of the academic community, although it still has many deficiencies.

2.2.1 The basic principles of sustainable development

Sustainable development is a new way of human existence. This mode of subsistence is not only required to be embodied in the field of environmental life dominated by resource utilization and environmental protection, but also embodied in the economic and social life as a source of development. Some basic principles must be followed to carry out the strategy of sustainable development.

1.Fairness: Sustainable development emphasizes that development should pursue two aspects of fairness. First, fairness of the same generation. Sustainable

development must meet the basic needs of all people and give all people the opportunity to meet their aspirations for a better life. This disparity between the rich and the poor, the polarization of the world can not achieve sustainable development. Therefore, to give the world an equitable distribution and an equitable right to develop, and poverty eradication should be considered as a matter of particular priority for the process of sustainable development. Second, the fairness of different generation. It is important to realize that the natural resources on which mankind depends for survival are limited. People of the same age can not undermine the conditions for human beings to meet their needs from generation to generation - natural resources and the environment, simply because of their own development and needs. The right to equitable use of natural resources should be given to each generation.

2.Sustainability: The core idea of sustainability principle is that human economic construction and social development can not exceed the carrying capacity of natural resources and ecological environment. This means that sustainable development requires not only fairness among people, but also between man and nature. Resources and the environment is the basis of human survival and development, leaving the resources and the environment, there is no way to talk about human survival and development. Sustainable development is based on the protection of the natural system of the Earth, so development must have certain constraints. Human development on the consumption of natural resources should consider the criticality of resources, it should not damage the ecological system that support the earth like atmosphere, water, soil, biology as the prerequisite. In other words, human

beings need to adjust their lifestyles, determine their own consumption standards in accordance with the principles of sustainability, rather than over-production and over-consumption. Once development destroyed the material base of human existence, development itself declined.

3.Common: Because of the differences in the history, culture and development levels of countries around the world, the specific goals, policies and implementation steps of sustainable development can not be unique. However, sustainable development as the overall goal of global development that possess the principle of fairness and sustainability should be followed by human being. To achieve the overall goal of sustainable development, global joint action must be taken to recognize our homeland - the holism and interdependence of the planet. Fundamentally speaking, the implementation of sustainable development is to promote the harmony between mankind and mankind and between mankind and nature. If everyone can follow the principle of "common principle" to do things, then between humans and between human and nature can maintain mutually beneficial and symbiotic relationship, finally to achieve sustainable development.

2.2.2 The main content of sustainable development

In terms of specific content, sustainable development involves the harmonization of sustainable economic, sustainable ecology and sustainable society, it requires human beings pay attention to economic efficiency, ecological harmony and social equity in the process of development, and finally achieve the comprehensive

development of human beings (A.D.Basiago, 1999, p150-157). This shows that although sustainable development originated from the issue of environmental protection, however, as a guide to human development theory of the 21st century, it has gone beyond the simple environmental protection. It combines environmental issues and development issues, has become a comprehensive strategy on social and economic development.

1. Economic sustainable development: Sustainable development encourages economic growth rather than declines economic growth in the name of environmental protection, because economic development is the basis of national strength and social wealth. However, sustainable development not only attaches importance to the quantity of economic growth, but also pursues the quality of economic development. Sustainable development requires changing the traditional "high input, high consumption, high pollution" is characterized by the mode of production and consumption patterns. Cleaner production and civilized consumption should be implemented to increase economic efficiency, save resources and reduce waste. From a certain point of view, it can be said that intensive economic growth is the embodiment of sustainable development in the economy.

2. Ecological sustainable development: Sustainable development requires economic construction and social development should be coordinated with the natural carrying capacity. Development must also protect and improve the Earth's ecological environment, to ensure sustainable use of natural resources and environmental costs, so that human development can be controlled within the Earth's carrying capacity.

Sustainable development requires that fundamentally overcome the environmental problems by changing the development model from the source of human development.

3.Social sustainable development: Sustainable development emphasizes that social equity is the mechanism and goal of achieving environmental protection. Sustainable development states that the stages of development can vary from country to country, and the developmental objectives can vary as well, but the nature of development includes improving the quality of human life, raising the level of human health and creating a social environment that safeguards people's equality, freedom, education, human rights and freedom from violence. That is to say, in the sustainable development system of human being, the sustainable economic development is the foundation, the ecological sustainable development is the condition, the social sustainable development is the goal. In the next century, human being should pursue the sustainable, stable and healthy development with human-based natural-economic-social complex system.

2.3 The theory of ecotourism

2.3.1 The conception and development of ecotourism

It has great theoretical and practical significance to study the connotation and essence of ecotourism and to realize the sustainable tourism development.

Butler (1993, p557-561) put forward the concept of ecotourism : It must be compatible with the moral values of the environment and foster a more

environmentally friendly behavior that does not lead to degradation of environmental resources and does not erode the integrity of the resources. In ecotourism, ecotourists should accept it mainly in accordance with the natural environment itself, rather than for the personal comfort to transform the natural environment obviously. Ecotourism must benefit the environment. The natural environment must generate net benefits from eco-tourism activities, although these gains are often derived from social, economic, political or scientific gains. It is a first-hand experience of the natural environment. In ecotourism activities, the expectation of the satisfaction of tourists is measured by appreciation and education, not by the pursuit of stimulating and exercising the body. In the ecotourism experience, there is a large part of the cognitive and emotional experience, requiring either the leader or the participants must have a high level of preparation. Goodwin (1996, p277-281) put forward the concept: Eco-tourism is a low-impact nature tourism that promotes the conservation of habitat and animal and plant habitat by direct protection, or through the provision of sufficient income to the local community to promote indirect protection, Because the income will let the community residents to treat wildlife heritage as a source of income and be protected. Fennell (1999, p11-13) pointed out: Ecotourism is a type of tourism that is sustainable and based on natural resources. Its main center is to experience and understand nature. It occurs mainly in the natural areas and will promote the conservation of these areas. Since the 90s of last century, ecotourism has gradually attracted the attention of Chinese tourism. Many scholars in China have also defined the definition of ecotourism. For example, Wang Xingbin (1997, p58) points

out that ecotourism is a new type of tourism which takes natural ecology and social ecology as the main attraction of tourism, appreciates and senses the ecological environment, popularizes ecological consciousness and Knowledge, maintain ecological balance.

Table 3 Comparison about Definitions of Ecotourism

Ecotourism	Butler 1993	Goodwin 1996	Fennell 1999	Wang 1997
Definition	It must be compatible with the moral values of the environment and foster a more environmentally friendly behavior that does not lead to degradation of environmental resources and does not erode the integrity of the resources.	Eco-tourism is a low-impact nature tourism that promotes the conservation of habitat and animal and plant habitat by direct protection, or through the provision of sufficient income to the local community to promote indirect protection, Because the income will let the community residents to treat wildlife heritage as a source of income and be protected.	Ecotourism is a type of tourism that is sustainable and based on natural resources. Its main center is to experience and understand nature.	a new type of tourism which takes natural ecology and social ecology as the main attraction of tourism, appreciates and senses the ecological environment, popularizes ecological consciousness and Knowledge, maintain ecological balance.

(Ranged by Mai Jiarui)

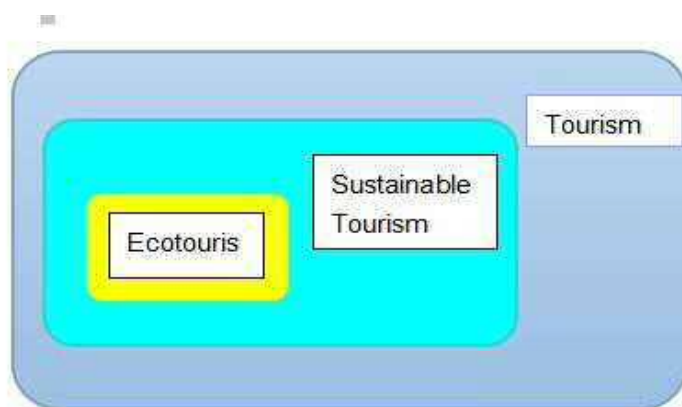
Although the concept of ecotourism is still not unified, but in terms of the connotation and characteristics of ecotourism awareness, can be summed up some common understanding: 1 Tourist destination is the place where hardly affected by human destruction , and more primitive area; 2 Tourists, local residents, tourism operators and managers should be aware of this tourism must be based on the protection of the local ecological environment; 3 Tourism activities on the natural environment and social and cultural negative impact is very small; 4 It can provide funds for local community environmental protection; 5 Local residents can participate in tourism development and management and share their economic benefits in order to provide support for mitigating protection; 6 Tourism activities for tourists and local communities can play the role of environmental education; 7 It is a new, sustainable form of tourism.

2.3.2 The relationship between sustainable tourism and ecotourism

There are both difference and connection between ecotourism and sustainable tourism (Diamantis Dimitrios; Ladkin Adele, 1999, p37). Sustainable tourism is the concrete manifestation of the sustainable development theory in tourism, and its core is to ensure that the tourism resources development and utilization can be done at the same time without damaging the possibility of future tourism development for meeting the tourism demand. Sustainable tourism encompasses all forms of tourism (including ecotourism) that can coexist harmoniously with the natural, social and cultural environment in the long-term development process. Ecotourism is a kind of

sustainable tourism model with special protection responsibility for natural and cultural tourism resources, and it is one of the ways to realize sustainable tourism. Thus, as tourism is an integral part of the overall socio-economic development strategy, Ecotourism is not only a part of the whole sustainable tourism system, but also has its own distinct characteristics, meanwhile it has different characteristics with other forms of sustainable tourism; on the other hand, sustainable tourism is not limited to ecotourism. Therefore, it can be said that it is a relationship between the part and the whole, as well as the relationship between the means and the purpose.

Figure 1. Relation between Tourism, Sustainable tourism, Ecotourism



(Ranged by Mai Jiarui)

2.3.3 Sustainable Tourism Based on Ecotourism Conception

1. Adjust the industrial structure, change the mode of economic growth.

It should reduce or ban the departments or industries that are not conducive to sustainable development, increase the development of the tertiary industry, reduce the proportion of the primary industry, and steadily develop the secondary industry, making the economic growth mode from extensive to intensive, with minimal input to get the maximum output, promote economic growth and ecological environment coordinated development.

2. Establish a sound policy environment system.

First of all to establish a sound system of laws and regulations and timely response mechanisms to regulate the entire economic development environment and increase supervision. Clearly defined the content, scope and intensity of ecological environmental protection in the law. To develop a policy system of ecological and economic that the development of Hainan Island need to comply. Should not only focus on the development of the economy and ignore the protection of the ecological environment, and should not give up the economic development, but should reach the economic development and ecological environment protection "win-win" situation, to achieve maximum economic benefits. At the same time, it should increase publicity and universal access, establish a correct view of urban development.

3. Promote eco-agriculture around the city, and promote ecological communities in urban areas.

Establishing tourism agriculture demonstration areas around Haikou and Sanya city , which not only can bring considerable benefits, at the same time, the surplus labor can be transferred to promote the construction of small towns around urban areas , to ease the pressure of Haikou and Sanya. Combining ecotourism to construct an entire industry chain of ecological attractions, vacation travel, agricultural products processing. Driving the rapid development of the surrounding areas of Haikou and Sanya to complete agricultural tourism "satellite city". The environment of the community will directly affect the environment of the whole city, and establish the optimal community of people and nature in harmony, so that people

in this environment consciously to change themselves and consciously maintain the environment, So that the gradual expansion of the community will lead to the progress of the city's ecological environment.

4. The other important points.

Change the existing tourism model, promote public transport and hybrid cars, electric cars, bicycles and other low-carbon or carbon-free modes of transport, but also enrich the tourism life, increase tourism projects. Reverse the trend of luxury waste, and strengthen clean, convenient and comfortable functionality, enhance the cultural brand. Strengthen the development of intelligent tourism, improve operational efficiency, while introduce timely the energy-saving and emission reduction technology, let the consumption of low-carbon ultimately form the circular economy of entire industry chain.

2.4 Regional tourism cooperation theory

2.4.1 Basic Connotation of Regional Tourism Cooperation

Regional tourism cooperation refers to the tourism economy among regions or between different regions, under certain goals and principles, formulate agreements, articles of association, contracts, re-configure and optimize the combination of tourism resources and a variety of system elements to form a larger scale, better structure, higher brand awareness of tourism products and market system, in order to obtain the greatest economic, social and ecological benefits of tourism economic activities (Zou Tongqian, 2010, p36-39).

2.4.2 Sustainable Tourism Based on Tourism Regional Cooperation

Hainan Island has obvious advantages in tourism location, along with coastal, border, landscape, ethnic customs, agricultural ecology and other rich tourism resources, the development of the tourism industry has unique conditions. However, the level of tourism development in Hainan Island is still low, is still in the growth stage, the market carrying capacity is the key factor restricts the region's tourism development(Xu Junliang, 2008, p95). Hainan Island tourism development should be to expand the market and regional cooperation as a breakthrough, implement the sustainable tourism which market carrying capacity and environmental carrying capacity can be coordinated to enhance.

1. vigorously expand the market carrying capacity, overcome the obstacles of region's tourism development.

First of all, strengthen tourism resources development, make the Hainan Island region become a famous tourist destination. These include: Strengthen the construction of scenic spots such as the beach of Sanya and the east coast of the island, surrounding islands, China and Vietnam cruises, Wuzhishan mountain, Wanquan River, eastern suburbs of coconut, tropical rain forest, tropical agriculture, Haikou volcanic geology park, To develop coastal leisure, national culture, exotic customs, border exploration, agricultural ecology and other characteristics of tourism products, to improve the region's tourism attraction level and quality, shape the tourism brand; Fully use the region's transport infrastructure, business services, facilities and other resource conditions, and make reasonable planning and design of tourist routes and

itinerary, that can shorten the arrival time of tourists to the area, and reduce travel costs, finally Improve the comfort of tourism; It is necessary to integrate soft resources such as government agencies, tourism enterprises and public security departments to standardize the tourism market, to crack down on the illegal acts in the tourism market, to carry out tourism marketing, to improve the quality of tourism services, to ensure the safety of tourists.

2. Expand the tourism market development, strengthen regional and international tourism cooperation, expand the source market.

These include: At the government level, strengthen cooperation with ASEAN countries in international tourism, develop and implement policies to facilitate the free movement of people, travel and immigration, and cooperation of tourism enterprises, Simplify immigration procedures, jointly establish the Hainan Island visa-free mechanism, increase the visa-on-arrival port, and gradually eliminate transit barriers between visitors of Hainan region and the ASEAN countries; Strengthen tourism cooperation with Pan-Pearl River provinces and cities, continue to promote the construction of barrier-free tourism zones in Hainan and the Pan-Pearl River area, eliminate the policy barriers to regional tourism cooperation, and realize the sharing of tourism resources in the region. At the enterprise level, the tourism enterprises in the region will cooperate extensively with the ASEAN countries, the major source countries and the Pan-Pearl River region, so as to realize the smooth flow of tourist routes(Chen Lie, Shen Jing, 1999, p61). Make use of the regional advantages of Hainan Island and the fine tourism resources of surrounding areas to improve the

region's tourism attraction, it can greatly expand the scope of the source area and target groups of tourists.

3. Enhance environmental carrying capacity, and expand the space of sustainable tourism development in Hainan.

China-ASEAN Free Trade Area Construction, Pan-Pearl River Cooperation and Hainan International Tourism Island provide a golden opportunity for the infrastructure construction, ecological environment protection and social economic development of Hainan Island (Hainan International Tourism Island Construction and Development Plan 2010-2020). Hainan Island should seize the opportunity to enhance environmental carrying capacity, and expand the space for sustainable tourism development. These include:

(1) Construction of modern integrated transport system.

The current Hainan Island and the adjacent areas have not yet formed a smooth high-grade highway access; Coastal ports, large capacity berths and deep water channel are very few, handling capacity and through capacity is not strong, southwest of Hainan Island to the sea waterway network has not yet formed; Island road network construction and accessibility level is low; Transport like Roads, waterways, railways, civil aviation and other modes lack coordination and convergence, Modern integrated transport system has not been established (Zhao Kangtai, Cao Xiren, 2014, p125). The region should seize the China - ASEAN Free Trade Area Construction, the Pan - Pearl River Cooperation, Hainan international tourism island policy opportunities, to Increase investment in transportation, speed up

the construction of expressways, railways, rural roads and civil aviation facilities, build a modern comprehensive transportation system, and improve the ability of exit.

(2) Strengthen environmental protection and management, enhance the carrying capacity of the natural environment.

Hainan Island, known as China's most clean areas, the air quality in Haikou and Sanya is the best in China. Haikou is known as China Greentown (Bulletin of Environmental Status in Hainan Province 2016). The area is beautiful and fresh. The natural environment is fine and the natural resources are rich. But with the economic growth in recent years and the coastal petrochemical industry, forestry, pulp and paper, energy, mineral processing, shipbuilding and other major industrial projects, the pressure of environmental protection is also increasing constantly (Zhao Kangtai, Cao Xiren,2014,p128-129). Hainan Island should coordinate the relationship between economic growth and ecological environment and protect and manage the atmosphere, water quality, soil, geology, forest vegetation, marine biology, water resources, land resources, coastline and natural landscape resources. Maintain and enhance the ecological environment capacity, natural resource capacity, space environmental capacity.

(3) Promote the construction of urban agglomeration in Hainan Island, enhance the social and economic environment carrying capacity.

In addition to Haikou, other cities are relatively small, the level of economic development is slow, the municipal facilities and service facilities are backward, the level of social management needs to be improved, and the social and economic

bearing capacity is also low. Hainan Island should be based on a clear function of urban agglomeration, treat resource conservation, environment-friendly, social civilization, improving the living standards of the residents as the goal, to strengthen economic construction, spiritual civilization construction, urban infrastructure construction, and reform the social management system, improve the social carrying capacity and the economic carrying capacity.

Chapter 3 Case Studies

3.1 The international successful experience

The Great Barrier Reef, Hawaii and Jeju Island, due to earlier start of tourism industry development, they are in a leading position in the world at present in terms of the functional level, the development of ideas, organizational forms of business or service quality and overall marketing strategy (Zhu Shuqin, 2010, p51-52). Because of the current rapid development of China's economy, China's tourism industry will maintain a high-speed development trend. Therefore, analyzing, summarizing and drawing lessons from the successful experiences of the construction and development of international tourism islands will be of great practical significance to the construction and development of Hainan .

1. Paying attention to government guidance, the development of scientific planning

Foreign international tourism island is generally represented by the government or government agencies to come forward, to carry out scientific and detailed planning, provide start-up capital to improve infrastructure, and then transfer the land to investors, and ask investors must be strictly in accordance with the planning requirements for scenic construction. At the same time, the government will transfer the land revenue into rolling development, so that the development of tourism island become into a virtuous circle.

2. Establishing ecological concepts, focusing on the protection of the environment

The successful development cases of tourism island are proof that: To have a sustainable and healthy island tourism, we must have the concept of ecological

tourism, but also to develop strict ecological and environmental protection regulations; at the same time, the architectural style of the tourist island should be coordinated with the surrounding environment as much as possible, and should not damage the terrain, landscape in the development and construction. For example, Regina (2011, p148-164) the Maldivian famous "three low and one high" development principles (low-rise buildings, low-density development, low capacity utilization and high greening rate), is to maintain the original geomorphic features to ensure that the island's tourism resources and ecosystems will not be destroyed, so that visitors can feel the warmth of nature, to enjoy the enjoyment of leisure.

3. Closely linking to market demand, emphasizing the development characteristics

With the development of tropical and subtropical island coastal tourism, the tourism market is more competitive, and the development of tourism products have become the focus of competition. International tourism island construction and development of successful countries or regions often closely follow the changing needs of the tourism market, develop marketable travel products, so that their tourism products are more popular. And these countries or regions emphasize national, local and originality in terms of the development of tourism products. These features are not only in the architectural style, tourism projects and other hardware facilities, but also in the management of tourism areas, service levels, cultural atmosphere and other software. In the process of construction and development, the international tourism island strengthens the local folk custom and culture, and makes it become a special tourism resource. For example, Bali, Indonesia, emphasizes its difference from the

rest of the world's island tourist destination, not the sea, nor coconut trees, but the local religious culture, and related art and way of life (Geoffrey Wall, 1993, p38-47).

4. Providing quality services, establishing a scientific government management system

Thoughtful, complete social services and human management is another key factor of success of sustainable tourism. In order to promote the construction and development of tourism island, countries have established a more scientific management system and regulatory system, and pay attention to the important role of government. Strengthen the coordination and monitoring capabilities of integrated tourism sector management. For example, Regina (2011, p148-164) the Maldives national tourism authority is very powerful. It can represent the state of foreign island, is responsible for the organization to review the island development plan and the layout of the island, the development of coastal tourism regulations and the daily supervision and management of tourism. It can also impose fines or closures on non-compliant resorts and strictly monitor the development and operation of existing and new resorts. In order to strengthen the management of tourism, Maldives has also set up the tourism, fisheries and transport sectors such as the National Tourism Commission, to solve the problems encountered in the development of tourism, and do coordination of the development of relevant legal norms. Obviously, these world-famous international tourism islands have a strong government management system to do protection.

5. Facing to the international market, strengthening publicity and promotion

Foreign tourism island attaches great importance to the overall image of tourism promotion, which the government played a central role in. On the one hand, the Government will allocate special funds to personally do tourism publicity, including the preparation of maps and brochures, participation in trade fairs, organizing or undertaking large-scale international recreational activities. Tourism promotion is the government's important daily work. On the other hand, through the government or industry associations, organizations, tourism enterprises to advertise, include airport advertising. In addition, due to the involvement of international management companies, many travel agents in Germany, the United States and Japan are also trying to advertise these international tourist islands and hotels (Gavin Eccles, 1995, p20-26). Some resort hotels have a special sales department, through relying on the sales center and the network system of agents in the other countries to get a steady stream of tourists.

3.2 Problems about sustainable island tourism

A lot of researchers have discussed sustainable tourism in an island background. Some of these researches relate to specific islands. All islands must address problems of economic influence, environmental results and those relevant things to the social, cultural and political of the island all of which are influenced by the density of tourism on the island. High visitors and population densities in islands and carrying capacity need to be considered.

Methods of tourism density are significant for policy makers to evaluate possible growth schemes. One method of tourism density or saturation is called Tourism Penetration Index (TPI), which considers all three areas of impact (McElroy and Albuquerque, 1998, p150). TPI contains three variables: 1.visitor spending per capita of population (economic method), 2.average daily visitors per 1000 population (social method), and 3.hotel rooms per square kilometer of land (environmental method), McElroy and Albuquerque conducted this measure to classify Caribbean islands into different groups through whether their TPI is low, intermediate or high. McElroy indicates that for islands with low TPI's the most significant challenges are establishing profitability and international recognition, for those with intermediate, TPI controlling growth is the most important, and for those islands with the highest TPI the biggest , challenge is to keep vacation quality.

1. Economic Problems

A danger to the economic situation of an island or marine area is the often confine economic resource foundation. Island may have few resources or feasible industries other than tourism to provide income and occupation for the indigenous people. The value of agricultural and mining commodities on the international markets is declining and fishing is less reliable as fish populations are being depleted, and global warming is changing the nature of coastlines and fish movements. Tourism can be an economic catalyst for island development (Rodney V. Salm, John R. Clark, 2000, p18) The extra market demand creates economies of scale and increases

efficiency and diminishes costs of production. It can also augment competition, encourage new start-up businesses, democratize market structure, and hinder corruption. competition can provide greater consumer choice, trade openness and increase the quality of life for the residents.

The revenue and income from tourism must stay in the island as much as possible. Policies of import substitution could ensure minimum economic leakages, and 'buy local' policies could maximize linkages. Taxation policies, entrepreneurial subsidies, and investment incentives are all useful to strengthen the economy. If development strategies make incoming wealth leaving the island economy, the tourism plan needs to be redesigned. Islands under the governance of the mainland need to ensure a fair share of tax revenue due. Islands under their own governance will gain most economically.

Seasonality in island tourism is another challenge to the economic sustainability of the island and the health of the island people (Nadal, J.R 2004, p697-711). Fluctuations in visitor arrivals must be understood and mitigated through product and market diversification so that employment stabilizes and tourism infrastructures and superstructures are well utilized. PJ Sheldon (2005, p4) said that "Escalating land prices represent another economic concern in islands forcing local residents out of the housing market". This promotes out migration, leading to a possible dissolution of the culture, and second home ownership by foreigners. These trends can generate a serious chain of problems for the island economy.

2. Environmental Problems

Environmental problems of sustainable tourism on islands are many-sided, since islands have diverse land forms, coastal and marine areas, and wildlife species. Tourism often arouse environmental degradation problem (contamination, erosion, etc.) in tiny island which are host to vulnerable ecology rich in biodiversity. The isolation of the island environment makes the biodiversity, and through opening to tourism development, some of that sheltered biodiversity is endangered. Islands' prime tourist environmental resource is often the coastal regions (beaches, sand dunes, coral reefs) that are easily damaged, heavily used, and requiring of careful visitor management. The abundant amount of waste (solid and liquid) made by tourism is an issue since space for its disposition on islands is limited.

3. Socio-Cultural Problems

Islands confront complicated socio-cultural problems, especially those with native peoples. Tourism on archipelago, particularly tiny ones, brings visitors and guests into closer contact than on inland destinations, fabricating a more fragile situation for social disturbance. Crime, commercialization of culture, and lose of conventional lifestyles, ethical sentiment and home life shock islands more than inland destinations. Community conformity is a crucial point to successful and sustainable tourism development, which means that all residents of island influenced by tourism must be involved in the planning procedure (Mitchell and Reid, 2001, p116-122).

3.3 The case of Sanya

3.3.1 The current situation in Sanya

Most of the tourists to Sanya come from Mainland China. This may rapidly change with the influx of international chain affiliate hotels being built and the hosting of international events. Although currently popular, there are many issues in Sanya that hinder its popularity among international travelers. As China is new to the tourism industry (and especially Hainan) there is a lack of understanding of the needs and desires of foreign tourists. Service in hospitality is not a concept that has been largely grasped in Sanya and even the five star luxury hotels struggle with the concept of service. The tourism infrastructure in Sanya is also lacking.(Zhan Peng, Chen Yanli, 2010, p70-71) The streets are littered with garbage and there are many food vendors pouring cooking oil directly on to the pavements. The cooking vendors also use fuel that makes it very hard for the people passing to breathe. Many areas are infested with rats and the beaches are at times covered with sewage or hospital waste. For example, a tourist on their first visit was excited to walk on the beach but immediately encountered a used syringe. At night, Sanya is a city offers prostitution. Sanya also has not adapted to the needs of many foreigners- most signs are in Chinese only and most locals speak no other language, thus affecting the ability of international travelers to move around the city. Local practices such as spitting and littering have also made it unattractive for international visitors but Sanya remains a popular destination for mainland Chinese.

It is evident that Hainan Island is undergoing rapid economic development. Much of the development has been implemented without proper planning, leading to the influx of infrastructure, building and tourists that puts a strain on the current system. Despite the self-proclamation that Sanya is a destination with a high level of environmental quality; waste management, water quality, congestion, improper planning and development are potential problems for this tourist destination. Sanya is a typical mass tourism destination with poorly managed infrastructure and services that are undergoing an increasing amount of development without acknowledgement of any adverse consequences.

Due to tourism, Sanya has an influx of mainland Chinese in order to work in the industry. This has caused irritation among the local population. One of the major impediments is the lack of cleanliness in Sanya, and Hainan in general, and this is due to the rapid and mismanaged infrastructure development and lack of environmental awareness among the community.

There is little knowledge about what sustainability is and why it should be considered for the future viability of this tourist destination and many sustainability initiatives have either not been presented or have been haphazardly developed and implemented. Due to the lack of cohesion in terms of vision, goals, objectives and policies among all stakeholders, but especially in the levels of government, many of the tourism organization claim that sustainability is not a priority for them. There are several challenges with this expectation. The first is that the local and provincial governments in Hainan are not entirely certain what sustainability means in a practical

sense; therefore the environment is not the focus. The governments believe that being a province with very little industry and new to development with less pollution than in other areas of mainland China is enough to be considered an eco-province.

From the tourism industry perspective, some efforts in environmental management in Sanya were implemented; however, they have been haphazard in their approach. For example, the Sanya Tourism Association has tried to take the lead in Sanya by implementing a battery recycling program, but as there is nowhere for the batteries to be recycled once they are collected, the initiative has not continued. Individual hotels have also tried to implement solar energy in their hotels or have tried to educate guests about waste management and the conservation of resources.



Picture 4. Sanya urban beach after Mid-Autumn Festival

Resource: <http://news.sina.com.cn/o/p/2012-10-03/061925296286.shtml>



Picture 5 Sewage directly on the beach and sea (Taken by Mai Jiarui August 2014)

3.3.2 The major problems in Sanya

The major problem in Sanya is that there is short-term thinking at the industry and government levels. The practice in the Sanya tourism industry is to plan on six-month to one-year business cycles. This practice has a focus on generating short-term revenue rather than long-term gain. This is evident by the number of hotels that went bankrupt in Sanya in the last decade. (Crown Plaza, Holiday Inn...) Numerous empty hotels or shells of buildings were visible in 2004 as a result of the economy going bust (Feng Jian, 2012, p31-33). The short-term thinking led very much to a 'field of dreams' mentality, without thought to infrastructure support, human resources or the number of tourists coming to the island. This same lack of planning applies to the development of sustainable tourism. There has been a high turnover rate of employees as they stay employed by a facility for only one year on average. This

high turnover rate has led to a loss of information, skills and expertise in the facility and any attempts at environmental management or sustainable tourism are lost when employees leave. In addition, the momentum to implement sustainability initiatives that are for the most part voluntary is slow due to the lack of long-term thinking. From a management perspective, there is also a lack of effort. As many managers have employed a short-term vision focused solely on economic growth, there is a lack of capital to hire outside expertise to aid in the development of sustainability program.

As the tourism industry has limited environmental awareness, their expertise on this subject is minimal, and the government has not provided much direction or leadership in terms of achieving sustainability initiatives. However, due to the current Sanya accommodation industry does not get much profit from tourists, the facilities agencies often only consider short-term benefits and the necessary funds for improving other technologies. Some tourist organizations or companies cannot determine whether the sustainable development initiatives will improve the profitability of their organizations.

Cohesive consent decision is also a challenge. Since Sanya is a newly developed island, Most of the tourism organization is composed of small-scale, locally owned businesses or Chinese companies. In China, there are many very complex ownership structures which led many shareholders to participate in the decision-making structure of the organization. Many Sanya's hotel investors also changed, due to allowing Chinese law, even multinational companies such as Sheraton and Holiday Inn can obtain the franchise or the property management rights,

which has led many investors to participate in the commercial operation of the facility. Because many stakeholders have conflicting views on the management of Sanya Tourism Organization, many initiatives are difficult to implement, and even though a small problem to replace the lamp. If you replace a light bulb are so difficult, then needing investment and financial support initiatives are more difficult to obtain approval.

Governance is also a problem. Despite China is moving from a planned economy to a free market economy, China is still affected by the old system of government(Zhang Rui, 2012, p227-228). Sanya municipal government made up of several agencies, and at the local level, the tourism industry needs to work with five different department of government on a similar issue.

3.3.3 Conclusion of Sanya

Obviously, many obstacles are affecting the sustainable development of Hainan Island. Lacking of environmental awareness has been identified as a key barrier. It is really difficult to discuss the sustainable development, if the most people define the environmental protection as a neat community. Hainan has just shifted from rural, agricultural economy into tourism province. Despite claiming itself to be an ecological province, but compared to other Chinese provinces, Hainan province just has low level of environmental awareness. Raising awareness in order to enable the community to keep clean is very necessary, because spitting, littering and improper disposal of hazardous waste is commonplace. For a tourist destination, the designated himself as an ecological province is not enough. If there is no goals,

objectives and policies to ensure the significance of ecological province, nor the enforcement and education from government to ensure the necessary support for the implementation of legislation, so that the name of ecological province is pointless. Government and tourism industry must work together to overcome obstacles in order to carry out dialogue and advance the agenda.

3.4 The case of Hawaii

3.4.1 The Introduction of Hawaii

The Hawaiian Islands are located in the central Pacific Ocean, which is divided into 8 major islands and 124 islands, with a total area of 16,600 square kilometers, of which the surface more than 1,000 square kilometers are only Hawaii Island, Maui, Oahu and Kauai. Honolulu is located on the island of Oahu; Hawaii is also the largest population, earliest development, the highest frequency of tourists to visit the island. In 2000, the resident population of Hawaii was 1,211,537, but the number of visitors was as high as 6,948,595 (Hawaii Tourism Authority).

3.4.2 Comparison of Tourism Development between Hawaii and Hainan Island

Throughout the world, the paradises of the internationally renowned tourist islands are numerous. Such as the Hawaii Islands, Bali island, Great Barrier Reef, Fiji Islands, Maldives Islands, etc., their successful development experience is worth to learn for Hainan. For decades, the Hawaii tourism industry is flourishing, but at the same time, the natural environment and cultural atmosphere has also been well protected. "Not Hawaii, but it is better than Hawaii", this is the people's admiration of

the beauty in Yalong Bay. People have been accustomed to compare the Hainan Island as the oriental Hawaii, Hainan and Hawaii do have many similarities, such as the same latitude, the history from the relatively backward society access to the modern society with a high speed, the economic pattern that tourism industry is the pillar industry. The study of Hawaii's experience will help Hainan take fewer detours and better grasp the opportunity to develop Hainan international tourism island.

Holiday travel in Hawaii can be traced back to 1867, when the United States and Hawaii began to have regular steam ship. However, due to traffic inconvenience, until the early 1950s, Hawaii is still a paradise for only a very small number of rich; the development is still in the "exploration stage." In 1959, Hawaii officially became the 50th state of the United States, at the same time ushered in rare tourism development opportunities. After the Second World War, the economy of western developed countries maintained a long time of prosperity, a large number of working-class incomes had been increased, the demand for long-distance holiday tourism was growing, commercial jetliners have also reduced the cost of long-haul travel. Especially in the mid-1960s, the Japanese government opened its own restrictions on overseas tourism, 70 to 80 years, the appreciation of Western currencies against the dollar, Hawaii has brought many tourists. As a result, Hawaii's tourism industry from the "initial stage" soon entered a stage of rapid development. Until the late 1980s, Hawaii's growth rate of tourism was slowing trend, but after a long period of time still maintained a solid development(Xia Luping, 2008, p90-93).

Hainan province is located at the southernmost tip of China. It is composed of Hainan Island, Xisha Islands, Zhongsha Islands and Nansha Islands. The total land area is 35,400 square kilometers, about twice that of Hawaii. At present, tourism development is mainly concentrated in Hainan Island, the second largest island in China. At the end of 2004, the province's total population was 817.83 million, of which 17.3% is ethnic minorities. Similar to Hawaii, Hainan was the last province in China(Hainan Tourism Bureau). In 1992, the establishment of Hainan Special Economic Zone accelerated Hainan tourism development significantly. In 1987, before the construction of Hainan province, the whole island received only 75.08 million tourists, and only 17.31 million international tourists, In 2008, the number of tourists received in Hainan Province has risen to 20,379,200 people, around 27 times larger than in 1987, the number of international tourists increased to 759,900 people, about 4.5 times larger than in 1987(Xu Jianwei, 2009,p202-203). Despite Hainan's domestic tourism has entered the rapid development stage from the initial stage,international tourism is still in the stage of exploration and starting, and is quite far away from the construction target of the international tourist island. Overall, the development of tourism in Hainan is still in its early stages, so learning more successful development experience in other areas will be great beneficial to the future sustainable tourism development in Hainan.

3.4.3 The Enlightenment of Hawaii Tourism Sustainable Development

The elements that make Hawaii tourism sustainable development can be summarized as "aircraft model": Nose is often the location of the engine for the entire

aircraft to provide power, "Government or market" are the two power sources of the tourism destination development, Hawaii relied simply on the market during the early period, but now choose the appropriate government intervention; "Sustainable development principles" like the tail of the aircraft, which play an important role for the smooth development of tourism in Hawaii; The main part of the aircraft is made from two parts that the "protection of local culture" and "let the local people benefit" , they are unshakable base and foundation of tourism development; "Innovation" and "scientific decision-making based on data" are the wings of the aircraft, which provide an upswing energy for Hawaiian long-term development.

3.4.3.1 The middle of the road between the government and the market --- moderate intervention path

The government and the market are the main mechanism or system arrangement of resources and coordination of social and economic activities. They can be regarded as the most common relationship between the government and the market. Hawaii's experience also shows that if the two get together, that will be the key to protect the sustainable development of the tourism economy. Mak J(2008) summed up the eight experiences of tourism development in Hawaii, first pointed out that the Government's strong and comprehensive control is not a necessary condition for the successful development of a tourist destination. Superior natural resources, free market atmosphere, which let Hawaii gets the achievements of the early development. Until 1980, Hawaii had its first strategic tourism plan; however, this plan has not been raised to a "regulatory" level to be enforced. The plan makers

believe that tourism development is a private sector thing; the government's role is simply to support and regulate the tourism industry to better serve the public interest. On the contrary, Mak argues that effective tourism planning and "solid" control of tourism development in Hawaii, especially on islands other than Oahu, which is not from the government, but from landowners and large-scale resorts Private developers(Mak J, 2008).

With the further development of tourism in Hawaii, many scholars and tourism industry as well as government officials have begun to pay attention to the important role of government. For example, in Oahu, due to lack of early planning, which led to the building density of hot tourist spots is too large, and space between building and building is too narrow, some of the beach has been the phenomenon of ecological degradation. Once the crisis occurs, the government's promotional funds are often feeling stretched. Therefore, the full market-oriented Hawaii tourism began to change to the middle road of moderate government intervention.

In 1998, Hawaii passed Act No.156, the Hawaii Tourism Authority (HTA) was established, but its operating funds did not originate from the government, but from temporary accommodation tax levied on hotels, resorts and other lodging facilities (Transient accommodations tax, TAT). Government in the development of tourism in Hawaii is more to play the role of organizer and coordinator, rather than managers. The Fund Management Committee was originally composed of 13 members from the private and public sectors, after the passage of bill 143 in 2002, the membership expanded to 15 members. Funds taken from the people are used to the

people by the principle of fairness. In order to allow different sectors such as transport, retail, entertainment and tourism attractions to participate in the Commission, the Act also adds provisions such as a maximum of three members in each department (Mak J, 2008). Hawaii Tourism Bureau took over most of the tourism-related work under the Department of Business, Economic Development and Tourism (DBEDT).

In contrast to Hawaii, the development of tourism in Hainan is more dependent, due to the cultural differences between East and West. (Fan Nanhong, 2010) believes that the Jeju Island in South Korean within the same Oriental cultural circle can give enlightenment to Hainan is that an island with excellent natural resources, must be led by the national and local governments to carry out overall planning, unified development, but government-led does not mean everything. At present, almost entirely government-led Hainan tourism development needs more energy from market. The participation of market and non-governmental organizations, pay attention to formulate relevant policies, fostering other forces outside the government, and more stakeholders involved in the development of regional tourism, both of these are conducive to the tourism economy balanced and sustainable development. Hainan government in the early stages of tourism development took a lot of administrative intervention measures. Tourism authorities also have many other responsibilities like development, construction, operation, management, marketing, market supervision and publicity, and even the development of tourist reception facilities, operating state-owned tourism enterprises. The management system that government completely dominated the tourism obviously can not meet the needs of

the future construction of Hainan international tourism Island. It is imperative to accelerate the reform of tourism management system, and set up a tourism management mechanism that the market as the main body with the moderate government intervention as well. However, as the traditional oriental culture has the characteristic with strong dependence to the government, it needs a gradual process. Finally, Tourism Bureau should be out of the cumbersome routine administrative affairs, give as much as possible functions to social organization, and focus on tourism planning, marketing, infrastructure construction, data collection, policy research and appropriate regulation and other key links.

3.4.3.2 The principle of sustainable tourism development

Sustainable tourism is defined by the World Tourism Organization as "not only to meet the needs of contemporary tourists and tourist areas, but also to protect and improve the tourism development opportunities in the future." This is particularly important for tourism-based industries. Since the early 1960s, tourism has been Hawaii's largest economic sector, with tourism revenues accounting for about 17 percent of GDP. From 2005 to 2008 statistics, Hainan's tourism revenue is also basically accounted for 13% of the province's GDP(Sheldon P, 2005, p61-62).

The Hawaii Ecotourism Association (HEA), the main organization to promote sustainable tourism in Hawaii, was established in 1995 and has done much more in ecotourism certification. In 2002, with the support of the Government of Hawaii, the "Sustainable Tourism Study Group" was established. The main objectives of the Study Group are: (1) to identify the impact on the infrastructure, the environment, the

social situation and the economy of the growth of tourists and local residents; (2) Create new analysis tools to identify the impact of tourists and local residents to help manage the growth of the tourism industry (Shelton, 2005, p. 70). From September 2002 to January 2004, the group conducted 11 discussions, each lasting up to four hours. On the basis of full discussion, the principles and vision of Hawaii sustainable tourism gradually form a consensus, its work not only promotes the development of sustainable tourism in Hawaii, but also provides a reference and experience for other mass tourism destinations to achieve sustainable development of tourism. In 2005, the Hawaii State Council specifically stated that governments should be responsible not only for day-to-day problems and public needs, but also for providing guidance to ensure a better future for Hawaii. In that year, Act No. 8 was adopted and a "Hawaii 2050 (year) Task Force on Sustainable Development" was established to create the "Hawaii 2050 Sustainable Plan". The plan argues that protecting the environment and operating on a sustainable basis is particularly relevant to the tourism industry because the products they sell are just the natural beauty and culture of Hawaii. After the 2008 world financial crisis, Hawaii tourism economy in one of the most depressed periods of history, therefore, many people also recognize that Hawaii's economic development should be more diversified, relying solely on the tourism economy will result in a single economic model and the pressure of economy development is too large, it is difficult to protect sustainable development. Since the mid-late 90s of the 20th century, with the "sustainable development" concept put forward, Hawaii has

been uninterrupted, in various forms in this direction to develop, making it to be one of the main driving forces to promote the development of tourism in Hawaii.

Hainan is the first province in China to propose the construction of an "ecological province". In 1999, Hainan adopted the "Outline of the Hainan Eco-province Construction Plan", which clearly requires the province's economic and social development plans, and special work must be based on the "Outline" at all levels of government, the decision-making departments must comply with the requirements of ecological province construction. Ecological province construction joint meeting was held directly by the Hainan provincial governor, secretary, its membership covers 32 government departments. Wall believes that this is a goal worthy of admiration, but also noted that there is no explanation about how to translate the word "ecological province" into action and reality. While there is still a gap between the ecotourism which is generally recognized by Hainan and what the internationally recognized, Western ecotourists will not be satisfied. In the early stage of Hainan tourism development, it clearly stated the goal of "ecological province", established the core position of "sustainable development" principle, avoided many detours and showed the late-developing advantage of Hainan tourism development(Wall G, 2001,p5-7). However, Hawaii's experience is worth learning from how to achieve this goal, such as: (1) good policy should be involved with the tourism industry, local communities, tourists and other parties an transfer into the consensus of the whole society; (2) In addition to government, the active participation of non-governmental organizations is a useful addition; (3) the involvement of

researchers can provide a more scientific basis for government decision-making; (4) The acquisition of sustainable development goals requires constant and multi - angle attention from all sides; (5) diversified economic support is conducive to the sustainable development of tourism economy.

3. 4.3.3 To protect the local culture, create a unique brand

Culture is the soul of a tourist destination. One of Hawaii's most successful experiences in tourism development is the retention and protection of local culture, which is a very important factor in attracting tourists. Hawaii is located at the crossroads of the world, East-West culture intertwined here, Civilizations in the northern and southern hemispheres are linked here, inclusion becomes the core of Hawaiian culture. Every visitor heard the first word is "Aloha" when they come to Hawaii. In Hawaiian language, it can mean "hello" or "goodbye", can also express love and affection. It is a warm greeting, but also a very rich blessing. Because of the unique and popular Aloha meaning wide, so Hawaii is even called Aloha state.

Aloha spirit can be described as the greatest wealth of Hawaii tourism. Many of Hawaii's agencies and companies have added the word Aloha to their names, such as Aloha Tower, Aloha Stadium, Aloha Airlines, even the famous Hawaii chain store ABC Stores, which means "Aloha bring customers." Hawaii's distinctive travel symbols are all permeated with Aloha spirit, Meaning-rich Hawaii garlands (Lei), "Open the door of the soul" the hula (Hula), Colorful Aloha shirt, goodwill smile and enthusiastic help from pedestrian, all of this, creating a unique brand of Hawaii tourism. Aloha spirit is also deep inside every visitor. Paradise-like feeling is like a

magnet to attract tourists to visit again and again. According to 2002 statistics, 62% of Hawaiian tourists are repeat tourists.

Hawaii has a lot of good things about protecting local culture. In Hawaiian primary schools, the children cultural backgrounds vary widely, possibly from Japan, China, Korea, India, Vietnam, Thailand, and even Africa, but all the children will learn a language --- Hawaiian language, Learn to play a musical instrument --- Hawaiian four-stringed musical instrument (Ukulele). Each school, there will be Hawaii's grandmother to lead the children singing songs in Hawaii, then the bit by bit of Hawaii culture will spread to them. The school will also skillfully use the various activities, so that the children bathed in Aloha harmonious and inclusive cultural atmosphere. Each year in September, Hawaii Tourism Bureau will host the Aloha Festival; will be a series of activities to show Hawaii's unique music, dance and history, especially the annual parade became attracting tourists to a major event. In addition, in Waikiki Beach and other tourist hot spots, every day there is a free hula dance.

The classic Hawaiian cultural preservation is the Polynesian Cultural Center, located in the north of Oahu, built in 1963 to preserve the Polynesian history and cultural traditions(Polynesian Cultural Centre). The cultural center is composed of seven Polynesians from seven Pacific islands, Hawaii, Samoa, Tahiti, Tonga, Fiji, New Zealand and Maksas, The village buildings are maintained hundreds of years ago, the traditional style, wonderful interactive activities from different sides reflect the cultural characteristics of various ethnic groups. At night, the cultural center

surrounded by bonfire, and up to 90 minutes of the grand Polynesian song and dance party is held here. Hawaiian culture is inclusive into the Polynesian culture, so that it has a strong vitality. Polynesian culture is also spread to every corner of the world with a pleasant travel experience.

In contrast, most of the current tourism in Hainan relies on the natural landscape; cultural tourism has not yet formed a certain scale. Whether it is urban construction or hotel form, most of these are like other cities in China; either copies the foreign model directly, but also rarely have their own unique tourism features. The fact is that in the world tourism market, Hainan as a tropical island, the natural landscape is not dominant; but as the birthplace of the ancient Chinese culture, Hainan's ethnic minority - Li local culture has long-lasting charm. Therefore, in order to attract foreign tourists to Hainan, Hainan must dig deeply and develop their own national culture, to create "Oriental", "China" tourism brand.

3.4.3.4 To benefit the local people and to foster the tourism awareness of whole society

Paying attention to the locals' feelings and benefiting the locals is a key aspect of the sustainable development of a tourist destination. Only local people feel the benefits of tourism, they can support the development of tourism. Therefore, the "let the local people benefit" and "protection of local culture" together constitute the main body of the sustainable development model. Since 1999, the Hawaii Tourism Bureau has started a Resident Sentiment Survey (Hawaii Tourism Authority), which is conducted every two years. RSS can track subtle changes in travel attitudes over time.

A survey conducted in 2009 showed that 78% of the survey respondents had a positive attitude towards tourism, that the tourism industry for Hawaii has brought more benefits instead of problems. This result is inseparable from Hawaii's tireless efforts in this regard.

In 1997, the Native Hawaiian Hospitality Association (NaHHA) was formed, and NaHHA hopes to build a better link between the local community and the tourism industry(NaHHA Website). At present, NaHHA has formed an alliance with many Hawaiian organizations, nonprofit organizations, artists, cultural practitioners, tourism associations, hotels and private organizations to promote Hawaii's culture, values and traditions in the tourism industry, and to provide local communities with more opportunities. Iolani Palace is Hawaii's own palace; the palace was built by the last king of Hawaii David Kalakaua in 1882. On the first Sunday of each month, Hawaii residents can get a free opportunity to visit the palace. It is also an important place for Hawaiian aboriginal gatherings, singing, dancing and spreading Hawaiian culture at large and small festivals. The development of tourism has not deprived the right of indigenous peoples to visit and use this sacred place. Instead, it continues to be the source of their national pride. In order to commemorate the king of Kamehameha unified Hawaiian Islands, Each year in June, Hawaii will hold the annual King Kamehameha Celebration Floral Parade. In addition to the usual car parade scene, the Hawaiian royal community will also wear a wreath for the statue of Kamehameha king, and according to traditional to perform hula dances, after that, they conduct speeches of Kamehameha king of the great life in local language and English. In

addition, the law of Hawaii specifically provides that all beaches must be accessible to the public, local residents can also enjoy the blue waters, delicious restaurants, warm shopping environment, thus avoiding the situation like the Florida beach being privatized. This ensures that Hawaii residents can always intimate contact with the sea.

It is thankful to the protection of local culture, to the local residents' efforts, Hawaii tourism development received the support of the majority of the people, the tourism awareness of whole society can also be naturally cultivated. Every tourist in Hawaii can feel the enthusiasm that local residents sincerely and consciously to help you. Hawaii is one of the safest states in the United States. Beautiful natural environment, strong local culture, so that Hawaii has won a lot of repeat customers, tourism development has thus formed a virtuous circle.

In Hainan, the Li, Miao people, and other aboriginal people in the tourism promotion is very famous, however, in tourism employment and benefit only played a marginal role. 80 years of the 20th century, the eastern part and the central part of Hainan Island tourism were at the same level, and when the early 90s, Hainan East Expressway opened, the central area of Hainan's traffic disadvantages appear, the tourism pattern changed. The tourism that inhabited by ethnic minorities in the central region began to decline, and the main "sea" products in eastern southern Hainan, there was a gap between them gradually. In the early stages of tourism development, the temporary imbalance of regional development can be understood, but in the long run, the sustainable development of tourism in Hainan Island depends on local residents,

especially the support of local ethnic minorities. Therefore, Economic support is necessary. The importance of local culture and mining is also the key to cultivate regional core competitiveness. It is necessary to strengthen cooperation between the eastern, southern and central regions and achieve the goal of win-win.

Compared with Hawaii, honesty is an important issue that plagues the development of tourism in Hainan. Zero negative fare, Price competition, kickbacks, fraudulent transactions greatly weakened the tourism image of Hainan, Hainan and seriously constrained the frequency of repeat customers. Fostering the concept of the host, fostering the whole community tourism awareness is indeed a long-term project. "Feeling" and "Law" should be a two - pronged approach. In "feeling", more local people benefit from tourism; so that they feel the sustainable development of tourism and its own interests are closely related, finally form the virtuous interaction between tourists and host. And in "law", it should strengthen the regulation, establish a reasonable market rules, ensure orderly competition, and avoid the vicious circle of high-quality enterprises to be eliminated.

3. 4.3.5 Continuous innovation and achievement diversification

Tourism is a relatively fragile industry, influenced by external factors, Innovation is needed to adapt to changing circumstances. Hawaii's tourism industry has maintained rapid development for several decades, 90 years of the 20th century, affected by many factors, has experienced the most difficult 10 years. From 1990 to 1993, the number of tourists in Hawaii fell year after year, in 1998 fell again. There are many reasons, such as the largest domestic market of Hawaii in US- California

experienced long-term economic downturn. In 1991 the first Gulf War broke out, the same period, as the largest international market source-Japan where the economic bubble burst, in 1992 Kauai suffered a hurricane, and from 1997 to 1998, the Asian financial crisis hit the world. But in the meantime, Hawaii tourism innovation efforts were done much more than before. Multi-angle innovation made Hawaii tourism to maintain the overall upward trend of development(Wu Qi, 2009).

The first is product innovation. As mentioned earlier, in 1995 Hawaii Eco-tourism Association was established, this new way of tourism began to promote the island; in order to promote business and tourism development, the Hawaii government in 1997 to spend 200 million US dollars in particular the construction of the Hawaii Convention and Exhibition Center, and in 1998 officially opened to the public; At the same time, the agricultural tourism-based farm tourism has been rapid development as well in Hawaii, according to the 2000 statistics of the Hawaii Agriculture Department, 5500 farms across the state are engaged in agricultural tourism, and 84 farms are also considering joining the ranks. Then is that Tourism resources are constantly updated to meet the needs of tourism product updates, this is highlighted by the expansion of the Hawaii tourism industry from Oahu to several other outer islands(Mak J , 2008).

Hawaii tourism development at the beginning, Oahu is the headquarters of the activities for tourists; most of them choose to visit the other islands in a day tour. In 2004, the situation greatly changed, these outer islands began to have more rooms than Oahu, Hawaii tourists stay in the outer island much longer than before, many

people even take some of the outer island as the only destination. Each island has its own characteristics, such as the development of the best Maui has become the world's leading eco-tourism destination. They attract more tourists to Hawaii to provide more dimension of support for the development of Hawaii tourism. At the same time, Hawaii tourism management is also constantly innovating, after relying mainly on market-driven, and later turned to the middle road that the government and market co-led, Hawaii Tourism Bureau was established in 1998, the funds for the marketing has doubled as well. Due to the 2008 world financial crisis, Hawaii tourism industry once again fell into the deep valley, this time, the Hawaii government look for the emerging market development, Hawaii and China is located in the Asia-Pacific tourism circle, China's growing economic strength, and a large population, is becoming a big market source for Hawaii. Hawaii government promote tourism products in China recently, because of the both efforts, the direct flights and visa simplified procedures and so are actively implemented.

In order to make the potential advantages of Hainan tourism resources into real industrial advantages, and to achieve the source market from the domestic jump to the international, pioneering and innovative is the only way. Industry management can gradually tilt to the market management, and develop trade associations and other social intermediary organizations, to organize, supervise, standard and coordinate the entire industry through the operation of the Association. Tourism products need to shift from traditional tourism to leisure, exhibition tourism, ecotourism and other multi-supported tourism product system. The central region of Hainan has the natural

basis for building international ecotourism products, and its successful development will also help the economic development of local ethnic minorities, which can serve as new growth points. Hainan in the international tourism market is emerging; marketing plays an important role in accelerating development. In the limited case, people can carry out a planned, focused, thematic publicity and promotion, to form a concerted effort, targeted, personalized tourism products and combine with other tourism products to show the new image of Hainan tourism.

3.4.3.6 Data-based, scientific decision-making

Marketing and data collection has always been the main work of the Hawaiian tourism authorities. High-quality data is necessary for marketing and planning, and it gives us a better understanding of the tourism industry, helping us to determine who is a high-spending tourist, whether a visitor is satisfied with the vacation experience, and so on. Hawaii travel statistics began very early, about 1920 it began to have a yearly and monthly statistical report, later; the statistics content is more and more rich, more and more in-depth data analysis. Now all those interested in Hawaii's tourism can get the data they need on the DBEDT and HTB websites for free. Such as on the DBEDT website (<http://hawaii.gov/dbedt/info/visitor-stats>) People can get the annual tourist research report, As well as the annual tourist satisfaction since 2001. In the HTB (<http://www.hawaiitourismauthority.org>) website, There is a monthly statistical analysis of the latest collection. In addition, in these two sites there are many depth of the thematic research report, Such as the DBEDT "The impact of 9.11 terrorist attacks on the Hawaii economy", "sustainable tourism project" report, and on

HTB website, there are "Residents' Attitude Survey", "Marketing Effectiveness Research" report, "Product Development Research" report and so on.

Adequate and high-quality data is the premise of Hawaii government and tourism enterprises' scientific decision-making, the participation of researchers is the guarantee of scientific decision-making. The scholars in Tourism Management School of Hawaii University have a very good cooperation with government-related institutions and tourism enterprises, and take the development of tourism issues as their research topics. On the one hand, researchers provide a more scientific method and perspective for decision-making; on the other hand, through participation in tourism development, scholars have accumulated a vivid classroom case, the development of tourism education injected new vitality for Hawaii tourism.

People can find some statistical information on Hainan tourism information website (<http://old.tourhn.com/index.jsp>), including annual statistical data. The contents include "the province's tourism reception and income situation", "The situation of tourism hotel reception in part of the city and county ", "the Number of Countries / foreign visitors Received by Tourist Hotels". But overall, the amount of data is less, and the lack of a depth, thematic analysis, so the support for scientific decision-making is relatively small. In March 2010, the Sino-Swedish Cooperation Management Training Program was held in Hainan, which was attended by government officials from Hainan. The project will undoubtedly help the government agencies broaden their international horizons and promote scientific decision-making. May 2010, Hainan University and Nankai University jointly established the Hainan

International Tourism Island Development Research Institute in Hainan University Tourism Management school, the establishment of the Institute has been highly supported by the Government, will also provide decision-making reference for the Government. All of which show the Hainan provincial government's efforts in scientific decision-making, but the existing is only the beginning and structure. To implement it also requires a lot of work to effectively follow up. Such as how to protect the data of statistical work, how to improve the richness of data content, how to better integrate the data with practice, broaden the application, as well as the role of the researcher in data applications and decision making, need to be guided by appropriate guidance and specific policies and measures to promote.

3.4.4 Conclusion and discussion about Hawaii

"Hainan International Tourism Island Construction and Development Plan" approved by the State Council Development of people's republic of China in 2010 June, it is the "the basic blueprint" and "Program of Action" of Hainan international tourism island, also shows the Also showed a determination to promote the rapid development of international tourism island like Hawaii as an internationally renowned island tourist destination. For decades, the history of the tourism industry is prosperous, which provides beneficial experience for the construction of the Hainan international tourism island in the initial stage. In this paper, the elements of success in Hawaii summarized as 6 points, Including: moderate government intervention, the principle of sustainability, the protection of local culture, the local people benefit, innovation and scientific decision-making, six elements like "aircraft model" of

different parts, each with a role, but also connect with each other, and organically constitute the elements that tourism destination will take off highly and develop sustainably. Of course, Hawaii and Hainan have different development history, different institutional basis and different cultural background, it is also necessary to make appropriate adjustments for their own characteristics. How to apply Hawaii's experience of successful development to Hainan, localization is another direction worthy of further study. How to apply the experience of Hawaii success to Hainan, localization will be another in-depth exploration direction.

3.5 The case of Australia

3.5.1 Australian Sustainable Tourism Development Initiative

3.5.1.1 The government establish the concept of sustainable tourism development

The Australian government has a long-term vision, not just limited to the pursuit of short-term growth in the number of tourists and immediate economic interests (MM Whitford, LM Ruhanen, 2010, p476-479) . In the tourism off-season, increase publicity and advertising efforts; in the tourist season, through the slow entry, reduce the group, etc. to limit foreign tourists' inbound tourism. Although this will reduce the number of income, but the appropriate number of tourists is conducive to protect the environment, which is the embodiment of sustainable development of tourism practice. Australia from the all country to the state (province) has a sound legislation and systems for the protection of natural resources and ecological environment, and these laws and regulations are strictly enforced (Guan Yanzhu,

2007, p87). For example, the Government of Queensland has developed detailed and stringent safeguards for the National Marine Park in Moreton Bay (Queensland Government). It regularly organizes professional research institutions to make appropriate assessment to the health of landscape resources in the park and its changes in the chemical, physical and ecological fields as well, accordingly formulate the corresponding protection and development strategy. Australian government officials, if they do not pay attention to the cause of protection, will be questioned in the public hearing, in the election will be at a disadvantage. Australia's main role and function of national parks is nature conservation, not to develop tourism profitability. In Australia, the National Parks business was incorporated into the social sphere, each year the state invested heavily in the construction of national parks (P.F.J.Eagles, 2009,p234). All facilities within the National Park, including roads, campsites, trails and visitor centers, are invested by the Government. Although the national park took the separation of ownership and management of the operating mode, however, there is no contractor to develop wantonly in order to recover the investment.

3.5.1.2 The formulation and implementation of national ecotourism strategy

Australia in 1994 to implement the National Ecotourism Strategy, ANES, is the world's first country to develop and implement this strategy(Australia Commonwealth Department of Tourism). The objectives of the strategy are to identify key issues that may have an impact or potential impact on the planning, development and management of ecotourism in Australia, and to develop policies and programs to help all stakeholders to achieve sustainable and dynamic ecotourism. The

implementation of the national ecotourism strategy has resulted in significant investments in industrial research (such as the Tourism Research Board, the Joint Center for Sustainable Tourism), tourism marketing and promotion (e.g., the Australian Tourism Commission, regional institutions, etc.), which it has played a significant role in national certification programs, market research, publications and projects on energy and waste minimization, infrastructure, education, visitor management strategies and actions, regional planning and major conferences. According to the national ecotourism strategy, Australia has developed a national ecotourism program, which has taken a series of measures to reduce the obstacles to the sustainable development of ecotourism (Grant J, Allcock A. p119-126). These initiatives include the financing of tourism infrastructure projects, supporting for ecotourism environmental monitoring projects to carry out, and supporting the national ecotourism identification system feasibility study.

3.5.1.3 Implementation of nature and ecotourism certification schemes

The Australian Nature and Ecotourism Accreditation Program (NEAP) was conceived and launched as an industry-driven and operational program that is now part of the Ecotourism Association of Australia (EAA) Owned. NEAP has introduced a set of principles (as shown in the table below) that are qualified to demonstrate that the NEAP logo can be displayed for a qualifying product over a three-year period; in the meantime, an annual renewal and reconsideration of the standard must be carried out; after three years, the operator must reapply for consideration under more stringent standards. As a supplement to NEAP, the Australian Ecotourism Association

has also introduced an eco-guided tour program that provides an eco-tour guide certification program and NEAP awards incentives to operators who employ qualified eco-guides in their various products. Internationally, NEAP is seen as a pioneer in the development of ecotourism standards (Ecotourism Accreditation Steering Committee).

Table 4. NEAP Ecotourism Standards

Nature Tourism or Ecotourism	Nature Tourism	Ecotourism	Superior Ecotourism
Concerned about the direct nature	Yes	Yes	Yes
Providing an opportunity to experience nature in a way that leads to deeper understanding, appreciation, and enjoyment	Optional	Not essential core	Essential core
Best practices for environmentally sustainable tourism	Yes	Yes	Yes
make a positive contribution to the protection of nature		Yes	Yes
provide ongoing structural		Yes	Yes

contributions to local communities			
Involving different cultures		Yes	Yes
Constantly meet consumer expectations	Yes	Yes	Yes
Accurate development of the market, leading to realistic expectations	Yes	Yes	Yes

Resource: Meaghan Newson. 鼓励和奖励最佳方法: 澳大利亚的自然和生态旅游认定计划 (NEAP) [J]. 刘云清译. 产业与环境, 2002,24(3):24-27

3.5.1.4 Construction and operation of tourist areas and environmental protection

The relationship between human and nature, development and environmental protection, the Australian natural park is a model, the concept that harmony between human and nature in the natural park development and construction is well reflected. Animal and human harmony; overall protection, local development, construction and coordination of the natural environment; plant communities constitute a green environment, and form a good visual ecological landscape. Australia pays special attention to protecting the ecological environment in detail. In terms of carrying out urban tourism, they pay special attention to the construction and protection of the ecological environment; make urban and natural protection get together. In downtown Sydney, tourists can find a dense forest, residential areas are also in the forest, which

is harmonious with nature; suburban nature reserve is countless, visitors can enjoy the nature reserve. Australia's cities also have a lot of wild animals, in Cairns, between the trees, the beach, the streets can be seen everywhere in a variety of birds. In addition, tourists in Australia are required to pay attention to the maintenance of animal habitat. The basic principle of sustainable tourism in Australia is the principle of "minimizing tourism environmental impact". Tour guide will continue to instill the "minimum tourism impact" concept.

3.5.1.5 Attention should be paid to the protection of the residents' interests

Australia's national parks and various types of protected areas, rely on local people and private forest owners to participate in the protection. The government supported them to develop tourism according to local conditions, which basically formed the Management pattern that community co-management, professional companies and indigenous peoples to develop together. In the Australian tourism standards, clearly defined the number of ecotourism practitioners employing local people and the proportion. The Australian federal and state governments focus on investing in improving the tourism infrastructure of the Aboriginal region, subsidizing Aboriginal people, granting low- or no-interest loans to help them develop tourism. In Cairns, the government invested \$ 9 million to build an Aboriginal Cultural Park; in the southern mountains of Victoria, the federal government invested \$ 100,000, the state government invested 200,000 Australian dollars to help local residents to build the Aboriginal Cultural Center in Bugala, the center is run by more than 300

indigenous people, making them economically self-sustaining(Barbara Jones & Tanya Tear, 1996, 62-63).

3.5.1.6 To play the role of non-governmental, non-profit environmental organizations

Australia's environmental groups are very active. Australia's largest community environmental organization is Clean Up Australia, which has five million volunteers(Clean up Australia). The actions of environmental organizations have played a good leading role for community residents and tourists. The Australian Trust for Conservation Volunteers(ATVC) is a large non-profit organization dedicated to environmental volunteers and backpackers. It achieves its environmental protection objectives through projects that the volunteers participate in each year. These projects include tree planting, erosion control and salinization, collection of local plant seeds, construction and maintenance of roads in bushes, restoration of historic buildings, inspection of endangered plants and animals, preservation of habitats and weed removal(Conservation Volunteers Australia).

3.5.2 Enlightenment to Hainan Island

3.5.2.1 Effective government management is the leading force in sustainable tourism development

First of all, all levels of government in Hainan must establish the concept of sustainable development of tourism, abandon the simple pursuit of the growth in the number of tourists and the immediate economic benefits and we should refuse the economic development that sacrifice the ecological environment, leading to

deterioration of the ecological environment. Secondly, the Government in urban construction and tourism construction, should take effective measures to promote greening, promotion of energy saving and environmental protection technology. Third is the reform of the current tourism management system. The present situation of management of tourist area in Hainan is multi-sectoral management, and various departments pursue their own benefits, do not pay attention to protecting and fostering the ecological environment in tourism development, resulting in competition for development of tourism for everyone, no one to worry about the phenomenon of environmental protection. Therefore, the Hainan government needs to set up special institutions, the key tourist areas and fragile ecological environment scenic areas should be implemented the national vertical management. Through the development of tourism industry has to feed the ecological conservation, to achieve the coordinated development of resources, to consider the environment and the economy. Finally, develop and implement effectively the relevant laws and regulations. So far, Australia has introduced a series of laws and regulations to protect tourism resources. While in Hainan, the protection and management of tourism are "rules", "approaches" or "opinions" instead of "law and regulation". Such as the "National Scenic Area Management Interim Measures", "Management approach about Forest and wildlife types in nature reserve". moreover, the implementation of some laws and regulations should be strengthened, the effectiveness of law enforcement should be improved.

3.5.2.2 A high level of tourism planning and its effective implementation is a prerequisite for sustainable tourism development

No scientific planning can only bring a short-term prosperity to the tourism industry, will eventually lead to environmental damage and make the tourism industry to recession. At present, China's tourism planning problems are: uneven planning team; excessive attention to how to develop; planning rarely listens to local residents; planning changes quickly, the implementation of protective planning is not implemented. There is a phenomenon need be paid attention: tourism planning urbanization trend(Huang Zhenfang, 2001, p53-57). Such planning can not be beneficial to the conservation of the ecological environment, it is necessary for the state to formulate detailed rules and standards for the whole process of the tourism planning from the establishment to the implementation, and to use the social and media forces to supervise and ensure the tourism plan effectively protect the ecological environment and develop the tourism resources.

3.5.2.3 Strict industry standards are the "green pass" for sustainable tourism development.

Sustainable tourism concept has become more and more popular today, the strict implementation of planning and Tourism certification system has become a top priority. Drawing on the Australian Nature and Ecotourism Accreditation Scheme (NEAP) to develop Hainan's own sustainable tourism development standards, and implement the environmental permit system. It can be organized by the government, can also be organized by the association, Hiring experts with independent status, representatives of local residents and members of environmental protection organizations to form a review panel, every one to three years on the tourist area for

ecological and environmental protection assessment, only the qualified ecological environment tourist areas are allowed to issue environmental permits, in order to promote the consciousness of protecting the environment in tourist areas. In order to develop China's ecotourism licensing standards, tourism enterprises and tourism operators should be required to achieve the "5R" principle. They are: (Research), pay attention to research countermeasures of ecotourism on environmental pollution. (Reduce), the elimination of environmentally harmful waste emissions and good governance; (Recycle), the use of waste products for recycling treatment; (Rediscover), change the general tourism products for the green products; (Reserve), to enhance staff awareness of protecting the ecological environment, and actively participate in the ecotourism community environment comprehensive management. At present, China does not have its own industry standards, you can require tourism and tourism enterprises to achieve the requirements of international standards certification ISO14000 (Environmental Management System Standard), or use the internationally more popular related tourism certification standards, such as the sustainable tourism organization "Green Globe 21"(Liu Yingfei, 2003, p47-48).

3.5.2.4 Community participation is an effective way for sustainable tourism development

First, the community residents participate in tourism services, which can render the original place, national culture, and increase attraction. Only the community residents participate in tourism to explain and perform, to show their local unique traditions, customs and lifestyles, so as to increase the tourists understanding

of local culture. Second, community participation for tourism resources has to provide a powerful driving force. Community residents through the sustainable tourism education function to understand the value of protection, so that the concept of ecological protection is more deeply rooted among the people. It can be argued that there is no sustainable tourism development without community involvement. Sustainable tourism requirements in the development of tourism, tourism planners and managers must respect the rights of the community to give community residents an equal opportunity to express, to help the community residents to participate in tourism planning and development, and establish a tourism area and the local community co-management of the economic operation mechanism to protect the community residents from sustainable tourism development to obtain sufficient economic benefits. At present, China needs to increase education support, and gradually cultivate the community's ability to participate and self-development, Community involvement in tourism development and management that can be fixed in the form of law, so that institutionalized, legalized.

3.5.2.5 Active non-governmental environmental organizations are important forces for sustainable tourism development

Non-governmental environmental protection organizations regard "Environmental Protection Law" as the weapon of their own actions and rely on the authority of the legal system to supervise all illegal acts involving the ecological environment, so as to promote the social individual or enterprise group to implement the concept of sustainable development as their own standard of conducting, but also

to promote a more standardized exercise of their rights of citizens, thereby reducing the human factors on the ecological environment damage. China's environmental organizations have high enthusiasm, but because of the poor independence, fewer sources of funding channels, most of them is in a small scale with limited activities (Ma Guodong, 2006, p21). It is suggested that environmental protection organizations and their volunteers should be strongly supported through government funds and corporate sponsorship, to support environmental organizations to carry out activities.

3.6 The Case of Jeju Island

3.6.1 The background of Jeju Island

In 2002, Korea promulgated (Jeju International Free City Special Law), and the development of Jeju International Tourism Island was officially launched. In order to further support the tourism development of Jeju Island, Korea promulgated the “Jeju Autonomy Road and the International Free City Law” in 2006 to further upgrade the development policy of Jeju International Tourism Island (Yan Chenggen, 2016, p281). Targeted policies, rational planning, the full use of the influence of the "Korean Wave" cultural influence, and actively undertake various international competitions and meetings, so that Jeju Island has now become the most influential international tourist island in East Asia.

In accordance with the South Korean administrative divisions, South Korea is divided into a special city, six metropolitan cities, a special autonomous province and eight provinces. Jeju Province is the only special autonomous province in Korea. The

special administrative region of Jeju Special autonomous Province consists of the biggest island in South Korea-Jeju Island, 8 inhabited islands and 55 uninhabited islands(Jeju Tourism Organization).

Tourism has always been the core industry of Jeju Island, especially since the establishment of the Jeju Special autonomous Province in 2006, the tourism industry in Jeju Island has achieved rapid development. On January 26, 2002, the Korean Government promulgated the Jeju International Free City Special Law, which came into effect on April 1, 2002 (Jeju Special Self Governing Province). Its core objective is to build Jeju Island into an international tourism, leisure and exhibition island. The main contents are: to build a "world peace island", to strengthen international cooperation, to promote the free movement of foreigners to Jeju Island, to strengthen external communication and contact (implement visa-free entry, to expand the tourist area, to provide foreign language services for tourism); Foster an international educational environment (the establishment of international universities, high schools, the implementation of preferential policies for education finance); To implement the preferential policies for industrial development (construction of the Jeju Advanced Science and Technology Park, the establishment of the Jeju Investment Promotion Area, the establishment of the Shipping Registration Special Zone to promote the development of the water leisure industry); Promote tourism and rural cultural development.

In order to support the construction of the International Free Island from the administrative and financial systems, the Korean Government promulgated the

Special Law on the Establishment and Construction of the International Free City (Jeju Special Autonomous Province) on February 21, 2006. On July 1, 2006, The Korean government approved the original Jeju province to upgrade to Jeju special autonomous province. The province has established 4 + 1 core strategic industries (Ren Huaifeng, 2008, p127): "4" represents tourism, education, medical and green agriculture, "1" represents the cutting-edge industries. It can be said that the establishment of the "International Liberal City" is the goal and the hope of the development of Jeju Island, the establishment of "special autonomous province of Jeju" is important mean to realize the goal of "international free city".

3.6.2 The successful experience and development trend of Jeju Island

1. targeted policies and improve the planning and development to protect tourism development

As an international urban tourism development, it is necessary to emphasize the planning first, which will be conducive to the island's tourism industry, rapid and efficient development.

Jeju Island is distinguished the land use by altitude, from low to high, they are used as farmland and dwelling place, grazing or idling, mountain woodland, mushroom cultivation site and tourist spot, and designated national park. And the South Korean government introduced a series of relevant laws and regulations to promote the development of tourism in Jeju Island. The Jeju International Free City Development Policy announced by President Kim Dae-jung and the Jeju International

Free City Special Law promulgated by the Korean Parliament in 2002 laid a good foundation for Jeju to become an international tourist island (Yumi Park, 2010, p3) . After years of efforts in South Korea, Jeju Island has been built into a famous tourist island. All this is inseparable from the emphasis on planning first. Implementation of visa-free policy has attracted countless foreign tourists, and in the immigration procedures of continuous improvement, its convenience has become the one reason to attract foreign tourists to Jeju Island. The tax rebate system in Jeju has also brought huge economic benefits, and its successful experience is also used by other countries.

2. Sustainable development of ecotourism concept

How to develop and use tourist resources reasonably, and form of sustainable development has become an important topic in the development of tourism today. Jeju Island in this field does very well, the local government of Jeju Island understands that the most important reason why Jeju Island attracts tourists (especially foreign tourists) are its beautiful natural environment and simple folk customs, then during the development of tourism resources on Jeju Island, people must do their best to protect and improve the unique natural environment of Jeju Island and way of life, People who have been to Halla mountain know that Halla is the tallest mountain in Korea. It takes at least nine hours for a sturdy ordinary person to complete a round trip. But in such a case, we have not seen a cable car or a large sightseeing elevator in Halla. Koreans know that only the preservation of the most primitive natural scenery will make it much more attractive. In contrast to the major tourist attractions in China, whenever the kind of mountain climbing experience attractions will have a cable car

or sightseeing elevator there, one of the most typical examples of breaking environment is belong to Zhangjiajie 100 dragon elevator(People.com.cn). In order to prevent over-exploitation of marine resources, even as important tourist resources of Jeju Island, the sea women can not activate in the non-fishing period. To prevent vicious competition, the sea women must conduct turns selling. In addition, author saw a lot of Jeju Island to the theme of the museum (Jeju Tourism Organization), according to statistics, in such an island there are as much as more than 100 various types of museums, these museums are small, but form their own characteristics, such as Teddy Bear Museum, believe it or not by you museum and sea women museum.

3. Actively undertaking various types of meetings and sports events

The success of the 2002 Korea-Japan World Cup also brought tremendous business opportunities to Jeju Island. During the World Cup, fans from all over the world poured in Jeju Island, which brought huge benefits to Jeju's lodging, restaurant, tourism and manufacturing industries. The Korean Peninsula's North-South Peace Ceremony was successfully held in Jeju, making Jeju a big step towards Peace Island. And Jeju Island is also active in various types of meetings and golf events, so that the international image of Jeju Island has upgraded to a new height.

4. Actively promote the communication strategy according to market changes

At present, Jeju Island clearly recognized that China has become the largest source of Jeju Island, in Jeju Island, various types of infrastructure, such as marking and language services in Chinese will be an important indicator. South Korean government clearly recognized that to enhance the tourism core competitiveness of

Jeju Island, publicity is essential. In order to attract more international tourists, Jeju Island has made a number of promotional marketing efforts.

First of all, the indispensable promotional film, in order to complement the marketing strategy of Jeju Island, Jeju Island has produced various promotional videos for different countries and regions. It has been broad casted in TV stations and major commercial establishments around the world. In the content of the promo, it firmly grasps the people's eye, and combines perfectly the beautiful natural scenery of Jeju Island and pop culture. Again, we may first heard of Jeju Island are in many Korean film and television works, for example, the Korean male and female hero in a romantic encounter or honeymoon, we can always see the shadow of Jeju Island, Which are deeply affected by the "Korean Wave" and lead people rush to the island. Many stars became a special image of Jeju Island; we call them as image ambassadors, which are greatly promoted the tourism of Jeju Island.

In addition, Jeju Island has also paid attention to the construction of its official website. The website of Jeju Special autonomous Province includes 8 languages, which are the main source market countries of Jeju Island. The other hand, Hainan's official website in terms of the tourism construction efforts is not enough. China is the largest tourist source of Jeju Island, the governor came to China to bring propaganda, and actively participate in various promotional activities on Jeju Island.

South Korean government through the adoption of various preferential policies is trying to make Jeju Island into an environmentally friendly tourism and leisure island with a sophisticated knowledge industry and logistics, finance and other complex

functions. Jeju's tourism development will make an important contribution to Korea's economic growth. The development of Jeju Island is not only for the international and regional economic benefits, the quality of life of local residents and welfare have been upgraded as well. The Korean government decided to develop Jeju Island into a world-class free trade zone, with international exchange and cultural tourism functions.

3.6.3 The Enlightenment of Jeju to tourism development in Hainan

1. Unified planning and rational development

In the targeted policy, Hainan Island and Jeju Island are enjoying the same treatment, both are at the national level of policy support, in planning and development, the gap between Hainan Island and Jeju Island is very large, Jeju Island has a very reasonable unified planning, Hainan Island is relatively confusing, As Hainan is the provincial system, the administrative departments are complicated and more interests will conflict with each other, it is difficult to form a unified and reasonable planning, even if the development of the plan is also difficult to really put in place, Hainan need to establish a strong coordination mechanism in order to ensure that policies and programs are implemented.

2. Soft power needs to be strengthened

Hainan travel three-pieces set - real estate, hotels and golf, vividly illustrates that Hainan is lack soft power, different from the Jeju Island has a strong "Korean wave" support, Hainan tourism still rely on natural tourism resources in the primary

stage, how to according to their own characteristics to develop a strong tourism and cultural products, which is worth every practitioner in Hainan to deliberate.

3. Infrastructure and supporting facilities are weak

Compared to the comfort and convenience of tourism services in Jeju Island, Hainan's tourism services do have a lot of space to improve, from the airport taxi to the entertainment service facilities around hotels, from food and beverage prices to the shopping environment, etc. These have a lot of space for improvement. Compared to Jeju Island, Hainan's surface is very large, need more complex and more advanced management methods, need more time, need more resources. However, a larger size represents more potential chances and more development space. The future lies ahead; the key is how to act.

3.7 The enlightenment to the construction of Hainan sustainable tourism

3.7.1 Transforming the government functions and scientific overall planning

In order to build sustainable tourism in Hainan Island, to emphasize the planning first, to make scientific and rational tourism planning, make development and construction with characteristics planned, rational, orderly and balanced focus. So, first of all, there must be a complete co-ordination planning to hand the relationship between the development and construction of tourism island and environmental protection, to hand the relationship among tourism and aquaculture, port construction and so on; it is necessary to determine its main function, retain and play its individual characteristics according to the natural environment, historical and cultural

characteristics of each region, and must conform to the principle of overall coordination to form a regional tourism as a whole. Second, we must transform the government functions, strengthen government guidance, and unify the interests of all stakeholders, governments, developers and local residents to form a force for tourism development. It is imperative to perfect the legislation and form a development mechanism based on the law. Strict project declaration, project approval and examination procedures should be adopted to make the development of Hainan sustainable tourism island standardized, legalized and orderly, and carry out various work under the supervision and control of the government. Hainan tourism resources must be unified planning and scientific arrangements to avoid the development and construction of the blindness, to prevent disorderly development, to ensure the development of international tourism in Hainan Island in a planned, orderly and focused manner, in order to fully rational use of Hainan tourism resources. At the same time, it is necessary to strengthen the links between various regions and tourism service enterprises, macroscopically coordinate and unify the construction and development of various departments such as transportation, accommodation and catering, standardize the market system and eliminate the bottleneck of tourism development.

3.7.2 Creating an ecotourism environment, and taking the road of sustainable development

Tourism is a double-edged sword; its impact on the environment has a dual nature. With the influx of tourists into tourist areas, there is a positive effect of

promoting each other, that is, tourism development beautifying the environment; but also there must occur the destruction of the surrounding natural environment due to the development of tourism. Since the establishment of tourism industry in Hainan Province, the status of all levels of government attaches great importance to the environment, but also introduced a number of policies and decrees. But in contrast, the regulations, decrees are not perfect, harsh, law enforcement is not enough, when there are conflicts between Local interests, short-term interests and the environment, normally the choice are immediate interests, local interests. Due to the extremely fragile ecological environment of the tourist island, it is necessary to emphasize the protection of its ecological environment and sustainable development. In the process of construction of sustainable tourism island in Hainan, it is necessary to take "ecology, green" as the idea, take the ecotourism market as the guidance, take the tourism resources as the foundation, protect the ecological environment as the center, take sustainable development potential into account. On the one hand, pay attention to the protection of the original ecological environment in Hainan Island. In the construction process should pay attention to local conditions, do not easily destroy the original terrain, landforms and vegetation, architectural style should also be coordinated with the surrounding environment, as far as possible to maintain the island's natural style and create a harmonious island eco-tourism environment. On the other hand, it should take care to prevent overexploitation. Therefore, in the process of development of sustainable island of Hainan, it is necessary to make a good examination and approval first, to formulate regulations on the environmental

protection of Hainan sustainable Tourism island, to establish the environmental quality evaluation and testing organization of Hainan international tourism island, to strengthen environmental protection law enforcement, environmental protection publicity and education, to achieve the island tourism development more permanent and sustainable. In addition, we can learn from the Maldives 'three low and one high' development principles, in view of the different regional characteristics and environmental capacity of Hainan, take appropriate measures to limit the intensity of island development and avoid the over-exploitation of resources to ensure that the ecological environment of Hainan sustainable tourism Island will not be damaged due to over-exploitation and bring comfort and relaxation to tourists.

3.7.3 Attention to the needs of the tourism market, establishing characteristics of Hainan

Compared with other developed countries in the world, the construction of Hainan is still at the initial stage of development. Tourism development in many parts of Hainan Province stays at the level of sightseeing. The tourism competition attracts mainly in the low-end price. In 2008 the amount of tourists received 20.6 million people. Among them, foreign tourists (including China's Hong Kong, Macao and Taiwan tourists) 979,300 passengers are accounting for only 4.75% of the total number of tourists (China National Tourism Administration). This shows that Hainan has not yet to the international market, the function of tourism grade level is not complete, can not meet the diverse tourism needs. The reason is largely due to the introduction of the island of Hainan Island tourism projects are mostly low-end

products, the grade level is difficult to attract international high-end tourists. Therefore, in the process of sustainable tourism island construction, we should pay attention to the diversified development of the island tourism market and the individual development of the island construction; we should pay attention to meet the different styles of grade demand and different grades of consumer demand. Draws lessons from the development characteristics and development styles of other international tourism islands in the world, combines the market demand for tourism products, fully exploits the resource and environment characteristics, customs and habits characteristics, food culture characteristics and architectural style characteristics of various localities in Hainan, selecting high grade and valuable products to develop the tourism island boutique projects. Complementing three-dimensional development model to meet the diverse needs of tourists travel, and to promote the current low-end tourism market in Hainan to a distinctive high-end tourism market forward, and ultimately to form a reasonable market in Hainan, to greatly enhance the attractiveness and competitiveness, and make Hainan's rich resources into a unique island of sustainable tourism destination.

3.7.4 Rationalizing the tourism management system, improving the infrastructure construction

For the development and management of Hainan, if the island tourism resources developed randomly by the various local administrative agencies will inevitably bring about the blind development of resources, disorderly management, duplication of tourism projects, market similarity and vicious competition and many

other issues. Only establish a unified sustainable tourism island tourism management agencies, develop and plan systematically the island from the industry management, sector coordination, industrial operation environment and resource development and protection which will transform Hainan resources advantage into efficiency advantage; in addition, we must pay attention to improve the supervision and management of the various responsibilities, concern about the orderly and standardized construction of various projects, make a specific unified plan for the construction of the standards; but also focus on the development of regular or irregular inspection, particularly emphasis on the environment protection degree. At the same time, it is necessary to improve the supporting infrastructure of tourist areas, improve the quality of tourism workers, improve service standards and implement humanistic management, which can be a good reference from Hawaii successful experience. Establish and improve the island tourism security system, so that visitors can rest assured that the island tourism activities.

3.7.5 Strengthening promotional efforts, opening up the international market

Take effective measures to increase the overall promotional efforts. Low visibility is an important reason that Low popularity of overseas tourists in Hainan, developed countries, travel agencies know just little about Hainan, because Hainan is lack of enough external publicity and promotion. Brand building is inseparable from the success of publicity, how to build China's island tourism high-end brand, has become a vital issue. In the future, Hainan tourism sector should integrate resources, overall planning, to build the overall international image of Hainan, and should make

use of the international common and mature operational means, make full use of the opportunities of international conferences, activities and political and economic events, and make use of the power of news and public opinion to operate skillfully. At the same time, strengthen external relations, introduce internationally renowned tourism management companies, large travel agency brokers, to mutually benefit and cooperate stably, open the channels for foreign tourists to enter Hainan.

Chapter 4 The SWOT Analysis of Hainan Sustainable tourism development

Hainan has made remarkable achievements in economic development, such as characteristic agriculture, modern service industry, and the infrastructure has been improved day by day. Whether from the hardware aspect, or from the software aspect, the basic conditions for the development of sustainable tourism in Hainan is already available. It is not only necessary but also feasible to build Hainan into a world-class island-type tourist destination with high degree of international tourism, virtuous circle of ecological environment and unique culture and beauty.

4.1 Strength

4.1.1 Location

From the natural geographical location, Hainan Island as China's only tropical island, located in the southernmost tip of China, the lowest latitude position, the largest marine area with many islands around it. From the economic and geographical position, the northern part of Hainan near the economically developed Pearl River Delta region (Guangdong, Guangxi and Hong Kong, Macao) are separated by a narrow strait; The west part is very close to Vietnam across the Gulf of Tonkin; East and South parts face to the Philippines, Malaysia, Indonesia, Brunei and other countries across the South China Sea. Such kind of place is just located in an overlapping between Pan-Pearl River Delta "9 +2" Area and the ASEAN Free Trade

“10+1”Area, the location advantage is obvious advantages. This is conducive to attract tourists from these areas to Hainan.

In terms of traffic location, Hainan is close to the international deep water channel between East Asia and Southeast Asia, connecting Asia, Oceania, the Pacific Ocean and the Indian Ocean. It is an essential channel for international shipping. The location of ocean transportation is important. Every day, hundreds of international cargo ships pass through its sea area. Hainan is not only the sea traffic route leading to Southeast Asia, South Asia, Oceania, Africa and Europe, but also the intersection of Pan-Pearl River Delta Economic Circle, ASEAN Economic Circle, Beibu Gulf Economic Circle and ASEAN Free Trade Area. It is an important place for China's opening up policy. These create conditions for Hainan tourist market development and further development of the tourism industry. In the future, with the improvement of the internal and external transportation, information network, service reception and other facilities in Hainan Province, this regional advantage will be further highlighted, and it will lay a solid and better foundation for the sustainable tourism development in Hainan.

4.1.2 Weather

The latitude of Hainan Island and some world famous tourist resorts like Hawaii, the Caribbean islands are similar, belonging to the low latitude tropical monsoon zone maritime climate. Although Hainan is located in the tropical area, but due to the vast sea area around the island and large area of tropical rain forest for regulation, so the climate is not cold during winter, and summer is not heat, the four

seasons such as early summer, cool and pleasant. In the hot summer, on Mainland China's southern or northern provinces are generally high temperature, while Hainan Island in low latitudes, the climate is relatively cool, especially at night, the sea breeze blowing with fresh air, people feel very comfortable; To the cold winter, China, Russia, South Korea is already ice and snow, and Hainan Island is still full of green, like the early summer. Therefore, Hainan Island has become an ideal place for people who come from these areas to avoid coldness in winter and hotness in summer. It is a rare leisure resort and health resort in China. It is not only the climate in Hainan is comfortable, and the oxygen in the air and negative oxygen ions content is also very high (beyond 3696/cm³), known as "natural oxygen bar" (Hu Haitao, 2013). Beautiful natural scenery and rich tropical climate, long summer without winter climate, which give the unique climate to Hainan, Hainan became China's famous leisure resort, especially in winter to enjoy Hainan hot springs, golf and so on. Hainan due to climate reasons can be said to be a year-round tourist destination.

4.1.3 Resource and environment

4.1.3.1 Tourism Resource

Hainan is rich in tourism resources, distinctive features, full of sunshine, sea, sand, coconut trees and fresh air, is an ideal holiday resort. The types of tourism resources in Hainan Province are various, and can be summarized as the following eight (Song Hongjuan, 2014) :

1. Coastal zone, island

Hainan Island has 1528 km of coastline, 280 subsidiary islands, 68 bays and

unique coral reefs and mangroves, where the water is clear, the beach is fine and white, the shore is full of coconut trees, the landscape quality in the China is one of the best (Hainan Introduction). Hainan has many bays. There are Shimei Bay, Qingshui Bay, Haitang Bay, Yalong Bay, Dadonghai, Sanya Bay and so on. In the coast area, there is a special tropical landscape - mangroves, mainly can be found in Haikou, Wenchang. Coral reefs as a unique tropical coastal landscape has a good ornamental value, mainly located in Sanya beach. Hainan tropical island resources are also very rich. There are Wuzhizhou Island, Fenjiezhou Island, West Island etc around Hainan island, which are ideal resorts for leisure.

2. Mountains, tropical rain forest

There are 81 mountains more than 1000m in Hainan Island(Tang Xuan 2016), Such as the famous Wuzhishan, Diaoluoshan, Bawangling and so on, both of them are best for mountain climbing and summer resort. Among them, Jianfengling, Bawangling, Diaoluoshan, Wuzhishan are tropical rain forest, are best choices for sustainable tourism development, such as Bawangling has been designated as the National Forest Park.

3. Rare birds and animals

Hainan has established 50 wildlife nature reserves and domesticated sites(People 's Government of Hainan), including the black crested gibbon protection area in Bawangling National Forest Park, protected areas in Dazhou Island, monkeys protected areas in Nanwan peninsula and so on.

4. Rivers, waterfalls, reservoir scenery

Hainan's major rivers are Nandu Jiang, Changhua River, Wanquanhe River, etc. Rivers are meandering, water is clear, where are good places for sustainable tourism, especially the famous Wanquan River scenery is the best, known as Hainan's "mother river". In the depth of mountains there are many streams and waterfalls, of which the Taipingshan Falls in Wuzhishan mountain, Yajia waterfall in Bawangling National Forest Park are the most famous. There are also many reservoirs, mainly are Songtao Reservoir, Changmao Reservoir, becoming the first choice for people's leisure vacation.

5. Volcanoes, caves, hot springs

Hainan Island has many extinct craters after the historical eruption, The most typical is Maanling crater, located in the Shishan town of Haikou City. The crater elevation is 222.8m, depth is 90m, one of the world's most complete extinct crater (People's Government of Hainan). In its surrounding, there are several other craters, are preserved completely. At present, the Shishan world geological park of the volcano group has built into a volcanic culture, ecological, science and technology research theme park. In addition, many caves can be found in Hainan, such as well-known Luobi cave in Sanya, Luohua cave in Danzhou and so on. The island hot springs are widely distributed, the temperature and water quality of hot spring is good, the main hot springs are Sanya Nantian Hot Springs, Wanning Xinglong Hot Springs, becoming the ideal place for healthy recreation.

6. Monuments and historical sites

There are some heritage gardens, ruins and historical sites in Hainan (People's

Government of Hainan), Ancient cultural relics include Wugong ancestral hall, Hai Rui Tomb, Qiongtai College, Dongpo College, Yazhou ancient city; Revolutionary memorials include the famous Red Women 's Army Memorial Hall; Historical sites are Huangdaopo former residence, Hai Rui House and so on.

7. The Culture and event

Hainan is the only settlement of Li ethnic minority in China, as well as the Miao, Hui and other ethnic minorities settle in Hainan, The ethnic customs tourism resources are rich (People 's Government of Hainan) . For example, Li villages, Miao villages, fishing village customs, traditional festivals and exhibitions, local cuisine, etc, both of these have become important tourist resources to attract tourists to visit. Hainan Li's traditional grand festival - "3rd March", Miao and Li's song and dance, As well as brocade and embroidery, ethnic clothing, houses are full of rich ethnic customs, which are important sustainable tourism resources for Hainan. In addition, each year there are a variety of festivals and cultural activities, such as Wenchang Lantern Festival Festival, Danzhou Folk Song Festival, as well as Sanya International Wedding Festival, International Miss Competition, Boao International Forum and other large-scale exhibition activities.

8. Tropical agricultural

Hainan Island is rich in tropical crops and fruit resources. It has been built for visitors to visit the Waning Xinglong Tropical Botanical Garden, Danzhou South China Tropical Economic Crop Garden, etc.

4.1.3.2 Local products and food

Hainan is very rich in local products, such as coffee, cashews, pepper, coconut food, tropical fruits and preserved fruit, dried seafood, special tea, velvet, both of them are the first choice for Hainan shopping gifts. Handicrafts are also rich and various, there are a variety of sculptures, such as coconut carving, shell carving, wood carving, root carving, horn carving; There are a variety of decorations, such as pearls, crystal, red beans, brocade embroidery, conch shells and so on, Hainan's food resources are equally diverse. There are fish, shrimp, crab, snail, shellfish and other seafood; also Wenchang chicken, Dongshan goat, Jiaji duck, and Hele crab four famous dishes; In addition, Hainan Li's sauerkraut, Miao ethnic rice, Li bamboo rice, coconut glutinous rice cake, Wuzhishan wild vegetables and other ethnical cuisines.

4.1.3.3 Biological resources and fishery resources

Hainan, 42.5% of China's total tropical land area, well-preserved tropical rain forest, rich species, is the main production base of Chinese herbal medicine in southern China. Jianfengling, Bawangling, Diaoluoshan were listed as national forest park. Hainan has a total of 69 nature reserves, of which eight national nature reserves, 25 provincial nature reserves. Including 15 species of protected wild animals at the national level and 87 species of national second-class protected wild animals, 7 kinds of protected plants at the national level and 41 kinds of national second-grade protected plants. Hainan Island coastline is long, the number of coastal harbors is 68, and 280 islands. The marine fishing area is 164.43 square kilometers, more than 800 kinds of marine aquatic products. The nearest fishing fisheries are Beibu Bay, Sanya

fisheries, Qinglan fisheries and so on. There are more than 1,000 species of marine fish, including more than 80 kinds of main economic fish. The main varieties are golden thread fish, hairtail, pomfret, tuna, shark, grouper and eel. The main economic shrimp are 17 species, the main varieties are lobster, Japanese shrimp, red shrimp, etc. Shellfish are more than 700 kinds, of which more than 150 kinds are economic shellfish, such as abalone, clams, pearl oyster shell; There are 162 kinds of economic algae, the main varieties are eucheuma and so on (Hu Guoliu, 2016).

4.1.4 Ecosystem

Hainan ecological environment is superior, known as the ecological island, healthy island, longevity island. Hainan Province in 1999 was approved by China's Environmental Protection Administration to become the first ecological province, at the same time of rapid economic development, the ecological and environmental quality and ecological civilization construction has also been simultaneously improved. From the basic data to measure environmental quality,

Hainan Province, the leading green rate in China. As of the end of 2008, Hainan forest coverage rate reached 58.5%, is a veritable "green island". Hainan is not only high green rate, and the air is very fresh, high air anion content, air quality index has always maintained A standard, like a natural oxygen bar. Hainan Island is one of the few uncontaminated clean land in the world. There are many ecosystems on the island, and the biological species is rich and colorful. Hainan's ecological environment index is the first in China. Haikou City is the first to obtain the "National Garden City" title among capital cities in China, and Sanya City has also won the

"China Excellent Tourism City" and "National Garden City" title. Since the implementation of the ecological province, Hainan has formulated the protection of coral reefs, mangroves, tropical rain forest strategies, developed more than 50 ecological protection laws and regulations, so that the ecological environment has been effectively protected. Because of the good ecological environment and rich tourism resources, Hainan is absolutely one of the preferred places to develop sustainable tourism(Hu Guoliu, 2016)

4.1.5 Excellent resort environment and facilities

Hainan has now built food, housing, transportation, travel, shopping, entertainment and other fully furnished vacation and tourist reception facilities. At present, Hainan has built more than 30 A-class tourist attractions, including two national 5A-level scenic spots, eight 4A-level scenic spots , many attractions provide a good vacation resources and the environment to tourist. At the same time, Hainan introduced many strength enterprises to develop boutique resorts like Wanning Shenzhou Peninsula, Shimei Bay, Lingshui Xiangshui Bay, Qingshui Bay, Sanya Haitang in accordance with world-class standards, which can be comparable to the Yalong Bay and strive Hainan become an Asia-class and world-renowned tropical island resort.

The eastern coastal area of Hainan is Asia's most internationally renowned resort-intensive areas, InterContinental, Hilton, Hyatt, Starwood, Marriott, Accor, Ritz Carlton, Kempinski and other international brand hotel groups, have successively stationed in Hainan, they have a wealth of management experience and advanced

technology, greatly improving the overall management and service level of Hainan hotel industry. In Yalong Bay, Sanya Bay, Haitang Bay, Clear Water Bay, Shimei Bay and other famous bays, The resort is not only the beautiful scenery, but also the world-class resort facilities and environment, with resort, conference, entertainment, fitness, health, shopping, food and other functions. As of 2008, Hainan has a total of 260 star rating hotels, of which 20 five-star hotels, 54 four-star hotels , 117 three-star hotels, in addition, there is still many five-star hotels are about to be completed. Rich marine resources lead Hainan became China's famous island paradise and diving resort. Sanya Yalong Bay, Wuzhizhou island, West Island, Dadonghai, Fenjiezhou island, Xiangshui Bay are good places for entertainment at sea. Motor boats, diving, banana boat and other sea sports, will make visitors feel the different travel experience.

Hainan has built 20 international standards of golf courses, which is built respectively in the seaside, suburbs, mountains and hot springs resort. Playing and business, tourism and vacation can be completed in one place. Hainan Island is located in the tropics, allowing visitors to enjoy all year round. Every year Hainan host golf competitions and other sports activities. Hainan Island has a variety of hot spring resources, spring water temperature between 40-78c, suitable for different needs. Spa resorts are located in the seaside, tropical rain forests, mountains and cities. Hainan Spa offers a variety of spa products so that visitors can easily enjoy the hot spring waterfall bath, hot spring mud bath, spa bubble bath, spa massage bath, hot spring Chinese medicine bath, spa fish therapy and other projects.

4.1.6 Transportation

Although Hainan is an island province, but the traffic is relatively developed.

1. Air traffic

Hainan has Sanya Phoenix International Airport, Haikou Meilan International Airport, Baoao international Airport, opened more than 200 international and domestic routes, 2015 passenger throughput reached 16 million passengers, and the implementation of landing visas and air traffic rights open policy, greatly attract the international visitors. in the future in Wuzhishan and Dongfang City will be also built new civil airports, forming the five major civil aviation airports network in Hainan.

2. Railway traffic

At present, there is an ordinary roundabout railway, through the train ferry connect with mainland China's railway network. the train direct access to Beijing, shanghai, Guangzhou has been opened, Haikou-Guangdong railway has been incorporated into the national railway network. From Haikou to Sanya high-speed railway has been completed, greatly reducing the tourist's travel time, prompting visitors to go to more places to visit. Round high-speed rail has been completed in recent years, forming a convenient, fast high-speed rail system around the island to promote economic growth in Hainan.

3. Road traffic

At present, the eastern and western expressway connections Haikou and Sanya, the middle line of the normal national road is also connected to the main counties. Currently the middle highway line from Haikou to Qiongzong has been completed,

and the expressway from Qiongzhou to Sanya is under construction. The future, the east-west highway from Wanning to Danzhou will be constructed, and form a highway net all around the province's counties and cities.

4. Marine traffic

Hainan possesses the same geographical latitude, climate conditions with Florida that the most developed cruise tourism in the world, So the development of cruise tourism and marine tourism has great potential. Sanya currently has China's first 100,000-ton international cruise terminal and 31 10,000 tons deep-water terminals. Hainan has a number of excellent seaports, such as Xiuying Port, Xingang Port, Yangpu Port, Longwan Port and Sanya Port. It is adjacent to Southeast Asian countries and has routes to neighboring countries and regions. Development of transnational marine cruise tourism conditions are superior, which will play a huge role in promoting the development of sustainable tourism. In addition, The bridge across the Qiongzhou Strait is also ongoing pre-feasibility studies, in the next few years will enter the construction phase. After the completion of the bridge will greatly shorten the time of the cross-strait Qiongzhou Strait and stimulate Hainan's economic development.

4.1.7 Policy

As the largest special economic zone in China, Hainan enjoys preferential policies that many other areas in China do not have. For attracting overseas tourists, Hainan has the "landing visa" special policy. When overseas tourists come to Hainan without prior immigration formalities, If they show their passport upon arrival, they

can go through immigration procedures at the port of entry. If they need to go to other parts of China to exit, no longer need to apply for a visa. Hainan also enjoy the "remote visa" right, which can attract domestic and foreign tourists to transit. It is actively open up overseas tourist market and provide a very convenient way, But also for many overseas people into the Chinese mainland through Hainan to provide a convenient condition. In addition, the Hainan government at all levels attach importance to the development of tourism and provide policy support for planning, investment, land, personnel and many other aspects of tourism. Hainan Province in China promulgated and implemented the (Hainan Provincial Tourism Management Regulations) and other relevant laws to better protect the legitimate rights and interests of tourists and related parties. Hainan International Tourism Island policy can promote better sustainable development of local tourism.

4.2 Weakness

Hainan has a prominent advantage in the development of sustainable tourism, but also has obvious shortcomings. Compared with world-famous tourist islands such as Hawaii, Australia and Jeju Island, there are still some obvious problems in Hainan's tourism industry, such as unknown international popularity, backward planning level.

4.2.1 Location

The advantages and disadvantages of location are co-exist. Hainan is an island province, located in the southernmost tip of China, far away from the main tourist market. The main source of tourists are from Hong Kong, Macao, Russia, South

Korea, Japan and Southeast Asian countries, the main source of mainland China are from the coastal areas and the Northeast region. Whether foreign tourists or mainland Chinese tourists, besides the Pearl River Delta, are far away from Hainan, they will spend a longer journey to Hainan. In addition, Hainan and the mainland is separated by the Qiongzhou Strait. Distance and time are undoubtedly big obstacles to tourists with relatively limited vacation time.

4.2.2 The fragility of ecosystem and the vulnerability of tourism resources

Hainan is a tropical island tourist destination. Despite the good natural ecological environment and unique sustainable tourism resources, however, due to isolation, the island's biological population is still simple and single, Ecosystem's ability to resist external disturbance and self-recovery is weak, They are vulnerable to typhoons, storms, heavy rains and other natural disasters, so the ecological system is fragile, Once the island's ecological environment is destroyed, It is difficult to recover. Therefore, tropical island scenery and tropical rain forest ecological tourism resources, are unique attraction of sustainable tourism resources, but also vulnerable type of resources.

Some data show that(He Zhongpu, 2013), Due to the disorder development from 1930s to 1980s, Hainan ecological environment has been seriously damaged; Over the past 50 years, mangrove area has been reduced by more than half, soil erosion and other ecological problems become increasingly serious, the ability to withstand natural disasters are declining. With the rapid development of mass tourism in recent years, the large influx of tourists and the dislocation of development patterns

have caused the neglect of tourism resources, which has brought enormous pressure to the resources and environment, resulting in landscape destruction, environmental pollution, affected biological reproduction, changed social customs and other phenomenons.

In addition, the important reason why Hainan can maintain a beautiful long-term ecological environment is the underdeveloped industry. However, today, Hainan can not always maintain the status of industrial backwardness, industrial development will be difficult to avoid environmental pollution and ecological damage, which will be a major problem for the development of sustainable tourism in Hainan.

4.2.3 Underdeveloped cultural heritage and economy, Incomplete tourism infrastructure

Culture is the soul of tourism, tourism is the carrier of culture. Although there are Li and Miao culture and marine culture in Hainan, for example: cultural relics such as Wugongci, Hairui Tomb, Dongpo Academy, but compare with the other provinces, Hainan's history and culture is not developed enough, cultural accumulation and mining development is still very limited. Besides the relatively successful development of Nanshan Cultural Tourism Zone, most of the cultural tourism attractions have problems such as single product, the lack of projects with innovation and characteristics, low recognition from visitor, poor income. Currently, Hainan is still lack of domestic and foreign well-known tourist and cultural scenic spots.

Hainan economy is a typical island economy, compared with the other coastal

provinces and developed regions is still relatively backward, which can not provide substantial financial support for the development of sustainable tourism and international tourism island construction. Hainan island is lack of well-known brand enterprises, such as in 2009, only Hainan Airlines, Hainan Investment Group, these two companies can enter the list of "Top 500 Chinese enterprises". In terms of infrastructure construction, In addition to some well-known scenic areas and east costal part of Hainan island, the traffic, communications, water supply, environmental health, medical and safety facilities, education of rest part are not good enough, which restrict the sustainable tourism development.

Tourism market disorder

4.2.4 Disorder tourism market

The ability of management on travel agencies, tour guides, coach drivers and scenic attractions is still limited, the supervision of functional departments about the tourism market is not enough. Low-quality management, low-level management, low-efficiency operation and other issues, affecting the image of Hainan's tourism. Such as some attractions are lack of long-term development and construction plan, the project is identical or redundant construction, Operators not rely on the quality of tourism products and services to attract customers, to participate in market competition, but by providing high rebate competition to solicit tourists, and then rely on tourists shopping, entertainment and other consumption to make up for tickets loss, resulting in fraud, cheating, the phenomenon of impulsive buying and selling and so on. Some travel agencies in order to attract tourists, then rely on shopping and other

means to make money, leading to complaints from tourists. Such serious impact on the image of tourism in Hainan, thus will restrict the healthy development of sustainable tourism.

4.2.5 Weak economic base and low business efficiency

The Economic Base of Hainan Tourism Industry is Weak. Although the number of tourist reception and income in Hainan is basically increasing every year, but the average length of stay inbound tourists and per capita consumption are lower than the national average. In addition, most of the tourism enterprises in Hainan are small, the economic foundation is weak, market competitiveness and anti-risk ability is low. Low level of tourism enterprise management and service, resulting in low per capita consumption and corporate earnings. There are "small, scattered, weak, poor" problems in Hainan travel agency business and also other parts of China, In 2010, Hainan only has two travel agencies enter into the "2010 China Top 100 domestic travel agencies," and does not have an international travel agency into the top 100(China National Tourism Administration, 2010). Hainan tourism enterprises economic benefits are not satisfactory, weakening the competitiveness of the entire tourism industry, While companies are lack of the development potential, there is no way to form an effective economies of scale and brand tourism group enterprises. At the same time, the regional development of tourism in Hainan is not balanced. The tourism enterprises and tourist attractions are mainly concentrated in the eastern coastal areas, while the western and central regions have slow development of tourism, which have few impact on the local economic development.

4.2.6 Low tourism product recognition and international attraction

Compared with the internationally renowned tourist island of Hawaii, Jeju Island, Hainan Island is not reputable in the international arena, but also the lack of internationally renowned tourism products or tourist attractions. Marcel Schneider(2012) said: "European and American tourists only know that China has a long history and culture, but do not know at the southern end of it there is a so beautiful tropical island, they are more willing to choose well known island like Phuket. The direct response of low international recognition is the total inbound tourists accounted for the total number of Hainan tourists and the proportion of total national immigration is very small. For example, in 2015, Hainan received a total of 20.6 million tourists, of which only 700,000 inbound tourists, tourists accounted for the proportion of the total number of tourists was only 3.43%(Xinhuanet). Many international well-known tourist island, the main reception is foreign tourists, Inbound tourists accounted for the proportion of the total number of tourists in more than 60%. In addition, the brand scenic spots with international influence are insufficient, tourism product structure is relatively simple, mostly are low-end tourism products, especially the development of supporting arts and entertainment entertainment area, sports and fitness, business meetings, leisure and shopping facilities are not enough , so that it lacks of charm to attract more international tourists.

4.2.7 Service education level is backward, Lack of high-level tourism professionals

The International tourism atmosphere including language environment,

international tourism elements, the quality of citizenship, international affinity, international practice, Hainan, there are some gaps in these areas. Such as scenic spots and roads in the foreign language logo, multilingual foreign language guide training, international tourist reception center, local residents of Mandarin Chinese and daily foreign language level, foreign language tourism website construction and supporting international tourist reception center facilities, can not meet the reception of a large number of international Visitor needs. The government's public service function is not fully reflected, the government's leading role is not fully implemented on the enterprise. Industry management and market economy development is not suited, market management is extensive, functional efficiency and service attitude should be improved. In the hotel, scenic spots, transportation, entertainment, shopping and other tourism enterprises engaged in the staff, service levels, service awareness and skills, which can not meet the basic requirements of sustainable development.

Over the years, the overall level of education in Hainan is not very high, compared with other developed areas of tourism there is a big gap. Hainan's tourism industry is the dominant industry and pillar industries, but Hainan's high-quality tourism personnel and personnel training institutions is still relatively few, the number of tourism institutions and students in the country is also fall behind, there is no specialized tourism professional doctoral site and prestigious travel experts and scholars are also relatively few. Tourism industry practitioners, Average education is low, In particular, highly educated, high-quality, know how to operate, will manage the high-end tourism management talent is still scarce, The quantity and quality of

talent are not consistent with the rapid development of tourism in Hainan and the development of sustainable tourism. Tourism employees with the low wages, mobility, Tourism season, the hotel and scenic shortage of labor, which also constrains the sustainable development of Hainan tourism to become a major obstacle.

4.3 Opportunity

4.3.1 The favorable situation of tourism sustainable development in China and abroad

Sustainable tourism, as a new form of modern tourism, is considered to be the first and inevitable choice to realize the healthy development of tourism. Since it rose in the developed countries after the 80s of last century. It has been fully demonstrated advantages in the maintenance of the healthy development of tourism, the maintenance and upgrading of tourism resources and environmental quality. More and more attentions are paid by the ecology community and the tourism industry. With the further development of sustainable tourism and increased attention, this proportion will gradually increase. In China, although the development of sustainable tourism stated later than the tourism developed countries, but also in recent years, with an rapid development. Since 1999, "China Eco-Tourism Year" began, sustainable tourism has become China's tourism development in many areas of the "hot spots", Sichuan Jiuzhaigou, Hubei Shennongjia, Gansu Silk Road, Xinjiang Oasis Tourism, Inner Mongolia Hulunbeier grassland, Sanya Nanshan Approved the focus of sustainable tourism has become a tourist attraction. Sustainable tourism is currently the fastest growing segment of China's tourism industry. All this for the sustainable

development of Hainan tourism provides a good opportunity. Hainan must follow the development trend of international sustainable tourism, strengthen theoretical research and practical exploration, combined with its own characteristics to develop sustainable tourism with Hainan characteristics, to create sustainable tourism areas with international influence.

4.3.2 Development Strategy of Ecological Province

Since the establishment of the province in 1988, the Hainan government attaches great importance to the protection of ecological environment in Hainan and sustainable tourism resources development and protection. The development strategy of ecological province of Hainan, which started in April 1998, has created more favorable conditions for sustainable tourism development. In recent years, the Hainan Provincial Government has issued "the decision on the construction of ecological province", "Hainan ecological province construction planning outline" and other documents, and adopted a series of measures to comprehensively promote the sustainable development. In "Hainan ecological province construction plan", Ecological environment protection and construction as well as the development of ecotourism industry are planned (China National Forestry Administration). The document clearly states, It should combine organically the Hainan's tropical island resources and ecological advantages, to vigorously develop ecotourism and sustainable tourism, tourism development should be subject to the protection of the ecological environment. Undoubtedly, the government attaches great importance to the implementation of ecological province construction strategy will greatly promote

sustainable tourism development in Hainan. In addition, governments at all levels, tourism management departments and the public are now aware of the traditional extensive tourism development and inefficient management of the tourism market caused by chaos and tourism resources and environmental damage and other adverse consequences, have also recognized the development of sustainable tourism is a healthy way to guide the development of the local tourism industry in a good direction. Many members of the community are also actively involved in the development planning, policy formulation and other activities of Hainan's ecological province construction, and provide favorable social support for Hainan's ecological environmental protection and sustainable tourism development.

4.4 Threat

4.4.1 Lack of awareness of sustainable tourism

Because of the current understanding of the concept of sustainable tourism are biases, and sustainable tourism in China and Hainan are new things, so despite the voice to develop sustainable tourism in all parts is high, but both tourism developers, managers , Or ordinary tourists are lack of accurate or even basic understanding of the sustainable tourism development. In China, there have been many problems in practice. As far as Hainan is concerned, in regions where sustainable tourism is currently taking place, few can really meet the requirements of sustainable tourism. And even many tourism developers randomly make their tourism products labeled "sustainable tourism or eco-tourism", resulting in the proliferation of fake and shoddy

products, not only damage the interests of tourists, but also a negative impact on the image of sustainable tourism in Hainan .

4.4.2 Competition

between the Tropic of Cancer, there are too many islands are similar with geographical location, climate conditions. For example, the United States, Hawaii, Bali, Indonesia, Thailand, Phuket, the Caribbean islands, and other world's leading tourist islands. The tourism resources of these islands and Hainan Island tourism resources have a strong similarity, the development of international tourism in Hainan, need to face the similarity tourism competition. Hainan Island in China 's domestic tourism market, the most distinctive advantages of tropical marine tourism compare with these well-known tourist island, there is no particular prominent advantage. In particular, due to the late start of tourism in Hainan. International reputation of tourist attractions is relatively low,

The scale of tourism enterprises is too small, the lack of large brand tourism group companies, most of the tourism business management level, quality of service is not high, and other well-known international tourist island have a higher international reputation, with a more mature marketing network, the number of foreign tourists and tourism revenue is also higher than Hainan. Such as Bali island, the land area is less than 20% of Hainan Island, and the population is less than 40% of Hainan island, but the annual income of foreign tourists 1.5 million people, tourism income of more than 2 billion US dollars, the contribution of tourism to GDP is more than 50%. Therefore, there are still some gaps between Hainan and these world

famous islands in the development of sustainable tourism. Faced with the strong competition of these famous islands, to a certain extent, that will divert part of the sustainable tourism tourists.

In terms of competition with Southeast Asian countries, Hainan and Southeast Asian countries are located in the tropics. They have great similarities in terms of resource conditions, cultural practices and industrial structure. The level of economic development is also relatively close. The objective competition exists more than complementary. Therefore, the development of sustainable tourism in Hainan is also facing the challenge and competition of these countries. For example, Malaysia, Thailand is traditional international tourist destination, attracting a large number of international tourists every year to go on holiday. Due to low economic level, weak industrial base, few competitive products, it is not dominant to challenge these countries.

4.4.3 Unbalanced economic development and Backward tourism infrastructure construction

Hainan has a serious economic development and resource allocation imbalance phenomenon, the eastern coastal areas of Hainan economy is relatively developed, rich in tourism resources, tourism infrastructure and supporting facilities is relatively perfect, is a popular tourist area; The majority of the central and western regions, due to the relatively backward economic development, tourism infrastructure and supporting facilities are not perfect, the size of the tourists is also difficult compared with the eastern region, tourism development become less popular in

Hainan tourism area. This imbalance in economic development also brings many challenges to sustainable tourism in Hainan, especially in the central and western regions, to develop sustainable tourism still need to go a long way and invest in infrastructure construction, environmental remediation, scenic spots development, Publicity and promotion, which gives huge pressure to Hainan.

Compared with the vigorous tourism industry, Hainan's tourism service function construction is relatively backward. In accordance with international practice, tourist centers, tourist transport and tourism toilets are regarded as the three essential tourist city facilities. In Hainan, tourist traffic and tourism toilets has just started, the visitor center is blank. Overseas practice has proved that the visitor center not only can provide tourists with tourist information consultation, tourism products, and other functions, but also for the business investigation to provide a good reception environment. With the large number of individual and international tourists to enter, the establishment of tourist centers, tourist call centers, tourism control center service system has been very anxious.

4.4.4 Incomplete tourism crisis management mechanism

With the rapid development of tourism in Hainan, tourism crisis has become an increasingly important issue. Tourism crisis refers to the disruption of the normal tourism operation, and events affect tourists' confidence. Tourism crisis can be generally divided into: uncontrollable natural crisis, such as earthquakes, typhoons and other natural disasters; Man - made natural crisis, such as water pollution, air pollution and other issues; Man-made social crises, such as ethnic conflicts, terrorist

incidents. The current crisis in Hainan tourism mainly includes: typhoons, mudslides, financial crisis, social security, traffic accidents, security incidents, flash floods, public health emergencies (such as major infectious diseases, mass unexplained diseases, food poisoning). These tourism crises have the characteristics of suddenness and persistence, which will have important influence on the normal operation of Hainan tourism industry and the psychology of tourists. It will also hinder the development of sustainable tourism in Hainan. If these crises are handled properly, you can win the trust of tourists, combing the good image of tourism. If not handled properly, then the tourists will be panic, complaints and dissatisfaction, seriously affected the image of the tourist destination. The current management mechanism of the tourism crisis in Hainan is not perfect, for some unexpected events and is still lack of rapid response mechanisms and measures. Therefore, Hainan is currently the top priority is to establish a tourism crisis prevention and management mechanism, as far as possible to eliminate the potential source of tourism crisis, the impact of the tourism crisis to a minimum.

In addition, for some sudden traffic accidents and the public health emergencies, There are still some problems such as the low overall level of treatment services, the lack of a unified coordination mechanism, a serious shortage of treatment capacity, uneven distribution, and a weak ability to deal with major disasters. This has become one of the bottlenecks in the development of sustainable tourism. Therefore, Hainan also need to strengthen medical security construction, establish an unified coordination of the command, layout a reasonable crisis of severe treatment

information network platform, and through the modern emergency network system, emergency medical treatment system and emergency medical quality system construction to provide a good medical treatment environment to the Hainan sustainable tourism development.

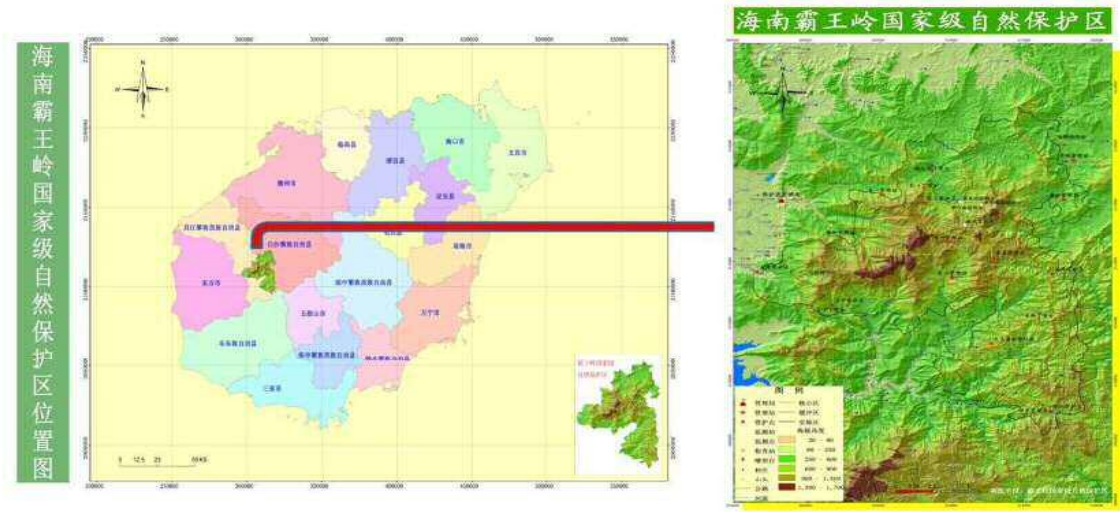
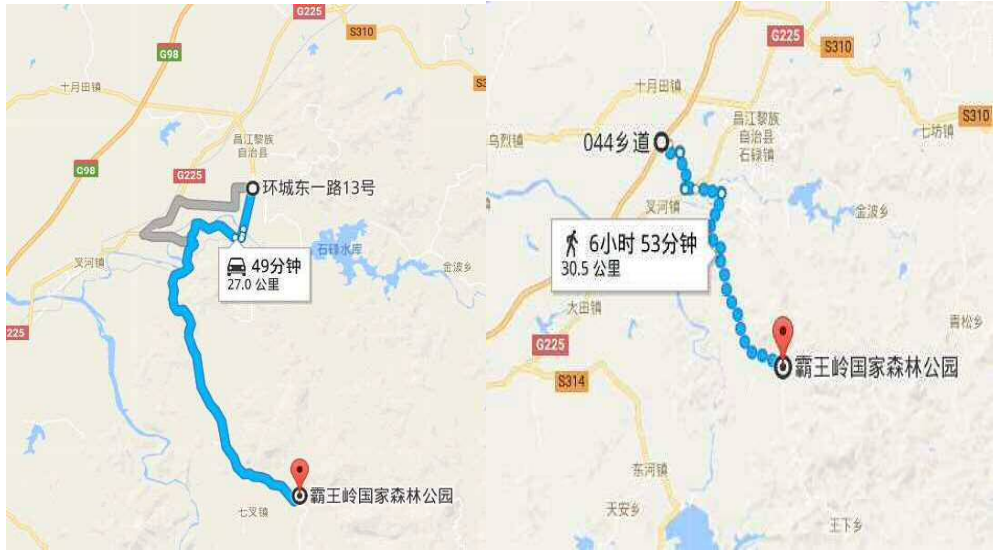
Chapter 5 Filed Research: Hainan Bawangling National Forest Park

5.1 The description of research site - Bawangling National forest park

5.1.1 The location

Gao Chunliang (2002, p30) proposed that the distance between forest tourist destination and large or medium-sized cities within 50-100 km, the road traffic time in 1-2 hours, which can be defined as the better location; The distance between the forest destination and the large or medium-sized cities within 100-300 kilometers, and the road traffic time in 2-5 hours; which can be defined as the normal location; The distance between forest destination and large or medium-sized cities within 300-500 km, road traffic time are more than 5 hours, wich can be defined as poor location.

According Google Map Route Direction, Bawangling National Forest Park is 27 km away from the government town of Changjiang Li Autonomous County, 30 km from the West Line Expressway, 205 km from Haikou City - the provincial capital of Hainan Province and 214 km from Sanya, Hainan's largest tourist city. From Haikou, Sanya to Bawangling National Forest Park, the road traffic time is about 3 hours, traffic is not convenient, location conditions can be defined as normal or poor.



Picture 6. Location of Bawangling National Forest Park

Source: <http://bwl.nr.forestry.gov.cn/>



Picture7. Bawangling National Forest Park (Taken by Mai Jiarui September 2015)

Bawangling and its surrounding areas are the Li ethnic minority settlements, where are rich of ethnic customs and still retains a simple and honest traditions and customs, thus form a unique exotic feeling. Li ethnic settlement mainly follow by clan division, and the size varies. They are living in the ship thatched cottage, the clothing is different because of the region, and they worship totem. Because most of the Li people are still living in the mountains, so they maintain the traditional costumes, normally male clothing is more simple, female clothing is colorful, The most frequently worn skirt pattern is colorful with jewelry, necklace, pectoral and costumes, jewelry is usually made from silver, copper or bone. Li women wear much more accessories on the traditional Festival, and when they are walking, there is a crisp sound and sparkling glory(China Minority and Religious Website).



Picture 8. Traditional village of Li people (taken by Mai Jiarui September 2015)



The Li woman on traditional clothing(Taken by Mai Jiarui September 2015)

Tourism location has an important impact on the development of tourism, which can be evaluated from two aspects; On the one hand, whether the tourist destination is located within the range of a famous tourist destination; on the other hand, whether the tourist destination is on a tourist hot line. If the tourism destination possess both of the two condition, that can be defined as advantageous location, if only has one or none, that can be treated as inferior location. There is no other famous tourist attractions around Bawangling National Forest Park, nor in the top tourist routes, so the tourist location is the inferior location.

Bawangling National Forest Park tropical forest tourism resources are very rich, and has a precious endangered animal black crested gibbon, in addition the air negative ion is concentrated in this area, known as the "natural oxygen bar". However, its poor tourism location, traffic inconvenience, poor access, tourism development is also in a lower stage of development, the level of development does not match its rich resources.

5.1.2 The administrative structure and management

Bawangling National Forest Park is located in the administrative scope of Bawangling Forestry Bureau, until 2015, the overall population are more than 3500 people, of which more than 1,200 are forestry bureau workers, the rest are the family members of workers and community population. The workers in Forestry Bureau are Han nationality, but the community population are mainly Li nationality(Bawangling Forestry Bureau). Changjiang Li Autonomous County where the park is located manage 8 towns, 77 village committees, 187 villages, in addition to Bawangling

Forestry Bureau, there are Hongtian, Honglin two state-owned farms and Hainan steel company, China Cement Plant, Huasheng cement plants and other large factories and mines enterprises. The total population is 240,000 people, of which the population of Li nationality accounts for one-third of the total population (Hainan Statistics Bureau). Before the cessation of harvesting of natural forests in 1994, Bawangling Forestry Bureau (company) mainly produces wood more than 30 years, totally around 550,000 square meters of logs for China. According to the statistics in 2005, the production of rosin is 20810 tons, turpentine is 6390 tons, 3210 tons of rubber. Before the end of logging, the total annual output value of enterprises was 25 million yuan, of which timber and timber-related economic income accounted for more than 90% of the total annual output value of enterprises(Bawangling Forestry Bureau). After the logging of natural forests was stopped, the management tasks of Bawangling Forestry Bureau shifted from profit-oriented forestry enterprises to forestry protection and resource conservation. Now the protection of Bawangling National Forest Park and park management are carried out by the Bawangling Forestry Bureau, which also includes the management of tourism, they must cooperate with Hainan Tourism Bureau and the Hainan Provincial Land Resources Bureau. Although the majority of government funding comes from the Hainan provincial government, such funds can not be guaranteed. Bawangling Forestry Bureau must apply for funds to the Hainan Provincial Forestry Bureau and inspected by Hainan Provincial Development and Reform Commission.

Because of the high protection and scientific value of the protected areas,

many experts and scholars from many universities and research institutions in China and abroad, as well as relevant international organizations, have been invited to study and conduct scientific research in the reserve. In recent years, Bawangling National Nature Reserve has implemented the "Man and the Biosphere" scientific research project supported by UNESCO, and ITTO International Tropical Timber Organization "Tropical Natural Forest Sustainable Management" demonstration project to assist the research about Hainan Gibbon domestication, indoor reproduction and so on (Bawangling Forestry Bureau). On the other hand, also cooperate with the Chinese Academy of Sciences Institute of Geography to carry out the Hainan gibbon behavioral ecology research, and cooperate with the International Zoological Society in Beijing project representative office to carry out "community co-management activities" pattern. Over the years, in terms of Hainan gibbon survey monitoring and community co-management aspects, Hong Kong Kadoorie Conservation in China has given the Bawangling Nature Reserve a lot of attention and help. It has cooperated in a number of studies on Hainan gibbon population survey, Hainan gibbon habitat, Hainan gibbon species investigation and distribution, etc. These accumulated a lot of data and provide a scientific basis for the effective protection and data support. Although the scientific research from the outside support are not bad at present , but the park itself, the level of management and education is still far from enough. The educational level of the Bawangling National Forest Park reflects the institution's previous role as a timber management enterprise, and senior local officials have generally received training in business and economics rather than biology or natural

resource management. The education level is obviously low in terms of management.

Financial resources and staff education levels are the main management constraints of the park. Although so far there has been no major conflict between the various institutions involved in park and tourism management, since tourism development is currently limited, but the potential for future disagreement may increase if tourism and development grow at a speed and scale.

5.1.3 Physical geography and flora- fauna

Resource: Bawangling Forestry Bureau

1. Geomorphology

As a result of orogeny, large-scale magmatic activities constitute a granite dome form geomorphology, mainly are granite, but also metamorphic rocks and sedimentary rocks. Protected area has Yajia Ridge, Futou Ridge, Huangniu Ridge three major mountains. The terrain is high in the north and low in the south. The terrain is complicated and complex. It is mostly mountainous and valleys. There are many streams in the valleys. The whole range is 350 ~ 1560m above sea level and the highest mountain is Heiling Mountain (1560m above sea level).

2. Climate

Protected areas are tropical monsoon climate, the four seasons is not obvious, affected by the monsoon, generally every year in November to the second year in April is the dry season, the northeast monsoon is dominant, May to October each year is the wet season with thunderstorms and typhoons. The average annual temperature is 21.3 °C, the hottest month average temperature is 22.8 °C (May), extreme high

temperature is 37.5 °C, the coldest monthly mean temperature is 13.5 °C (December), extremely low temperature is 1.1 °C. The average annual precipitation is 1657mm, and the rainfall is mainly concentrated in July to October. With increasing altitude, rainfall and relative humidity are also increased. The Fog is more common in the mountain area. The annual average relative humidity is 84.2%, the soil is moist throughout the year.

3. Water system

Most of the surface water in the park belongs to Changhua River in Hainan, but a small part of the river belong to Nandu River system. There are three major rivers: Nanyao River, Qicha River, Nanqi River. Changhua River tributaries are Yajia River, Tongtianhe River and several small tributaries in the park, originated respectively from Yajia Ridge, Futou Ridge, Huangniu Ridge. As the water is large, there are gaps, forming a lot of waterfalls, of which Yajia Fall is the most famous, and provides guarantee for hydropower and agriculture and forestry irrigation.

4. Plants

Bawangling National Forest Park is rich in plant landscape resources, plant species are abundant, tropical rain forest flora is obvious. There are 220 families, 967 genera, 2213 species of higher plants. Among them, Pteridophyta have 36 families, 73 genera, 131 species; Gymnosperms have 5 families, 8 genera and 13 species; Angiospermae has 179 families, 886 genera and 2069 species. There are more than 103 families, 250 genera, 700 species higher plants. In the forest, there are 37 families, 133 genera and 436 species to become the dominant species or have certain status

among plants. The most important of these are Lauraceae, Fagaceae, Euphorbiaceae, Euphorbiaceae, Dipterocarpaceae, Camelliaceae, Magnoliaceae, Myrtaceae and Gymnosperms Podocarpaceae. They are the main species of tropical rain forest, and constitute the characteristics of tropical rain forest flora, which is the ideal area to carry out scientific research, science education, Plant landscape have lowland rain forest, monsoon forest, mountain rain forest, savanna, palm community, kapok community, sindora glabra community, rocky mountain banyan forest, etc. Overall, the Bawangling National Forest Park has a warm climate, abundant rainfall, a wide range of plants, perfect natural ecosystem, which is suitable for the development of sustainable tourism.

5. Animals

According to Bawangling main vegetation types and topography conditions, animals can be divided into four fauna, they are: 1. Tropical gully rain forest fauna, habitat in the 400-800m above sea level in the lowlands and gully rain forest; 2. Tropical montane rain forest and mountain evergreen forest fauna, at an altitude of 600-1400m in the mountains; 3. Mountain dwarf forest fauna, at the peak of the mountain with an altitude of 1400m above; 4. Low mountain rain forest and mountain grassland fauna, distributed in the low altitude of 350-800m rain forest and grassland. There are 28 orders, 85 families and 365 species higher animals in the reserve. At the national level, there are six kinds of protected animals: Hainan black crested gibbon, clouded leopard, peacock pheasant, giant lizard, Hainan mountain partridge, python.

Hainan black crested gibbon and human are both belong to the same primate

subjects, it is one of the world's only "four" apes, about 5000000 years ago, evolved by the Australopithecus, long-term living in the tropical rain forest, only distributed in Hainan, currently there are only 19s, which is listed in the primates extremely endangered animals. At Yajia mountain and other places, people can occasionally see the black crested gibbon to take rambutan, tung fruit. Yaga River, Nanqi River Basin is full of verdant trees and flowers bloom throughout the year. This is the natural habitat of butterfly habitat, people can see groups of butterflies during each season. So it can carry out butterflies observation, animal science, leisure, sports and fitness activities in the park.

However, it should be noted that the list of flora and fauna still in use today is a very early finding. Four decades of change may have a significant impact on the island's biodiversity. Some local residents and officials also believe that opportunities to observe rare or any mammal species in the wild are becoming less frequent.

5.1.4 Infrastructure

Bawangling National Forest Park now has two main scenic spots - Yajia and Baishitan Scenic Area, while the surrounding accommodation, restaurant and other basic infrastructure are still rare. The road from Changjiang County to the forest park is not very good, and disrepair. Since the public transport network is not very developed, most of the visitors to the Forest Park in the form of self-driving tour, but almost no signpost along the road, causing tourists to stop several times to ask the locals, which greatly reduces the tourists first impression. After entering the area, there is little introduction to various biological, hydrological, agricultural and

socio-economic studies on tropical forests. At the park entrance, there are maps and model of the park and some explanatory media (mainly photos).



Picture 9. The Waterfall in Bawangling National Forest Park (Taken by Mai Jiarui September 2015)

Bawangling National Forest Park has been laid to complete five tour plank roads, which are the "King", "Money", "Love", "Dominance" and "Heaven", and the total length is approximately 7 km. In Yajia area, there are "love", "Dominance", "Heaven" three tour plank roads, and also has a Yajia vacation conference center (Hotel) with unique ecological characteristics. "Love" is the best attraction combined with river, forest, stone, mountain in Bawangling Yajia scenic area. In the "Love", tourists can watch the famous Yajia waterfall that the drop up to 150 meters, and 30 meters wide. There are rumors said that "no view of the Yajia Fall, no footprint to Bawang Ling. "Dominance" is the best place to taste the domineering of Bawangling.

"Heaven" is treated as "the pursuit of success" Road, which is the longest, steepest road in Bawangling park with largest drop. Despite the lack of signs, Bawangling's trails are good, and are generally flat (but also steep some times), making the trail relatively easy to navigate. However, attention should also be paid to the erosion of trails and the narrow space. Baishitan Scenic Area is located at tropical low mountain rain forest, where is 11km from the Bawangling Forestry Bureau. At present, the Baishitan scenic area has been built a tour trail along the cliff - named "Money." However, it must be noted that the signs of the entire park are limited.



Picture 10. One trail in Bawangling National Forest Park (Taken by Mai Jiarui September 2015)

Currently in Bawangling National Forest Park, there are only two hotels. Yajia Convention Center, managed by Hainan Bawangling Yajia Hotel Management company, is located in the original forest field where is 7.3 km from the Bawangling Forestry Bureau, and it covers an area of 40 acres. At present the center has been

completed and put into use 2 luxury villas, 20 sets of luxury suites, 70 standard rooms; 1 large and 1 small conference rooms, the large conference room can accommodate more than 200 people attended the meeting; A large restaurant, which can accommodate 150 people dining. Through the surrounding "Love", "Dominance" "Heaven" three wooden trail along the cliff, visitors can easily and enjoy the charming scenery. The price is between RMB300 and RMB1000 per night and all rooms have a TV and a private bathroom. Although there is currently no rating, the hotel is trying to get a 3 star rating from the Hainan Provincial Tourism Bureau. Another one is - the rain forest old house hotel. This hotel is located at the foot of Bawangling Mountain, Changjiang County. It was originally an old house and old factory building in the 1960s and 1970s. The Bawangling Forestry Bureau commissioned the design company to design and transform it into a forest tourism resort with Li ethnic minority style. The design of this hotel fully reflect the conception of energy saving and environmental protection.



Picture 11&12. The Hotels in Bawangling National Forest Park (Taken by Mai Jiarui September 2015)

5.1.5 Future Developments

"The overall planning of Bawangling tourism stylish town (2011-2030) was published on December 1, 2011. According to the "plan", in 2030, the GDP of

Bawangling tourism stylish town will be expected to reach 3.333 billion yuan, of which the tertiary industry accounted for 83.5%. Bawangling tourism stylish town is located in southeast of Changjiang Li Autonomous County. The town has Bawangling Forestry Bureau, which is the administrative center and transportation hub of Bawangling National Forest Park and Bawangling National Nature Reserve. According to the "planning", the town will face to both inside and outside of the island and even domestic and foreign markets, put tropical rain forest, Li Village and Miao Village, valley pastoral, leisure as the theme, take the Bawangling National Forest Park as the basis, build a developed tourism, good living and ecological environment town to provide sightseeing, health care, leisure resort for tourists. "Planning" determine the range of 312.68 hectares, Including tourism style experience area, Qicha river leisure tourism sightseeing belt and the Huali River characteristic style travel experience belt and so on. In order to provide a good place for tourists to relax, the "Plan" proposes that hot spring and mountain forest as the natural elements to create a series of natural ecological hotels, which will include Hualixi Hotel, Kanghe Hotel and Linqun Inn.

5.2 Site Description – Bawangling Town

The Town of Bawangling is located in the mountainous, and largely rural, northwest part of Hainan Island in Changjiang County. the town sits immediately outside the Park boundary for lands over which the Bawangling National Forest Park has jurisdiction . Established in the early 1960s, Bawangling is included of both Li

and Miao ethnic minority nationality and few Han Chinese. This area possesses a population of 26490, approximately 12,000 reside in the nearest town area proper. Li people, the earliest inhabitants of the area, represent approximately 85% of the total population (Bawangling Forestry Bureau). The majority of Li people in the Bawangling region live in villages that located outside of town and the Park. Bawangling is the key poverty alleviation town in Hainan Province, 90% of farmers living in poverty(Hainan Statistics Bureau). Bawangling Forestry Bureau was formerly a government-enterprise forestry enterprises, operating area of more than 50,000 hectares, and effectively manage the forest resources, Since 1994, the implementation of natural forest protection project, the Forestry Bureau and the protected area workers are gradually change the concept, enhance and improve the awareness of nature protection of nature, and through various means to protect resources, The phenomenon that surrounding people disturb resources is gradually reduced (Bawangling Forestry Bureau). The proportion of children that do not complete primary school education in the surrounding areas count for about 12.8%, Compulsory education is relatively low, illiteracy and semi-illiteracy account for 7.04%(Hainan Statistics Bureau). In addition, the remote and inconvenient transportation, the undeveloped scientific and technological information, exacerbated the poverty and backwardness of the region, and brought some pressure to the protection and management of the protected areas. Poor health conditions and the lack of medical institutions, resulting in high incidence of malaria in Hainan, people are in the poor physical condition.



Picture 13. The traditional village of Li people(Taken by Mai Jiarui September 2015)

The main economic source is farming. Mainly planting rice, sweet potato, corn and other crops and a small amount of fruit, rubber and other economic trees. The backward production methods and cutting or burning phenomenon still exists. In order to relieve the pressure of the surrounding communities on the protected areas, the protected areas have been committed to helping the communities to develop production and improve the construction in recent years. Protected area management firstly help farmers build conservation-type stove, and greatly reduce the consumption of fuelwood; In recent years, for the minority villages, government built the village road to improve the traffic conditions and rule out the problem of water. These assistance efforts have greatly enhanced the ecological and environmental protection awareness of the community.

Li People's way of life is very limited, most of them are engaged in agriculture and animal husbandry. Traditionally, they still rely on agricultural activities to maintain their lives, but with the improvement of traffic and technological progress, also slowly began to sell crops in the local market to make money. In Bawangling Town, the Li ethnic minority is rarely employed by the local government and Bawangling Forestry Bureau. According to the statistics of Changjiang Li Autonomous County, the region's annual per capita income is only 3638-5388 yuan. Although many Han people are also involved in agricultural production, the Han residents in Bawangling are engaged in a wide variety of industries, not just agriculture, they basically control the small and medium enterprises. Similarly, the majority of the posts of the Bawangling Forestry Bureau are occupied by the Han people. All of these reveal a significant gap between Li and Han in the region.

Bawangling town center is quite small, only two major commercial streets with very few major infrastructure, but only including a clinic, a China Post, 3 hotels, a school. Most of the streets in and around the town are dirty and in poor condition. The Bawangling tourism stylish town under construction will improve the current situation. About 26-30 km roads connecting Bawangling to Changjiang and the western expressway are in the same status of backwardness, but are undergoing maintenance during my study. This will make it easier for the Bawangling area to develop its economy. However, a great deal of road cutting damage has occurred in many places during the construction of the road. The main traffic of Bawangling Town and the surrounding area is walking or motorcycle taxi. If the locals want to go

to an economic and cultural center such as Haikou or Sanya, it must first take 40 minutes to get off the western freeway because there is no regular bus from anywhere in Hainan directly to Bawangling. It is inconvenient and time consuming to go to Bawangling without private car.

5.3 The relationship between the local community and Bawang Ling Park

If sustainable tourism development functions effectively, there must be a positive relationship between the inhabitants living near or inside parks and the park itself, including natural resources and the management staff. Ideally, the local residents will become the park administrator or participant in support of conservation work. In return, the residents have access to funds through tourism to develop sustainable resources that support and improve their livelihoods.

5.3.1 Park Resources

From 1950s to early 1990s, there was at least one member of Han people households in Bawangling was employed by the Bawangling Forestry Bureau to do work related to timber harvesting. As a result of the logging ban in Bawangling in 1994, Approximately 300 to 450 staff are unemployed. In fact, 38% of the interviewed residents said they or their families had lost their jobs because of the park. While some retirees and others have moved to other places to find work, many local residents and their families are still unemployed or underemployed. This makes many of the local residents of Bawangling more difficult to support a family. Many inhabitants rely on self-sufficient agricultural production and lifestyles, while others

are more open-minded, selling small amounts of their own crops in the local market. The population of Li people count for 85% of the total population in this area. Almost all of them are poor and receiving government subsidies, they are rarely engaged in commercial agriculture; they are highly dependent on natural resources, although they are no longer allowed to cut down trees. An official from the Forestry Bureau said that the biggest management pressure they were facing is to protect the park from the impact of impoverished Li people. Cai Daocheng, Zhang Qiao(2012, p162-163) point out, many of Li's villages are poor, and they have no choice but to cut down trees and hunt, whatever the limit it is, they must provide financial resources for their families. Despite the logging and hunting ban, illegal logging still occurs and is believed to be mainly due to the needs of the commercial market, particularly the decoration industry and furniture manufacturing. Parks and logistic security personnel are stationed in several areas, patrolling the area to prevent illegal activities. Penalties for illegal fishing and damage to resources include fines and imprisonment, depending on the gravity of the offense. The effectiveness of security patrols and law enforcement was not assessed in this study, However, according to the conversation with staff of the Forestry bureau can understand the resource protection and security patrols is not enough at all.

5.3.2 The relations between Park staff and local residents.

According to the official website of the Forestry bureau, local people have been provided with information on the importance of protecting forests. This is the same as the results of interviews with local residents, The interview showed that

nearly 80% of the residents (n = 60; 1 did not answer) noticed that they had received some information about the park. However, 50% of residents said they were provided information, but do not remember the main content of the information. For those who still remember the information content, the majority of people think that it must connect with the logging ban, the reasons for the establishment of the park and the importance of ecological protection. The interviews also revealed that some residents were still unhappy with losing their jobs and land, and the subsequent lack of attention to the well-being of local people also made them angry. The idea of 2/3 (40) is recorded, mainly including: life is more difficult, hard to find a job, local officials do not act, ignored, hope can also participate in the decision process. Although some people who lost their land were offered new housing, there were also residents who said they had not received any financial compensation. In order to encourage the Li people to support the protection of the Bawangling Forestry Bureau, all villages in the area were apparently provided with information shortly after the establishment of the park, including agricultural seeds and certain compensation. However, the interviewed local Li people (M1) also expressed dissent, said the Forestry Bureau has never provided information, and his village did not receive any financial compensation. In practice, neither the Han nor the Li can participate in the planning of the park. This will, to a large extent, make it difficult to develop parks and sustainable tourism in the area.

5.3.3 Management of local residents

Local residents have a good comprehension on the construction of Bawangling

National Forest Park. Only 2 of all residents surveyed (n = 60, 1 did not answer) were unaware of the presence of parks in the area, and among those who know, only 10 people do not know the reason behind the establishment of the park. The two most common reasons for the establishment of "parks" for the local population are the protection of forests / ecology / animals (62%) and the development of tourism (30%). Local residents normally support the construction of Bawangling National Forest Park. Another 26% of the residents considered the overall situation to be good, but also gave some comments, such as loss of work, the government will be the main beneficiaries. Only 6% of the residents that "park" is a "bad thing." (99%) interviewed people (n = 60; 1 did not answer) indicated that protection of the resources of Bawangling National Forest Park was important to them. Residents believe that one of the reasons for conserving park resources is that they affect the climate in the region. The impact of climate and human health is the second most common cause of why residents think it is important to protect forests. The interviewed local Li communities also acknowledged that forest conservation is important and is beneficial to the climate improvement, the storage of water resources and the welfare of future generations. When I interviewed them to ask whether Bawangling National Forest Park was positively and / or negatively affected by their financial income, 40% of the residents responded positively. More than a quarter (26 percent) said the park had a negative impact on their lives, with almost a fifth (16 percent) saying the park had a positive and negative impact, and 17 percent said parks has no effect to their life.

Although local residents have a good understanding of the reasons behind the

establishment of Bawangling National Park and believe that forest protection is important, but the effective management and propaganda has not penetrated into the lives of local residents. Some people notice the positive impact, but others do not quite believe the value of the park. Although the establishment of the park has great potential for sustainable development, but this will largely depend on whether the Park will provide sustainable benefits to the residents of Bawangling in the future.

The study shows that the rapid development of tourism in the Bahrain Ridge region is mainly due to government involvement in the joint venture to take action to establish a national forest park. In the process, the lifestyle of the nearby Li ethnic groups has been substantially modernized and out of poverty, as the government expects. Many changes are beneficial to the health and well-being of the population. In particular, the construction of water supply and drainage systems, the construction of latrines and the easy access to nearby local centers are widely recognized as key indicators of human basic needs and primary health care.

5.4 The relationship between the local residents and the tourism industry

The development of sustainable tourism destinations is conducive to the relationship between local community residents and tourists. If sustainable tourism development is to succeed, there must be strong support from the local population. The positive attitude towards tourism in one place depends on whether the local residents are receiving socio-economic benefits or some benefits form compensation which will limit access to resources that they relied on before the sustainable tourism

development. In order to allow local residents to actively participate in, which can be through active intercultural exchanges with local residents, access to greater opportunities to enhance the tourism experience.

Bawangling National Forest Park tourism industry is at an early stage of development. The number of tourists and their economic benefits can be very limited. The vast majority of tourists are domestic tourists. After the interview of park officials and hotel management staff can learn that the average length of stay of tourists is one night, Some visits are only for day trips; weekends and holidays are the busiest times. The majority (80%) arrive by private car or tour bus organized by travel agency. In addition to the holiday time, there is currently no reason to allow tourists to stay in Bawangling town after finishing the visiting of Bawangling National Forest Park.

However, as noted above (Section 5.3.3), 40% of the residents believe that the Park has had only a positive impact on its life since its inception, mainly in terms of local economic benefits. It is important that attitudes towards the development of tourism are largely based on perception, not actuality, cost and effectiveness. When asked about their feelings about tourism and the potential development of Bawangling National Forest Park tourism, 75% of residents said they "welcome more" (usually based on believing that local economic benefits will increase). Another 20% said they also welcome more visitors but give comments such as they will not be beneficiaries, participation in planning and management will be important, road conditions and parks need to be improved to attract more tourists. As to the development of the tourism industry will have a negative impact on local residents, most local residents

have an optimistic attitude. The interviewed Li people also think that the development of tourism will be beneficial to increase the sale of agricultural products and enhance the local economy. Despite the limited travel-related benefits so far, most officials and residents seem to believe that the tourism development of Bawangling National Park will bring economic benefits to the community.

5.5 The Relationship between Tourism and Bawangling Park

The provision of quality educational materials and interpretive media at sustainable tourism destinations is a fundamental responsibility of park managers. Interpretation is essential to improve the experience of sustainable tourism. It can convey information that can instill greater environmental awareness and support for conservation activities among visitors and community residents. As a key component of a quality experience, the development of sustainable tourism can contribute to the popularity of the park, thereby increasing park revenues. In turn, tourism revenues generated at tourist destinations can make a valuable contribution to conservation and general management activities. Thus, ideally, tourists receive a quality experience and, in return, provide financial and moral support for the destination's conservation activities.

5.6 Sustainable Development Model of Bawangling National Forest Park

The natural ecological theme-based development model generally refers to a place that the geographical location is more remote, traffic is inconvenient and

inaccessible, the original ecological environment is good, species are rich, natural conditions and natural tourism resources are abundant. Bawangling National Forest Park can be applied by this model. We should make full use of biological diversity and natural ecological environment in Bawangling National Forest Park to develop the tourism that mainly for sightseeing, leisure, business meetings, forest sports, forest adventure, health and so on.

In terms of sightseeing and leisure: Bawang Ling has a wealth of landscape resources, is the most important feature to attract tourists, On the basis of available resources, Planting rare species, and planting beautiful flowers, to break the visual limitations of the rain forest tourism. For example, we can establish tropical botanical gardens, flower plantations; rain forest gondola, forest resort hotel and theme restaurant. In terms of Business meeting: fully integrate with the forest resources and existed conference facilities to build such as forest camps, conference hotels, forest conference center, performance center. In terms of animal observation: Bawangling is the main habitat of the gibbon, and should be fully protected and carefully exploited, such as the construction of the black crested gibbon museum. Li ethnic minority tourism: Bawangling National Forest Park and its surrounding is the Li ethnic areas, because the rich ethnic customs and the original ecological preservation is relatively intact, we can develop some Li-style products. For example: Li customs display, the original cultural display of Li, Li snacks and food, Li handicrafts, ethnical villages and so on. Health rehabilitation: Since ancient times, China has clearly recognized that the value of convalescence, medicine, health care in the forest area. Bawangling

has a high content of negative ions in the air, which is far exceeded the level of adjuvant effects and can be developed into forest oxygen bar project, forest nursing homes, or traditional Chinese medicine herbal farm.

Bawangling Forest Park Marketing

1. Internet marketing

At present, the internet has been around every corner of the world, the establishment and maintenance of forest park website is very important, Although Bawangling Forest Park already has its own website, but should be further on the use of cyberspace to promote Forest Park and provide online service platform to attract more users.

2. Event Marketing

Forest Park can hold influential activities to attract attention, such as hosting some large-scale festivals or events. At the same time we can print travel pictures, promotional materials, as well as television interviews and television entertainment activities to expand the visibility.

3. Film and television tourism marketing

The tropical paradise Yalong Bay Forest Park tasted the sweetness from Film and television tourism. Paradise Bird's Nest Resort is the world's top forest resort, located in Yalong Bay, the construction techniques in China is rare. It is the famous film (You Are the One 2) the main shooting location, has become a high end holiday destination. For most of the local government and companies, when implement the scientific expedition and effective tourism publicity, we must fully understand local

conditions, follow the laws of marketing, and reference successful experience.

The protection level of landscape resources in Bawangling National Forest Park can be divided into special protection, important protection, and conventional protection of three levels. Plank Road around the tropical forest landscape and the Yajia Waterfall should be listed as special protection. Special Protection Area should control the number of visitors, visitors can not travel from the plank road along the cliff into the rain forest. In addition to the above measures, should prohibit any form of climbing, characterization, beat. Control the size of visitors, so as not to cause destruction of attractions and their surroundings. in the general protection areas should be prohibited to cut firewood, quarrying, land borrowing and deforestation. Need special emphasis on the Bawangling gibbons are rare and protected animals, need to focus on protection, visitors can not maliciously hurt.

Chapter 6 The strategy and construction of Hainan sustainable tourism

6.1 Strategy background of sustainable tourism development in Hainan

Tourism sustainable development is an economic development model that is used to improve the quality of life of local communities, to provide high-quality experiences for visitors, and to maintain the quality of the environment that local communities and tourists rely on. However, there are differences in tourism development patterns in different countries, for the country that insists on government-led macro-tourism development strategy like China, How to effectively promote the sustainable development model and successful experiences of tourism sustainable development through effective macro-policy measures to ensure the sustainable use of tourism resources and the sustainable development of tourism industry has become a major problem facing local governments in China.

At present, apart from the good ecological environment, Hainan's sustainable development capacity is relatively speaking, only at a moderate level, due to the late start of development, poor foundation, the low overall level of economic and social development in Hainan, the task of protecting the ecological environment, adjusting the economic structure and promoting scientific development is still arduous. Currently, the Chinese government has formulated a series of preferential policies to support the construction of international tourist island and ecological province of Hainan. It will arrange the central budget and other central special investment in infrastructure, ecological construction, environmental protection, poverty alleviation

and social undertakings, meanwhile, the central government gave Hainan western development policy which will give special support of capital, development and other aspects.

Hainan need to work harder, adhere to the concept of sustainable development and ecological province construction policy, promote resource conservation and environment-friendly social construction, and explore the harmonious development of man and nature, to strengthen the construction of ecological civilization, to improve the sustainable development of social and economic capacity of Hainan, according to resources and environmental carrying capacity and comprehensive development conditions, to determine the functional zoning, optimization of regional spatial layout, increase the central mountainous areas, ethnic minority areas And poverty-stricken areas to further improve the people's production and living conditions, and strive to make Hainan become China's famous sustainable ecological demonstration zone.

Hainan Island is a place with beautiful coastal scenery and rich in tourism resources, Hainan island possess lots of beautiful tourist attractions, it not only has the capital city- Haikou with "Greentown" reputation, the Yalong bay with "China First Gulf" reputation, Sanya bay, Dadonghai bay and so on. But actually Hainan island tourism development process was a tortuous history. Sanya Bay region has experienced the lessons of development. In the early 1990s, in the first round of tourism development boom in China, in just over a year, dozens of architectures, guest houses, hotels, etc. operated by different owners were built in the main scenic spots of this beach. As Sanya Bay built within the breakwater and other buildings

close to the tide, which was undermining the marine sports and beach self-purification function, and resulting in the beach atrophy and deterioration. The sand color of Sanya bay gradually gray, the original gentle intertidal beach became undulating, and form many water trough. Construction has become Sanya Bay "environmental killer."(Li Yongwen, 2011) Sanya Bay for the wrong development has paid a heavy price, which has become lessons for sustainable development of Hainan Island tourism.

6.2 Characteristics and principles of sustainable tourism development management in Hainan Island

The policy is the state or party in order to achieve the proper route and tasks in a certain historical period to formulate the action guidelines for the state organs or party organizations. Broadly speaking, it is a policy system composed of various policies, with a variety of carriers and forms of expression. It not only includes laws, regulations and administrative documents promulgated by the state, but also involves the government's management system, operational mechanism and so on. Therefore, the formulation and implementation of policy is essentially a concrete manifestation of national macro-control management. To realize the sustainable development of Hainan island tourism is not only the basic prerequisite for the development of tourism industry in Hainan island, but also an important challenge for Hainan island in the future. It is clear that the characteristics and principles of sustainable tourism

management in Hainan island are the keys to formulate the corresponding policy system.

6.2.1 Characteristics of sustainable tourism development strategy in Hainan island

1 Systemic

Hainan island sustainable tourism development strategy should be based on the entire social and economic development in Hainan island region, analyze the constraints and difficulties of Hainan sustainable tourism development systematically, and determine the focus of the sustainable development and the protection scope of fragile ecological areas. Generally speaking, the sustainability of tourism industry development depends on the self-restraint of tourism development behavior and the scientific operation mode. It is the main way to ensure the sustainable tourism development that the government uses the scientific policy guidance, systematically and scientifically planning the layout of the tourism resources development. The special nature of Hainan island is that the Hainan island region is facing the historical opportunity of economic development and international tourism island policy. With the development of social economy, the disturbance and damage to the fragile ecosystem of Hainan island can not be completely avoided. As a strong supporting industry, the sustainability of tourism in Hainan island will be closely related to the sustainable development of the whole region. Therefore, the systematic formulation of Hainan island sustainable tourism development policy is the inevitable requirement of this region.

2 Comprehensive

The management of tourism sustainable development in Hainan island is more comprehensive in content and field than in the past single - objective industry management, and involves more complex management subjects' coordination. Hainan island sustainable tourism development of comprehensive reflected in: integrated tourism management system of Hainan Island, integrated policy of development and utilization, the integration between the management departments, the integration of Hainan Island disciplinary research, and so on. Comprehensive sustainable tourism development in Hainan island requires the construction of a scientific and rational policy system, so that the tourism industry about the management system, operational mechanism and local laws and regulations can meet the requirements of sustainable development and achieve the objectives that tourism industry can develop healthily and steadily.

3 Dynamic

Hainan Island has risen to a national strategic development, which is located in center between the Pan-Pearl River Delta Economic Zone and the Beibu Gulf Economic Zone. Is not only the most convenient access to the sea in southern China, but also is an important bridge to promote comprehensive cooperation between China and ASEAN. On the one hand, Hainan Island is rich in submarine oil and natural gas resources, marine living resources, mineral energy resources, tourism resources and animal and plant resources; on the other hand, it must also face the changing population and socio-economic condition, as well as the changing needs of resources

for social development. At the same time, the rapid expansion and development of the tourism industry will exert various influences on the natural physiognomy and hydrological processes of the region, and bring the ecological system of Hainan island into dynamic change. Therefore, the management of Hainan sustainable tourism development should establish the basic concept of dynamic.

6.2.2 Principles of sustainable tourism strategy in Hainan island

1 The principle of risk prevention

The principle of risk prevention of sustainable tourism development in Hainan island means that the tourism development activities of new projects must be determined in advance through scientific planning and environmental impact assessment (even ecological risk assessment), whether the project development will give Hainan island unacceptable social, economic, and environmental impacts in order to be able to correct in a timely, minimize the blind exploitation of resources and cause irreversible losses. The principle of risk prevention also means that for the development of projects such as industry and agriculture, we should scientifically weigh the possible risks and impacts on the surrounding tourism resources.

2 The principle of management by law

The management of sustainable tourism development in Hainan island belongs to a special integrated administrative management. Due to the large scope of management, many involved departments and the long implementation time, kinds of uncertain factors may cause the Hainan sustainable tourism management to face many unexpected problems. Therefore, to ensure the smooth implementation of sustainable

tourism development management in Hainan island, must be based on the law. Through the development of Hainan island tourism strategies and regulations, so that the law is the basic premise to ensure the management according to law.

3. The principle of public participation

Community participation is one of the core contents of international sustainable tourism development practice. Community residents to participate in sustainable tourism activities and services, on the one hand can enhance local unique original tourism and cultural atmosphere, improve the attraction of tourism; More importantly, it is only to guide the local community residents to participate in sustainable tourism planning and development, management process, and from the tourism industry to obtain economic benefits, which can make them to support sustainable tourism development, and consciously maintain local resources and the environment. Through community participation, improving the cultural quality, environmental protection consciousness and the living standard of community residents should be one of the effective ways to promote the sustainable tourism development of Hainan. The principle of public participation requires the stakeholders of sustainable tourism development in Hainan to participate in the project, so as to realize the openness and transparency in the planning and decision-making of the integrated management of sustainable tourism development in Hainan. Public participation and support will help to enhance the tourism development and utilization activities of various stakeholders on the characteristics and value of Hainan Island, Provides a mechanism for negotiation and coordination, and integrates the work of

various departments, thus promoting the sustainable development of tourism in Hainan Island. The public participation largely determines the effect of tourism sustainable development.

4 The long-term principle

Integrated management of sustainable tourism development in Hainan Island will be a long-term process. The ultimate goal of sustainable tourism development is long. It can be divided into short-term, medium-term and long-term goal distribution. (According to relevant experience, it takes about five years to realize a stage goal). The implementation of the previous goal is the basis for the next goal implementation. With a long-term perspective to examine the changes in the environment, We can know whether the ecological environment changes caused by certain tourism development and management activities are cumulative or whether they meet the load limit of the environment.

5 Carrying capacity control principle.

Sustainable tourism resources and the environment have a range of carrying capacity for their tourism development and utilization beyond which the sustainable tourism resources and the environment will be destroyed. Therefore, sustainable tourism development in Hainan must pay attention to resource and environmental carrying capacity control. Through vigorous use of scientific and technological means, focusing on quantitative analysis, scientific monitoring of sustainable tourist attractions tourist capacity and environmental carrying capacity; The evaluation of the environmental impacts of the project and the tourism activities in the sustainable

tourism area, and the establishment of a strict sustainable tourism management system to control the total amount of tourists entering the area and the intensity of tourism activities.

6 Market oriented + supply-oriented principle.

Tourism development to the market, which has become the current consensus for the development of tourism in the world, Especially for Hainan that face to similar tourism competition around it. Therefore, the development of sustainable tourism in Hainan must be accurate market positioning, according to the needs of target market groups and its development and changes to make tourism products, to meet the needs of sustainable rationalization of tourists, and constantly expand the tourist market. However, sustainable tourism, after all, is different from the traditional mass tourism, it can not pursue the growth in the number of tourists and improve economic efficiency as the main objective, it should pursue the appropriate profit growth, but also pursue the sustainable development of ecological resources and the value of the environment. Therefore, we must respect the local status of sustainable resources and the environment itself, understanding of its carrying capacity and natural repair capacity of the limited, in accordance with its protection and sustainable use requirements, to achieve "supply", controlled tourism development and business activities. This is a necessary and wise choice, especially for natural resources that are difficult to regenerate and recover, such as the original tropical rain forest landscape, the conservation of biological populations, and historical heritage. In view of this, the

future of sustainable tourism development in Hainan must take market-oriented supply-oriented principles.

7 Funds return principle.

In order to ensure the protection of resources and the environment, the tourism administration departments should ensure the return of some economic income from sustainable tourism development to the ecological environment through measures such as the collection of ecological consumption tax and the establishment of ecological environment protection foundation, which can be used to protect and repair the adverse impact of tourism activities on the environment and resources to ensure its sustainable use potential.

6.3 The operational mechanism of sustainable tourism development in Hainan

1. Market Cultivation Mechanism

Promote the sustainable development of tourism economy in Hainan Island, can not rely entirely on government investment, we must establish a market cultivation mechanism. For the tourism industry development in Hainan Island, in addition to ecological construction, municipal public facilities and other needs of government investment in construction, many tourism construction, new industries are inseparable from the construction enterprises, it is necessary to accelerate the cultivation of market competitiveness of enterprise groups , Which is the key to achieve sustainable development of tourism and economic development in Hainan. To

strengthen the main body of Hainan tourism market cultivation, first of all, it need to actively expand investment, attract domestic and foreign strategic partners, large groups to participate in tourism development and construction of Hainan Island, and form mutually beneficial and win-win development pattern. Secondly, we should guide and encourage the local powerful state-owned and private enterprises to actively participate in the development and construction of tourism,while accelerating the development and construction of tourism, cultivate and strengthen tourism enterprises. Finally, we should actively promote and give some beneficial policies to the small and medium-sized tourism enterprises from different angles and make them to participate in and stimulate the construction and development of Hainan tourism industry.

2 Community residents participation mechanism

Taking the community factor into consideration, it is necessary to establish the participation mechanism of community residents in the development of Hainan Island tourism, and to realize the sustainable tourism development in Hainan. Community residents participation is a special mechanism to reflect the will of community residents, which includes tourism development planning, tourism business activities, environmental protection and social and cultural protection and other aspects. Especially in the planning stage, you can learn from the tourism planning model in developed countries. In the tourism planning of developed countries, planning is not the privilege of planners because of the public's direct participation in planning. The planning of tourism has changed from a single economic goal to a multiple objective

of social economy, ecological environment protection and cultural resources integration. Community participation planning, on the one hand, reflects the will of the community residents, is conducive to cultivate the sense of autonomy and make them take part in tourism activities more actively, and its implementation process more operably.

3 Compensation mechanism of ecological restoration

In order to promote the sustainable development of Hainan tourism ecological environment, it is necessary to establish compensation mechanism of ecological restoration. At present, The environmental protection and ecological construction in Hainan, mainly rely on the country' s financial support and local financial support, which cause problems such as: the system is not flexible and difficult to determine the standard; management and operation cost too much; the government is facing increasing financial difficulties. Therefore, we should actively promote the market-oriented environmental protection and ecological construction, the establishment of ecological compensation mechanism to speed up the ecological construction in Hainan. The establishment of market-oriented ecological construction compensation mechanism: First of all, in all types of tourism project construction planning, should include ecological construction of specific measures, and as a prerequisite for project approval. Secondly, it draws lessons from the principle of "new problems and old problems are treated separately" which is adopted by most countries. The ecological damage caused by history is mainly governed by government and solved by public payment. On the new issue of ecological damage,

enterprises should be fully responsible for governance and recovery, And should be based on the environmental assessment of environmental organizations to compensate external impact as a special fund for ecological construction. Finally, a variety of ecological compensation methods can be established, such as financial compensation, material compensation, policy compensation and intellectual compensation, so that all those who contribute to the ecological environment protection and ecological construction in Hainan and those who suffer damage in ecological damage can get The corresponding compensation.

4 Tourism management integrated coordination Mechanism

The establishment of a comprehensive tourism coordination mechanism is to build a "national, provincial, city and county" four levels of coordination mechanism on the basis of the current administrative system in China, and then consult and decide on the related issues of sustainable tourism development in Hainan. First, the relevant state institutions to monitor, manage and guide the development of tourism industry in Hainan, as well as plan sustainable development of tourism resources in Hainan. Second, play the advantages of Hainan Island and the surrounding areas and features,And then jointly plan, protect the ecological, invest funds, and promote the cooperation and development of Hainan Island and the surrounding areas. Third, to carry out the overall marketing of the city, establish the image, and strive to tap the valuable tourist routes to achieve line sharing and line docking, maintain environmental protection and construction work, and form deep-level cooperation mechanism in the capital, resources, human capital and so on. Fourth, according to the

tourism resources development and protection of the relevant planning requirements, implement tourism policy, supervise major tourism projects and key tourism product development and construction, strengthen market supervision, participate in the overall marketing plan.

5 Social environment optimization mechanism

Tourism destination social environment is the background of sustainable development of regional tourism, is the primary factor affecting the experience of tourists. To create a good social environment needs to start from many aspects. In the social atmosphere, we can set up columns, topics through multiple medias like television, Internet stations, newspapers to introduce sustainable tourism development in Hainan island, cultivate the friendly relationships among local residents, surrounding environment and tourists, and create an inclusive international comprehensive tourist destination. In the construction of related tourism industry, it is necessary to raise the level of public transportation, retail, catering, accommodation, theatrical performances and medical treatment according to international standards, formulate job training programs for employees, improve the ability and quality of receptionists in English and other languages; It should develop the corresponding standard service standards for tour guides, shopping guide, commentary and translation and other industries. In the construction of the security environment, it is necessary to strengthen the work of tourism security, crack down on a variety of crimes which is endangering the personal safety and property of tourists. Tourism management departments should check the hotel 's security measures to strengthen the

investigation of tourist attractions security risks and establish tourism emergency center to develop tourism security plan. In the construction of spiritual civilization, In the construction of spiritual civilization, the focus is to cultivate good habits of the hospitality for local residents, and to prevent bad behaviors like force shopping, bad service attitude, fake and shoddy tourism products and so on.

6.4 The strategy and model of Hainan 's sustainable tourism development

6.4.1 Strategic objectives

Making the superior natural environment and rich unique eco-tourism resources as the basis, Making the tropical seaside islands, hot springs and tropical rain forest landscape as well as Li Miao ethnic customs as the main features, Making a number of high-grade sustainable tourism demonstration zone as the core, And striving to build Hainan island into a first-class and internationally-renowned multi-functional sustainable tourism destination in a decade. Some sustainable tourism areas will become distinctive national-level sustainable tourism demonstration areas, and sustainable tourism will become the main pillar and power Industry of tourism in Hainan Province.

6.4.2 Strategic thinking

The strategic thinking of sustainable tourism development in Hainan can be summarized as follows: Take a road with the characteristics of Hainan's sustainable development that based on the strategic objective of sustainable tourism development in Hainan Province, and drawing on the successful experiences and practices of

sustainable tourism development both in China and abroad, based on Hainan's local conditions and domestic and international tourism development environment, through government-led, market operation, unified planning and scientific management, Protection, coordinated development, innovative cooperation and other methods and strategies. Take the following development strategies:

1 Government-led strategy

To play a leading role in government is the success of many countries abroad, the key to sustainable tourism development. Therefore, on the basis of respecting the development of tourism economy, Hainan governments at all levels should strengthen the tourism management function and carry out macro - control on the sustainable development of tourism: Through the development of scientific development planning, to strengthen the guidance for sustainable tourism development: through the development and improvement of industrial policies, advocacy for sustainable tourism; Through the development and implementation of relevant laws and regulations to strengthen the protection of the ecological environment and tourism market norms, and create a good sustainable tourism development environment; Through the provision of information services for tourism enterprises to actively guide the right direction; Coordination of relevant stakeholders in sustainable tourism through appropriate administrative interventions; Through organizational advocacy and overall promotions to promote the overall image of the local sustainable tourism industry.

2 Protective development strategy

Future developers and managers of sustainable tourism in Hainan must focus on the protection of sustainable tourism development resources and environmental foundation. To fully appreciate and cherish the value of sustainable tourism resources and the environment, as far as possible to maintain its original appearance and integrity; We will carry out the protective development policy of "Developing in Protection to Promote Protection", especially for the original tropical rain forest landscape with rare and unique fragility, cherish the ecotourism resources such as wildlife, coral reef and mangrove, Must be strictly protected, to eliminate blindness and predatory development of the act; To avoid the new tourism facilities and native landscape uncoordinated and other constructive destruction of behavior. At the same time, it is necessary to actively carry out the construction of the environment and ecological cultivation of scenic spots to promote the sustainable development of tourism resources and the protection of the environment.

3 Overall coordinated development strategy

Hainan has a variety of sustainable tourism resources, such as tropical island scenery, marine life, hot spring, tropical rain forest landscape, wild animals and plants, ecological agriculture resources and historical culture, ethnic customs and so on, not only rich in species, but also has a centralized distribution and reasonable combination Advantages (such as Sanya tourist area has the above types of resources and combination of advantages). Therefore, it is necessary to integrate the above sustainable tourism resources into the overall planning system of Hainan tourism development from the point of view of the whole and system, and develop a number

of integrated product systems, which can reflect the different characteristics of various resources, but also produce a variety of the complementary effects of product portfolio. On the other hand, for tourist areas with similar resources, it should be avoided development process of repeated construction, homogeneous competition phenomenon in the past, take the difference and characteristics of the business road to create the overall development of Hainan sustainable tourism and coordination and cooperation system through the overall planning and coordination of regional interests, according to their respective resource base and development conditions. Such as tourism resources for the hot springs, different places according to the size of hot springs, water quality, traffic location and other conditions, develop into physical therapy spa, entertainment spa, mountain hot springs, and other different products respectively. In addition, tourism development and construction, it should be noted that tourism facilities and tourist areas of the landscape and the surrounding environment should be coordinated and meet the landscape characteristics and sustainable tourism connotation and mood.

6.4.3 Development Mode

1 Development input mode

The traditional concept of tourism development that the tourism industry is a "low-input, high-output" industry, and only the funds as a major factor in tourism development to consider. The misunderstanding of this concept is that people do not see the value of tourism resources, think that "resource is priceless" and "knowledge is cheap." The result is the disrespectful behavior of resources and environment in the

process of tourism development, As well as in the development of tourism planning is not refined and the damage of use. For a long time, Hainan tourism development based on the above concept of tourism development and extensive development and investment on the basis, due to short-term economic interests and tourism effects and other reasons, the tourism resources and environmental protection are both lack of adequate capital investment, but also lack of proper knowledge, technical input and other security, Many tourist areas are often experienced a short period of prosperity in the early development , and soon there will be damages on tourism resources and environment.

In order to avoid the similar problems of sustainable tourism development in Hainan, this paper create "3Z" development investment model to guide the future investment of sustainable tourism development in Hainan: Sustainable tourism development investment should not only consider a single capital investment, but also the resources and knowledge should also be taken into account, and form the resources (ZIYUAN) - knowledge (ZHISHI) - funds (ZIJIN) "3Z" development investment model: First of all, should be recognized "resources have value" and establish the concept of value, protection of resources and the environment, so that resources in the tourism industry can account for a certain share of economic benefits, and insist on capital return for the maintenance of resources and the environment; Second, to fully understand the value of knowledge for tourism development, its value should be reflected in the whole process of sustainable tourism development, especially in the Hainan characteristics product, the creativity and marketing

management; Third, we must pay attention to sustainable tourism development in the capital investment and rational use. In terms of "3Z" development model, the resources and knowledge investment is the prerequisite for the development of sustainable tourism, capital investment is the key factor to ensure.

2 Development Management Mode

In view of the current development of Hainan tourism management system is not perfect, the degree of poor coordination of the relevant departments, this paper consider the implementation of new management mode -CTM management model: on the basis of the original Tourism Bureau, Tourism Management Committee should be set up and establish its core position in the sustainable tourism development management. The committee takes the tourism bureau as the main body and involves various departments such as planning, urban construction, land, agriculture, forestry, water conservancy, environmental protection, traffic, garden, culture, industry and commerce, and let the government leaders to serve as the director of the committee.

All types of tourism development and management related to government departments are coordinated through the Tourism Management Committee; In addition, through it Can carry out business guidance for the tourism industry, carry out supervision and services for project construction and business activities, conduct guidance and education for participation of community residents, and provide administrative services for tourists, etc. The relevant stakeholders can be integrated into the sustainable tourism development management system; At the same time, it should guide the parties to actively participate in the development of sustainable

tourism development, strategic planning and related policies, and the overall image of tourism promotion, coordinate the interests of the relevant subjects in order to achieve the unified management and co- ordination arrangements of the sustainable tourism development in Hainan, So as to deepen the reform of the tourism management system, change the current status of the scattered management of tourism industry, to eliminate the tourism enterprises free development, redundant construction, vicious competition and other undesirable phenomena, in order to ensure the tourism development coordination and sustainability.

3 Develop layout mode

To adopt a reasonable pattern of tourism development space layout is the request to optimize the allocation of tourism resources and rational use. According to the geography spatial distribution structure and development condition of Hainan sustainable tourism environment and resources, The sustainable development of Hainan tourism space can be used "four laps four districts" model -On the macro , four sustainable tourism concentric circle patterns, and on the micro, Scenic four function zoning mode.

(Macro) concentric development model - four sustainable tourism circle

According to the geographical differentiation of the surface of the earth, according to the differences of natural geographical conditions and traffic location conditions of Hainan Province, the sustainable tourism development area of Hainan can be divided into four sustainable tourism circles: Central mountain tourism circle,

Coastal platform tourism circle, Coastal tourism circle, Marine tourism circle. The basic characteristics of each tourism circle and development direction are as follows:

Central mountain tourism circle

Resources and environmental characteristics: mainly tropical rain forest, tropical rain forest and other ecological systems; Primitive nature, a wide range of rare wild animals and plants; Ethnic customs is very strong. The main direction of tourism development: Tropical virgin forest sightseeing, investigation, Quest; Li Miao ethnic minority customs inspection experience.

Coastal Platform Tourism Circle

Resource and environmental characteristics: The scrub and grassland ecosystems are mostly in the general state. The surrounding coastal plains are mostly agricultural gardens and artificial forest ecosystems. They have unique volcanic cone hills, caster peaks, cave landscape and hydrological scenery (hot springs, waterfalls and rivers , Reservoir). The main direction of tourism development: hot springs recreation and leisure, tropical agricultural ecology, special landform sightseeing inspection.

Coastal tourism circle

Resources and environmental characteristics: a long coastline, the Gulf numerous, high-quality sandy beaches, blue sky blue sea, coconut forest groups; coral reefs, mangrove resources rich and peculiar; artificial breeding landscape. The main direction of tourism development: tropical seaside eco-tourism, recreation and fitness entertainment, coastal marine ecosystem tourism, coastal farm tourism

Marine tourism circle

Resource and environmental characteristics: Sea area is vast, marine organisms are numerous, the island ecosystem is strong. The main direction of tourism development: marine life viewing, diving sports, ocean expedition, island exploration, etc.

(Micro) sustainable tourism scenic area functional zoning mode - four functional zoning

The sustainable tourism function zoning is developed on the basis of ecological function zoning. Through the sustainable tourism function zoning, the degree of tourism development can be determined according to the ecosystem function of different regions, and corresponding sustainable protection measures should be formulated to make the tourism area evolve naturally and be affected by human activities to the minimum. China and most countries in the world are using the model of functional zoning planning in the development of tourist attractions practice, and play a better development and protection generally. Such as the famous Gunn model (C.A.Gunn has proposed the national park tourism zoning model, the park is divided into key resource protection areas, low use of wild areas, scattered recreation areas, intensive recreation areas and service communities)(C.A. Gunn, 2002); The National Parks Model of Canada (generally using a five-zone approach, ie, special protected areas - areas that must be strictly protected because of the presence of rare or endangered species, are generally not open to use; wild areas - restrictive access, decentralized land use ; The natural environment area - the edge can allow motor

vehicles to enter, visitors must enter the designated entrance; recreation area - a large number of construction services reception facilities, light motor vehicles can enter; park service area - a village area).China's domestic Huangshan Scenic Area, such as the three-level protection model (The first grade protected area - the best part of the landscape, not artificial transformation, visitors are generally not allowed to enter; the second grade protected areas - absolute protected areas, as an important part of the scenic area, you can build some artificial buildings and roads Facilities, but not undermine the natural landscape; third grade protected areas - general construction projects must be in strict accordance with the planning requirements, not free to damage or increase the building).

Drawing lessons from the successful experience of the functional zoning model in China and abroad, Combined with the development status of sustainable tourism resources in Hainan, this paper argues that the sustainable tourism scenic spots in Hainan can be managed by referring to the following four functional zones:

1 Special protected areas

high-grade, scarce concentration of ecological resources distribution area, The ecosystem is highly sensitive and fragile, and it is a protected area of rare or endangered species and biodiversity, and has special significance in ecological protection. It prohibit the development of artificial; tourists are generally not allowed to enter (expedition, expeditionary personnel can be restricted access, but no any harmful act to the ecological environment)

2 Key protected areas

Sustainable tourism area is an important part of sustainable resource-rich and has a high conservation value, usually located in the edge of special protected areas. Limited development, and must be in harmony with the original ecological environment; tourists moderate restrictions on access; small-scale tourism activities, decentralized; strict implementation of ecological landscape maintenance works.

3 General protection areas

The quality and richness of sustainable resources are lower than those of special protected areas and key protected areas, but some scenic spots are of high conservation value and have certain ecological protection significance. It can build a certain scale and quantity of tourism facilities and projects, but the construction project must be through the environmental impact assessment and in strict accordance with the planning requirements, not free to undermine the ecological landscape

4 Recreational service areas

Generally located in the outer areas of sustainable tourist attractions, landscape resources are less, but its protection for sustainable tourism to the maintenance of the system has a certain significance. In this area can be carried out recreational tourism projects, and as a tourist reception service area, but it should limit polluting enterprises.

6.5 Improve the Construction of Hainan sustainable tourism development

6.5.1 Develop and implement a scientific and sustainable tourism development plan

Scientific sustainable tourism development planning is the prerequisite for the sustainable development of tourism. In order to prevent the free development, redundant construction and other phenomenons in the past, the development of sustainable tourism in Hainan must strengthen the strict scientific planning. First of all, should establish a sustainable tourism development coordination group led by the provincial government to guide Hainan 's sustainable tourism development; And then combine with the long-term planning of Hainan' s economic and social development to formulate the overall tourism planning of Hainan Island by organizing experts to conduct the investigation and research of sustainable tourism resources in the whole province, the sustainable tourism market analysis and feasibility demonstration, and guide the various cities and counties to make appropriate sustainable tourism development plan, so that can guide and coordinate the province's sustainable tourism development. In addition, there is a need to strengthen the monitoring of sustainable tourism development. After approval of the Sustainable Tourism Development Plan, it should publish the content of sustainable tourism development and management standards through the media to the whole society, So that relevant enterprises and the public can fully understand the status of sustainable tourism, development direction, structural layout and arrangements, and cooperate with the competent authorities to find, report, stop all kinds of sabotage. At the same time, the competent departments should strictly follow the relevant laws and regulations, in accordance with the planning standards and requirements, to supervise the development and construction of various sustainable tourism in Hainan, Including the management of the

development project, the management of planning permits for construction land and engineering, the management of inspection and the bad behaviors in the development of sustainable tourism resources, so as to ensure the sustainable development of tourism in Hainan Island.

6.5.2 Improve legislation and policy systems for sustainable tourism development

The healthy development of sustainable tourism, in addition to a scientific planning and development strategies, but also need to improve the regulatory system and the corresponding supporting policy support, in order to strengthen the sustainable tourism industry, legalization, and standardized management. This is evidenced in many successful cases of sustainable tourism development in China and abroad, such as the United States, Australia, South Korea and other countries have developed national or local sustainable tourism regulations and policies, Currently, there is few targeted sustainable tourism development laws and regulations in China.

Therefore, the Hainan Provincial Government and the tourism authorities should develop local laws and regulations to promote the sustainable tourism development in Hainan as soon as possible (For example, according to the actual situation in Hainan Province, the Regulations on Marine Eco-tourism Management, the Regulation on Forest Eco-tourism Management, the Management System for Sustainable Tourist Guides, etc.) and make the Hainan sustainable tourism development into the track of legal system , so that all aspects of industry management have to follow the law, finally protect the legitimate rights and interests of sustainable tourists, business enterprises, practitioners, community residents and other relevant parties. At the same

time, in order to accelerate the local sustainable tourism development, Hainan provincial governments at all levels should also coordinate all relevant departments, as soon as possible to develop a variety of policies to promote sustainable tourism development, encourage all sectors of the community to actively participate in sustainable tourism development, and jointly foster sustainable tourism industry.

6.5.3 strengthen the talent and financial support

Sustainable tourism is a new way of tourism, the need for high-quality professional management personnel and service personnel. In view of the current overall quality of tourism practitioners in Hainan is not high, professionals, especially the lack of high-level management personnel, in addition to preferential conditions through the introduction of foreign professionals, but also should strengthen the training and education of local professionals and practitioners: On the one hand, it can be through the government or enterprises and institutions of higher learning, scientific research institutions to establish sustainable tourism development education institutions and create multi-level, multi-form of education and training system for government departments or enterprises to train much-needed sustainable tourism professionals; On the other hand, we can build a multi-level training team composed of experts and scholars, government officials, senior management personnel, professional training teachers and other staff to strengthen the local sustainable tourism management and service personnel training through regular lectures, regular training, etc. Particularly attention should be paid to the sustainable development of trainees, as well as the concept of environmental awareness and indoctrination,

training, in order to improve its ecological management and service levels to provide a guarantee. In addition, often also use the propaganda column, radio, television and professional visits and other forms, and strengthen education for sustainable development and environmental protection of community residents.

In terms of financial support for sustainable tourism development, it is first necessary to obtain financial resources for tourism development through government functions, including financial allocations, capital attraction, special tax refunds (eg ecological resource protection tax), and sustainable tourism development Funds, as well as international organizations for project funding assistance and loans. In terms of financial management, the government should pay attention to the use of financial means to guide and control the flow of investment funds for sustainable tourism construction projects, and strengthen the fiscal policy of sustainable tourism development (for example, in the public environmental protection projects do not seek economic returns Investment, and environmental protection projects for enterprise financial subsidies). In addition, Tourism enterprises should make full use of market means to raise funds for development and construction, such as through the shareholding system reform of tourism enterprises to raise social capital, set up eco-tourism trust and investment companies and access to commercial bank loan support, and so on.

6.5.4 Strengthen the sustainable tourism infrastructure in Hainan and the construction of industrial system

The development of sustainable tourism is inseparable from the complex eco-tourism infrastructure and supporting industrial system support.

Ecological traffic: the future development of tourist traffic lines and the choice of transport, it is necessary to try to avoid pollution of the natural ecological environment and destruction. On the one hand, the link between the scenic spot and the trunk road should avoid the ecological fragile area as far as possible; On the other hand, the road construction within the area should avoid the use of asphalt and other non-environmentally friendly materials, and in accordance with the requirements of functional zoning to reduce or limit the use of motor vehicles, as far as possible to use manpower, solar energy or electrical energy transport, and advise hiking.

1 Ecological energy

It should adhere to the use of clean energy, and conservation and maximum use of energy, promote environmental protection technology and energy-saving technologies, conservation of non-renewable energy use and improve their utilization. At the same time when conditions permit, it is better to use solar energy, wind energy, methane, geothermal energy, electricity and other clean energy as far as possible.

2 Ecological hotel industry

It should be strictly in accordance with low-density, small and medium sized, the appearance of localization, internal comfort, environmental protection and other principles to construct and design hotels, and try to use natural building materials (wood, stone, etc.) to coordinate with the local natural and cultural environment, use green technology to reduce waste emissions, and actively develop youth hostels,

self-catering hotels, family hotels and camping resorts and other accommodation facilities.

3 Eco-food

Sustainable tourism scenic spots can cooperate with the agricultural research institutions and local community residents to establish food and beverage raw materials breeding base and produce a variety of green food; We will develop seasonal foods with local characteristics such as mountain forest products and seafood. We will strengthen research and develop health food products with local characteristics, for example, making health food and drinks with wild fruits, wild vegetables and spring in the mountains.

4 Eco-type goods

Highlight the characteristics like local, practical, environmental and develop Hainan tourism crafts,souvenirs with local characteristics (Coconut carving, shell carving, wood carving, Li cloth, Wuzhishan herbs, Kuding tea, pearl powder, wine, seafood dry goods, honey products, etc.), to enhance the quality of sustainable tourism products in Hainan; Also to actively develop sustainable tourism-specific products, such as mountain climbing supplies, camping supplies, to meet the needs of sustainable tourists.

6.5.5 Establish and improve Hainan sustainable tourism information system

Hainan sustainable tourism development should rely on science and technology,and should use the electronic information technology and modern high-tech to set up a complete set of sustainable tourism information system in

Hainan Island and enhance the scientific management level: establish an eco-tourism information service center to collect and update all parts of Hainan sustainable tourism resources and products, information and provide visitors information and consultation about food, travel, travel, shopping, entertainment and product ordering services; establish the sustainable tourism environmental capacity detection and control system, carry on the dynamic detection to the tourist activity intensity and the ecological environment influence of the scenic spot, and carry on the reasonable environmental capacity regulation service for the scenic area manager; And It is necessary to establish a sustainable tourism market information system in Hainan to collect information about demand characteristics and trends of the sustainable tourism market in China and abroad, as well as the feedback information of sustainable tourists to provide services for tourism management and enterprises to conduct investigation and decision-making.

Chapter 7 Conclusion and Outlook

The development and utilization of sustainable tourism is becoming and increasingly becoming an important support factor for the resource development and economic development in island type destination. The gradual lack of mass tourism resources makes people increase the enthusiasm of sustainable tourism, but sustainable tourism is different from mass tourism, due to the ecological fragility of the island destinations, in the event of environmental pollution or serious ecological disaster, the impact is very large, very wide range, and the elimination is much more difficult. Therefore, the development of island tourism economy or sustainable tourism, should be carried out from the perspective of sustainable development. In recent years, China in the tourism development process, and achieved great success, but many of the Destruction Destruction is obvious, For example, according to the marine environment monitoring report by various departments shows that the GDP growth of coastal areas and emissions are almost proportional increase, the pollution of marine environment is becoming more and more serious, and the pressure of coastal economic development on ecological environment is increasing day by day. The grim situation urges people to find solutions, so the sustainable development of tourism has become the focus of attention and the fundamental way to solve the problem.

Hainan Province is China's only tropical island, its tourism economy development scale and its huge tourism resources are not commensurate. In the current global development of sustainable tourism boom, Hainan's potential tourism

resources of sustainable development is immeasurable, People are looking forward to sustainable tourism development prospects in Hainan island. However, the tourism resources consumption and environmental issues can not be ignored. Hainan is located in the most southern China which is tropical and with open sea environment, making the sea water and air exchange capacity as well as the air pollution purification capacity strong. This is the major advantage of tourism development in Hainan. However, the purification capacity of Hainan Island is not unlimited, the current tourism industry in Hainan Province is still the development of mass tourism and team-based tourism, tourism enterprises are mostly from other regions and causing pressures for the living standards of local residents and the environment, For example, each winter a large number of seasonal residents from northeastern China to Hainan to avoid the cold, normally they buy a large number of real estate in Hainan for staying and investment, which make Hainan local residents can not afford the high prices for purchasing real estate. On the other hand, a large number of enterprises come to Hainan to develop real estate and other construction industry, which is also a serious damage to the local ecological environment. Therefore, Hainan should fully develop sustainable tourism, to avoid the old track which is “pollution first, treatment later”, or even not treated, so that pollution and damage continue to accumulate. At this point, the sustainable development of tourism in Hainan is very necessary.

1.Sustainable tourism research is an exploratory work at present, its content is broad and rich. Based on the summary of research and development of sustainable tourism both in China and abroad, this thesis makes a study on the sustainable tourism

development in Hainan island. The aim is not only to validate and perfect existing research theories and methods of sustainable tourism development through empirical studies on the characteristics and patterns of sustainable tourism development at specific destinations, and to make breakthroughs in concepts, theories and methods, but also more hope that through empirical research to offer advice and suggestions for the sustainable development in Hainan island.

Overall, the concept of sustainable tourism is still in the stage of contending, because of the different angles and levels of consideration, In China and abroad there has not yet reached a unified view currently, but the general view that sustainable tourism connotation includes the following points: (1) sustainable tourism is targeted at a harmonious ecosystem which include natural scenery and human landscape, (2) the object of sustainable tourism should not be harmed, (3) local residents can participate in tourism development and management and to share their economic interests.

2.To establish the concept of sustainable development is the necessary prerequisite for the development of tourism in Hainan, Based on grasping the true meaning of sustainable development, using the scientific development concept as a fundamental guide and utilizing the theory of sustainable development, eco-tourism and other theories to establish policies, mechanisms, laws and regulations for sustainable tourism development in Hainan.

3.Summarize the successful experiences of sustainable development of Hawaii, Australian Coastal Area, Jeju Island of South Korea, etc., and compare them with

Hainan to provide reference and plan for the sustainable tourism development of Hainan Island. The common features among three cases can be concluded as follow:

1 Transforming the government functions and scientific overall planning. 2 Creating an ecotourism environment, and taking the road of sustainable development 3 Attention to the needs of the tourism market, establishing characteristics of local 4 Rationalizing the tourism management system, improving the infrastructure construction 5 Strengthening promotional efforts, opening up the international market

4. Through SWOT Analysis, we can understand the development situation systematically. The development of sustainable tourism in Hainan has important significance and favorable conditions. Hainan has a unique ecological environment and a wealth of sustainable tourism resources, as well as superior location conditions and good policies, the development of sustainable tourism is conducive to give full play to the advantages of Hainan tourism resources and ecological environment, to improve the visibility of tourism in Hainan, to create a comprehensive tourism benefits, and adjust effectively the structure of Hainan tourism industry. However, the development of sustainable tourism in Hainan is also facing many problems and challenges such as the vulnerability of ecological resources, the low level of management and service, the shortage of qualified personnel, and the competition of similar tourist destinations near Hainan.

5. This chapter presents and discusses the findings of the research undertaken in Bawangling National Forest Park and Changjiang Li autonomous county. The purpose of the field study is to evaluate the local, community level, impacts of

sustainable tourism development in the Bawangling region, through an assessment of the current status of sustainable tourism. A study site description is provided for Bawangling National Forest Park and Changjiang Li autonomous county. These sections provide the context for a discussion of the relationships between the local community and the Park, the local community and tourism, and the Park and tourism. The chapter concludes with a discussion of management and policy issues, and their influence on the relationships between the various stakeholders.

5. Hainan's sustainable tourism development should be based on the local reality of Hainan as well as domestic and international tourism development environment. Even though after analyzing Hawaii Australia Jeju, we can fully understand the important role of Government, and community participation. But the reality in China is not like the other places that legislation, protection rules, willing of participation in community conduct smoothly. So I put some suitable principles, Development models and mechanisms for Hainan. Taking strategies like the government-led, protective development, the overall coordinated development strategy; follow the strategic principles like carrying capacity control, market-oriented and supply-oriented, local community participation and other strategic principles. In terms of development model, use the "3Z" development investment model(Resource-ZIYUAN, Knowledge-ZHISHI, Fund-ZIJIN)) and CTM management mode(Committee of Tourism Management); and take a macroscopic division of the four sustainable tourism circle and the microscopic division of the four functional zoning development model. Finally improve the construction of Hainan

sustainable tourism development :1.develop and implement a scientific and sustainable tourism Development plan. 2. Improve legislation and Policy systems for sustainable tourism Development. 3.Strengthen the talent and financial support 4. Strengthen the sustainable tourism infrastructure in Hainan and the Construction of industrial system 5. Establish and Improve Hainan sustainable tourism information system

Outlook

Combining with the research of this topic, the future development and research of sustainable tourism in Hainan are as follows:

1 Hainan has many advantages to develop sustainable tourism, but the current development situation is not satisfactory, sustainable tourism resources and the potential of the environment is far from being brought into full play. In recent years, the vigorous development of sustainable tourism in China and abroad, as well as the sustainable development of tourism is gradually becoming the mainstream form of tourism in the 21st century, which provides a good opportunity and broad prospects for sustainable tourism development in Hainan. Hainan tourism industry provide tourism theory, regulations, policies, personnel, capital, management, and many other support for the sustainable tourism development through increased research and investment efforts, and will provide protections for sustainable tourism development of Hainan.

2 Based on the research on the sustainable development of tourism both in China and abroad, this paper discusses the concept, strategy and model of sustainable

tourism development in Hainan. However, because sustainable tourism development involves many aspects, the research on the above problems still needs to be further explored and deepened.

3 Based on the sustainable tourism scenic spot, this paper studies the present situation and prospect of the sustainable tourism development based on the scientific data, which is the key to the sustainable development of tourism in Hainan. This study explores the development of sustainable tourism in Hainan based on the investigation of some scenic spots in Hainan and the results of the expert consultation. However, due to the limitation of the scope of the survey and the shortage of research methods and means, there are still many defects should be solved and make further improvement.

4 Theoretical Foundation. In this paper, the sustainable development theory, ecological economy, ecotourism, social geography and other related knowledge are used to analyze the present situation, characteristics, development trend and existing problems of sustainable tourism development in Hainan. However, the sustainable tourism development system is a comprehensive system with complex structure and operation. The analysis knowledge in this paper reveals some characteristics and states, especially the strategies of sustainable tourism development. Although one-sided view is avoided in the analysis, it is still difficult to get rid of the limitations brought by the analysis perspective and the theory used. In the future, we should pay more attention to the related theoretical research of sustainable development, especially the more comprehensive system research, and integrate the theories of

social geography, regional economics and statistics so as to systematically understand Hainan with more advanced theories of sustainable tourism development.

5.This chapter presents and discusses the findings of the research undertaken in Bawangling National Forest Park and Changjiang Li autonomous county. The purpose of the field study is to evaluate the local, community level, impacts of sustainable tourism development in the Bawangling region, through an assessment of the current status of sustainable tourism. A study site description is provided for Bawangling National Forest Park and Changjiang Li autonomous county. These sections provide the context for a discussion of the relationships between the local community and the Park , the local community and tourism, and the Park and tourism. The chapter concludes with a discussion of management and policy issues, and their influence on the relationships between the various stakeholders .

6.The improvement of research method. The appropriateness and sophistication of the research methods are critical to reveal the accuracy of the characteristics of the studied subjects. This study is mainly based on the literature review and summary, as well as field surveys, interviews and other methods. However, these methods still have some limitations.Some of the methods themselves are relatively complete, but they are not used because the required data are difficult to collect. Therefore, the future research methods: First, pay attention to new research methods; Second is to pay attention to the research method itself to study and improve the sustainable tourism development of Hainan.

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Dear Sir or Madam:

Hello. My name is Mai Jiarui. I am a PhD student from the Yamaguchi University in Japan. I am studying The Strategy and Construction of Sustainable Tourism Development in Hainan. In order to complete my PhD thesis, I must find a Research site in Hainan rural area. Bawangling National Forest Park attracts me a lot. I hope you could spend approximately 10 minutes to finish these interview or survey about Bawangling National Forest Park. All surveys are anonymous, you are free to not answer any question(s) that make you confusing. Thanks for your cooperation!

LOCAL RESIDENT INTERVIEW

Place: Bawangling Town Date: 6th-9th September 2015

- Are you aware that a National Park exists near your community?
- Why do you think it was designated a 'Park'?
- Has Park establishment impacted your livelihood in a positive and/or negative way?
- What are your feelings about the Park? Overall, is it a good or bad thing?
- What are your feelings about tourism/tourists and, the possibility that tourism in this region may increase in the future?
- Is the protection of tropical forest/natural resources important to you? Please explain?
- Do you see any benefits or problems if tourism was to increase: a) to yourself? b) to the community?
- Has the Park involved you personally or the community in any way (planning, education, information, etc.)?
- Were any people displaced when the Park was established? If so, were they provided with compensation?
- Do you lost your job when the park was established? Were they provided with compensation?
- Are local residents permitted to use Park resources?
- Will education levels limit local people's opportunities to benefit?

PARK OPERATIONS

- When was the Park established?
- How large is the Park?
How large is the Nature Reserve/core area? Is a map available?
- Who is responsible for management? Does a management plan exist? How often is it updated?
- What is the Park's goal/vision?
- Are there endangered/rare/etc. species here, or other special features?

- Are visitor statistics kept? If not, can you estimate the number of tourists received annually?
- Do tour groups come here? If so, where from? Do you collect fees from tour groups?
- What is the Park's budget and funding sources? Does it operate at a profit or loss?
- Are funds put specifically towards conservation and/or monitoring activities?
- Are entrance fees charged? If not, have they/are they being considered?
- What are the major threats/pressures to the Park?
- What types of infrastructure exist in the Park (roads, etc.)?
- Do trails exist in the Park? How many/how long? Are they marked and maintained?
- Are there food, souvenirs, etc. offered within the Park? If so, are they private or Park operated?
- What are the accommodations options for tourists? Are they private or Park operated?
 - Are there other services or anything else about the Park you would like to tell me?

PARK STAFF

- How many staff work for the Park?
- What percentage is from the local community? How many women are on (senior) staff?
- Can you provide a brief description of the education levels of the staff? What is the educational background of the senior management?
- Are there tour guides?
- Are there ongoing training opportunities available to staff?

亲爱的先生或女士：

您好。我叫麦嘉瑞，我是日本山口大学的博士生。我正在研究海南可持续旅游发展的战略与建设。为了完成博士论文，我必须在海南的欠发达地区找到一个研究地点。霸王岭国家森林公园吸引了我很多。我希望您可以花大约 10 分钟完成关于霸王岭国家森林公园的采访或调查。所有的调查都是匿名的，您可以自由地避开任何令你困惑的问题。感谢您的合作！

本地居民访问

地点：霸王岭镇日期：2015 年 9 月 6 日至 9 日

- 您是否意识到您居住的附近有国家公园？
- 您为什么认为它会被指定为“公园”？
- 公园建设是以积极和/或消极的方式影响您的生计？·您对公园的感受是什么？总的来说，这是一件好事还是坏事？
- 您对旅游/游客的感受是什么，以及今后这个地区旅游业是否有增长的可能性？

- 热带森林/自然资源的保护对您来说很重要吗？请解释？·如果要增长旅游业，您会看到什么好处或问题：a) 对自己？ b) 社区？
- 公园是否以个人或社区的方式（规划，教育，信息等）让您参与？
- 当公园成立时，有没有人会失去居住地？如果是这样，他们是否提供了补偿？
- 当公园成立时，你是否失去了工作？他们有补偿吗？
- 当地居民是否可以使用公园资源？
- 教育水平是否会限制当地人受益的机会？

公园营运

- 公园什么时候成立？
- 公园有多大？
- 自然保护区/核心区域有多大？有地图可以提供吗？
- 谁负责管理？是否存在管理计划？多久更新一次？
- 公园的目标是什么？
- 是否存在濒危/罕见物种等。这里还是否有其他特色？
- 访客数据是否保留？如果没有，可以估计每年接待游客人数吗？
- 旅游团到这里来吗？如果是，从哪里来？您是否从旅游团收取费用？
- 公园的预算和资金来源是什么？它的利润是亏损的吗？
- 资金专门用于保护和/或监测活动？
- 是否收取入场费？如果没有，他们是否被考虑？
- 公园的主要威胁和压力是什么？
- 公园里有什么类型的基础设施（道路等等）？
- 公园里有小径吗？多少/多久？他们是否被标记和维护？
- 在公园内提供食物，纪念品等？如果是这样，他们是私人的还是属于公园的？
- 游客的住宿选择是什么？他们是私人的还是公园的？
- 您是否还有其他关于公园的事情想告诉我？

公园人员

- 有多少员工为公园工作？
- 当地社区有多少百分比？（高级）职员有多少？
- 您能否简要介绍员工的教育水平？高级管理人员的教育背景是什么？
- 有导游吗？
- 员工是否有持续的培训机会？

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