

The Market Statistical Analysis of Hainan Inbound Tourism Source

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Abstract. This paper is based on the relevant data of Hainan entry tourism from 2006 to 2015, and analyses the development of Hainan inbound tourism and composition with the aid of Excel software as well as uses clustering analysis of SPSS23.0 software. The results show that Hainan entry tourism industry develops slowly. The tourist source market structure of inbound tourism shows a wide range of features which can be divided into four areas according to the result of clustering analysis. The suggestion of improving the construction of Hainan international tourism island on the basis of analysis and evaluation, innovating way of tourism marketing and exploring the Russian market actively are put forward.

Introduction

Inbound tourism is one of the three key markets in China. In order to increase the foreign exchange earnings, China implements the policy of "strive to develop the inbound tourism" for a long time. Therefore, the entry tourism occupies a pivotal position in China's tourism development. In order to get a comprehensive understanding of Hainan inbound tourism development, this paper considers Japan, Singapore, Thailand, South Korea, Malaysia, the United States, Russia, Britain, Germany and Australia as the research objects. All of these countries are Hainan's major tourist source countries. In order to provide the reference for the construction of international tourism island, this paper makes full use of the relevant date in Hainan Statistical Yearbook (2007-2016) and Excel software to analysis the development of inbound tourism and composition of Hainan as well as SPSS23.0 software to carry out clustering analysis.

The Analysis of Development Situation on Hainan Inbound Tourism Market

Hainan is in the southeast of China. Hainan Island is the second largest island in China dominated by tropical sceneries. It has the advantageous conditions of developing tourism, especially carrying out the policy of offshore duty-free policy and the construction of international tourism island which promote the development of tourism^[1]. There are a lot of foreigners in Hainan every year.

According to a series of inbound tourism market statistical datas, such as the number of hosting inbound tourists and the foreign exchange earnings from tourism in Hainan, the researchers draw the graphical sheet about the trend of inbound tourist and foreign exchange earnings in Hainan from 2006 to 2015. The sheet can witness the choppy trading. The number of tourist and the earnings reach the peak in 2008 while fall in 2009 because of the financial crisis. In 2011, effected by the offshore duty-free policy, the number of the tourists reaches another peak. The number of the tourists reaches 46.58 thousand in 2006 while in 2015 the number decreases 23.59%. On the contrary, from 2006 to 2015, the earnings increased 7.66%. At the same time, the inbound tourist and the foreign exchange earnings in Guangdong province increase 49.02% and 137.52% respectively.

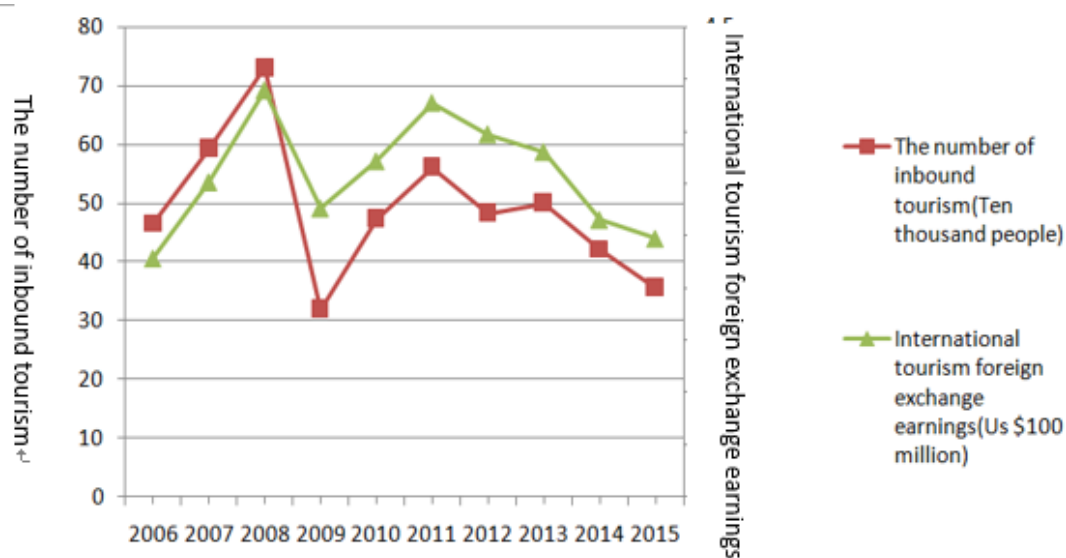


Figure 1 the inbound tourism market tendency of Hainan province in 2006-2015

The Structure Analysis of Hainan Inbound Tourist Market

The number of inbound tourists is mainly determined by the distance between the source country and the destination country^[2]. Japan, Korea and countries in Southeast Asia is close to Hainan, many tourists from these countries come to Hainan to have a visit. On the country, due to the long distance, people in Europe and the US countries are relatively less than the above areas. The figure 1 shows that the total number of tourists from five Asian countries reaches 10.88 thousand, occupying 56.29%. The total number of tourists from the other five countries outside Asia reaches 8.45 thousand, occupying 43.71%.

The figure 1 shows that Russia has been the large source tourists for Guangdong. That is to say that Russian people living in cold weather are attracted by the warm weather in Hainan. However, in 2015, the number of inbound tourism decreases by 59.91% which is needed highly attention of the phenomenon. Singapore, as the second large source tourists, rises steadily, from 2.13 thousand in 2006 to 2.4 thousand in 2015. Among the ten major source tourism countries in Hainan, the number of tourists from the six countries all increase in 2006-2015, especially Singapore. Japan, South Korea, Russia, Germany appear negative growth, falling by 73.89%.

The figure 2 shows that ten major source tourists' countries share only 54.31% of inbound tourist market. We can see that the source countries of inbound tourist for Hainan are dispersed and has diversified characteristic. The source of tourists' dispersion can avoid risk and achieve stable development^[3].

Table 1. The number of tourists from the major source countries of Hainan from 2006 to 2015
(Unit: ten thousand people)

Year	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Japan	3.83	3.95	3.68	2.75	2.48	2.13	1.7	1.1	0.99	1
Singapore	2.13	3.09	3.41	2.78	4.76	5.91	6.94	4.48	3.96	3.4
Thailand	0.74	0.74	0.56	0.33	0.51	0.62	0.73	0.71	0.55	0.8
Korea	13.26	17.52	12.71	2.38	3.17	2.62	1.61	2.74	1.82	3.85

Table 1, cont.

Malaysia	1.54	1.03	3.33	2.16	2.75	2.22	2.66	2.56	2.24	1.83
The US	1.9	1.98	2.2	1.66	2.24	2.86	2.11	2.32	2.28	2.32
Russia	8.55	15.11	17.45	7.97	14.84	22.76	19.2	12.49	9.33	3.74
Britain	0.65	1.76	1.04	0.71	0.64	0.84	0.57	0.66	0.69	0.7
Germany	1.27	1.27	1.35	1.2	1.71	1.55	1.04	1.04	0.95	0.96
Australia	0.6	0.68	0.7	0.61	0.73	0.86	0.69	0.77	0.8	0.73

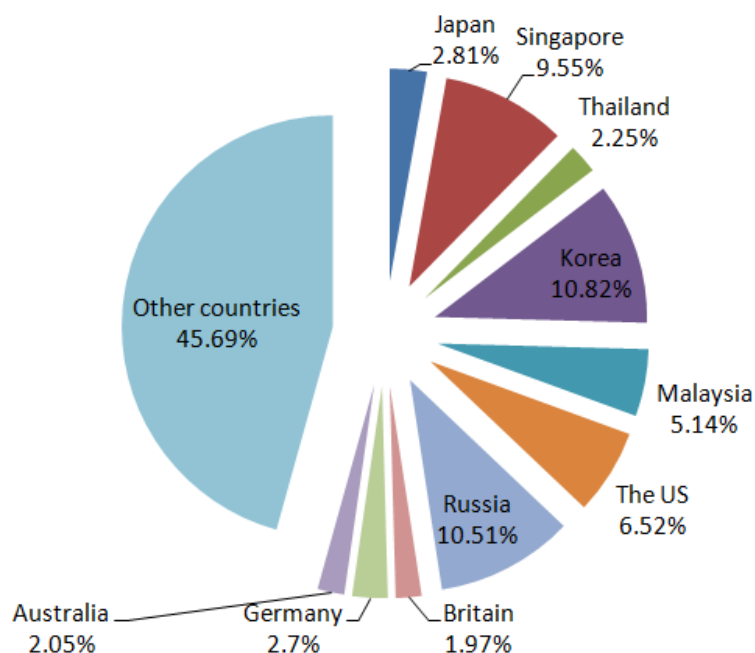


Figure 2 2015 share of inbound tourism market in Hainan province.

The Cluster Analysis on Inbound Tourism from Source Countries.

The cluster analysis is a kind of data analysis based on its information^[4]. The SPSS software divides the cluster analysis into system clustering, fast clustering and two stages of clustering. System clustering is used in this paper. According to figure 1, the SPSS23.0 software is used to have clustering analysis to get the spectrum diagram of Hainan inbound tourism market on the basis of assuming X_1 =Japan, X_2 =Singapore, X_3 =Thailand, X_4 =Korea, X_5 =Malaysia, X_6 =the United States, X_7 =Russia, X_8 =Britain, X_9 =Germany, X_{10} =Australia. The author conducts hierarchical clustering analysis by using SPSS23.0 software and draws the tree diagram of cluster analysis of inbound tourism market in Hainan province.

The figure 3 shows that Hainan inbound tourism source market can be divided into four types: Russia, South Korea, Singapore and the last type of Japan, the United States, Malaysia, Germany, Britain, Australia and Thailand. Russia, South Korea and Singapore have been the top three markets in Hainan. It is necessary to take measures to consolidate the three markets. Japan, Malaysia and Thailand are the potential markets which should be developed actively. And most of the countries in Europe, America and Oceania develop slowly, so this part of markets should be expanded.

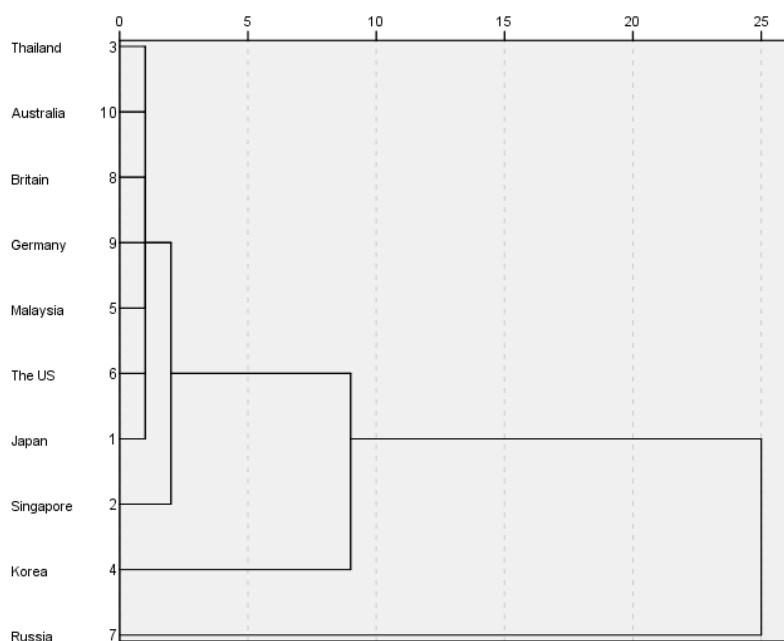


Figure 3 The clustering analysis pedigree chart of Hainnan inbound tourism market.

Conclusions

The inbound tourism in Hainan develops slowly and the source market shoes diversify characteristic.

The result of clustering analysis shows that the major source markets can be divided into four types: Russia, Korea, Singapore and the rest countries.

Suggestion

Promoting the Construction of Hainan International Tourism Island and Developing the New Forms of Tourism.Improving and implementing the shopping policy of departure duty-free and offshore duty-free can promote tourism consumption and increase the proportion of shopping in tourism consumption. In order to meet the personalized needs of foreign visitors, Hainan will promote the construction of coastal resorts, improve the level of tourist facilities, construct more luxurious hotel and build the marina of yachts which is with international standards.

Innovate the Way of Tourism Marketing and Strengthen the International Dissemination of Tourism.The government of Hainan can invite international travel business to visit and the reporters to cover the tourism products which will expand Hainan's influence. The government can also design new products and new lines of different visitors together with the overseas travel business. It is necessary for Hainan to strengthen foreign target market by holding seminar, participating in international tourism exhibition or advertising on mainstream media and web sites to improve the international profile of Hainan tourism.

Russia has been the Main Inbound Tourism Market of Hainan Province.Due to the cold weather of Russian winter, so the demand of people to go holiday is exuberant. Hainan is a warm in winter and equipped with high-grade facilities which is a great attraction to the Russian tourists. However, Russia is far from Hainan province, it is important to optimize the traffic conditions. Opening direct flight or tourist charter flights connecting Russia's main cities and Hainan province is a good way. At the same time, Hainan should also disseminate information to Russian people to attract more Russian tourists.

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