

Hainan's all-for-one Rural Tourism Development Path Analysis under Public Policy View

-- Taking Three Villages in Qionghai, Hainan as an Example

Hongyu Su ^a, Cheng Wang ^b and Di Zhang ^c

School of Politics & Public Administration, Hainan University, Haikou 570203, China

^a suhy@hainu.edu.cn, ^b 978848125@qq.com, ^c zhangdi3169@qq.com

Abstract. Rural tourism has played an irreplaceable role in enabling tourism industry to become the substantial endogenous for economy development in Hainan province. Under the all-for-one tourism construction plans, it's a significant mission to make demonstration villages. At present, rural tourism in Hainan is still immature and homogeneity phenomena is comparatively conspicuous. This paper makes a research on Hainan's development path from the policy planning perspective and analysis the problems existing in policy planning, industry innovation, rural and other fields so that to put forward reasonable suggestions.

Keywords: Public administration, Public policy, All-for-one tourism, International tourism island.

1. Introduction

Hainan all-for-one rural tourism is the product of public policy research, mainly based on the Hainan all-for-one tourism construction development planning and Hainan beautiful country construction standards. The government argues that it aims to facilitate all-for-one tourism demonstrate sites construction by developing a number of livable, touristy and yee yip countryside's. Taking the reality into consideration, Hainan's countryside lack capital, manpower and technology to develop the tourism industry. But the policy support given by the government is of great help to make good use of its unique original ecological environment to develop rural tourism. However, the single development method makes rural tourism facing great limitation. This is also an important reason why some villages' tourism industry is falling into bottleneck at present. Taking shamei village, tingzipo village and jiayao village of qionghai city as examples, this paper analyzes the development path of Hainan's all-for-one rural tourism from the perspective of public policy, in order to provide suggestions for widening its development path and solving related problems.

2. Related Conceptions on all-for-one Tourism

2.1 All-for-one Tourism

The concept of all-for-one tourism was first proposed in 2013. On the National tourism conference in 2016, the director of national tourism administration has made the definition that "The all-for-one tourism means taking tourism industry as the dominant industry in a certain area. Realizing resources conformity, industries convergence and social sharing by comprehensively improving social and economic resources, especially the tourism resources, public services, policies and regulations and so on. Using tourism industry to promote social development in order to create a new pattern of coordinated regional development.

2.2 Relationship between Rural Tourism and Global Tourism

Guo Li, a scholar believes that rural tourism refers to tourism activities in rural areas that take rural natural and cultural landscape as an attraction to enable tourists to appreciate rural and rural scenery and experience agricultural production and labor.

Global tourism and rural tourism are inextricably linked. First, rural tourism is an important starting point for developing global tourism. In 2016, at that time, Liu Cigui who was governor of Hainan Province announced a new pattern of global tourism development in Hainan is put forward which is

" the sun and the moon are shining all over the sky and the whole province is full of beautiful scenery."Among them, what makes up all over the sky is the dot matrix formed by Hainan's rural tourism. Taking the countryside as the most basic carrier for the development of global tourism has strong operability and practicality. Second, global tourism development also provides an important opportunity for rural tourism development. The goal of giving priority to tourism quality pursued by global tourism is consistent with the development of rural tourism and the construction of beautiful countryside. Take advantage of the opportunity to develop global tourism, promote overall planning, demonstrate, drive and develop rural tourism in a multi-party way.

3. The Current Situation of Hainan's Rural Tourism Industry Development from the Perspective of Public Policy

3.1 The Management Mechanism is not Reasonable and the Development Policy Formulation is not Perfect

Taking the tourism industry in the three villages in Qionghai as an example, the managements mainly guided by the leadership of the township government with the direct management of the deputy mayor or resident cadres and the villagers' participation is less. This kind of management mode has its limitations. There is one-sidedness and subjectivity in the cognition of village tourism affairs, resulting in an increase in conflicts between cadres and villagers and an increase in mutual understanding difficulty. In Shamei Village, some business owners think that the management of the town government and the village committee is too rigid. For example, there are more repeated competitions in the establishment of the business, and the usefulness of the cooperative is near nothingness in this state.

In terms of development policy, none of the three villages can give an accurate or complete statement and their future development remains very simple. Usually, government departments will exercise their management functions with a set of mature and regular management mechanisms and development policies. The same is true of rural tourism. Some villages are keen on image engineering and surface work in the process of reconstruction which undoubtedly makes it impossible for the scarce funds to be better invested in rural tourism.

3.2 A Single Source of Financing for Policy Implementation and Development

The initial funds of the three villages in Qionghai all come from the municipal government and the town government, the village committee and villagers are not competent in this respect. The problem brought about by this is that every city and town has a large number of villages which can not be all - round. Many villages are extremely passive in this resource allocation and even lack the right to speak in their own right when they really develop. To a certain extent, this is reflected in the large difference between the development plan formulated by the higher-level government and the actual situation of the village, the high difficulty of mobilization and the low degree of cooperation between the villagers and the participation of the tourism industry.

3.3 Policy Planning Lacks Design and Rural Tourism Projects Lack Characteristics

Most villages and towns in Hainan are characterized by high-quality natural scenery, good air quality and simple rural customs. Its advantages are small initial investment, low construction difficulty and easy village reconstruction and it can develop new rural tourism projects with low cost in a short period of time. However, this also brings about inevitable disadvantages:

limited content, similar products and low taste. Most of the extended tourism products are concentrated in agricultural sightseeing and experience, farmhouse entertainment and so on, resulting in the same look and feel.

The development of rural tourism characteristics is not in place. The development of rural tourism projects does not reflect the characteristics of the countryside, is not innovative and creative and the

attraction of rural tourism products is not enough to give full play to the unique rural nature of the countryside.

3.4 Extensive Management and Poor Service Quality

Most of the tourists who travel in the countryside come from cities. Considering their economic and daily life, they have a higher demand for tourism services. Most of the small farmhouse shops are extensive in management and putting a few tables on them becomes a farmhouse restaurant which coupled with uneven service staff, leads to the pursuit of short-term economic benefits. The government should set up a transitional stage for the transformation from agriculture to an industrial model combining agriculture and tourism and train service personnel in a planned way.

The operators of rural tourism rashly introduced products that were only slightly modified from the original agricultural production and life and lacked innovation and cultural taste [4]. This not only reduces the tourist experience and feeling quality of rural tourists, but also damages the image of rural tourism destinations and directly affects the sustainable development of rural tourism destinations.

3.5 The Policy Lacks Control and Supervision and the Infrastructure Lacks Maintenance

The villages in Hainan where the rural tourism industry is launched are generally developed on the basis of the " beautiful countryside", " Thousand Villages and Hundred Towns" projects. Compared with the villages that take rural tourism as the main development path, there is a big gap in infrastructure.

Such as the lack of standard public toilets, parking lots and shopping spots in Tingzipo Village. Garbage bins and tourist signs are insufficient. Jianaocun village card and parking lot are overgrown with weeds. Publicity boards, rest areas, bicycles and other dilapidated damage.

Some of these problems are caused by insufficient funds, which were not taken into account in the previous period, resulting in the rush and omission of rural tourism. However, the problem of lack of maintenance is subjectively due to inadequate arrangements and insufficient attention, objectively due to unstable income and poor economic benefits.

4. Suggestions for the Development of Hainan's Rural Tourism Industry from the Perspective of Public Policy

4.1 Clear Government Management Mechanism, Guide the Development of Tourism Industry

The government departments should carry out the rural tourism industry as a long-term policy project and clarify the development ideas. At the same time, from the perspective of government planning, the existing rural tourism products will be analyzed and integrated to guide some products to build their own brands, control the development speed of low-end products and improve the quality of the overall rural tourism products.

In addition, we have given preferential policies to qualified and capable villages. To give reasonable guidance to villages with conditions and lack of ability to avoid the damage caused by blind development. The conditions referred to here are resource conditions, not every village has exploitable resource conditions. Capacity refers to financial capacity and technical capacity. Most villages have limited financial capacity and technical capacity is even weaker.

The construction of rural tourism under global tourism does not mean that every village develops tourism, but makes full use of the advantages of each village to form a pattern of " dots, lines and planes" and complement each other. This not only reduces unnecessary waste of resources, but also enables the government to increase the bonding between tourism projects and villagers through policy guidance in appropriate villages. At the same time, there is also spare capacity to resolve conflicts and achieve win-win situation.

4.2 Multi-channel Introduction of Capital Construction

Whether it is the construction of rural infrastructure or the construction of rural tourism-related service facilities, a large number of funds are needed to support it. However, compared with the city, the village has a lower economic level, is more difficult to raise funds for its own development and has a lower quota which cannot meet the needs of tourists and carry out high-level market development. Introducing funds through multiple channels, on the one hand, developing suitable villages for tourism development and concentrating resources; On the other hand, more enterprises are needed to enter and join joint ventures, bringing new projects and mature technologies and easing the pressure in the capital sector.

4.3 Implement Effective Marketing Methods

Compared with other tourism products, rural tourism products are smaller in size, so if they are used alone in marketing, they will appear to be weak and if they are simply combined with rural tourism products in the form of sightseeing tour routes, they will appear monotonous and repetitive which does not meet the requirements of tourists to participate in rural tourism activities. How to effectively market and organically integrate the activities is an important problem to solve the lack of attraction of rural tourism.

In addition, many villages and towns in China are selected each year, such as " China's most beautiful villages and towns" and " China's top ten most beautiful villages." Hainan also has " Hainan's most beautiful villages" and " beautiful demonstration villages" and so on. The government should use these channels to publicize the demonstration villages and expand their fame.

4.4 Infrastructure Construction Planning needs Attention

The author's point of view is " limited development" of rural tourism projects, careful assessment of villages that can mount rural tourism, pre-planning of infrastructure for tourism projects in the early stage of construction, and formulation of maintenance and recuperation programs. Not forcibly changing the functions of villages because of rural tourism, on the one hand, avoiding waste and on the other hand, orderly integration can make resource utilization more efficient.

5. Summary of Hainan's Rural Tourism Industry Development Path from the Perspective of Public Policy

5.1 Rural Tourism is Innovation - oriented

Product/Service Innovation, market innovation, management innovation, process innovation and system innovation, the research of tourism innovation which arose in the the 2090s conforms to the trend of the development of modern tourism industry, and has significant practical significance [5]. The tourism year activities carried out by national Tourism Administration in 1998 and 1999 will make innovation a very basic development path. Hainan Rural tourism at this stage is low level, the development is slow, the foreign provinces and cities can learn from experience very much, combined with experience learning and localization, Hainan Village tourism in different aspects of innovation is very important.

5.2 Take the Unique Rural Characteristics as the Theme

Under the new situation that the tourist source areas are mostly cities, the concept of rural tourism development should also be more open. Therefore, we should break through the traditional and narrow view of rural tourism resources.

In essence, rural tourism is to recombine and reconstruct agriculture, rural environment and cultural resources according to the needs of urban residents in order to tap the potential of rural endogenous development [6]. The dual social structure between urban and rural areas has split the flow of people between urban and rural areas. Generally, rural areas are carrying out population input to urban areas and more and more people are far away from rural life. Rural tourism is an ornament

in busy urban life, so rural nature is an indispensable part of rural tourism and will not make any great changes to the original villages.

5.3 " Priority Development" and " Limited Development

As an agricultural region, rural areas need to spend a lot of resources on infrastructure construction, institutional arrangements and personnel training. Priority should be given to developing villages with sufficient details and good prospects in the form of demonstration villages. On this basis, these villages can radiate to nearby areas and form complete rural tourism routes.

Increase investment in rural tourism infrastructure construction in demonstration villages to ensure the stability and sustainability of tourism development on the basis of ensuring that it has been completed. The general idea is " central radiation", " vault around" and " sharing achievements".

Acknowledgments

This paper is supported by the "Research Hainan" fund of school of politics & public administration, Hainan University.

References

- [1]. DBJ 46 - 40 - 2016, beautiful countryside Construction Standard of Hainan Province [S].
- [2]. He Haijiao, Wu Guoqing. Shanghai Practice of Global Tourism [J]. Quality and Standardization, 2016 (07): 15 - 16.
- [3]. Guo Li, Zhang Jiaen. Rethinking the Concept and Connotation of Rural Tourism [J]. Science and Technology and Industry, 2010,10 (05): 58 - 61.
- [4]. Chen Jing. Study on sustainable development of rural tourism in Jinhua [D]. East China Normal University, 2009.
- [5]. Luo Yanling. Research on the Development Path of Rural Tourism in Henan Province [5].from the Perspective of Innovation [J]. Anhui Agricultural Sciences, 2015,43 (30): 158 - 160 + 317.
- [6]. Chen Lijun. Path Selection for Improving Quality and Efficiency of Rural Tourism Service Supply [J]. Business Economic Research, 2016 (11): 199 – 200.