Research on the Tourism Destination Development of Hainan's Uninhabited Islands under the Construction of Free Trade Area

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Abstract. In the context of the construction of the Hainan Free Trade Zone and Free Trade Port, the development of all-for-one tourism and uninhabited islands tourism destinations are of great significance to the development of the marine industry economy, while also bringing unprecedented opportunities and challenges. Sanya Tourism Competent departments and various tourism enterprises should fully understand the frontier, necessity and importance of the construction of uninhabited island tourist destinations, and work together to scientifically create and improve a large-scale tourism platform to jointly make due contributions to the construction of Sanya's international tourism destinations contribution. Starting from the definition of Hainan Free Trade Area (Port), this paper makes an in-depth study on the significance of the development and construction of uninhabited island and all-for-one tourism, and analyzes and studies the situation of uninhabited island in Hainan, that is, the statistics of tourism development.

Introduction

"Hainan Free Trade Area" on October 16, 2018, the State Council approved the establishment of China (Hainan) Free Trade Zone (hereinafter referred to as Hainan Free Trade Zone) and printed and distributed the overall plan of China (Hainan) Free Trade Zone, steadily promoting the construction of free trade port with Chinese characteristics. Development objectives: keep deepening reform and exploration, promote high-quality development with high-level opening, and accelerate the establishment of an open, ecological and service-oriented industrial system in line with international advanced rules. By 2020, important progress will be made in the construction of the free trade zone. Implementation scope: the implementation scope of China (Hainan) free trade zone is the whole island of Hainan Island. The development and utilization of the land and sea area in the Free Trade Zone shall comply with the national laws and regulations, implement the requirements of ecological civilization and green development, conform to the overall plan of "Multi planning unification" of Hainan Province, and conform to the relevant requirements of saving and intensive land and sea use. If uninhabited islands are involved, relevant provisions of the Island Protection Law of the People's Republic of China shall be complied with "uninhabited islands" refers to an island that does not belong to the address registration place managed by the household registration. On April 12, 2011, China announced the first batch of uninhabited island development lists. The longest development service life of these uninhabited islands is 50 years. On July 4, 2018, the Department of Oceanography and Fisheries of Hainan Province announced the "Approval Measures for the Development and Utilization of Uninhabited Islands in Hainan Province", which clarified that units or individuals applying for the development and utilization of uninhabited islands should apply to the provincial marine administrative department and submit Application for non-resident island development and utilization, specific plans and project demonstration report. The leading uses of island development involve tourism, entertainment, transportation, industry, warehousing, fisheries, agriculture, forestry and animal husbandry, renewable energy, urban and rural construction, and public services.
"all-for-one tourism" refers to within a certain area, taking mass leisure tourism as the background and relying on industrial sightseeing tourism, through the economic and social resources in the region, especially tourism resources, industrial management, ecological environment, public services, institutional mechanisms, policies Laws and regulations, civilized qualities, etc. have been comprehensively and systematically optimized to achieve organic integration of regional resources, industrial integration and development, and social co-construction and sharing. A new regional coordinated development concept and coordinated economic and social development driven by tourism mode. At the 2016 National Tourism Work Conference, the National Tourism Administration determined Hainan as the first all-for-one tourism demonstration province to explore the experience and model for the development of all-for-one tourism. As the leader of Hainan's all-for-one tourism development, Sanya proposed to build a world-class coastal tourism and holiday city in 2017, develop all-for-one tourism, smart tourism, develop new tourism highlands, develop uninhabited island tourism, and promote marine tourism economy is imperative. Satisfying the deeper requirements of tourists for diversified travel methods on the travel experience, combined with modern information technology, Sanya, as the core city of Hainan International Tourism Island, has fully integrated Sanya from seizing all-for-one tourism opportunities, developing uninhabited island tourist destinations Tourism resources, ultimately creating a national first-class tourist destination, has important exemplary significance for the development of Hainan Free Trade Area.

The Significance of Island Development to Tourism

In recent years, China's economic development has been rapid and national living standards have improved significantly. After 40 years of market changes from the Economic Reform and open up in 1978, the tourism market has been fully integrating into the national strategic stage. Driven by the continuous development of the economy, the re-distribution of various resources, and the constantly changing contradiction between supply and demand, the proportion of "tourism" in the national economic strategy has grown to an unprecedented level, and the trend has continued to increase as shown in Figure 1.1. Since 1994, the domestic tourism industry has grown rapidly, especially since 2010, the growth rate has been more rapid. In the context of the current contradiction between the people’s growing need for a better life and unbalanced and inadequate development, “tourism”, as a sample of an industry, has become a barometer of major changes in major social contradictions. The explosive development of the market, the evolution of the contradiction between supply and demand, from the "controllable order" of the planned economy period to the "uncontrollable chaos" of the market economy, on the track of time that will not stop, tourism objectively reflects the level of urban construction, A series of existing factors such as the development capacity of scenic spots, industrial product upgrades, online product marketing, tourist contradictions and quality, etc. "Tourism" as a "personal" industry that directly serves people can make the citizens feel the increase in the needs of the entire society, bringing about changes in life concepts, lifestyles, and living standards.
With the continuous improvement of material living standards, people are gradually no longer satisfied with a single peripheral tour, and more and more tourists choose island tours. According to the statistics provided by the world-renowned tourism journal "Islands", there are currently more than 140 islands in the world as tourist destinations, mainly distributed in the United States, Canada, South America, Africa, Oceania, the European Mediterranean and the Caribbean Region etc[1]. These tourist destinations attract consumers from all over the world every year, which shows that island development tourism plays a decisively important role in the economic development of these island countries and regions. China is also one of the countries with relatively rich island resources. Island tourism has also become an important part of the development of the marine economy. As the national tourism industry leader Hainan Province, island marine resources are very rich. Among the many islands, uninhabited islands are of great value, not only economic, social, but also political and military values. Proper development of islands that can meet the development will bring huge benefits. At present, uninhabited islands have been incorporated into the national marine development strategy by virtue of unspoiled natural scenery and abundant resource endowments.

In recent years, island tourism has continued to increase in popularity. From January 4, 2010, the State Council issued the "Several Opinions of the State Council on Promoting the Construction and Development of Hainan International Tourism Island". To 2018, General Secretary Xi announced the establishment of Hainan Free Trade Port. The "Opinions" emphasized that "we must actively and steadily promote the opening and development of tourism in Xisha and orderly develop the tourism of uninhabited islands"[2,3], and "three districts and one center" indicates that Hainan's tourism development has reached a new stage. Hainan, with its unique geographical location, requires resources from the ocean and development from the sea. The island resources dotted with islands are filled with answers. According to relevant surveys[4], Hainan Island has a total of 242 islands, including 237 uninhabited islands. However, the development of Hainan's uninhabited islands is still in its infancy, and the number of uninhabited islands that have already been developed is not large. Among the first six undeveloped islands in Hainan that were announced, only Kajing Island and Zhouzi Island have not yet been developed and remain in their original state. The remaining four uninhabited islands have been developed to a certain extent. Exploring the strategy of uninhabited island tourism development has become the inevitable direction of Hainan island tourism development[5, 6].

The uninhabited island is the carrier of national economic development space and it is also the national land space related to the national marine rights and interests. It plays an important role in the development of marine economy. In recent years, coastal areas have developed rapidly, and the country and many developers have set their sights on unmanned islands[7]. Uninhabited islands have unique and diverse resources and environments, and their main functions are multiple and diverse. So far, the development of unmanned islands by developers is relatively simple, mainly concentrating on tourism, and some islands have developed transportation and aquaculture. Overall, the development
model is single and cannot be scaled, and in the development of the islands, there are many problems existing in ecology, economy and management. Some islands have even been over-exploited, which has destroyed the natural environment of the islands and caused great damage to the ecosystem of the islands. Therefore, island development should adhere to the principle of "economic-ecological sustainability" and choose the development direction and degree of openness carefully and scientifically. Generally speaking, the development of islands will be affected by many aspects such as natural resources, ecological environment, policies and regulations. Under the premise of seeking sustainable development of ecosystems and seeking to maximize the economic benefits of islands, how to choose a reasonable island development model is a multi-objective coordination problem and it is also the main significance of the research topic[8].

Research Progress of Foreign Uninhabited Island Recreation Development Strategies

The United Nations Convention on the Law of the Sea, which came into effect in January 1994, stipulates that islands and land have an exclusive economic zone of 200 nautical miles, a contiguous zone and a continental shelf, so their strategic attributes are particularly prominent. It is also an important mark for dividing the country's internal waters and territorial waters. Factors such as the size, location, natural ecological environment, and properties of the island determine the value of the island. Looking at the whole world, the islands that are the main recreation destinations are mostly distributed in tropical and subtropical regions. Island Recreation, as one of the most popular recreational methods in the world, attracts a large number of tourists with its unique geographical location, charming natural scenery and distinctive folk customs. The Hawaiian Islands, Jeju Island, Saipan Island, Prince Edward Island, and the Greek Islands in the Mediterranean are all world-class recreation destinations[9]. However, the side effects of island recreation development are also very obvious, such as the adverse impact on the fragile ecological environment, the type of island development being too simple, the shortage of water resources, and poor infrastructure conditions. At present, overseas research on island recreation development mainly focuses on the impact of recreation on society, economy, culture and environment, and the fields involved are also relatively broad. However, in essence, the main problem is still reflected in the issue of sustainable development, that is, how to get a eco-friendly development when it comes to island recreation[10]. By summarizing, it is found that the relevant research abroad mainly includes the following aspects.

The Damage of Recreational Development to the Natural Ecological Environment

Lugo (1988) based on the different degree of the impact of the island interference site on the island ecological environment, divided it into five categories, and conducted a detailed study of island ecological restoration Division Considering the fragility of the island's natural ecosystem, LeanG (1994) pointed out that island development and tourism will lead to the destruction of island forests and the imbalance of natural systems, which will eventually lead to a sharp reduction or even extinction of the number of wild animals on the island. Jon S. Hardling et al. (1997) classified the impact of human activities on the ecological zone of New Zealand's South Island based on the degree of impact, providing a basis for the development of New Zealand's South Island. Kenneth R (1998) studied the role of traditional coastal zone and marine resource management systems in the modern management of Pacific islands. S. Gossling (2001) proposed that island recreation development will lead to the reduction of island freshwater resources, the drop of groundwater level, and finally the ground sinking. Raln jeawon T (2004) and others have built an environmental impact assessment system and environmental monitoring plan framework for the study of Lithus Island. David G. Angeler et al. (2005) proposed the framework of island wetland ecosystem and the risk assessment method of island wetland ecosystem. Sam Cole et al. (2011) believe that consideration should be given to social factors when evaluating the carrying capacity of island tourism resources. Lorenz (2013) calculated the ecological carrying capacity of lowland rivers and estimated their tourism capacity, which provided a scientific basis for the later development of recreation in the region.
Sustainable Development of Island Recreation Development

Ross Mitchell (2001) proposed to divide the Balearic Islands into protected areas, reserved areas, and development areas, and suggested the establishment of a scientific and sound management system and indicator system. Sandy A. Kerr (2005) explored the development process of uninhabited islands, and discussed several possible development models that can be adopted by uninhabited islands and the development prospects of various development models under the premise of maintaining sustainable development. It is clearly proposed to adapt to the island. Julia (2010) created a comprehensive indicator of sustainable development and evaluated the sustainable development of the islands in northern Greece.

Research Process of the Development Strategy of Domestic Uninhabited Island Recreation

China's island recreation development started late, and related research is incomplete. Looking back on its research history, we will find that China started with the study of traditional tourism, and then with the related research on ecological recreation:

Research on Countermeasures and Evaluation of Island Recreational Resources

Huang Yangsong (1995) summarizes the current status of island recreational resources in China and proposes a corresponding overall development strategy based on detailed evaluation. Du Daolin et al. (1999) analyzed the recreational resources of Hainan Island in detail, analyzed the characteristics and types of recreational resources of Hainan Island, and evaluated them. Li Zhanhai et al. (2000) established a relatively complete evaluation model of beach recreation in order to connect China's beach recreation with international standards. Wei Xinghua (2006), on the basis of analyzing the current situation of the development and utilization of recreational resources in Shandong islands, put forward targeted countermeasures and ideas. Zhu Zhengtao et al. (2015) conducted a field survey of 27 uninhabited islands in Qingdao. Based on this, the analytic hierarchy process and Delphi method were used to construct an evaluation model for the suitability of uninhabited island recreation development. Chang Lixia and others (2015) established a control index system for the development of uninhabited islands, which provided theoretical assistance for the development and construction of uninhabited islands in China.

Research on Island Environmental Protection and Sustainable Development of Island Recreation

With the continuous development of economy and the continuous improvement of people's living standards, the consumption of island resources will accelerate, but considering the vulnerability of island ecology, the island's Development must be based on sustainability. Related researches on it in China include: Cen Boxiong (2003) proposed the concept of tourism eco-island, and discussed it in detail, and finally put forward the thinking direction of island eco-tourism development. Zhu Xiaodong (2004) first proposed the concept of micro-islands in his research, and proposed a conceptual framework for the sustainable development of micro-islands on the basis of linking the reality of islands. Li Chunhong (2006) proposed the establishment of an ecological leisure resort island in order to achieve the sustainable development of the Xisha Islands in Hainan. Ma Yunrui et al. (2016) explored and established an ecological evaluation index system for the construction of uninhabited islands, and conducted an ecological assessment of Dazhou Island in terms of ecological status, ecological risk, and ecological security. Ji Houde and others (2016) took Dashanyu and Dingyu as examples, and discussed the issue of how to take into consideration the space development and ecological safety of uninhabited islands with the theme of scientific and rational planning and development of space.
Analysis and Research on the Status quo and Development Trend of Uninhabited Islands in Hainan

The Island Protection Law of the People's Republic of China was formally implemented in 2010. Hainan Province promulgated and implemented the Measures for the Approval of the Development and Utilization of Uninhabited Islands in Hainan Province in July 2018. There are 7 uninhabited islands used for development projects, including Bianxi Island, Dongjun Island, Bianjing Island, Zhouzi Island, Wuzhizhou Island, Wild Pineapple Island and Xiaoqingzhou. So far, the better operations are Bianjing Island and Wuzhizhou Island. The basic measures on the islands have been perfected. Wild pineapple island has been developed into a nature reserve due to its beautiful natural scenery, and mangrove sightseeing activities are open to tourists. Xiao Qingdao and the other islands have also determined the development guidelines. Some islands of the Xisha Islands and Nansha Islands are also suitable for tourism development. The data shows that among the many islands in Xisha, Yongxing Island is the only island with residents, and the other islands have only seasonal traces of life; on the islands of Nansha, most of the islands have traces of fishermen in our country, and some islands still have ocean observatories[11]. These islands can be potential targets for development. According to the current survey results, the development and utilization of uninhabited islands in Hainan Province is relatively reasonable as a whole. There is almost no serious damage to the ecological environment during the development, but there are also some potential problems. First, the resource utilization rate of most islands in Hainan is low, and the development brings less value. At present, most of the islands that have been developed are only the development of marine farming and simple fishery production. This extensive approach does not take advantage of the island's resources, resulting in a lot of waste of resources. Hainan Province is the only tropical marine province in China and the islands here have more advantages than other places. Therefore, it is necessary to scientifically plan the specific development methods of the islands and deeply excavate natural resources and human resources on the islands. Designing more attractive tourism projects and improving the efficiency of resource use will be an important focus of Hainan Island's future development of uninhabited islands[12, 13]. The second is the lack of scientific planning and unified management during the development of uninhabited islands. Developers lack the most recent protection concept, or they hang protection on their lips and lack effective development methods and strategies. Third, the infrastructure construction of uninhabited islands is backward.

Table 1. Summary table of uninhabited islands in Hainan Province.

| number | Island name   | Administrative affiliation | Location type            | Current development and utilization methods              |
|--------|---------------|---------------------------|--------------------------|---------------------------------------------------------|
| 1      | Sijiao po     | Haikou                    | Inner Island             | Planting field,Nature reserve                           |
| 2      | Shangyang huai| Haikou                    | Inner Island             | Nature reserve                                         |
| 3      | Donghua po    | Haikou                    | Inner Island             | Farming,Nature reserve                                  |
| 4      | Zhupai po     | Haikou                    | Inner Island             | Farming,Nature reserve                                  |
| 5      | Luoting po    | Haikou                    | Inner Island             | Breeding waste,Nature reserve                           |
| 6      | Wild Pineapple Island | Haikou         | Inner Island             | Holiday,Nature reserve                                  |
| 7      | Bianxi Island | Wenchang                  | Kawaguchi Island         | Farming,Nature reserve                                  |
| 8      | Niuliu po     | Wenchang                  | Inner Island             | Farming,Nature reserve                                  |
| 9      | Bianxi Island | Qionghai                  | Kawaguchi Island         | Holiday                                                 |
| 10     | Dongjun Island| Qionghai                  | Kawaguchi Island         | Holiday                                                 |
| No. | Island Name         | City   | Type      | Use          |
|-----|---------------------|--------|-----------|--------------|
| 11  | Baian Island        | Wanning| Offshore island | Holiday     |
| 12  | Sugarcane Island   | Wanning| Offshore island | no          |
| 13  | Dazhou Island (Xiaoling) | Wanning| Offshore island | Seasonal residents, Nature reserve |
| 14  | Dazhou Island (Daling) | Wanning| Offshore island | Nature reserve |
| 15  | Nanzhou zi         | Wanning| Offshore island | No, there is a development plan |
| 16  | Kajing dao         | Wanning| Offshore island | No trace of use, there is a development plan |
| 17  | Fenjie zhong       | Lingshui| Offshore island | Holiday     |
| 18  | Niuqi zhong        | Sanya  | Offshore island | Holiday     |
| 19  | Yeshu Island       | Sanya  | Offshore island | National defense, Nature reserve |
| 20  | Dongpai            | Sanya  | Offshore island | No, National defense reserved, Nature reserve |
| 21  | Xipai              | Sanya  | Offshore island | No, National defense reserved, Nature reserve |
| 22  | Dongzhou           | Sanya  | Offshore island | National defense |
| 23  | Xizhou             | Sanya  | Offshore island | National defense |
| 24  | Shen Island        | Sanya  | Offshore island | Using traces, No, National defense reserved, |
| 25  | Xiaoqing zhong     | Sanya  | Offshore island | Holiday, Nature reserve |
| 26  | Donghuan zhong     | Sanya  | Offshore island | National defense, Nature reserve |
| 27  | Niuwang ridge      | Sanya  | Offshore island | Holiday, Nature reserve |
| 28  | Dongsha Island     | Sanya  | Offshore island | Holiday     |
| 29  | Xigu Island        | Sanya  | Offshore island | Lighthouse pilot |
| 30  | Shiguang slope     | Dongfang| Kawaguchi Island | Farming |
| 31  | Guohe yuan         | Changjiang| Kawaguchi Island | Farming |
| 32  | Maxi yun           | Lingao | Inner Island | Farming     |
| 33  | Hongpai Island     | Lingao | Offshore island | Shelterbelt planting |

With the continuous improvement of environmental protection policies, the development, protection and management of uninhabited islands have become particularly important. As the island recreation destination development, we must combine our own conditions and adapt to local conditions to form our own unique style. As the largest island in China, Hainan Island has abundant natural resources. However, due to economic and social constraints, Hainan Province lacks scientific and effective management of island resources. At present, Hainan Province is wasting and destroying resources when developing and using them. Prominently, it has adversely affected the sustainable development of the region’s economy. Therefore, formulating a more scientific development strategy is very necessary for the development and protection of island resources.
Summary

The study of uninhabited islands started late in China. After the release of the “Regulations on the Protection and Utilization of Uninhabited Islands” on June 17, 2003, the research on uninhabited islands in the academic community emerged one after another. So far, only Liu Rongzi and Qi Lianming published the "Research on the Value System of China's Uninhabited Islands" in 2006. This book proposes various factors that affect the value of China's uninhabited islands and types of island values of the judgment standard and evaluation method.[3] Regarding the research of related literature, the author found that, by sorting out the relevant literature libraries such as HowNet, there are currently not many relevant studies on the development of uninhabited island recreation in China, and there are only dozens of related journal papers. The research on the strategy of the development is even more rare. Therefore, the author believes that it is of great value to study the strategy of uninhabited island recreation development.

In the future, the development of uninhabited islands will definitely become an indispensable part of the marine economic chain. Based on the sustainable development theory, ecological carrying capacity theory and SWOT analysis theory, this study takes Jiajing Island's recreational development strategy as the starting point. According to the important conviction of “lucid waters and lush mountains are invaluable assets”, combining the development of industrial integration and the application of the concept of blockchain, the ecological red line is the bottom line of island development, and sustainable development is an important part of the development of uninhabited island tourism. The key development direction in the future will provide experience and reference for the development of Kajing Island and other uninhabited islands.

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