A Study on the Relationship Between Industrial Structure Adjustment and Low-carbon Tourism Economy in Hainan Province

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ABSTRACT

In recent years, with the vigorous development of economic and social undertakings in Hainan, the industrial structure adjustment is placed on the agenda, and low-carbon tourism has also become an integral part of industrial restructuring, which not only has an impact on people’s daily life, but also plays a positive role in the long-term development of local economy. In the new situation of social development, low-carbon tourism should keep up with the pace of industrial restructuring and provide support for economic and social development. This thesis studies the relations between Hainan industrial structure adjustment and low carbon tourism economy.

Key words: industrial structure adjustment; low-carbon tourism; economy; relations; research

The rationality of industrial structure adjustment directly affects whether the local economic development is stable, healthy and rapid, and its grade determines the economic strength. Low-carbon tourism, strongly advocated now, is a deep-level environmental tourism. As the organic integration of low-carbon concept, tourism development and ecological construction, it takes ecological protection, low energy consumption, and low pollution as its mark, to form an innovative way and ideas of tourism. This year, Hainan province proposes that making progress while maintaining stable performance is to be set as a goal in work and supply-side structural reform should be taken as main direction. It is necessary to establish and practice new development concept, so as to achieve good momentum of...
every industries and see that the construction of international tourism island achieve initial success. As for the issues to be solved, except the total economic growth, the relation between industrial structure adjustment and low-carbon tourism economy is also an important part.

This article is based on 2017 Report on the Work of Hainan Province Government and the practical conditions of Hainan, take the "13th Five-Year Plan" orientation, and put forward the research on relations between industrial structure adjustment and low-carbon tourism economy for a new round of economic development and industrial structure strategy for reference.

MAIN SITUATION AND RELATED ISSUES OF RELATIONS BETWEEN INDUSTRIAL STRUCTURE ADJUSTMENT AND LOW-CARBON TOURISM ECONOMY IN HAINAN PROVINCE

Main Situation

Since the establishment of province and special economic zone, the economy of Hainan province has developed rapidly, economic aggregation has sustainable growth and productivity has been improved significantly. Only in 2016 work review, the province's GDP was over 404.4 billion Yuan, representing about 8% growth. Industrial structure was adjusted to 24:22:54 from 23:24:53 last year, indicating the proportion of the tertiary industry increased over the same period last year. Local general public budget revenue reached 63.8 billion Yuan, increased by 9%. Fixed assets investment amounted to 374.7 billion Yuan, increased by 12%. Total retail sales of social consumer goods was about 145.5 billion Yuan, increased nearly 10%. Urban residents’ per capita income was over 28,000 Yuan, while rural residents’ per capita income over 11,000 Yuan, respectively increased by 8% and 9%. The main economic indicators are over expected, the total retail sales of social consumer goods was greater than the national average growth rate. Residential consumption prices increased 3%. Urban registered unemployment rate was kept in about 2%. The “13th Five-year plan” has achieved initial success.

Related Issues

All along, Hainan Province has always adhered to persisting in introducing investment and maintaining the stable and healthy operation of economy. The economic situation is analyzed once a month; the key project construction is supervised once every quarter. The important role of investment in economic growth has been fully achieved through One hundred day action of service society investment. For example, the construction of Hainan International Tourism Island pilot area, Guilin Ocean National
Tropical Agriculture Park, Boao Joy City International Medical Tourism pioneer zone, Clear Water Bay International Information Industry Park, Sanya Creative Industry Park and Hainan Ecological Software Park was sped up.

It is necessary to carry out international tourism island plan, increase efforts of tourism transformation and upgrading to create a "global tourism demonstration province, the top ten travel packages", and renovate the tourism market comprehensively, so as to make tourists satisfied. The offshore duty-free policy improves people’s lives and facilitates businesses. Xisha tourism continues to heat up. The whole year Hainan received about 60.24 million tourists, while total tourism revenue reached 67.2 billion yuan, respectively, increased by 13% and 17%. Tourism foreign exchange income increased by 41% and inbound tourists 23%. The construction of tropical efficient agriculture, agricultural infrastructure, South breeding base construction project and provincial modern agriculture demonstration base was sped up. Over 300 scale farms were transformed to be environmentally friendly. The province’s agriculture transformation was sped up. A group of organic green agricultural products brand was developed. Internet agriculture town was successively launched. Agricultural products electronic business has begun to form a large scale.

The first International Tourism Island Shopping Festival and China International Advertising Festival were successfully held. Pharmaceutical industry continued to grow. The franchises of main pharmaceutical projects and the value of pharmaceutical manufacturing increased over 7%. The Real estate industry control policy has made outstanding achievements. Housing sales, sales area increased by 52% and 43%. Commercial housing stocks was reduced, the real estate market developed steadily, and the real estate structure was further optimized.

At present, when it comes to industrial structure adjustment, the existing related issues are as following.

Different industries cannot benefit each other. With the sea area of about 200 million square kilometers, accounting for 42% of the country's marine area, Hainan has the most abundant marine fisheries and marine plant resources in China. However, its economy has a poor foundation, structural contradictions are relatively prominent and the industrial structure remains to be further optimized. It is necessary to develop quality and efficiency and foster new drivers of growth. The international grade of the tourism island is to be improved, and development environment should be improved from soft and hard aspects. We must strengthen the open policy and promote social civilization degree, comprehensively and effectively speed up the transformation and upgrading to build a tourism products system with Hainan characteristics.
Industrial environment restricts economic development. As special economic zone and international tourism island, also with good ecological environment, Hainan has many advantages of development. However, only when the policies were transformed into momentum, these advantages can benefit development.

The tertiary industry is dominated by traditional industries. The tertiary industry in Hainan province is weak. At this stage, the wholesale and retail trade, transportation and postal services and catering industry and other traditional industries, account for a large proportion of the tertiary industry. Under the new situation, tourism, culture, information consulting and other service industries urgently needs to be developed. In the tourism industry, it is most important to strengthen the development of low-carbon tourism, improve the tourism infrastructure, enhance the level of tourism services, optimize the tourism development environment, improve the quality of tourism services, strengthen security measures and increase policy support.

FIND OUT DISPARITY IN “13TH FIVE-YEAR PLAN”

In the “13th Five-Year plan”, more than ten points refer to the comprehensive development of tourism economy industry. The status, role and strategic fulcrum of tourism in The Belt and Road Initiative and other issues are necessary to be seriously and deeply thought.
1. As Hainan is an important tourism city, and travel is to eat, live, go sightseeing and go shopping, it is practical to optimize duty free shops.
2. Agriculture should be integrated with tourism. Agricultural products processing industry and agricultural production service industry should be actively developed.
3. We should move faster to promote Hainan province into an international tourism island from the development of ecology, mountain, and culture and leisure tourism.
4. We should develop tourism, culture, elderly care and other real estate, so as to foster new types of business.
5. Form characteristics and advantages through the development of green agricultural products processing and cultural tourism and other industries.
6. The construction of international gold tourism belt not only increases tourism attraction of Hainan, but also allows visitors to enjoy a longer trip, achieve a win-win situation.
7. It is necessary to accelerate the development of energy resources and develop revolutionary tourism to create more employment opportunities for people in former revolutionary areas.
8. We should vigorously develop public leisure and promote tourism,
increase ecological health services and products, develop new tourism products to meet the needs of customers.

9. We should vigorously promote education, culture, tourism, environmental protection and other industries, organize cultural years, film festivals, arts festivals and other activities to strengthen the cultural exchanges, and make use of folk culture to make people’s trip more colorful.

10. It is necessary to promote common development of tourism, culture, information and other industries, and improve creativity and innovation.

SUGGESTIONS ON THE ADJUSTMENT OF INDUSTRIAL STRUCTURE AND THE ORIENTATION OF LOW-CARBON TOURISM ECONOMY

According to economic theory and the actual situation of economic development in Hainan Province, industrial restructuring and low-carbon tourism economy need to be further optimized. International Tourism Island Action Plan is to be comprehensively promoted to construct an all-weather all regional tourism destination and cultivate a number of international level of coastal leisure holiday brand, and ultimately strengthen the Hainan visibility as eco-tourism Island, driving Sanya and Hainan tourism traffic, to achieve double growth of inbound tourists and tourism revenue. The following points needs stressing out.

Industrial structure adjustment and low-carbon tourism economy should be carried out step by step. The work should around the aim to make province’s tourism enterprises bigger and stronger and Hainan’s “international” brand famous. The construction of Haikou Wanda cultural tourism city and other projects should be sped up to be completed on time with good quality. It is necessary to reduce entry threshold and the overall cost of yacht registration, sailing, parking, maintenance. The energy-saving emission reduction and low-carbon development of tourism is a systematic project, which needs the concerted efforts of tourism departments, enterprises, operators and tourists.

Adjustment of industrial structure and low-carbon tourism economy should ensure social stability. The tourism industry associations should refine themselves, actively respond to the provincial Tourism Commission’ call of going out with open-minded thinking, and take seriously international market development and channel construction. It is necessary to improve the International Winter Trade Fair, Marine Economy Expo and other local exhibition. We should speed up land, sea and air efficient transport and facilitate the transition among them. Licensed health care, health management, care and rehabilitation, medical beauty and anti-aging industries should be
developed. The construction of new ideas of tourism should cover three aspects of products, services and publicity. In the development of tourism, not only the economic function of tourism should be improved, but also the social and cultural functions should be taken into account.

Government should play a leading role in the industrial structure adjustment and low-carbon tourism economy, increase marine oil and gas resources exploration and development efforts, vigorously extend the oil and gas industry chain, take hot spring resort as the core and develop Traditional Chinese medicine therapy, health-care exercises, facial treatment and other ancillary products. Government departments have a variety of cultural and natural resources, services and access functions. Only when the government departments take the initiative to dock the tourism market, set up a new tourism thinking in the Internet Era and regard tourists as the center of all work, the government, the visible hand, can effectively promote the tourism quality and interaction with other industries’ development.

Industrial structure adjustment and low-carbon tourism economy should have local characteristics. Ecology is the unique advantage of Hainan, the tourism enterprises should protect ecosystem, as it is the premise of sustainable tourism development. We will move faster to develop tourism priority development and all-for-one tourism, mobilize all industries, the whole society and all people to participate in tourism development. Tourism has become the pillar industry of Hainan, all tourism enterprises should work hard together to keep its development healthy and stable.

CONCLUSION

This year, the overall situation of tourism in Hainan is optimistic, the majority of brand scenic areas have achieved varying degrees of growth, which benefits from the improvement of overall tourism environment in Hainan and the increasing marketing efforts and investment. Tourists have richer experiences and tourism price ratio is also rising.

In a word, the development of an industry should not be based on the sacrifice of other industries. Since three industries should coordinate and develop together. The 13th Five-Year Plan put forward higher requirements for tourism workers; low-carbon tourism is the best choice for tourism development. It is necessary to speed up the adjustment of industrial structure, highlight the status of the tourism industry, expand the scope of industrial structure adjustment and low-carbon tourism economy, and change the tradition concept of industrial structure adjustment and low-carbon tourism economy. At present, the tourism industry break the traditional model and form a multi-faceted, multi-level and multi-dimensional new industry. For
example, transportation, water conservancy, forestry, culture, ethnic and other tourism elements can work together, complement one another and secure common development. It indicates that China will become a tour powerful nation in five years. Tourism has a good development prospects.

Acknowledgement

Higher educational scientific research projects of the Educational Department of Hainan Province

Project name: Study on the Development Model and Path of Low-carbon Tourism Economy in Hainan International Tourism Island (Item No.: Hnky2016-50)

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