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The Influence of Industrial Cluster and Industrial Division on the Core Competitiveness of Tourism Industry in Hainan China under the Background of Free Trade Area Construction



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ABSTRACT

In the context of building an international tourism island and a free trade zone, the rapid growth of tourism demand scale and the change of demand types and characteristics in Hainan China have created a new trend of regional concentration of tourism consumption, which will promote the regionalization and integration of Hainan China tourism industry effectively. The pattern of regional tourism industry cluster in Hainan China has been preliminarily revealed in recent years. In order to enhance the core competitiveness of regional tourism, promote the local economic development, and solve problems that have existed for a long time, this paper firstly analyzes the influence of the cluster development and division mechanism of tourism industry on the factors of tourism core competitiveness in Hainan China, such as basic factors, supporting factors, developmental factors, regulatory factors, and so on. Then, based on the analysis, putting forward policy suggestions, including strengthening the government's support and guidance to the tourism industry, developing tourism products and creating the whole image of tourism industry cluster, innovating the marketing mode of Hainan tourism industry and implementing the strategy of tourism talent.

INTRODUCTION

With the improvement of people's living standard, the rapid growth of tourism demand scale and the change of demand types and characteristics, the new trend of regional concentration of tourism consumption has been created, which has promoted the regionalization integration of tourism industry. In recent years, the regional tourism industry cluster pattern has been initially formed. The cluster development of tourism industry can not only achieve the goal of integrating tourism resources, but also promote the competitiveness of regional tourism industry, thus promote the local economic development, and solve many problems that have existed for a long time. At present, China's tourism industry is in a critical period of structural adjustment and upgrading of the tourism industry from a large-scale to a quality-oriented one. In the context of the establishment of a free trade area and the rise of the international tourism island as a national strategy, Hainan Province, as one of the main Tourism regions in China, where the contradiction between the competitiveness of tourism industry and the scale of an industry is becoming more and more prominent. The relative, small, and weak situation has not yet been fundamentally changed and the international popularity of Hainan China is also not high. So promoting the core competitiveness of Hainan's tourism industry has become a real issue that needs to be resolved urgently. Under such circumstances, the unique innovation advantages and competitive advantages of industrial clusters and industrial division of labor can become a powerful force to promote the regional integration and structural upgrading of tourism in Hainan China.

RESULT AND DISCUSSION

1. Resource Endowment and Basic Conditions of Hainan China Tourism Core Competitiveness

There are 75 scenic spots in Hainan China. Among these spots, 30 of them have been rated as state A, 2 spots are 5A, 7 spots are 4A, and 4 spots obtained the title of National Industrial and Agricultural Tourism Demonstration Point. Main spots include Qionghai Women Soldiers Memorial Park, Song's Ancestral Residence, Danzhou Dongpo Academy, Haikou

Wugong Temple, Chengmai Gold Temple, Dingan Nanli Lake, Long Jianfengling National Forest Park, Wanning Dongshan Mountain, and other spots that located in Sanya, such as Nanshan Cultural Tourism Area, Luo Bi Dong, Ya Zhou Gu Cheng, Tianya Haijiao, Yalong Bay and Wuzhizhou Island.

Hainan China is rich in tourism resources. The sand shore accounts for 50% to 60% of the 1500km coastline and the width of the low-tide sand line can range from hundreds of meters to more than 1000 meters. There are different types of coastal attractions along the coast of the island and there is also a unique tropical coastal forest landscape on the eastern coastline, a unique coastal landscape of mangroves and tropical reefs named coral reefs. The above resources all have high appreciation value. 81 mountain peaks are located on Hainan Island, and all their altitude is above 1000 meters. Among them, the more famous ones are the Wuzhi Mountain, Parrot Ridge, Dongshan Mountain, Jianfeng Ridge, Mount Seven Fairies, Bawangling Ridge, Diaoluo Mountain and so on, where people can go on vacation and keep away from the hot weather. Volcanoes, hot springs, and caverns are precious treasures that nature has bestowed upon Hainan China. Qionghshan City's Shishan, Luoqing Pan Crater, and Lehuling crater are perfectly preserved. There are also a lot of therapeutic hot springs with high temperature, good water quality, the large amount of water and low salinity in Hainan China, constituting a very beautiful landscape. As a large tropical island, due to the scarcity of tropical regions in China, Hainan tropical flora and fauna resources are extremely valuable tourist resources.

Hainan China has been inhabited by ethnic minorities which represented by Li nationality for generations. They retained their simple character and unique folk customs added beautiful scenery to Hainan society. In China, Hainan Province is the only inhabited area of Li nationality. Some of their unique ethnic customs and cultures all have special tourism value. Meanwhile, there are many historic sites that of historic significance in Hainan China, such as the famous Dongpo Academy, Wugong Temples, Qiuqun Tomb, Wenchang Pavilion, and many revolutionary base areas like Commemorative Statue of Women Soldiers, Memorial Hall of Baisha Uprising, Jinniuling Martyrs Cemetery, Song Qingling's former residence and so on.

2. Factors Influencing the Core Competitiveness of Hainan China Tourism Industry

2.1 Basic Factors

The basic factor is the core and foundation of tourism competitiveness in Hainan China, which mainly includes tourism resource endowment and tourism product development, such as geographical overview and climate, culture and history, recreational activities, tourism services, market ties and so on. These are the basic factors influencing Hainan China tourism development and the motivation to stimulate tourists to produce tourism.

2.2 Supporting Factors

The supporting factor is the auxiliary factor to Hainan China tourism development and the foundation of tourism competitiveness, including Hainan's infrastructure, accessibility, tourism enterprises, and market potential and so on. Tourism resource sharing is the main driving force to attract tourists to Hainan China. However, if these tourism resources do not have accessibility, or if the relevant enterprises or departments are unwilling to provide the necessary services to help to turn core tourism resources into tourism products on the market, or the conditions for promoting tourism development are limited or substandard, then no matter how rich the tourism resources in this region are, the competitiveness of the region is bound to be severely constrained.

2.3 Developmental Factors

The developmental factor refers to the developing direction and mode of Hainan China tourism. It is the key to maintain Hainan Province's sustainable competitive advantage. It specifically includes the organization, marketing, tourism management, crisis management, resource monitoring and so on in Hainan China.

2.4 Regulatory Factors

Regulatory factors are the determinants of competitiveness; they can slow down, mitigate, suppress, filter or amplify, enhance, improve, promote other factors. It mainly includes

destination location, safety, bearing capacity and brand and so on. Although these factors have a moderating impact on core competitiveness only through small and continuous accumulation, their influence is fundamental, dramatic and controlling, so that it can outweigh other types of determinants, and to turn strong or weak competitors into secondary or primary competitors.

3. The Impact of Industrial Cluster and Industrial Division on the Core Competitiveness of Hainan China Tourism Industry

3.1 Influences on Basic Factors

Due to the fact that the natural climate, culture, and history contained in the basic factors of tourism resources in Hainan China have remained unchanged for a long time, the impact of tourism industry cluster on the endowment of tourism resources is limited, which mainly reflected in the impact of industrial clusters on the development of tourism products.

First of all, industrial clusters can gather a large number of raw materials and service providers that can provide excellent, low-cost and the best professional services, thus reducing the cost of trade between tourism enterprises. Because of the proximity of geographical location, many enterprises can obtain the information needed to compete in their own industry, and the common industrial culture and values in tourism-related enterprises in the cluster are conducive to close cooperation between different enterprises and different people. Besides, good trust foundation is helpful for tourism-related enterprises to save time and cost of searching market information. At the same time, the agglomeration of tourism enterprises in geographical space makes it easier to form a specialized labor market, so that tourism enterprises can reduce labor costs and save labor costs.

Secondly, the industrial cluster can reduce the operating cost of tourism enterprises. The competition among tourism enterprises in the cluster will also reduce the price level of tourism products and make it possible for tourism products to have a stronger competitiveness, so as to enhance the overall competitiveness of Hainan China.

Thirdly, the industrial cluster will promote the innovation of tourism industry. Industrial clusters could attract tourism professionals to Hainan China, making it easier for tourism enterprises to get the talents they need. The learning interaction between universities and related research institutions within the cluster and tourism enterprises could also increase the ability of sustainable innovation of Hainan China tourism industry.

3.2 Influences on Supporting Factors

In order to meet the needs of enterprises gathered in the industrial cluster, the government of Hainan China is willing to attract more enterprises to join. Also, the government management institutions will strengthen the construction of infrastructure and improve the investment environment. Thus, industry cluster can promote the government of Hainan China to increase its investment in infrastructure, strengthen infrastructure construction, so as to improve Hainan's environment and enhance competitiveness.

The industrial cluster is conducive to maximize the attraction of tourists and form a greater tourism market, so it is able to be more attractive to industrial capital. What's more, it further develops the competition and cooperative relationship between enterprises in the cluster, promotes the tourism enterprises to improve their system, perfects the management mechanism which is conducive to the survival of the fittest and achieves the optimal allocation of resources.

3.3 Influences on Developmental Factors

The developmental factor refers to the developing direction and mode of Hainan China tourism and is the key to maintain the sustainable competitive advantage. It specifically includes tourism destination resources maintenance, government management, education and scientific research, destination residents and so on.

Under the condition of the modern market economy, the regional competition is becoming more and fiercer. The government of Hainan China should focus on the introduction and protection of talents and regional marketing. In addition to ensuring the normal economic

activities of the cluster enterprises, the most important thing for the government is to provide convenience for the introduction of talents, promote scientific and technological innovation, and maintain the vitality of the cluster. After all, innovation and human resources are the keys to keeping the cluster competitive.

3.4 Influences on Regulatory Factors

Because a large number of tourism products are concentrated in industrial clusters, so it could quickly expand the impact of local tourism products and form Hainan China regional tourism brand. And that also could promote the brand image of the products in the region correspondingly, thus greatly enhance the comparative competitive advantage of Hainan China-related enterprises in the industrial cluster.

As the regional tourism brand has the characteristics of sharing, brand orientation, and diffusion effect, therefore, the establishment of regional tourism brand can further expand the regional impact and enhance the regional attractiveness. Especially, it can promote the promotion of tourism enterprise image and product image, and create favorable conditions for the future development of regional tourism.

Hainan China enjoys the strong inclination of the national and local government policies, the unique geographical location, the colorful natural resources and transportation and communications. But if Hainan China wants to be able to stand out among all famous islands such as Hawaii, Bali, Maldives, and others, it should make full use of development opportunities and fully tap its own potential.

4. Policy Recommendations and Implementation Measures

4.1 Strengthening the Support and Guidance of the Provincial Government to the Tourism Industry Cluster

The cluster development of tourism industry can rely on the power of the government, such as striving for the perfect infrastructure for the development of the industry, promoting the government to introduce a more effective management system and industrial policy to adjust

and upgrade the industrial structure, and constantly standardizing the tourism order as well as choose a suitable business model. Specifically, it contains the following three points. Firstly, the government departments should organize and formulate the overall plan of the province and regional planning, carry out tourism research and other activities. What's more, for the tourism development of Hainan China tourism, the government should also perfect the infrastructure; improve the supervision and management system; implement the relevant laws, regulations, and standards; establish the tourism-related education and training standards as well as organize the overall publicity of tourism on the island. Secondly, the government could establish various tourism industry associations, including hotels, restaurants, travel agencies, scenic spots and tourism, transportation and other industries, to give play to the self-discipline role and intermediary services of trade associations in industrial clusters. Strengthening these industry associations' management function in the tourism industry so as to protect the legitimate rights and interests of regional tourism enterprises and create a fair and orderly business environment. Thirdly, deepen the reform of tourism enterprises and strengthening the integration of the tourism industry. Facing the small-scale and scattered management of tourism enterprises in Hainan China, the government can use the power of state-owned travel agencies and transportation departments to form a tourism accumulation group with state-owned assets as its main body. For other ownership enterprises, they can establish joint-stock companies and enter the capital market to operate. In short, to develop the tourism industry, we must insist on taking the government as the leading factor and give full play to the macro coordination role of the provincial government, so as to promote the tourism industry to infiltrate with other industries, expand the development space of the tourism industry and further construct Hainan China tourism industry cluster vigorous productivity.

4.2 Developing Tourism Products and Creating the Whole Image of Hainan China Tourism Industry Cluster

"There are more abundant potential tourism resources" in Hainan China. If we want to bring Hainan Island's tourism advantages into full play, we must tap the potential island tourism resources and develop them into real industries and tourism products. Therefore, we should

develop a variety of tourist commodities to meet the different hobbies and levels of consumption for domestic and foreign tourists of a variety of psychological needs. Moreover, in addition to traditional sightseeing and vacation tourism products, we should also develop other special tourism products, such as hot spring rehabilitation tours, convention and exhibition tourism, agricultural tourism, sports tourism, industrial tourism and so on. Through the reasonable integration of many tourism resources and the allocation of various tourism products to make Hainan China become a tourist destination with outstanding core advantages. Only in this way can Hainan China compete with the tropical islands of Indonesia, Thailand, and Malaysia and gain Hainan's due market share in the international market. Moreover, it is necessary to further optimize the allocation of resources, meticulously create tourist routes, carry out scientific layout and planning of scenic spots, and eventually gradually form a new pattern of tourism with obvious regional characteristics and create a holiday paradise and sunshine Hainan China image. Further, construct Wanning Xinglong tourist Resort and Yalong Bay tourist area and other important scenic spots around the supporting services in Hainan China, and build theme tourism park of tropical rainforest and ocean with high standard.

4.3 Innovating the Marketing Mode of Division of Labor in Hainan China Tourism Industry

Launch different tourism products for mainland and overseas markets to attract domestic tourists and foreign tourists. For example, through the media to publicize Hainan China international tourism Island, publicize those public tourism promotion activities such as domestic and foreign trade conferences to carry out targeted special promotional activities; improve tourist products and optimize the tourist source structure of some main cities in China to Hainan. We can also carry out the activities like "feeling in Hainan, warm in winter" and "Hainan people visit Hainan" to support the tourism development of Haikou and Qiongbai areas. In the aspect of the overseas market, we should support Sanya City and Haikou City to develop Southeast Asia market and pay attention to other emerging markets while grasping the markets of Hong Kong, Macao, Taiwan, Korea, Japan, Europe, America, and Russia.

Mold holiday island image, introduce high-end tourist and achieve key marketing. In order to improve the core competitiveness of Hainan China and form its core competitive advantage, we should support those key enterprises, cities and products in Hainan to finally realize the great upgrade of Hainan China tourism in domestic tourism market, the great breakthrough of Hongkong, Macao and Taiwan market, and the expansion of foreign markets.

4.4 Completing and Improving Infrastructure Conditions

First of all, build a convenient, fast and safe integrated transportation system on the Hainan China. It is necessary to improve the environment of basic transportation facilities in Hainan Island and strengthen the preliminary project of the sea crossing in Qiongzhou Strait. After the completion of the bridge, the central city in the Beibu Gulf region will be connected through the highway network to form a 6-hour land transportation economic circle. In addition to the rapid improvement of the regional advantages of the Leizhou Peninsula and Hainan Island, the construction of the sea crossing bridge is also of great significance to the development of the South China Sea resources, the implementation of the national energy development strategy, the strengthening of the regional cooperation in the Pan-Pearl River Delta, the promotion of the economic cooperation and development of the Beibu Gulf region, and the acceleration of the construction of China ASEAN from the trade zone. It is a magnificent tourist landscape of Hainan China. What's more, the construction of the highway from Haikou city to Nanning city should be improved. At the same time, speed up the construction of Hainan East Ring Railway, and timely start the Yangpu spur line and the West Ring Railway transformation task. While strengthening the construction of Haikou-Sanya and Wanning-Yangpu Expressway, the technical grade of the existing national highways and provincial roads should also be raised, the road traffic situation in the countryside should be improved, and the construction of basic transportation facilities near the tourist attractions should be strengthened. Moreover, planning the construction and optimization of the airport in the western part of the island, strengthening the infrastructure construction around the port and the construction of the transportation system, and speeding up the promotion and improvement of Boao Airport so as to achieve the final form of supporting and complete functional system pattern, and actively improve the purpose of the construction of the dial.

Secondly, further standardize the market order on Hainan China. Vigorously promote international standards for tourism certification and international standardization of tourism services in Hainan China. In the aspect of scenic spots, transportation accommodation, professional tour guides, tourism shopping, emergency incident management and catering, etc., we should strengthen the construction of the integrity system of the tourism industry; rectify false advertisements and "no fees". Standardize the ticket prices of scenic spots and crack down on unfair competition and price fraud against tourists. In addition, strive to promote comprehensive law enforcement on the island, complete the rapid handling mechanism of complaints against tourists on the island, and speed up the establishment of tourism service system in line with international standards. Further, step up the punishment of illegal acts and strengthen public opinion supervision and social supervision.

Thirdly, enhance the construction of network infrastructure on Hainan China. Actively promote wired and wireless networks, develop digital construction, and finally achieve high-speed wireless network system covering all Hainan Island. Vigorously develop a new generation of mobile communications and the next generation of the Internet, thus actively promote network updating and upgrading. Actively promote the integration of network information resources and speed up the construction of "three networks" on the island. Concentrate on the construction of information network covering all the sea areas under the jurisdiction of Hainan China so as to improve the capability of information service and the level of emergency management in the South China Sea. Besides, strengthen the construction of tourism public service system. For example, using information technology to strengthen the tourism service and management of Hainan Island in an all-around way and setting up service centers in places where tourists gather in transportation hubs, city squares, and scenic spots and so on in the province. Perfect all kinds of marking system of tourism. Construct a systematic tourism service online platform with the functions of complaint and reservation consultation. Enhance the construction of convenient, clean and well-managed public toilet facilities. Improve tourism emergency mechanism, safety warning, public health care, emergency rescue, health and epidemic prevention, and other security relief systems.

4.5 Implementing the Strategy of Tourism talents

Firstly, the related departments of tourism should help improve the quality of Hainan island tourism management personnel from the overall perspective. Specifically, establish and perfect the mechanism of introducing talents. Also, the competent authorities should join other relevant departments, working with enterprises to handle the three key links to the introduction of tourism management talents: introduction, utilization, and retention. Strengthen the systematic training of middle and high-level tourism management talents and train the high-quality tourism management team quickly and efficiently through holding various kinds of seminars and MBAs so that they can actively participate in the international competition. Moreover, in order to establish a scientific and reasonable training management system, it is necessary to make clear the responsibilities of Hainan China prefectures and tourism enterprises in training and make joint efforts to improve the quality of tourism management talents. Secondly, tourism enterprises should respect the personality of their employees, care about their life and psychology, and let them participate in the decision-making of enterprises and attach importance to the people-oriented management of enterprises. Only in this way, can improve the morale of employees, achieve brainstorming, and then contribute themselves to the development of enterprises. Besides, enterprises should also establish a motivate mechanism. Combine spiritual rewards with material incentives, stimulate the potential of employees as much as possible, and strive to mobilize their enthusiasm. Thirdly, while making full use of the resources of colleges and universities in Hainan China and improving their level, it is also important to enhance the infrastructure of other schools, achieve the improvement of all kinds of schools, the promotion of the basic coverage of high-quality tourism personnel training, and the cultivation of tourism application talents.

CONCLUSION

Under the background of constructing the whole island free trade area and the international tourist island, Hainan China is under the tremendous pressure of the once-in-a-lifetime development opportunity and the competition between the world famous tourist islands. The

innovation advantage and competitive advantage of the industrial cluster and industrial division of labor make it possible to become a powerful force to promote regional integration and structural upgrading. In such an environment where opportunities and challenges coexist, the government and the market are the two major themes in industrial clusters. Only when they complement each other, coordinate with each other and develop together can they promote the development of industrial clusters and industrial division of labor and thus achieve the purpose of enhancing the core competitiveness of tourism.

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