

Research on Tourism Real Estate Development in Hainan under the Construction of Pilot Free Trade Zone (Port)

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Abstract—This paper describes the current situation of tourism real estate development in Hainan, analyzes the existing problems in its process of development, and puts forward countermeasures and suggestions for future development in the context of the construction of pilot free trade zone (port).

Keywords—Pilot Free Trade Zone (Port); Hainan Tourism Real Estate; Development Research

I. INTRODUCTION

The definition of tourism real estate originates from the timeshare vacation industry in Western countries, created by Chinese people combined with the typical Chinese features, referring to the development of the real estate who serves the tourism industry directly or whose space closely associated with the tourism industry, including the development of the real estate for the purpose of tourist resort, their marketing model or projects embodied the function of tourism in whole or in part. Tourism real estate generally focuses on tourism vacation, or drives the development of real estate through integration of planning and design, development and construction, management, marketing and other links with the help of tourism facilities [1]. The development of Hainan tourism real estate has always been at the forefront of China.

II. DEVELOPMENT STATUS OF HAINAN TOURISM REAL ESTATE

There are four main development modes of tourism real estate with various core resources in China recently, the first one relies on natural resources, the second one lies in promoting cultural landscape with products, the third one emphasizes on stating cultural themes and the last one is to graft industrial themes. As the sole tropical island in China, Hainan has unique climate, environment and other resources, and there are unique benefits for the development of tourism real estate in Hainan, which combines into a new way of vacation investment and real estate, such as residence, tourism, vacation, business, pension, recuperation and other factors [2].

III. PROBLEMS EXISTING IN HAINAN TOURISM REAL ESTATE UNDER THE BACKGROUND OF PILOT FREE TRADE ZONE (PORT)

On April 13, 2018, Chinese President Xi Jinping, on the 30th anniversary of special economic zone established in Hainan province, solemnly announced that the nation decided to support Hainan island to construct pilot free trade zone, would gradually explore and steadily push forward construction of free trade zone (port) with Chinese characteristics, and establish free trade zone (port) policy and institutional system step by step [3]. On the one hand, the policy has brought great opportunities for the development of Hainan tourism real estate and stimulated its rapid development. On the other hand, in order to avoid the rapid rise of real estate prices, Hainan government has implemented strict control measures, which have suppressed the development of tourism real estate. Therefore, the construction of Hainan pilot free trade zone (port) is both an opportunity and a challenge to the development of Hainan tourism real estate.

A. Insufficient Support Policy Of Tourism Real Estate, Frequent Appearance Of Market Chaos

The development of tourism real estate in Hainan is deeply dependent on the natural environment of Hainan. If the industry policy support is not enough, it easily leads to chaotic development without long-term planning and sustainable development capacity [4]. Though tourism real estate is one of the important industries in Hainan, there is not a whole provincial planning on the tourism real estate development at present. There are not little relevant planning scattered in the "Hainan International Tourism Island Development Planning", and the Mid-Term And Long-Term Programs On Real Estate Of Hainan Province, etc. For a long time, the tourism real estate market has been in a state of spontaneous development without systematic guidance of long-term development planning. At the same time, the relevant management policies of Hainan tourism real estate are also very deficient, which leads to the irregular and destructive market order. For example, the illegal development of tourism real estate, such as land reclamation and illegal occupation of the coast, reported by the environmental protection supervision group, is caused by the insufficient support of relevant policies of Hainan.

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B. Excessive Reliance On Scenic Resources, Incomplete Supporting Facilities Of Tourism Real Estate

One of the core features of Hainan tourism real estate is that it has unique and scarce landscape resources, which is the basis of the development of tourism real estate. At the present stage, most Hainan tourism real estate projects only rely on their natural resources while pay less attention to supporting facilities. which leads to the imbalance of tourism real estate function . The developers often heavily emphasize on the hardware and real estate industry rather than tourism industry and good-quality service. So, some developers just take advantage of the name of tourism real estate to make profits, their real intention is just to sell real estate not to promote the development of tourism industry, and seldom offer the value-added services, even though it is equipped with a certain tourist service facilities. For instance, some Hainan real estate developers just utilize the concept of tourism real estate and imagination of consumers to enhance the influence of the project and sales performance, which was criticized by the media as "hanging sheep head while selling vinegar".

C. Serious Homogenization Of Development Of Tourism Real Estate

Although there are overall forms of tourism real estate in Hainan, the homogeneity problem is serious just looking from the single project due to the insufficient differentiation of project positioning and development. Most developers use similar positioning method and operation mode, take similar landscape resources which is often called "three dishes and one soup", as a subject for tourism real estate as the engine to develop. "Three food" refers to the yacht, the golf, and five-star hotels, "one soup" refers to the hot springs. The same themes are often treated as the selling point by different companies, which causes the fierce competition for the same aimed customers. Besides, in terms of refinement, humanization, individuation development, there is a long way for Hainan's tourism real estate to go. For example, lack of various designs for customers with different ages or from different regions, and less close combination between Hainan characteristic resources and tourists' demand for "the second home" to spend holiday are all problem of Hainan tourism real estate. Especially, most tourism real estate project in Hainan is located in coastal areas or scenic spots, the lack of commercial and living facilities, would affect customers' experience and living standard later, so that the effective competitiveness of Hainan tourism real estate would reduce.

D. Inconsistent With The Positioning Of The Pilot Free Trade Zone (Port) For The Low Purchase Rate Of Tourists Abroad

As an International tourism island, the recent international passengers of Hainan are much less than others. That means internationalization degree of Hainan is significantly lower than that of the same type of tourism island. Overseas investors who purchase Hainan tourism real estate only occupy a low proportion, which does not conform to the construction standard of free trade pilot (port) in Hainan. This phenomenon results from a big gap between tourism service facilities provided in Hainan, management and service level and the

international standard in addition to the lack of overseas marketing and promotion efforts. The residential sector of tourism real estate develops rapidly, but the dotted service facilities are not complete, the foreign language proficiency of practitioners is low and the control policy to the overseas investors is strict, which are all factors resulting in the low proportion of foreign tourists and real estate buyers.

IV. THE DEVELOPMENT COUNTERMEASURES OF HAINAN TOURISM REAL ESTATE UNDER THE BACKGROUND OF PILOT FREE TRADE ZONE (PORT)

A. To Improve Supportive Policies Of Hainan Tourism Real Estate

As an important comprehensive industry in Hainan, tourism real estate is at the crossroad of industrial development after the enact of Hainan pilot free trade zone (port) policy. It is necessary to formulate relevant supportive policies as soon as possible, which should be combined with the crucial policies enacted, such as *The Development Of International Tourism Island, Hainan's Tourism Industry Development Planning, Guidance On The Support Of Hainan Comprehensively Deepen The Reform And Open Policy*, and other important policies. Hainan should learn from the relevant successful experience home and abroad, give full consideration to the advantage of Hainan's location, the sustainable development of environment and the driven factors of tourism real estate industry, and then formulate a series of supportive policies after the scientific and reasonable layout, so that it could promote the healthy and sustainable development of tourism real estate in Hainan.

B. Adhere To The Policy Of Promoting The Development Of Real Estate And Other Related Industries By Tourism

In Hainan tourism real estate industry, the phenomenon of putting the cart before the horse is obvious, so Hainan government should stick to putting tourism development in front of real estate development, which is the foundation to drive the development of related industries to tourism real estate. Meanwhile, the government departments should be conducive to policy making, strategic planning and marketing, and attract visitors and buyers through the visa-free program, duty-free shopping and encouraging investment immigrant etc.

Enterprise organizations should assist the government to explore the market actively, try to build "travel + real estate" comprehensive industry system on the basis of the tourism as the leading industry. For example, a wide range of visa-free policies could be implemented, the development of pilot medical treatment zones could be accelerated, foreigners could be allowed to receive treatment and stay in medical facilities, foreign universities and research institutes could be allowed to set up schools , customs duties could be exempted in pilot free trade zone (port) , restrictions on the use of foreign currencies could be relaxed, and domestic and foreign tourists could be encouraged to consume and buy property in Hainan island and so on.

C. To Highlight The Local Cultural Characteristics Of Hainan And Enrich Entertainment And Leisure Experience

Culture is the soul of tourism real estate which can maintain it to endure for a long time. One of the successful experiences of foreign tourism real estate is that they attach importance to and highlight the characteristics of local culture [5]. The development of tourism real estate in Hainan lies excessively in the environmental factors, while the cultural excavation lags behind. Hainan tourism real estate should fully integrate the cultural characteristics of Hainan island, the hotels and properties should fully reflect the local factors, such as Li culture, Miao culture, and overseas Chinese culture etc.. The entertainment and leisure experience extended from the characteristic of local culture should become an important support for the sustainable development of Hainan tourism real estate.

D. To Attaching Importance To The Construction Of Infrastructure And Living Service Facilities

Infrastructure is an essential condition for the development of tourism real estate. As a typical island tourism real estate, Hainan has made great achievements in infrastructure. The opening of high-speed railway around the island and the expansion of the international airport have provided favorable conditions for the development of Hainan tourism real estate, but the supportive facilities and living service facilities for the last kilometer of Hainan tourism real estate tourism are obviously insufficient. So the planning and construction of public transportation in the last kilometer should be strengthened, the operation behavior of private enterprises should be standardized, and the construction of supporting facilities for life service in tourism real estate projects should be improved, so as to avoid the serious lag in supportive facilities in the later stage [6].

E. To Pay Attention To The Overall Marketing Promotion And Market Segmentation

Marketing is regarded as the most important foundation work for the development of tourism and tourism real estate, as well as an important way to improve the quality of Hainan's

tourism real estate. Hainan tourism real estate development should be guided by the government's planning and should enterprise alliance between tourism industry and real estate industry, to carry out marketing activities in the key areas at home and abroad with the aid of influence of the authorities, business branches and professional services company in the various regions to increase the overall awareness of Hainan tourism real estate. Besides, the marketer of Hainan tourism real estate should analyse the tourists' preferences and consumer demand, adopt the corresponding travel services and pricing strategy. Meanwhile, Hainan should strengthen advertising cooperation with national TV stations, newspapers and radio stations of major tourist sources to build Hainan tourism real estate brand.

V. CONCLUSION

To sum up, the construction of the pilot free trade zone (port) is bound to stimulate the development of Hainan to achieve a qualitative leap. In this environment, the sound development of Hainan's tourism real estate is also bound to boost the construction of Hainan pilot free trade zone (port).

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