

Study on the Development Plan of Cruise Tourism in Sanya Phoenix Island in Hainan area

Focusing on the Current State of Caribbean Cruise Tourism and Tourist Reviews

Huimin Yang¹ Shuwen Zhao¹ Weisen Gao¹ Chulsoo Kim^{2,*}

¹ Pukyong National University, Busan, Gyeongnam, 48513, Korea

^{2,*} Pukyong National University, Busan, Gyeongnam, 48513, Korea

*Corresponding author. Email:kimcs00@yahoo.com

ABSTRACT

With rich tourism resources and outstanding geographical advantages, Hainan has good conditions for the development of cruise tourism. The strategic positioning of Hainan as an international tourism consumption centre has put forward higher requirements for the development of cruise ships in Hainan, and it is of great significance to accelerate the cultivation of the cruise industry to promote the high-quality development of Hainan's economy. The Caribbean is the most developed region in the world for cruise tourism and the most popular cruise destination for tourists. The study of cruise ships in the Caribbean has positive implications for Hainan, an emerging area for cruise tourism. This paper focuses on the current situation, characteristics and experience users of cruise ships in the Caribbean, and puts forward constructive suggestions for the development of cruise ships in Hainan.

Keywords: Hainan cruises, Caribbean cruises, Sightseeing tours, Tourism economy.

1. INTRODUCTION

1.1. Need and purpose of the study

With its rich tourism resources and prominent geographical location, Hainan is well positioned to develop cruise tourism, as well as being one of the first provinces in China to receive international cruise ship traffic and to build the first professional cruise berth. As Hainan continues to deepen its reform and opening up in all aspects, the strategic positioning of Hainan as an international tourism consumption centre has put forward higher requirements for the development of cruise ships in Hainan, and it is important to accelerate the cultivation of the cruise industry to promote the high-quality development of Hainan's economy.¹

The Caribbean is the most developed region in the world for cruise tourism and the most popular cruise destination for tourists. The Pan-Caribbean region has a diverse range of cruise lines, an open cruise tourism industry policy and comprehensive urban facilities.

These are positive inspirations for Hainan, a new cruise tourism destination.²

In this paper, we choose the cruise tourism of Sanya Phoenix Island in the Hainan area, on the one hand, the cruise tourism of Sanya Phoenix Island area is the representative area of Hainan; on the other hand, the port of Sanya Phoenix Island is under construction before it is completed, there is sufficient space for development, so Hainan Sanya Phoenix Island can refer to its development experience, plan the cruise home port and visiting port, expand the international route of cruise tourism around the South China Sea, on the existing basis, build international cruise tourism as a centre, thus promoting the development of cruise tourism in Hainan.

1.2. Research Methodology

Data analysis method. A longitudinal inter-comparison of port operation data from Sanya Phoenix Island, Hainan, to reveal the quantitative differences between each year and then analyse the reasons for the gap.

Case Study Method. By studying the current situation of cruise tourism in the Caribbean, analyse the success factors that make it a representative of global cruise tourism, refer to and learn from its development experience, learn from its strengths and complement its weaknesses, and promote the development of cruise tourism in Hainan.

Visitor comment analysis method, through the cruise tourism participating tourists' experience and feeling evaluation to collate, extract key words, analysis, to understand the needs of tourists in choosing cruise tourism products.

2.BASIC STATUS OF CRUISE TOURISM IN HAINAN D SANYA PHOENIX ISLAND

2.1.Current port size

The Sanya Phoenix Island International Cruise Port is the first international cruise port in China, which was built in 2002 and commissioned in November 2006. Sanya Phoenix Island has an existing 80,000-ton cruise berth in operation, and four cruise berths are planned for Phase II, of which two 150,000-ton berths have been built and two 225,000-ton berths are under construction. The cruise passenger throughput capacity of the second phase of the project is 1.6 million passengers (800,000 passengers), together with the existing two berths in the first phase, the total throughput of Phoenix Island is 2 million passengers per year. Phoenix Island focuses on passenger cruise tourism services, building a branded cruise port with international standards and extending the cruise industry chain to provide a full range of services for cruise visitors.

At present, Europe and the United States cruise tourism industry market has become saturated, the world's major cruise companies are shifting the focus of development to the Asian region to expand, occupying three-fifths of the world's population in Asia has a broad market prospects, the future of China's economy to seek the inevitable trend of structural adjustment, etc., will bring unprecedented development opportunities for China's cruise industry.³

2.2.Current status of the tourism product

The official website of Sanya Phoenix Island, from which the latest cruise tourism products for 2020 are collated, although all ports are currently closed due to the epidemic, we can also get the current status of cruise tourism planning for Sanya Phoenix Island from the products.

Table 1. Sanya Phoenix Island Cruise Port Route⁴

Cruise Name	Time	Route
Hainan Dream	Four days and three nights	Sanya - Xisha - Sanya
Changle Princess	Four days and three nights	Sanya - Xisha - Sanya
SuperStar Virgo	Four days and three nights	Sanya - Halong Bay (Vietnam) - Hue (Vietnam) - Sanya
Voyage of the Seas (out of service)	—	Hong Kong - Sanya - Vietnam - Hong Kong

As can be seen from Table 1, the current voyages developed independently by Sanya Phoenix Island are relatively single, mainly concentrated within the South China Sea region. Sanya is adjacent to Southeast Asian countries, but in cruise tourism only opened a voyage with Vietnam, the inland areas of the only Sanya - Xisha - Sanya such routes, the lack of links with other coastal areas inland routes, the domestic market has not been developed. Also able to see from the flights, the current flights are basically short and visit many attractions, making cruise tourism in the experience is basically based on sightseeing attractions, not a lot of time on the cruise.

3.ANALYSIS OF CRUISE TOURISM IN THE CARIBBEAN

3.1.The current state of cruise tourism in the Caribbean

The Caribbean Sea is named after an Indian tribe and means 'the brave'. It is bordered by the Atlantic Ocean to the west, the Gulf of Mexico to the north and a chain of islands stretching from the Gulf of Mexico to Venezuela (the West Indies) to the north and east, making it the largest inland sea in the world. The Caribbean Sea has a tropical maritime climate, with little seasonality in cruise tourism. The South China Sea is named after its location to the south of China and is part of the Western Pacific Ocean. The Caribbean Sea covers an area of 2.75 million km² and has a population of 21,000,000 people. The sea is a beautiful, tropical place with the famous beaches of Cancun in Mexico, the pink shores of the Bahamas and the islands that give visitors a romantic feel.⁵

The Caribbean Sea is characterised by the complementary advantages and cooperative development of home port clusters and tourist destinations, in addition to the distinctive local tourism resources, uninhabited islands for sale worldwide, diversified cruise itineraries, uninhabited island cities

with perfect software and hardware support, and a solid foundation for the development of cruise tourism in the Caribbean.⁶

3.2. Analysis of cruise tourism tourist reviews in the Caribbean

In order to understand the needs of the users, this chapter selects Royal Caribbean International's "Phantom of the Seas" passenger reviews as the subject of the study and summarises the key words.

By collating Table 2, we can see that tourists value facilities, dining, service, activity content and experience programmes as the most important aspects of the cruise experience. Facilities, convenience, catering to Chinese appetites, service to meet their needs, interesting activities on board, activities that appeal to the

destination and experiences with local cultural characteristics are all important to experience users.

Most of the passengers who take part in cruise tourism are enrolled in groups and are led by guides who are responsible for the tourists, so the professionalism of the guides and their ability to solve the tourists' problems throughout the group tour is also one of the factors to be considered.

At the same time visitors find cruise tourism to be a slow-paced holiday that is ideal for bringing the family along. And there were numerous requests from visitors for Chinese language services, indicating that language communication is an important part of improving the visitor experience. On the contrary, not much attention was paid to price, which can be a side-effect of the fact that price is not the most important consideration as long as the facilities and services are satisfactory.

Table 2. "Phantom of the Seas" Guest Reviews⁷

User	Original collation	Conceptualization
TB 贞观	"Cruise facilities were adequate, with a wide selection of entertainment and dining options."	Excellent facilities / abundant food and beverage
201****320	"Attentive wheelchair service, comfortable rooms, colorful sea/land activities and great meals"	Excellent service/comfortable facilities/
j y q d	"Big ship with superb facilities"	Large cruise ship / good facilities
黎农索邗郑	"Ocean Charm ocean view room even drinking water grudge and water are not convenient" "Socket not allowed to bring on board and can not find off the ship"	Inconvenient facilities
M30****9520	"The Enchantment of the Seas cruise is truly luxurious, with complete facilities, excellent service, and stops with distinctive features, enjoying Mexico, visiting the Mayan civilization, and witnessing the most beautiful skyline of Miami"	Good facilities / good service Activities with special features
118****203	Luxury cruise ship, excellent dining service, and delicious food	Cruise luxury/dining galore
201****937	"There are Chinese speakers on board, so it is easy to communicate. ""There is congee for breakfast every day, which is suitable for Chinese stomach."	Easy communication/diet suitable for Chinese people
135****7490	"It's very rewarding to spend time with people of different nationalities, customs, colors, languages and religions in a moving city like a cruise ship."	Featured Experience
tengheping	"Cruise ships are more than just high luxury, the service on board is top notch" "There are a variety of shows and interactive programs on board every day of the cruise" and "The restaurants on board are colorful and gourmet "	Cruise luxury / excellent service Interactive shows/great dining
_WeCh*02077	"The cruise was too big and the service was not as good as the Princess we used to be on."	Unsatisfactory service
毕尔巴鄂司马同	"Warm and thoughtful service, rich catering"	Excellent service / rich catering
cgxshlch	"The largest cruise ship" "has a lot of Chinese waiters and the food and drink is very much in line with the Chinese stomach"	Large cruise ship / good service Dining is suitable for Chinese people
M20*633	"The tour organizer lacks emergency plans and does not open international roaming for tour leaders, making it impossible to contact them in case of emergencies abroad."	Unsatisfactory tour leader service
139**3913	"Great gain in English" "The rides are many and interesting, the central garden is 3,000 square meters, and the runway and trails around the ship are perfectly planned." "Room service is exceptionally good"	Language issues / good facilities Excellent service
M11**810	"The cruise service was spot on and I will go back next time I have the opportunity."	Excellent service
13888851958	"The cruise service was very good and very satisfactory."	Excellent service
138****8687	"The service on Postron is first class, the hygiene is clean and tidy, and the meals are all delicious"	Excellent service/clean facilities Plenty of dining
xuwangyong	"Beautiful views of the Caribbean Sea, the skyline, the coastal cities and customs of the Mayan culture in Central America"	Beautiful scenery / activities with special features
30**303	"It would be nice to add some Chinese and Japanese cuisine to the dining."	Lack of Chinese cuisine in Japanese food
coollj	"Great in every way, a very satisfying experience, the cruise was big, full of facilities, and the family had a great time."	Good facilities/satisfactory service Satisfactory experience
michel1001	"The terrace room is very comfortable, but the quality of dining on board is just average, not used to eating, overall good service"	Comfortable rooms / average dining Good service

4. CONCLUSION

Learning from the experience of others is one of the shortcuts to developing cruise tourism, countermeasures should be in line with the actual situation of Hainan International Tourism Island and Hainan Sanya Phoenix Island to develop cruise tourism. Make full use of the huge Chinese market as well as the newly introduced policy support advantages and seize the opportunity to reduce external challenges and internal disadvantages. Hainan Phoenix Island Cruise needs to develop cruise tourism lines, speed up the construction of cruise tourism talent teams, do a good job in publicity and marketing, open transportation express lines, improve high-quality cruise experience, strengthen the construction of supporting facilities, and improve service capabilities. At the same time, the government has increased policy incentives to stimulate the development of local cruise companies and improve the functions of cruise ports. Hainan should strengthen international cruise tourism as the center of the ten development planning in order to promote the development of cruise tourism in Hainan Sanya Phoenix Island.

AUTHORS' CONTRIBUTIONS

These authors contribute equally to this paper and should be considered as co-first author.

ACKNOWLEDGMENTS

This work was supported by a grant from Brain Korea 21 Program for Leading Universities and Students (BK21 FOUR) MADEC Marine Designing Education Research Group.

REFERENCES

- [1] Fu-yuan Bao, and Yun Zhao, The SWOT Analysis of Sanya Cruise Economy, *Journal of Honghe University*, in: Honghe University, Vol.9 No.4, Aug. 2011, DOI: http://en.cnki.com.cn/Article_en/CJFDTOTAL-MZSG201104017.htm
- [2] Robert E Wood, Caribbean cruise tourism: Globalization at sea, *Annals of Tourism Research*, in: S. Dolnicar, S.McCabe(Eds.), Volume 27, Issue 2, 2000, pp. 345-370. DOI: [https://doi.org/10.1016/S0160-7383\(99\)00073-0](https://doi.org/10.1016/S0160-7383(99)00073-0)
- [3] Sanya Phoenix Island International Cruise Port Development Company Limited, Port Overview, 2010, [EB/OL], DOI: http://www.phoenix-island.cn/index_wap.php/Harbour/harbour.html
- [4] Sanya Phoenix Island Official Website, [EB/OL], DOI: <http://www.phoenix-island.cn/index.php/Harbour/route.html>
- [5] Men Daming, A Comparative Study of Cruise Tourism in the Caribbean Sea and the South China Sea - Also on Hainan - South China Sea Cruise Tourism Regional Cooperation Development, *Modern Business*, in: China National Commercial Information Center, 2015, (18), pp. 62-63, DOI: 10.3969/j.issn.1673-5889.2015.18.027
- [6] Wang Sheng, Lessons for Hainan from the development of cruise tourism in the Pan-Caribbean region, in: Zhao Kangtai(Eds.), *The Journal of South China Sea Studies*, 2019, 5(4), pp. 51-57, DOI: <https://d.wanfangdata.com.cn/periodical/nhxx201904007>
- [7] Ctrip Travel, [DB/OL], https://cruise.ctrip.com/c/29154.html#departure=2021-05-23&sellerid=70176_37624