



WANG KAI / FOR CHINA DAILY

By **MAZHIPPING**  
and **LIU XIAOLI** in Haikou

Hainan, a well-known tropical tourist island at the southernmost point of China, plans to foster new attractions to meet the diversifying needs of tourists, as well as to generate stronger and sustainable power for boosting supply-side structural reform and further upgrading the province as an international tourist destination.

The government of Hainan recently released a plan highlighting the leading roles of its pillar industries in cultivating new attractions that will present individualized functions, brand-new designs, exquisite features and sound quality, according to Wang Changren, deputy director of the Hainan provincial development and reform commission.

The tourism sector, the dominant industry in Hainan, will be the key focus – together with such industries as medical and healthcare, tropical-feature high-efficiency agriculture, information, education, culture and recreational sports – to shoulder and share the mission of fostering a group of new consumption products, increasing effective market supply and renewing the consumption structure and the environment, Wang said at a news conference in Haikou, capital of Hainan province, on Tuesday.

The government expects annual total retail sales of consumer goods to reach 194 billion yuan (\$28.72 billion) by 2020, a year-on-year rise of 8 percent, according to the plan, as approved by a recent executive meeting of the Hainan provincial government. The plan said the actual figure could even exceed expectations if backed by strong efforts.

The latest official statistics showed that the province



**Hainan province**, a reputable tropical tourist island at the southernmost point of China, plans to diversify its offerings so as to meet the various needs of tourists. LI QINGCAI / FOR CHINA DAILY

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Wang Changren, deputy director of Hainan provincial development and reform commission

**31.46 million tourists**  
were attracted to Hainan province in the first half of 2017

attracted 31.46 million tourists and revenue of 37.14 billion yuan in the first half of this year, up 12.5 and 12.6 percent year-on-year, respectively.

Hainan will take advantage of its exclusive natural resources to enrich the special feature tourism industry. It will expand marine tourism consumption by further developing cruise and yacht tourism products, building ocean theme parks and launching water sports, underwater sightseeing and leisure sea-fishing activities, according to the plan.

In the meantime, construction of the world-class Haikou and Sanya cruiser terminals are underway, aimed at providing comprehensive support to the booming cruiser line businesses. The province is also planning to expand its cruise trip business that connects with Hong Kong, Macao and Taiwan regions, and with countries such as Singapore, Malaysia, Indonesia and Brunei.

Cruise ships have been ferrying Chinese tourists from Sanya to the Xisha Islands since April

2013. The resort island plans to make this a regular operation and develop the route into a major tourist attraction.

More public yacht berths and infrastructure will be built on the island to cultivate the yacht industry and new policies will be introduced to loosen entrance controls for international yachts to sail in local waters.

Recreational vehicle camping leisure tourism, which is becoming more fashionable around the country, is also gaining momentum in Hainan, where a number of standard campsites have been built around tourist resorts such as Sanya, Qiongzhong, Dongfang, Qionghai, Baoting and Wuzhishan. More sites are being developed or planned to help enrich individual driving experiences, while the construction of a tourism highway circling the whole island is underway, soon to provide more travel routes on the tropical island.

Tropical feature landscapes, soft beaches and lifestyles have

made Hainan a dreamland for young couples preparing their wedding photos and honeymoons. The island province will continue to cultivate its special attraction resources to build 12 bases and develop more honeymoon products to boost the wedding travel business.

In addition, Hainan will make use of the special policies on low-altitude flying granted by the State as a special economic zone to establish low-altitude flying tourism pilot bases in Haikou, Sanya and Sansha, to further diversify the local tourism structure.

Rural tourism is also expected to create attractive products, such as leisure-farming and eco-tours, as the province is promoting the construction of “a hundred towns and a thousand villages”, a plan set by the provincial government to advance tourism development in rural areas. A number of colorful experiences are available for tourists, such as the beautiful agro-valleys of roses, rice fields and betelnuts in Sanya, Baoting and Wuzhishan; villages growing plants and fruits with seeds produced with satellite science in Wenchang on the eastern coast of the island; and many ethnic culture and lifestyle festivals around the whole island.

Shopping tourism development is also included in Hainan’s new set of consumption expansion tasks. In addition to the current two duty-free department stores, the tropical province will open more stores and more channels for duty-free goods. Efforts are being made to further adjust the provincial duty-free policy – granted by the State Council on a pilot basis from April 20, 2011 -- to lift limits for each single purchase and improve commod-

ity supplies in the following years.

Wang Huiping, deputy director of the Hainan provincial finance department, said the duty-free policy has served as a big attraction for the island. Total sales at the island’s two duty-free shops grew to 6 billion yuan last year from 980 million yuan in 2011.

“Hainan Gifts”, a platform offering tourists locally made products, is being enhanced to promote the development, research, design, production and sale of tourist souvenirs with Hainan characteristics and to cultivate new experiences for visitors.

By making good use of the Wenchang satellite launch center in the eastern part of the province – China’s fourth space launch center, which was put into operation in June 2016 – Hainan will construct a space theme park, a commercial space complex and themed hotels to promote the space industry’s development and to drive forward space-themed tourism.

Tourism infrastructure and public services are also a top concern for the provincial government in exploring new consumption markets. New expressways and highways will circle or run through the island. The current two major airports – Haikou Meilan International Airport and Sanya Phoenix International Airport – are being expanded. Connections linking the airports and scenic spots via bus stations and railway stations are also being upgraded. Tourists also have more choices following the building of new lanes for hiking, biking and roller-skating.

More new flight routes that link Hainan with foreign countries and cities, especially Germany, Japan and Australia, are expected to be in operation by 2020 and a more flexible visa policy will be introduced to offer more convenient access for overseas tourists.

Tropical feature high-efficiency agriculture will cultivate more farm produce brands and provide more high-quality agricultural products by setting up a batch of tropical fruit bases, developing betelnut processing, and expanding pepper, coconut and coffee planting as well as the breeding of local pigs and chickens.

By 2020, a total of 1,000 “agritainment” resorts, 20 national leisure agriculture and rural tourism demonstration sites and 200 provincial level sites will offer tourists a vivid glimpse of rural lifestyles in Hainan.

“The government will clear all the local protection measures and build a transparent market environment. Relevant authorities will provide solid policy support to social investors in terms of capital, tax concession, finance, land-use and talent introduction to ensure all the targets to be met,” said Wang, deputy director of the provincial development and reform commission.

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# Healthcare offerings to boost Hainan

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Hainan will bring forth innovative healthcare products to meet consumer demand, and speed up the development of the healthcare industry to make the island a health and longevity island, according to a plan recently released by local authorities.

Hainan authorities said it will make full use of the advantages of the preferential policies granted to the Boao Lecheng International Medical Tourism Pilot Zone, which was approved by the State Council in 2013. It will also accelerate infrastructure construction to attract more high-end medical healthcare projects and establish the zone as a platform providing world-class international medical technical services.

Xia Feng, deputy director of the China (Hainan) Institute for Reform and Development, said: “The pilot zone is expected to ease the conflicts between strong tourist demand for high-end medical services and the shortage of local medical care services. It will also help promote the industrial convergence of the medical tourism, real estate, exhibition and convention, and education sectors.”

Traditional Chinese medicine will be developed in depth as a medical tourism product and as a new complementary step forward for the high-end medical tourism industry. TCM healthcare tourism demonstration zones in Sanya and Haikou are producing moving stories as overseas tourists’ health conditions improve after receiving local TCM services.

Hainan, especially its southern coastal city of Sanya, has gained worldwide fame for its TCM services. Every year thousands of tourists who visit Sanya receive TCM treatment, particularly those from Russian-speaking countries with a frigid climate.

By 2020, the healthcare industry is expected to create an output value of 100 billion yuan (\$14.8 billion), comprising 5 percent of the province’s gross domestic product, according to the development plan by Hainan authorities.

# Holiday paradise preparing for more international guests

By **MAZHIPPING**  
and **LIU XIAOLI** in Haikou

On Wednesday night, July 19, the maiden flight of a new air route from Haikou, the capital city of Hainan province, landed at Manila international airport, adding another international route linking the tropical Chinese island with the outside world.

Hainan, a reputable resort island among domestic tourists, is accelerating the opening of such international routes to lure more international tourists.

There are currently more than 50 international air routes connecting Hainan with neighboring countries and regions, including Thailand, Japan, South Korea and Hong Kong, Macao and Taiwan. The province opened or resumed 30 international flight lines, with growth of 42.9 percent year-on-year in 2016, and for the first time overseas passengers exceeded 1 million to reach 1.08 million, according to official statistics.

Hainan plans to expand

its international air routes to about 100 in the coming two years to link the island province with more countries involved in the Belt and Road Initiative, said Wang Changren, deputy director of the Hainan provincial development and reform commission, at a news conference on Tuesday.

He said Hainan is strengthening its cooperation in opening more airline and cruise lines with Belt and Road countries as it builds a pan South China Sea tourism economic cooperation rim and a cruiser economy belt of Silk Road countries.

Chen Tiejun, deputy director of the Hainan Tourism Development Commission, said the island province will encourage international cruise companies to open routes connecting it to other countries and regions, thereby bringing in more tourists.

The provincial government recently released a plan to promote new consumption products in order to boost local tourism and economy.

The province now offers a visa-



**Tourists** are shopping at the Duty Free Department Store in Hainan province. PROVIDED TO CHINA DAILY

free policy to group visitors from 26 countries, including South Korea, Japan, Russia, Malaysia and the United States. It allows tour groups of five or more citizens of the above countries to travel to Hainan without a visa for 15 days. Citizens of Russia, South Korea and Germany enjoy an expanded policy, allowing groups of two or more citizens to stay up to 21 days visa free when entering the Hainan border.

The visa-free policy will be further updated to benefit tourists from 59 countries in the near future, according to the plan.

The plan outlines how international standards will be adopted in the tourism sector to improve public services, enhance foreign language communication skills and improve currency exchange services.

Hainan is working hard to

create an attractive destination for foreign tourists via many methods. Last year, the provincial tourism authorities invited overseas experts to experience traveling around the island to help identify any problems that foreign visitors would likely encounter during their stay.

They spent two weeks traveling via high-speed railway, bus, bicycle and taxi, visiting 34 scenic spots, just as tourists usually do. They formed a report covering required improvements to ensure the international standards of the tourism island in terms of transportation, communication, infrastructure and services.

Hainan, approved by the State Council to build itself into a top international tourism destination by 2020, has made great strides in the past six years.

The island was named the most desirable overseas tourist destination of 2017 by a vote initiated by Hong Kong Commercial Daily’s online and social media, which received 1.61 million effective votes. Hainan ranks on the top of the list among 92 Chinese mainland tourist destinations, with 84,701 votes hailing its natural and tourist service advantages.

The local authorities have recently introduced more promotional activities in foreign countries that target Western visitors.

Thanks to all the efforts

the province has made, Hainan saw more than 520,000 inbound tourist arrivals in the first half of the year, a jump of 57.5 percent from the previous year, data showed on the official website of the Hainan tourism authorities.

“We will further improve the internationalization standard of Haikou Mission Hills and Lingshui Qingshui Bay, which are regarded as demonstration resorts for foreign tourists, to meet international guests’ requirements, especially European visitors,” said Sun Ying, director of the Hainan tourism development commission.

All these efforts will make the goals set by the provincial government for 2020 achievable, primarily, seeing 80 million tourists annually, with 8.5 percent growth year-on-year.

By that time, 1.2 million foreign visitors will tour Hainan every year, per capita consumption will reach 3,500 yuan (\$519.5), and annual tourism revenue will amount to 100 billion yuan, with yearly growth of 11.8 percent.