Reflections on Several Problems about Development of Yacht Tourism in Hainan

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Abstract: when it comes to the yacht tourism in China, people will be bound to think of Hainan: which is surrounded by sea, and the beach is full of coast; where there is fresh air and beautiful environment; where "the environment is livable, promotes health, helps to keep in good health", and is like a fairyland on earth! The advertisement “please to Hainan to take a deep breath” on CCTV attracts many people to thumb up. But in the praise, an academician Zhong Nanshan provides a ranking about air quality issued by the WHO, which shows that Haikou, a city with the best air quality in China, is ranked the last 273th, but arouses deep worries and reflections of the author of this paper: in terms of yacht tourism, and the material foundation system establishment and optimization (air quality, coastline protection, wharf planning and construction, current situation of the yacht manufacturing), yacht talent shortage and training, service consciousness cultivation and intensification, and so on. This paper tries to provide suggestions and countermeasures on yacht tourism in Hainan through analysis on the above problems.

Keywords: Yacht tourism; Hainan; material foundation; laws and regulations; yacht talent; service consciousness; yacht economy; development; suggestions and countermeasures

Introduction

Yacht is a high-grade way of leisure tourism and sports. What is more important is that as a symbol of economic development degree of a region and an object attracting investment, it is known as the "city card" [1]. The word yacht is summarized in the Trial Measures for the Yacht Management of Hainan Province as a ship with a mechanical propulsion power device used by all people in the yacht for sightseeing, leisure, entertainment and other activities. But the Measures do not define the yacht tourism concept. According to the author's practice, observation and understanding, yacht tourism should be leisure tourism integrating entertainment, leisure, social effect and the like on water or in sailing based on cruise, yacht, or other ships as the carrier. The most common yacht tourism activities include swimming, diving, surfing, fishing, sightseeing, public relation, fellowship, social business, etc.

About yacht tourism, the Academician Zhong Nanshan of Chinese Academy of Engineering said that "whatever harmonious society, whatever guiding principle, key air, food and water are not safe, how could we have any sense of happiness!" On this basis, the author thought that: as a tourism project, yacht tourism pursues pleasure and happiness, then how can tourists feel pleased and happy without excellent air quality? Without excellent golden coastlines and ports, can yacht tourism develop favorably? Yacht tourism is considered by most people as tourism for nobles and the upscale tourism. Can it be affordable for civilians? Hainan develops tourism covering the yacht tourism in order to
improve the traffic in the island, which gives no cause for much criticism. Is it necessary to "turn a deep chasm into a thoroughfare" and lose the original properties of Hainan province? How to cultivate and strengthen excellent service consciousness of the employees? How to enable Hainan to become a yacht tourism distribution center in China and even in the world? Similar problems are usually haunted in the author’s mind, and now the author tries to analyze them.

1. Improve and optimize the material base system construction, and build ecologicalized yacht tourism in Hainan

In the 2014 world grand ceremony of yacht, Zhou Gongmin, Director of Hainan Defence and Port Office, made a speech titled "Yacht Industry Planning and Policy in Hainan": "at present, Hainan totally has 9 yacht docks, 1529 yacht berths, 11 marinas under construction, 2773 yacht berths under construction, 8 yacht manufacturing companies, 39 yacht clubs and 138 yacht sales service enterprises; and the annual average number of yachts coming in and going out of Hainan reaches 100". The "overall objective of yacht industry development of Hainan province is to build the most influential yacht gather place in China, world-class yacht sports and leisure entertainment island, worldwide best yacht destination, world famous yacht sea fishing base, and world-class yacht exhibition center". The author thinks that: in order to achieve this objective, promoting and optimizing the material base, and building ecological tourism seem to be particularly important.

1.1 Hainan shall first protect the coastline to develop cruise and yacht tourism

Golden beach and blue water are the most symbolic visit card of Hainan, and also make up a beautiful coastal zone around the island. According to the investigation, the length of the existing coastline in Hainan is 1823 km, and is ranked fourth all over China, including nearly 800 km beach coast and 68 large and small bays, forming the unique and precious coastal resource advantages of Hainan.

At present, Hainan is faced with the dilemmas of destructing coastal resources, such as water pollution, sediment damage, overdevelopment, cutting down mangroves without authorization, excessive coral reef exploitation, excessive groundwater exploitation, excessively exploiting sea sand resources without authorization, reclaiming land from the sea by building dykes at will, and the like. More than 80% of the biodiversity in coastal zones is significantly reduced, and local coastline has obvious degeneration. If effective protective measures are not taken, the ecological environment of the coastline will be further deteriorated, and will seriously affect the development of the cruise and yacht tourism in Hainan.

Coastal zone is one of the most important ecospheres in Hainan. The carbon fixation rate here is almost equal to the tropical rain forest. It is an important habitat for biodiversity and pollutant purification area. At the same time, it is one of the most vulnerable areas of the marine ecosystem. For example, some beautiful beach coasts and mangrove coasts, once destroyed, are almost non-renewable.

Coastal zone is the most attractive resource in Hainan, integrates the sea, beach, wetland, rare animals and plants, and the like[2], and is the most important destination for the yacht tourism at home and abroad to come to Hainan. Hainan tourism industry and tourism products are usually centralized in the coastal zone or develop to the South China Sea and central region relying on the coastline. The coastal zone is also the core zone of the yacht dock construction and the base relying on which the yacht industry develops. Therefore, protecting coastline resources, strengthening coastline management, and enhancing the public consciousness of protecting coastlines is related to long-term sustainable development of Hainan, and is very important for Hainan.
1.2 Yacht tourism of the international tourism island calls deep breath upgrade of Hainan

On February 2, 2015, a relevant responsible person of the Ministry of Environmental Protection released the 2014 air quality status in a total of 74 cities, including Beijing-Tianjin-Hebei Region, Yangtze River Delta, Pearl River Delta Region, Municipality directly under the central government, provincial capitals and cities specifically designated in the state plan, to the media. In accordance with the Ambient Air Quality Standards, annual average concentrations of 6 pollutants, namely fine particulate matter (PM2.5), inhalable particulate matter (PM10), nitrogen dioxide (NO2), carbon monoxide (CO) and ozone (O3), in Haikou, Lhasa, Zhoushan, Shenzhen, Zuhuai, Fuzhou, Huizhou and Kunming are all up to standard, while 66 other cities have the phenomena of exceeding standard to different extents. In 2014, the top ten cities with relatively good air quality were respectively Haikou, Zhoushan, Lhasa, Shenzhen, Zuhuai, Huizhou, Fuzhou, Xiamen, Kunming and Zhongshan[3].

About this, in 2015, Academician Zhong Nanshan of the Chinese Academy of Engineering provided a ranking of cities with the best air quality in the world issued by the WHO during the two sessions, wherein Haikou with the best air quality in China is ranked 273th. Zhong Nanshan said that "whatever harmonious society, whatever guiding principle, key air, food and water are not safe, how could we have any sense of happiness!" The saying of Zhong Nanshan shocks the citizens, and is also a great irony of “please come to Hainan to take a deep breath”! The implication is that the air quality in Hainan has come to being improved.

Han Baoguang, the Vice President of Hainan Research Institute of Environmental Science, said that the main factors affecting the air quality of Hainan: 1) haze weather arises in East China and South China, and affects by wind, pollutants are transmitted to Haikou by air; 2) because of the influence of temperature inversion phenomenon, the convective motion of air is seriously hindered, so that water vapor, smoke dust and various harmful gases in the air of surface layer can only float in the air layer below the inversion layer, which goes against pollutant diffusion; 3) motor vehicle exhaust emission, road dust, curbside barbecue, etc. will also bring bad influence to the air quality[4], etc.

Ecological environment is the biggest advantage and core competitiveness of Hainan. The author thinks that: only by further intensifying the rectification and governance of Hainan environment; enhancing investment in ambient air control construction fund; building an ambient air quality monitoring network satisfying the need of the international tourism island construction in accordance with the requirements of the new national ambient air quality standard, and better monitoring and controlling the ambient air quality of Hainan, is it possible to enable yacht tourism of the international tourism island to be more attractive.

1.3 Perfect the overall plan design of the wharf construction, and build scientific wharfs for yacht tourism

Hainan province shall build and plan wharfs in strict accordance with high standards, which needs high scientific level in the planning and design phase. During planning and design, it is necessary to comprehensively coordinate various factors from the perspective of the whole Hainan province, effectively coordinate and match tourism wharfs, fishing wharf, passenger wharfs and the like, mainly build public wharfs supplemented by construction of private wharfs, and firmly avoid the phenomenon of redundant construction wasting costs, so as to ensure orderly and standardized construction work of tourism wharfs. In order to achieve this objective, it is necessary to introduce design agencies at home and abroad at high levels by large sum of money during planning, and fully well combine foreign advanced design experience with the actual situation of Hainan province, so that the planning system not only has advanced
scientific nature, but also is full of local characteristics. Tourism wharf design should be consistent with the tourist city planning and design of Hainan province, so that it becomes an important part of the overall city planning design. In addition, the yacht tourism planning and design should also attach importance to the concept of sustainable development, so as to effectively protect the coastline resources of Hainan province from destruction. The planning scheme shall fully reflect the nature protection and resource saving. In order to realize the concept of sustainable development, the overall planning of yacht tourism can't seek quick success and instant benefits, and needs to regard it as a long-term development plan.

1.4 Hainan yacht manufacturing should develop into a visit card of China, and contribute to the yacht tourism development

*Hainan Daily* reported: by the end of 2013, Hainan had 6 cruise related enterprises, 8 yacht manufacturing companies, 138 yacht sales and service enterprises, 39 yacht clubs, and 3 yacht related professional training institutions. At present, the inventory of yacht in Hainan is about 1000, is second only to Shanghai, and is ranked second in the whole China, which is the current situation of yacht manufacturing in Hainan. However, all these enterprises basically lack international competitiveness. Compared to the trade value of international yacht manufacturing, China only accounts for 1/130, and has a huge gap from the U.S. SeaRay, Italy Ferretti, U.K. Sunseeker, etc., not to mention Hainan. There are a few independent brands. Chinese yacht companies are mainly engaged in OEM and processing of materials supplied by foreign famous enterprises. The professionals are in short supply, because the Chinese yacht manufacturing develops in a short period, and the education training system lags behind seriously, especially the maintenance personnel are more worrying. The economic strength is insufficient, and lacks the ability to resist risks. Therefore, in order to contribute to the yacht tourism development in Hainan, the yacht manufacturing companies must strengthen cooperation, set up the independent brand strategy consciousness, form a mechanism for attracting, accepting, discovering and fostering talents, create and broaden the financing channels, and go the way of capital operation, so as to enable the yacht manufacturing enterprises to become bigger and stronger, and form the yacht manufacturing with high-speed rail effects of China in Hainan.

1.5 Integrate estuarine resources of Hainan, and build a first-class international yacht harbor

Estuarine resource optimization will directly promote the development of yacht tourism industry in Hainan. To this end, Hainan government should take the lead and provide policy support, and backbone construction enterprises of estuarine international yacht harbor implement further integration of areas around estuary of Hainan [5]. Through unified planning, main developers of the Hainan international yacht harbor specifically implement to build the largest Asian and world class international yacht harbor with complete matching facilities, so that it becomes a dream destination for yachts in the world like Monaco’s yacht harbor.

1.6 Enhance the wind resistance ability of yacht wharfs, and ensure the tourism safety of yachts

It is typhoony in Hainan, especially in the east coastline. However, at present, many yacht wharfs in Hainan are in urgent need of improving their ability to resist typhoon. Therefore, Hainan needs to speed up separation of three harbors, namely separating fishing boats from yachts; must supervise planning, site selection and construction of wharfs under construction and planned wharfs, fully scientifically appraise typhoon control, and complete typhoon control measures and corresponding hardware construction, so as to ensure the safety, reliability and smooth operation of yacht tourism.
1.7 Completion of the world’s largest duty-free shopping center in Hainan intensifies the yacht tourism development

Hainan is the largest special economic zone in China. In order to promote economic and social development in Hainan, China formulated pilot implementation of offshore duty-free policy in Hainan. This helps to improve the Hainan tourism environment, expand the scale of passenger shopping, improve the level of tourist shopping, promote the number of tourists and per capita consumption growth, and drive the development of the modern service industry led by the tourism industry; helps to keep and exert ecological resource advantages of Hainan, and support green and sustainable development of Hainan; helps to promote the tourism industry in Hainan, especially the international competitiveness of yacht tourism, and practically promote implementation of the development strategy of the Hainan international tourism island.

In the 2014 Boao Forum for Asia Annual Conference, Tan Li, Member of and Executive Vice Governor of Hainan Provincial Party Committee, said that duty-free shopping policy is one of the policies with the highest gold content in the international tourism island policy. Since official implementation from April 20, 2011, duty-free commodities have price advantages of 30% price lower than the same commodities in China. At present, only Hainan in China enjoys this policy, attracting a large number of tourists to come to Hainan for shopping and tourism every year. In 2013, Haikou and Sanya duty-free shops received 1.1 million person-times of tourists with the total sales of CNY 3.292 billion. In addition, Sanya duty-free shop was relocated from downtown to Haitang Bay International Shopping Mall (CDF Mall), expanded from 10000 m² to 60000 m², officially started business on September 1, 2014, was praised as one of the world’s largest duty-free shops. The implementation of this measure will contribute to the development of yacht tourism industry in Hainan.

1.8 Build and improve the original attributes of the traffic of the island province, and absorb and expand the yacht tourism

The Guangdong-Hainan Railway passenger ferry opened in 2003, and the railway passage eventually went across the Qiongzhou Strait, terminating the history that no railway connects Hainan with the mainland. On completion of the high-speed rail, a 90 minute activity circle from Haikou to Sanya was realized to build developed comprehensive transportation system of Hainan together with the highway, aviation and ports. Eastern and western ring railways form a high-speed rail around the island. The "post high-speed rail effect" will help to optimize the industrial layout, and drive harmonious economic development in the county. High-speed rail is pulled by power without exhaust emissions, and with low energy consumption, will play a positive role in building an ecological province and an economical society in Hainan, greatly improve the tourism infrastructure construction in Hainan, meet the growing transport demand of the international tourism island, and provide strong support for Hainan to build a world class island leisure vacation resort.

For building and perfecting the transport network construction within Hainan Island, the author holds a positive attitude, but holds a negative attitude towards construction of the highway tunnel for distant view of Qiongzhou Strait and the strait railway. Hainan Island is located in the north of South China Sea, is also called Qiongzhou, covers a land area of 33210 km², and is located in the southernmost end of China. It is adjacent to Guangdong in the north by Qiongzhou Strait demarcation, faced with Vietnam across Beibu Bay in the west, faced with Taiwan across the South China Sea in northeast, and adjacent to Philippines, Brunei and Malaysia in the South China Sea in the southeast and south. Island is the lifeblood of Hainan, and is the essence of the original ecology and original properties of Hainan. Based on this, the Chinese government approves it as the special economic zone, and
promotes it as the international tourism island. It is very good to maintain and perfect the existing Guangdong-Hainan railway passenger ferry, because it does not change the original traits of Hainan Island, adds the charm on the contrary, allows tourists to not only happily enjoy railway transport, but also experience yacht tourism. At the same time, it can purify the Qiongzhou Strait without adverse effect that "natural chasm turns into thoroughfare". If so, it is more advantageous to the development of yacht tourism in Hainan.

2. Establishing, training and attracting professional talent system of yacht tourism, and promoting the yacht tourism development

"At present, hundreds of people are waiting in line to receiving the yacht driving training, and students who can't wait choose learning at Haikou or other places". Guo Zhenxing, Director of the Government Affairs Center of Hainan Sanya Maritime Safety Administration, said in an interview with a reporter that now yacht operator training is very popular in Sanya. The training content is mainly practical yacht operation and related theoretical knowledge. Approximately, three kinds of people receive training: yacht owner, yacht club or executives of yacht enterprises, and those expecting to regard yacht driver as their career. Sanya yacht training can show the present status of yacht tourism talents in Hainan: yacht tourism in Hainan lacks systematically trained high-end management personnel, development planning personnel, high-end design talent, service personnel with high-quality skills, foreign service personnel, etc.

2.1 Present status of yacht tourism talents in Hainan

2.1.1

Single talent cultivation mode, lack of tourism education characteristics. Local colleges and universities in Hainan are the main forces for cultivating yacht tourism talents, most schools are fuzzy in talent cultivation positioning, which is especially significant in the tourism talent structure, and the cruise tourism course is arranged in few colleges and universities. The tourism education system is difficult to adapt to the market demand, does not get rid of the traditional exam-oriented education mode, and cultivated talents are difficult to favorably meet the market demand. Teachers and teaching material construction are difficult to meet the teaching requirements, have strong theoretical properties and less practical content, and are less innovative. Based on the above reasons, now graduates cultivated by schools are of low level, such as higher vocational college, vocational technical secondary school, technician, etc. Among schools lack of training high-level yacht tourism professionals, there is not a strong and distinctive yacht brand school.

At present, the cruise major opening is mainly centered on higher vocational colleges, colleges and universities, and private vocational schools. The target location of these schools in cultivating professional talents of cruise is mainly the cruise waiters. Only Sanya College in Hainan has opened the "cruise management" major, which mainly opens the courses, such as Chinese and foreign customs, safety rescue and disease prevention, etiquette for public relations, maritime laws and regulations, basic security of ships, oceanography, route design, safety rescue and disease prevention, and the like.

2.1.2

The overall quality of yacht tourism employees is low.1) The education background is generally low, there are a few professionals, the professional and technical titles are low, and medium and senior professional talents are in great shortage; 2) employees of junior college degree or above are in the minority, and most employees are below the junior college degree and above junior high school degree. A few of the employees are able to skillfully use English; 3) many
employees are young, and have relatively insufficient practical experience; 4) there are a few professional and technical personnel, and the proportion of employees with certificates are lower.

2.1.3

The tourism talent structure is unreasonable, and the high-end talents are in shortage. Among the employees, they are most concentrated on star-rated hotels, travel agencies and tourist attractions. Very few of them are engaged in the yacht tourism. Besides, because many employees do not receive regular education and training, the yacht tourism management and service level is seriously affected.

2.1.4

The tourism staff turnover problem is highlighted. Because a lot of people classify the tourism industry as a "service" industry, many graduates would not like to be engaged in the tourism industry, or a lot of students regard it as a transition. There is a very serious phenomenon that the tourism talents change their professions or quit their jobs.

2.2 Suggestions on yacht tourism talent cultivation in Hainan

2.2.1

Give full play to the demonstration effect of "211" University of Hainan, encourage it to positively set up related upstream and downstream majors of cruises and yachts, transport all kinds of professional talents for cruise tourism development in Hainan. At the same time, colleges and universities should detailing training objectives based on the market demand. With the method of industry-academic cooperation and order cultivation, cultivate marketable yacht tourism professionals. At present, the training objectives of various colleges and universities are approximately equivalent, and the basic positioning is "inter-disciplinary talents”, so that the cultivated students do not deeply understand the professional knowledge, are largely identical but with minor differences, and lack features, which becomes an important reason for fierce competition for employment of tourism graduates. Therefore, to practically achieve strengths and specialty through learning, it is necessary to draw lessons from foreign advanced teaching experience, firmly stick to the demand changes of yacht tourism markets, follow diversified ways relying on their own discipline background and discipline advantages, adjust and detailing the talent training objectives in real time, and strengthen talent specialization, so that cultivated talents have clear professional employment direction.

2.2.2

Optimize the course education system of colleges and universities. Setup of the course system must attach importance to the actual operation ability of yacht tourism. Therefore, the course categories shall be set up in detail, the course setup shall be closely associated with the professional direction with highlighted content pertinence. In order to adapt to the yacht tourism market demand for professional talents, it is necessary to scientifically analyze the yacht tourism industry structure and future demand changes of the tourism talent market, compile high quality local and professional teaching materials according to the unique talent training objectives, and optimize the course system.

2.2.3 Attach great importance to construction of the practical training process

Besides the above course, the construction of the practical training process has a very important aspect of the practical training base construction, which can be started with two aspects: 1) integrating the resources within schools[6], establishing practical training bases including simulating yacht training rooms, tourism e-commerce training rooms, etc. within schools, creating a simulating training environment for students, and increasing the operating skills; 2) the tourism colleges contact with yacht manufacturing and operating enterprises, etc., and follow the way of combining
colleges with enterprises.

2.2.4 Strengthen the teaching staff construction

High levels of yacht tourism professionals cannot be separated from high quality yacht tourism teacher teams. At present, teachers of tourism colleges and universities in Hainan generally have high theoretical knowledge and strong scientific research ability, but correspondingly lack actual operation experience of the industry, resulting in the phenomenon of "attaching great importance to theory, while attaching less importance to practice" in the process of teaching. To change this situation, it is necessary to build a "double teacher type" teaching staff. For this, tourism colleges should arrange existing teachers to do part-time jobs or take temporary posts in tourism enterprises in a planned way, so as to enhance professional skills through practice. Besides, tourism colleges invite managers with both theoretical and practical experience of related tourism enterprises to act as part-time teachers, and regularly arrange well-known experts and scholars at home and abroad to visit the tourism colleges and give lectures, in order to make up for the deficiency of college teaching.

2.2.5 Pay attention to the role of the government and industry association in the yacht tourism education

With the gradual improvement of the status of tourism economy in the economy of China, Hainan is also attaching gradually strengthening importance to yacht tourism. The government and industry association play a great role in promoting yacht tourism development. The government formulates a series of support policies: providing more housing privilege and children education priority, etc. in the aspect of talent attraction, and considering establishment of the yacht talent training base to guarantee development and implementation of the yacht tourism human resources. Yacht tourism industry association also makes great contributions to the industry self-discipline, market rectification, special subject investigation and marketing, etc. The government, industry associations, enterprises and institutions closely cooperate with each other, so as to form a comprehensive, multi-form and intersecting training network structure, and promote the development of the yacht tourism education.

2.2.6

Other suggestions: 1) it is necessary to strengthen cooperation with international cruise association and international cruise companies, and cultivate high-end tourism professionals of cruise with the help of advanced cruise tourism training method and contents; 2) it is necessary to encourage the cruise tourism company to introduce foreign industry leaders and senior management personnel; 3) it is necessary to implement the qualification certificate system of cruise tourism professionals, formulate the qualification evaluation standards for cruise tourism professionals, improve the qualification authentication mechanism of cruise tourism professionals, and approve the effectiveness of certificates issued by authoritative organizations, such as the international cruise association.

Cruise yacht tourism in Hainan is just beginning, but develops rapidly, and is short of relevant professional talents. Hainan needs to strengthen cultivation of the cruise tourism professionals, improve the system of relevant colleges and training institutions, introduce the cruise yacht training courses, cultivate a large number of excellent cruise yacht service personnel, train sales agents of passenger tickets with advanced concepts, etc. Encourage the University of Hainan and the like to open cruise tourism major, and cultivate high grade cruise tourism talents in urgent need. At the same time, learn from cruise tourism developed cities at home and abroad, vigorously introduce domestic and foreign senior cruise yacht management personnel, and improve the training system funded by enterprises. The government dominates to set up related majors or courses in related colleges and training institutions to train cruise yacht employees, so as to improve the local county participation in the cruise and yacht tourism development, and provide intellectual
3. Establish good consumer awareness, and provide high quality yacht tourism services

3.1 Guide and cultivate the public consumption concept of yacht tourism

Yacht industry has long been known as an "aristocratic" title, and been praised as the “banknote printing machine floating on the golden waterway”. It is generally internationally believed that, when the per capita GDP of a region reaches USD3000, the yacht economy begins to sprout; when the per capita GDP reaches USD6000, the yacht economy will enter a rapid development phase. At the end of 2014, the mainland China had the total populations of 1.36782 billion, GDP of CNY 63.6463 trillion, and per capita GDP of about USD 7485 (approximately equivalent to CNY 46531). In 2014, Hainan had the resident population of 8.9528 million, GDP of CNY 350.072 billion, and per capita GDP up to USD6365.49. The yacht industry has had the development foundation, namely entering rapid development. But at the same time, we should clearly recognize that the per capita GDP of China is only ranked about 90th in the world, and that of Hainan lags more behind. To build the yacht tourism in Hainan affordable for civilians, the author thinks that the following powerful measures should be taken:

3.1.1

To achieve yacht tourism development, Hainan must break the "aristocratic" misunderstanding of yachts, and advocate that "yacht is a way of life". This shall be done by the means as follows: strengthening news propaganda and report: making yacht advertising videos, brochures and handouts, and vigorously promoting the location, resources and policy advantages of development of the cruise and yacht industry in Hainan by a variety of means; reducing entry barriers; exploiting and building public yacht wharfs; promoting and holding various yacht exhibitions and events, such as Haikou annual meeting of economic forum of yachts, Sanya high party, Volvo Ocean Race, Sinan Regatta, Wanning Surfing Festival and sea fishing or other major activities, and cultivating the industrial market, so as to create conditions for development of the cruise and yacht enterprises, etc., so that the yacht can be used as not only healthy carriers for outdoor sports, but also carriers for young people fond of sailing to learn and practice. The industry association may also take the lead in establishing a small and medium-sized public welfare yacht and sailing experience and training base in Hainan together with qualified clubs, so that yacht and sailing culture penetrates into the schools, communities and families. Publicize the ocean culture from youths with participation by all people, so as to strengthen citizens' ocean culture education and ocean consciousness cultivation, and foster the public concept of yacht consumption.

3.1.2

In order to do well in the yacht tourism, Hainan must determine the development mode with its unique characteristics, i.e. developing noble yachts, or developing yacht tourism for the public service, or developing both. The author thinks that: Hainan must walk on two legs, and shall develop not only yachts for nobles, but also yachts for civilians. Hainan yacht shall be faced with all the yacht demanders, namely yacht consumers, buyers and players. Development of yachts for nobles aims to be in line with the world. It is more necessary to develop yachts for civilians to adapt to the practical situation of Hainan. For this, Hainan can draw lessons from the development mode of the U.S. The yacht development orientation mode of the U.S. is to provide a platform for outdoor recreation of civilians. Civilians can play in public sea areas with their own small pleasure boats with power supply or without power supply on weekends. Therefore, development of yacht tourism in Hainan should include not only development of yachts for nobles, but also yachts for
citizens.

3.1.3 Standardize the yacht concept in accordance with laws, and provide legal support for yacht tourism

For example, like the yacht concept stipulated in the Trial Measures for the Yacht Management of Hainan Province, that is the aristocratic playing method of a foreign club. A yacht in the United States also costs USD30000-USD50000, which is converted into CNY plus tax to amount to at least more than CNY 200000. Yacht club membership fee is CNY 200000; and the consumption, maintenance, insurance costs and berthing of a yacht is at least CNY 200000 in a year, which will cause quite a great impact on the ordinary normal consumption concept and method of civilians. Then, after high level of consumer groups come, their food, shelter and travel will pull the local prices such as house prices. High prices have greater impact on the livelihood of civilians. The author thinks that: only by redefining the yacht subject and performance specification, is it possible to actively encourage participation by all people, and effectively promote development of yacht tourism in Hainan.

3.1.4 Change the yacht operation mode

As the "yacht of favorable price", "yacht leasing", "timeshare of yachts with property rights", "yacht certificate granting", "reducing yacht manufacturing costs, and increasing sales of small simple yachts", etc. are available for civilians, the price is increasingly more favorable, and will be favored by increasingly more civilians.

3.1.5

In consideration of the current high tax rate of yachts, private purchase restrictions and backward public yacht wharf construction, a large proportion of people with purchase intention flinch. Besides, the management mode of yacht operation clubs and related enterprises excessively pursues high end, and the consumer market is excessively narrow, which restrict the yacht tourism development. Therefore, in order to guide the yacht industry to develop towards "civilians", Hainan government must, within the "prevailing and trial" framework authorized by China, reduce the tax rates, broaden buy and entry restrictions, enhance public yacht wharf construction, and straighten out industry management system by promulgating feasible policies and measures, so as to promote the development of yacht economy in Hainan.

Yacht economy should be developed not only based on natural foundation and economic foundation of yacht consumption, but also based on support by groups fond of sailing sports and cultural foundation. The yacht industry development and growth must get rid of the "aristocratic" misunderstanding, and follow the way adapting to "civilians" whilst focusing on high-end groups. At the same time, standardize the legal concept of yachts, so that the yachts not only are luxury consumer goods, but also can become public entertainment products, in order to attract more public participation, which is the important way for Hainan yacht industry to break through the development bottleneck and develop yacht tourism with Hainan characteristics.

3.2 Establish and practically implement industry service quality evaluation system and standardized cruise and yacht system, provide high quality cruise and yacht services, and gradually set up the "Hainan service" brand

Yacht is a product with extremely high added value. The yacht industry development can drive the upstream industry, such as the yacht manufacturing industry development. After the yacht tourism industry reaches a certain scale, it will also drive the downstream service industry. Yacht tourism services relate to upstream and downstream industries. In the whole yacht industry chain, the impact produced by services is far beyond the category of yacht per se.
In the process of tourism development, Hainan gradually forms the "Hainan service" brand, which allows tourists to enjoy, through the travel services, not only the sunshine, beach and air of Hainan, but also the culture, folk customs, delicious food and high quality services of Hainan[7]. The yacht tourism industry should also advocate "Hainan services", and carry forward the Hainan services.

However, at present, the yacht industry in Hainan lacks the industry standards, and is in a state of disorderly competition. Especially, the state still lacks related management specification, still follows most of the corresponding laws and regulations in the past, which do not tally with the actual development, such as the yacht club and yacht entry conditions and standards. A standard is not formulated yet all over China, let alone service specifications of the yacht tourism industry. Due to lack of entry standards, some yacht operation enterprises run without registration and without authorization.

Based on this, the author thinks that: 1) standardize service standards of the cruise and yacht industry, strengthen management, gradually build tourism market management, tourism service quality evaluation tourism honesty and tourism standardization system; 2) Hainan shall learn advanced experience at home and abroad and advanced standards, improve the service quality, level and service mechanism; 3) support and expand some cruise and yacht enterprises, perfect the cruise and yacht industry system, promote the cruise and yacht service quality; 4) strengthen yacht tourism control, eliminate unlicensed yacht business and activities from the source, strengthen inspection and monitoring management of enterprises operating without registration, and request yachts to join in standardized clubs, in order to ensure the health and safety yacht tourism development.

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