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Experience learned from Island of Baeareic for the  
development of Hainan Sanya

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## Experience learned from Island of Balearic for the development of Hainan Sanya

**【 Abstract 】** In recent years, island tourism is booming, island tourism research has become one of the most important areas of domestic and international tourism research. Progress in recent years have shown the relevant literature on the environmental impact of island tourism development, economic impact, social and cultural impact, management and sustainable tourism development planning and other aspects of a more detailed analysis. Now, a lot of foreign tourism reached the island state highly developed, and the Chinese island tourism is in active tourism development and construction, therefore, we need to draw on island tourism experience some of the world ripe for the development of China's island tour to promote health Rapid development. This literature review first explained and defined the related concepts, then it follow to summarizes the research process and the present situation of the island tourism, domestic tourism and presents the problems of the status of the island, at last the paper raise its expectation of Chinese last raised islands tourism prospect.

Our island tour is in active tourism development and construction, such as the Paracel Islands, Weizhou Island, Nansha Islands, the Pescadores, Qingdao and Hainan Island, etc., but our island tour compared to mature famous islands are still facing many problems. Therefore, the research questions surrounding the problems of island tourism is how to solve these problems in the future, how to better carry out the construction of the island to attract more overseas tourists and what experience we can learn from mature foreign islands mode to facilitate its island tourism, and to keep it more healthy .

**【Key words】** Island Tourism; multi tourism; Hainan; Island Balears

## 1. Background Introduction

Our country is a maritime country, island tourism resources are very rich, the nearly 30 years of island tourism practices has reached rapid development speed. Relevant domestic tourism island Research started in the 1990s, scholars have done a lot of work for our coastal tourism practices to provide theoretical guidance. It is worth mentioning that in October 1998, held in Qingdao, the first national coastal tourism, Tourism Geography Symposium, to promote the development of coastal tourism research, resulting in a greater social impact. Throughout the study of coastal tourism, it mainly concentrated in the coastal area of tourism research scale.

Over the past decade, many domestic research institutions and scholars were actively exploring the island tourism, studies focus on resource assessment, market analysis, environmental planning and management. Island tourist resources and little personality, common tourism development must be a detailed evaluation of the resource value. Domestic tourism resources evaluation about the island are mostly qualitative analysis, the main research resource categories, beach quality, resources and brand resources spatial distribution. According to the literature we may know the current island's social and cultural impact of tourism and community participation. An important thing to mention is that Tourism Residents' perception is an important way to study the nature and extent of the impact of tourism. And island sustainable tourism and eco-tourism is one of the hot domestic tourism research island, uninhabited islands tourism is one of the focus of future development of island tourism.

Liu Jiaming (2000) analyzed the domestic and international tourism island rise of the historical process and the reasons summarized characteristics of island

tourism resources of tourism, based on the design of the island tourism and recreational sports facilities layout patterns, it pointed out the island tourism law of the spatial layout of facilities and analyzes the causes of this spatial distribution law, discusses the development of island tourism organization, financing - force and island tourism impacts on the community and environment issues. Bai Jie (2002) studied the three factors of the capital, the natural ecology, institutional bottleneck restricting the development of tourism in the island, and the corresponding development ideas and countermeasures. Kong Haiyan (2007) on the impact of tourism development on the island environment, and put forward a strategy to protect the island's environment. Hu Chen Hang (2013) and other features by tourism and cultural resources of the island and its composition analysis that should be the mountain, sea and culture as the theme of the image, to the war culture, religion, culture, famous ancient traces of the island as the focus on culture tourism; and by focusing on explicit and strengthen awareness, heighten the atmosphere, creating the overall atmosphere, create moods, to deepen the experience of other development policy to promote sustainable development of tourism in the island. In addition a large number of scholars in the form of case involved Island Tourism Resource Features, ecological protection, the development of countermeasures and other issues were discussed.

Read by the island tourism-related literature that study the impact of tourism on the island is a very large and multifaceted, involving all aspects of economic, ecological, cultural, residential life, so I first foreign tour to the island of impact make a summarized content. Because in the development of island tourism will bring a lot of tourists, and environmental carrying capacity of each island is limited, so a direct impact on tourism island first to bring the ecological impacts. Wong P.P first proposed the scarcity of fresh water resources in the islands in 1998, tourism and water supply and demand may be prominent issues. In Southeast Asia and other regions of the island, over-extraction of groundwater

has caused seawater intrusion, a serious threat to the surface of plant growth, residents and tourists drinking water by ship need to be resolved. Hall M.C tourism development will make the natural environment of the island area of water, coastlines, soil and hydrological characteristics of surface vegetation in 2001 have had a tremendous impact. In the early development of tourist areas of the Caribbean islands, Mediterranean, water pollution has been very clear. From the above water issues and ecological problems visible, fragile island ecosystems, any interference with the natural environment and ecological systems are likely to have serious consequences for the long-term stability.

Travel on the island regional economy significantly. Juan ita Liu (1988) through the analysis of consumer behavior Hawaii tourists, tourists come to different countries and regions of the Hawaiian economy contribution. In recent years, tourism has become one of the leading economic sectors in many regions of the island, the tourism industry to some extent led some islands of social and economic development, which has brought economic benefits, but also increased the economic risk in these areas. Riaz Sharee.f (2005) by comparing the economic development of 20 small island countries and territories, found economic risk and the probability of occurrence is proportional to the speed of tourism development. Which undoubtedly makes the tourism crisis management has been more attention. Meanwhile tourism increased competition in different industries, leading to industrial restructuring and single economic space structure. Schittone (2001) studied the relationship between competition and Stock Island Florida KeyWest tourism and fishing space, we found that as monopolies and government interference preferences, enhance the market competitiveness of the tourism industry, resulting from the transfer of fisheries KeyW est to Stock Island. In social studies the cultural impact of tourism in the island, J.Cave (2003) presented in a multicultural environment, tourism facilities with strong community features. Ray Green. (2005) through a combination of qualitative and quantitative methods to study the residents of the small island town of Thailand Koh Samu i perception,

discovery tourism brings changes in everyday life and the surrounding environment, local residents, community's traditional lifestyle so negative impact on the study of specific analysis and evaluation of the impact of tourism on the community process, environmental planning and community tourism interests coordinated planning to provide a reference for small island town land use, architecture, heritage conservation, fresh water supply and tourism facility site selection and so need attention.

Summarized from the literature can know, at present, foreign tourism in the island focused on environmental, economic, social and cultural impact of regional tourism, tourism planning and management, sustainable tourism. Study areas are more extensive, basically forming a multidisciplinary study of the situation.

## 2. Concept and resource characteristics of island and island tourism

### 2.1 Introduction of related concepts

The island is the sea island bridge, ocean development base. The island people usually talk about refer to the land or an area smaller than a continent and completely surrounded by oceans. In Part VIII 121 islands system "United Nations Convention" there came a clear definition of the island: The island is surrounded by water, and refers to the area of land above water at high tide and natural formation. Island has rich tourism resources, huge development potential, which is an important part of the development of cutting-edge marine tourism and marine tourism development. In other countries that based on coastal tourism development the rapid development of island tourism, such as the Maldives, Phuket in Thailand, Bali, Indonesia, South Korea's Jeju Island, Okinawa islands in Japan, Spain, the Balearic and Canary Islands, Central America, the Caribbean Islands and the United States Hawaiian Islands have

developed into a popular resort for tourists and locals.

In theory, island tourism includes seaside, sea base, sea, and air space for various activities. Lukun, a professor of Qingdao University thinks that island tourism is at the basis of a specific geographical space of the island , with the island's unique natural and cultural tourism resources to meet the needs of tourists, At the same time also promote economic, cultural and social development of the island communities as the goal while conducting the healthy and long-term tourism activities .

Island tourist resources generally contain natural and cultural categories. The island has a natural tourism resources generally include pleasant climate, abundant sunshine, clean air, comfortable environment maritime climate is conducive to holiday; Tourists isolated from the mainland, on the island of psychologically there is the feeling from the secular, so those who want to completely get rid of all the daily stress and work can have a totally relaxing experience; Four S Tourism resources:sun (sun), Sand (beach), sea (the sea) and seafood (seafood) is the world's major tourism resources, has a huge market. Meanwhile,waves, sand, rocks, blue sky, white sail, sunbathing healthy medical conclusion is to attract tourists. At the same time human resources of the island also has three characteristics: abundant historical and cultural tourism resources; rich folklore tourism resources; some as a colony since the colonial culture formed nostalgia.

## 2.2 Basic introduction of Balearic Island and Hainan

In this situation I need to make a basic introduction of Mallorca. Mallorca is the largest island of the Balearic Islands of Spain, located in the western Mediterranean,it is a popular tourist spot and a place for bird watching, visitors are mainly from the UK, Germany, Ireland and Scandinavia. In the Middle Ages

the famous porcelain (Italy floral porcelain), Duoguluoma, and Phoenician ruins of Carthage. Which is located southwest of the island's capital of Palma Bay Fang Yihai at the same time it is the capital of the entire autonomous region. Total population of about 75 million, of which 37 million people living in the capital, followed by Manarco (28,000), Inca (21,500), Lluçmajor (19,000). There are also 30,000 to 80,000 passengers temporarily. Islanders speak mostly the language Catalan and Spanish, also the official language of the young residents of Mallorca will be a simple exchange in English, but in Europe overall, the penetration rate is not English high. The island area of 3,640.11 square kilometers, north to south is 75 km, mountains 70 km long north-west coast more rugged cliffs and rocks. The highest point of the island is the Puig Major (1445 meters), but because it is a closed military zone, so near the Puig de Massanella (1364 meters) the highest peak is reachable. Extending out from the middle of Parma's fertile plains. Mallorca is a Mediterranean climate, sunny summer and warm in winter, cool and rainy, but the northern mountains is colder, occasionally snow. January temperatures 8-15 degrees, July 21 to 29 degrees. The average number of rainy days in winter about 5 days, about 50 mm of rainfall. Tourism supports almost Mallorca island economy, is also the most important source of revenue, accounting for nearly eight percent to the GDP. Another mining and fisheries, production pottery, brandy, jewelry, livestock and timber, unit of currency is the euro.



Picture1:Map of Balearic Island

Hainan province is located in the South China Sea area. Here lower latitudes, a large tropical area, adequate light and heat, abundant rainfall, is an important base for China's development of tropical crops. Hainan Island is a continental island, surrounded by flat, intermediate tall, was a bowl upside down. Wuzhishan, Yinggeling as the center to the periphery stepping down from the mountains, hills, plateaus, plains annular landform, cascade structure significantly. Altitude of over 1500 meters peaks are Fingers, Yinggeling Russia mane Ling, Ling rhesus monkey, Jakarta Tai Ling, Diaoluoshan like. Which is the highest peak Fingers, 1840 meters above sea level. Hainan is a tropical marine monsoon climate, annual temperature is less than 15 degrees Celsius. The coldest month is January and February, the temperature dropped to 16 to 21 degrees Celsius; the hottest months of July and August, the average temperature of 25 to 29 degrees Celsius. In addition to the middle of the mountainous island, with an average daily temperature over 10 degrees Celsius. Hainan's climate is almost like spring, winter a lot of people to Joan shelters. Hainan Island and the inadequate industrialization, with its endless green, beautiful sandy beaches and clean air, and that attract many tourists. Connecting Guangdong Province, around the domestic and international aviation city by ferry.

Hainan is now the hot tourist areas, tourism is a pillar industry. Iconic mountains and rivers are the Wuzhishan, River. According to the World Tourism Organization and the Hainan provincial government, Hainan is going to develop a "Hainan Provincial Tourism Development Master Plan" at the year of 2020, Hainan will build a worldwide famous, Asia's premier international tropical island holiday resort. Because apart Strait, Hainan tourists was difficult to land. April 13, 1988, Hainanjianxing DC, an unprecedented development of tourism in Hainan. That year, the number of tourists at home and abroad jumped up to 1.185 million passengers, an increase of 57.9% over last year, which received 198,000 international tourists trips, tourism earned \$ 40.94

million. DC first established as a province, Hainan tour appeared first ever summit. In the construction of an international tourism island, the government has made considerable efforts to attract many tourists come to Hainan, where the growth rate of international tourists most significant international travelers Hainan reception, especially in northern China countries, the top three countries are South Korea, Russia and Japan. Where Russian tourists is growing rapidly and will soon become more than Korean tourists inbound tourism in Hainan's largest country.

From the basic information above we can see that these two islands, Majorca and Hainan are both targeting the position of international resort island , are both supported by tourism industry, although the difference in the two islands on the location and target market are significantly different, but as the island is on the course of development, there are still a lot of experiences we can learn from Mallorca.

### 3. Status of Tourism and the island Problems

#### 3.1 Status of island tourism

China has a large number of small islands 7000, a total area of 75,400 square kilometers, accounting for 0.8% of total land area, while our country is a maritime country, with 18 000 km of coastline, 14 000 km of coastline and 6500 islands. Since the mid-1970s, in China some of the large scale development of the island have developed , some of the Hainan Island, Putuo Island and other islands has become one of the most popular tourist destinations. In recent years, the annual number of tourists the island region met is up to 20% to 30% annually, island tourism has become a pillar industry of the island in many counties. Nevertheless, due to the island tourism started late, by the tourism development policy, funding, regional economic development and the level of consumer demand, and many other factors, and the early development of

world tourism island countries are still a big gap between rich island tourism resources are not being fully rational use of some islands has still in its original state, tourism development is still in the resource-driven stage.

### 3.2 China's island tourism development

Su Qin ,Zhang Hongxia and domestic scholars discovered the island tour there is some problems in the study of island tourism through reading.And the picture below shows the main islands. It clearly shows that most islands are situated in the east of China.



#### 3.2.1 unbalanced development of tourism resources

- (1) protection of tourism resources, planning, development, construction is far behind the rapid development of the tourism industry needs. The relative lack of human resources, spatial layout is not reasonable restricting the development of tourism, and that is one of the most outstanding problems.
- (2) A unique island tourist resources are not being fully utilized, maritime activities, land and sea combination with basic items is blank.

### 3.2.2 serious damage to some tourist resources

(1) part of the region-exploitation of groundwater, seawater intrusion are serious. Unplanned exploitation of underground water, resulting in waste of water resources, local groundwater due to over-exploitation of excess, resulting in seawater intrusion.

(2) pollution of coastal waters has not yet been fundamentally controlled tide increased year by year, marine ecological environment is very grim.

(3) the number of visitors to many tourist areas far exceeded the capacity of tourism, coupled with the many tourists uncivilized behavior, such as spitting, littering and other wastes, these wastes without treatment to row sea, it will aggravate the island environmental degradation

### 3.2.3 The over-exploitation of tourism resources

Large-scale development on the one hand to promote the tourist area of socio-economic and cultural development, but also accelerated the loss, environmental pollution and ecological imbalance of resources. In the construction and development of a large number of human landscape, the resort at the same time, due to the development of mistakes and neglect environmental quality planning, make excellent natural resources and human resources have been destroyed. Although you can get some economic benefits in the short term, but an end to the loss of a source of sustainable development of tourism. In the seaside tourism development process due to ill-considered, a number of project development without detailed argument, so often some inappropriate projects such as the construction of the waterfront close to a lot of tourist facilities rigid shape, some coasts establishment of a large hotel buildings these are destroyed coastal scenery.

### 3.2.4 Service Quality Management

In this piece of content, I think the main compare the quality of service and management gaps ideological Hainan Island and the Balearic Islands in the tourism industry. First, the introduction of a real case. Two years ago User

"Roddy" reflects Sanya cheating seafood restaurant, was born "astronomical seafood." This leads to Sanya, Hainan "cheating" incident. With the continuation of Sanya cheating incident compromised the image of Sanya, Hainan registration obvious "freeze." According to First Financial Daily reported, Sanya local tourism industry chain industry, has formed a complete "chain of cheating." "The first is the black car, the plane, a lot of black car waiting." This is the first step. Then, the black car will discount the price will take you to a hotel or restaurant, all the way to enthusiastic introduction attractions, in fact, they will have pulled collusion good restaurants. Such restaurants are usually seafood stalls. Hainan seafood many strange looks, most tourists have not seen, not familiar with the market price, which gave the casual restaurant outcry space, a cost of \$ 20 fish to sell 200 yuan commonplace. Next, turn the hotel industry, in addition to a number of international brands of high-end hotel price tag, many local hotel pricing is a big mystery, the same room, the price within one year from several hundred dollars to ten thousand yuan a night. This micro-blog users not only detonated Hainan "international tourist island" change "international cheating island" of the question, but also led to the construction of Hainan International Tourism Island questioned. In the well-known tourist resort island, so opaque information, the existence of such dark industrial chain, which will be in service problems, not to mention the quality of service anymore. Thus, in terms of service quality, Hainan into an international tourist resort island on the road, and there is still a long way to go.

### 3.2.5 Management Thought

In addition to the quality of service issues, another problem is the management thinking. Tourism industry concentration is very low, which also led to greater regulatory costs and the difficulty of monitoring the government. Together with the international tourism island in sync difficult for local residents to get income,

led to the government's demands and aspirations of residents departing, it is departing from this interest demands on the (long-term government see, people care front) led government has repeatedly conducted special campaigns and the action after the travel chaos but instead intensified. The concept of "Hainan international tourist island", the first from China (Hainan) Institute for Reform and Development. December 2001, the institute proposed the "establishment of an international tourist island of Hainan proposed framework." January 4, 2010, the State Council issued the "Opinions on promoting international tourism in Hainan Island, construction and development." Which states that in 2020, initially built a world-class island resort. So far, international tourism in Hainan Island, the building of national policy support. But for the 2020 target, the researchers do not agree, saying "some quick success." Recent exposure Sanya seafood cheating incident, increasing the weight of this question.

Appeal contradiction between government regulators and residents is one of them, while there are still excessive land development and business development issues. In recent years, Hainan Province, there have been many speculative behavior in some areas of Hainan real estate development has emerged the problem of excess (except Yalong Bay), prices are high, these speculation for the government's management more difficult. Also, according to the report of the population live, Hainan has become the Northeast's second home, which would significantly affect the image of Hainan Island Destination: many people, high prices, poor urban style and so on. And this issue of local population and foreign population has made social conflicts. This has a negative impact on long-term development of international tourism island. Government and regulatory adjustments should be made in this regard.

### 3.3 Tourism development of Island of Balearic

### 3.3.1 Customer Market

Llegadas de pasajeros por año y por país de procedencia del vuelo (2007-2014)  
 Passenger arrivals broken down by year and flight origin country (2007-2014)

PASSATGERS/ PASAJEROS/ PASSENGERS								
PAÍS/ PAÍS/ COUNTRY	2007	2008	2009	2010	2011	2012	2013	2014
<b>Espanya/ España/ Spain</b>	<b>8.027.340</b>	<b>4.076.079</b>	<b>4.000.790</b>	<b>4.007.027</b>	<b>4.074.076</b>	<b>4.004.900</b>	<b>4.140.000</b>	<b>4.027.014</b>
<b>Regne Unit/ Reino Unido/ United Kingdom</b>	<b>10.200.000</b>	<b>10.000.000</b>	<b>9.170.000</b>	<b>9.300.700</b>	<b>10.340.227</b>	<b>10.044.200</b>	<b>11.200.000</b>	<b>11.007.000</b>
<b>Alemanya/ Alemania/ Germany</b>	4.216.217	4.167.245	3.928.213	4.078.205	4.215.624	4.313.485	4.401.241	4.519.432
<b>Itàlia/ Italia/ Italy</b>	190.215	178.144	199.027	216.283	245.779	228.802	221.473	242.028
<b>Frància/ Francia/ France</b>	103.824	99.526	102.052	125.024	136.478	149.847	155.027	168.091
<b>Suïssa/ Suiza/ Switzerland</b>	7.403	8.245	6.880	7.908	8.092	8.505	7.085	7.721
<b>Països Baixos/ Países Bajos/ The Netherlands</b>	178.831	175.124	166.821	166.425	172.267	218.524	221.142	224.597
<b>Altres/ Otros/ Other</b>	9.889	10.220	7.892	26.122	32.912	21.972	21.498	14.464
<b>Austria/ Austria/ Austria</b>	2.771	2.848	1.478	1.309	1.303	1.512	1.271	796
<b>Dinamarca/ Dinamarca/ Denmark</b>	1.025	9	9	1.208	844	777	1.245	910
<b>Slovàquia/ Eslovàquia/ Slovakia</b>	19.551	24.544	26.946	18.283	19.789	21.927	22.374	46.478
<b>Slovènia/ Eslovènia/ Slovenia</b>	227.959	225.540	217.750	220.856	212.950	245.213	271.467	290.530
<b>Grècia/ Grècia/ Greece</b>	2.618	1.292	52	1.516	218	117	210	401
<b>Hongria/ Hongria/ Hungary</b>	18.782	15.149	9.820	8.001	9.846	8.780	8.912	8.912
<b>Irlanda/ Irlanda/ Ireland</b>	164.821	189.320	121.149	102.402	121.296	129.528	127.918	124.448
<b>Islàndia/ Islandia/ Iceland</b>	0.144	4.197	264	1	8	1.525	2	779
<b>Índia/ Índia/ India</b>	454.924	402.824	276.020	471.222	594.570	554.871	527.200	598.814
<b>Litània/ Lituània/ Lithuania</b>	1.269	22	3	3	1	182	16	2.052
<b>Ucraïna/ Ucraïna/ Ukraine</b>	2.472	4.128	216	1.723	1.789	11.844	15.548	12.747
<b>Letònia/ Letònia/ Latvia</b>	33.951	21.244	22.976	25.264	32.162	24.124	21.511	26.708
<b>Luxemburg/ Luxemburg/ Luxembourg</b>	804	409	16	16	28	256	15	31
<b>Noruega/ Noruega/ Norway</b>	112.252	114.487	108.230	110.289	124.675	173.565	190.185	178.530
<b>Països Baixos/ Países Bajos/ The Netherlands</b>	189.581	191.487	159.987	162.192	262.189	252.811	222.621	221.824
<b>Polònia/ Polònia/ Poland</b>	32.589	40.826	25.278	45.882	58.692	62.484	71.255	61.679
<b>Portugal/ Portugal/ Portugal</b>	194.411	197.825	168.220	164.457	148.118	129.295	95.467	79.800
<b>Regne Unit/ Reino Unido/ United Kingdom</b>	3.250.511	3.419.151	2.974.096	2.894.951	3.183.504	3.224.225	3.485.273	3.512.784
<b>República Txeca/ República Checa/ Czech Republic</b>	43.842	46.476	48.195	28.286	26.185	27.477	21.208	42.221
<b>Romània/ Romania/ Romania</b>	5.152	6.284	4.825	8.680	11.805	14.227	12.090	12.144
<b>Suècia/ Suècia/ Sweden</b>	171.820	178.224	162.820	168.924	195.145	225.791	251.829	262.770
<b>Suïssa/ Suïça/ Switzerland (*)</b>	209.110	227.210	220.269	259.208	415.270	422.987	471.481	514.928
<b>Xipros/ Xipros/ Cyprus</b>	701	758	8	1	7	4	5	100.918
<b>Xipros/ Xipros/ Cyprus</b>	701	758	8	1	7	4	5	100.918
<b>Total</b>	<b>18.911.018</b>	<b>16.079.728</b>	<b>14.649.284</b>	<b>14.202.689</b>	<b>15.403.229</b>	<b>16.346.607</b>	<b>18.004.828</b>	<b>18.916.079</b>

(\*) Inclou les arribades de Turistes Europeus (EU) però no inclou els turistes procedents de països no europeus.  
 (\*) Includes arrivals from EU tourists but does not include tourists from non-EU countries.

### país de residència (2014)

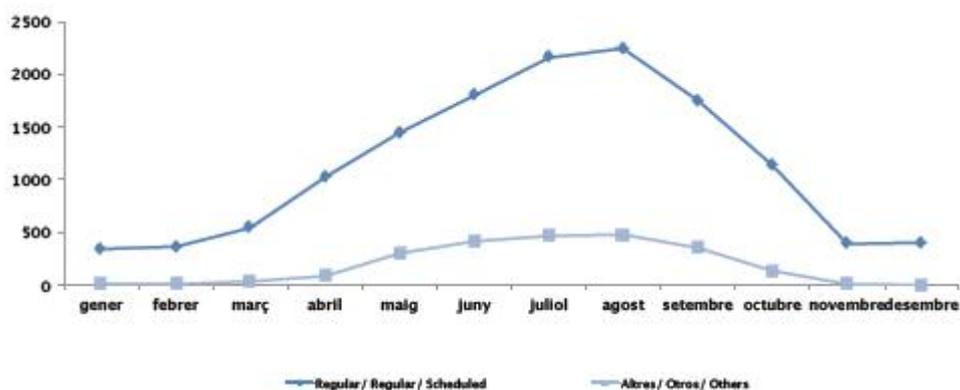
Distribución de las llegadas de turistas por país de residencia (2014)  
 Distribution of tourist arrivals according to country of residence (2014)



Table I shows the data from the period 2007 to 2014, the Balearic Islands, the number of visitors from various countries. Table II shows the islands major source countries, islands tourists mainly from Germany, Britain, Spain, the national territory, Italy, France and Switzerland, and their number is on the increase. Since the island is in Southern Europe, and therefore the main

source from Europe, Asia, the number of visitors almost do not count. Also, because it is in the south, its geographic location determines its natural climatic conditions, and thus attract a colder climate of Northern Europe tourists, and in the islands, international tourists than domestic tourists, can be called truly international resort island . In contrast, the international appeal of Zhejiang island is not so big, even some Chinese residents do not know the existence of some island in Zhejiang. This is also demonstrated in the development of Zhejiang, the next island in tourism to strengthen the propaganda and increase the visibility of the island.

### 3.3.2 Temporal Distribution



*Llegadas de pasajeros por mes y tipo de tránsito (2013-2014)*  
*Passenger arrivals broken down by month and type of transfer (2013-2014)*

MESOS/ MESES/ MONTHS	2013		2014	
	REGULAR/ REGULAR/ SCHEDULED	ALTRES OTROS/ OTHERS (*)	REGULAR/ REGULAR/ SCHEDULED	ALTRES OTROS/ OTHERS (*)
Gener/ Enero/ January	279.217	1.665	270.684	3.981
Febrer/ Febrero/ February	312.621	1.895	300.887	6.389
Març/ Marzo/ March	553.194	16.120	448.907	15.509
Abril/ Abril/ April	771.722	60.964	840.038	64.471
Maig/ Mayo/ May	1.103.899	207.148	1.097.385	206.563
Juny/ Junio/ June	1.210.440	303.501	1.264.179	276.937
Julio/ Julio/ July	1.395.820	341.318	1.467.292	315.677
Agost/ Agosto/ August	1.378.090	348.429	1.499.375	323.857
Setembre/ Septiembre/ September	1.201.033	254.585	1.234.022	234.354
Octubre/ Octubre/ October	912.034	102.036	917.883	90.626
Novembre/ Noviembre/ November	296.619	5.245	311.696	7.082
Desembre/ Diciembre/ December	296.012	3.028	315.915	1.957
<b>TOTAL</b>	<b>9.710.701</b>	<b>1.645.934</b>	<b>9.968.263</b>	<b>1.547.403</b>

(\*) No regular, altres tipus de trànsit, altres serveis comercials/ No regular, otras clases de tráfico, otros servicios comerciales/ No scheduled, Other types of traffic, Other commercial services

Table 3 and Table 4, we can clearly know that the Balearic Islands there are peak seasons. From Table 2 we can see the island from May to October period belong season, which in July and August peak; Table 3 shows that, in 2013 and 2014, from May to September of tourists reached million people. These data illustrate the Balearic Islands Tourist obvious seasonal phenomenon. But even in the off-season. The islands of the average monthly off-season tourist trips reached 40-500000, on the one hand due to the whole of Europe more paid holidays, it also demonstrated the islands from the side of pluralism tourist peak seasons bring balance balance effect.

### 3.3.3 Individuation and rational distribution of resources

ILLA / ISLA / ISLAND	2013	
	ESTABLIMENTS ESTABLECIMIENTOS ESTABLISHMENTS	PLACES PLAZAS PLACES
Mallorca	5.613	259.895
Menorca	692	31.682
Eivissa	1.026	65.761
Formentera	103	4.882
<b>TOTAL</b>	<b>7.434</b>	<b>362.220</b>

Table 5 shows, Mallorca, Menorca, Sa Island and the Buddhist pen should reach the island, each island entertainment equipment related to their island area is proportional, balanced distribution, carrying capacity to adapt to its environment. And individual character of each island are very obvious. Majorca is the largest island in the humanities and natural resources and said, is a comprehensive island; Menorca truly away from the earth, the "static" famous island, on the contrary should pen Sa by the "trouble," said , it is the world famous carnival place, in fact, there are less like clubs and bars. In short, each island has its own characteristics, and basic equipment and perfect balance.

#### 4. The experience we can learn for Hainan Island

##### 4.1 emphasis on government guidance, the development of scientific planning

Foreign international tourist island in general by the government or government agency representatives to come forward to Mallorca, for example, the local government Mallorca scientific and detailed planning and start-up funds provided by the government improve infrastructure, investment environment to be formed after then transfer land to investors, and investors must be in strict accordance with the provisions of the planning requirements for the construction of scenic spots. At the same time, government revenue land transfer and then cast into rolling development, so that the tourist island development has entered a virtuous circle. I think that although the situation is different, but still Hainan Island can learn this management, strengthen guidance relevant government, the Tourism Bureau of Hainan tourism industry.

##### 4.2 Establish ecological concept, focusing on protection of the environment

Many of the world's beautiful environment, pleasant scenery, man and nature live in harmony case of successful development of tourism in the island to prove: to have a sustainable and healthy island tourism, we must have the concept of eco-tourism, but also strict ecological and environmental protection regulations; at the same time, the island's tourism but also as architectural style in harmony with the surrounding environment, in the development and construction to mountain, generally does not destroy the topography. For example, the famous Parma "in harmony with nature," the development principles (ie, low-rise, low-density development, low capacity utilization and high green rate, the entire animal and human landscape natural unity), is to maintain the original landscape features, to ensure that the island tourism resources and ecosystems are not destroyed, so that visitors can feel the kind of nature, appreciate the recreational enjoyment.

#### 4.3 closely market demand, emphasizing the development of specialized

With the tropical, subtropical island further development of seaside tourism, tourism market more competitive, and the development of tourism products has become the focus of competition. International tourism island construction and development of successful countries or regions tend to keep up with the changing needs of the tourism market in a timely manner to develop marketable tourism products, so that their long-term decline in non-land. And these countries or regions in the development of tourism products emphasize nationality, local and originality. These features not only in the architectural style, tourism projects and other hardware facilities, but also in the tourist area of management, service level and culture and other software. These international tourist island in the planning and construction of both the emphasis on local folklore, cultural protection, but also in the architectural style as much as possible consistent with local traditions. These international tourist

island in the construction and development process so that both local folklore and culture has been strengthened and become a special tourist resources. For example, Parma is not only sea, sand, sun, and its integration into the more passionate Spanish cultural customs and how far culture, where there is a diversified development, but also from Asia, such as the more recent Bali, Indonesia, emphasizing its different from other island tourist destinations in the world, not the sea, nor the coconut tree, but the local spread of religious culture for centuries, and thus derived from art and lifestyle. Therefore, we can conclude that not only is the island's most fascinating 3S resources, but differs from the 3S unique charm, to be called irreplaceable and non-similarity, this can attract more international visitors and increase their competitive force.

#### 4.4 to provide quality services, establish a scientific system of government administration

A full range of thoughtful and humane management of social services is another key factor in foreign and international tourism island development process to succeed. Palma Government not only in the management is very orderly, and the service attentive. In order to promote the construction and development of tourism of the island, more scientific management system and regulatory system has been built up in an orderly manner, they also focus on exceptionally important role of the Government in the development of island tourism plays, strengthen the tourism sector industry overall management and coordination and oversight capacity. For example, the Ministry of Tourism Parma highly privileged, responsible for organizing its members to review the development of the island every island layout planning and construction, the regulations and the development of seaside tourism daily supervision and management of tourism, can also be fined for those who resort or close non-compliance, the development and operation of existing and new resorts strict monitoring. In order to strengthen management of tourism, Spain was

also established by the National Tourism Board tourism, transportation and other departments in a timely manner to solve problems encountered in the development of tourism, co-formulation of relevant laws and regulations. Obviously, behind these world famous international tourism island, strong government scientific management system plays a role in safeguarding.

#### 4.5 Promotion for the international market, strengthen publicity and promotion

Foreign tourist island in the construction and development process have attached great importance to tourism and the overall image of the publicity, in which the government plays a central role. On the one hand, the government will allocate special funds to personally make tourism promotion, including published maps and brochures, participation in trade fairs, organization or host major international entertainment activities. Government tourism promotion is an important daily work. On the other hand, by governments or industry associations, organized tourism enterprises to do advertising, including airport advertising. Further, since the management of international companies involved in many far away in Germany, the United States and Japan is also working to tourism intermediaries for these international tourism island and hotels do advertising, and even some resort has specialized in sales department, and rely far Group sales center and dealer network system thousands of miles away to get a steady stream of tourists.

#### 4.6 Development of international routes

Development of its International Airport and international routes, a significant increase in international visitors is an important reason. It is worth mentioning that, once thought and Parma local hotel manager chat, he asked me to Parma as an international tourist resort island and attracts so many international visitors what reason, I replied that the weather and scenery, he said yes but

the important hardware is Palma international Airport. Palma de Mallorca airport is a city located east of Palma de Mallorca, Spain 8 km from the airport. It is the third largest airport in Spain, after Madrid Barajas Airport and Barcelona Airport. During the summer tourist season, which is one of Europe's busiest airports. Airport passenger throughput up to 25 million passengers, 12,000 passengers per hour can be completed passenger transport. So I think the next plan to develop international tourism island of Hainan hardware is qualified, and a total of two airports in Hainan Island: Qiongshan Haikou Meilan International Airport and Sanya Phoenix International Airport. Sanya, Hainan Island as the most promising country resort island, should be open to international visitors more international routes. Although the two islands due to its geographic location caused by different target market, namely Mallorca major markets in Europe, groups of tourists mainly British and Germans, mainly in northern China Hainan tourists and Asia, South Korea, Japan and Russia but in order to keep the number of visitors in this area Hainan advantage, and constantly open up new international markets and therefore the need for further efforts to Hainan in the development of international routes.

## Conclusion

We recognize the environmental problems of island tourism, we can learn to deal with cases related to excellent method, especially in this case I refer to Mallorca, Spain, and environmental protection.

(1) In this paper I explore the overseas development of Hainan Island when the first international art will draw on the environmental and ecological issues such as the promotion of sustainable tourism development.

(2) Second is the economic benefits associated with the portion of the face of increasing competition, including the islands of products, and related tourist products, how to make the island stand out in many tourism products to attract more visitors , how tourism, culture, environment and economy can achieve a harmonious and balanced development. In short, the problem of island tourism product development.

(3) The third part is the process of construction of island tourism management issues. These three parts are discussed in the above content.

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