

The Enlightenment of Taiwan's Inbound Tourism Development to Hainan

Ameng Bao

School of Management, Shanghai University, Shanghai 200444, China

Abstract

Through the collection, sorting and analysis of various inbound tourism data from Taiwan and Hainan, this article draws the conclusion that Taiwan's inbound tourism development level is relatively high and Hainan's inbound tourism development level is relatively low. Then use the literature research method and the inductive analysis method to deeply explore the experience of Taiwan's inbound tourism development. It is found that Taiwan has a solid foundation for the development of tourism, continuously improves the tourism infrastructure, deeply develops rich and unique tourism products, and also launches targeted publicity to tourist destinations, which ultimately resulted in a higher level of inbound tourism development. Although Hainan has a vast territory and rich tourism resources, due to the late start of tourism development, the low quality of tourism personnel, and insufficient development of tourism products, Its inbound tourism development level is not high. Therefore, the enlightenment of Taiwan's inbound tourism development to Hainan is drawn, which promotes the prosperity and development of Hainan's inbound tourism, And to a certain extent, it has enriched China's theory of inbound tourism development.

Keywords

Inbound tourism; Taiwan; Hainan; Enlightenment.

1. Introduction

Inbound tourism occupies an important position in the tourism industry. It can not only create foreign exchange for a country or region, but also create countless employment opportunities for the society, which is conducive to promoting the economic development of the country or region. Taiwan and Hainan are China's largest and second largest islands respectively. The geographical location, topography, climatic conditions, and species of the two islands are very similar, so natural tourism resources are similar. These constitute the basic premise of mutual comparison. Taiwan has abundant tourism resources and convenient transportation, and the development of inbound tourism started very early. It also has the advantages of a relatively complete tourism management mechanism, tourism service facilities, and strong tourism reception capabilities [1]. With the rapid economic development and the implementation of related policies, the development trend of Taiwan's inbound tourism has gradually surpassed regional tourism, and its share of the entire tourism industry has become larger and larger. However, Hainan's inbound tourism has been in a tepid state for a long time [2]. Although the country actively encourages the development and construction of Hainan International Tourism Island, and the tourism supporting facilities and tourism management system have been improved to a certain extent, there are still many shortcomings in the development of inbound tourism, there are still many shortcomings in the development of inbound tourism, such as incomplete development of tourism products, insufficient promotion of tourism products, low quality of tourist reception staff, hidden dangers in tourism safety, lack of special features in hotel accommodation, etc. [3]. Through a detailed comparative study on the development level of Taiwan and Hainan's inbound tourism, we can summarize the successful

experience of Taiwan's inbound tourism development and the reasons for the low level of Hainan's inbound tourism development, so as to obtain enlightenment and formulate effective countermeasures to promote the development of inbound tourism in Hainan Province. This research intends to enrich China's theory of inbound tourism development to a certain extent, promotes the development of inbound tourism in Hainan Province, and thus promotes Hainan's economic development.

2. Literature Review

2.1. Overview of Domestic Research

Regarding Hainan's inbound tourism, domestic research focuses on its temporal and spatial characteristics. According to the law of regional differentiation and the theory of tourism flow, Su Peng used the IBCG matrix, the center of gravity model, and the shift-share analysis method to study the characteristics of the time and space structure of Hainan's inbound tourist source market and destination market, and pointed out the two major market structures. Then, the optimization plan was proposed [4]. Chen Yun and Tian Liang explored the seasonal characteristics of Hainan's inbound tourism, and concluded that inbound tourism evaded the peak of domestic tourism in January and February to form a trough. Institutional factors and natural factors together affect Hainan's inbound tourism seasonality [5]. Regarding Taiwan's inbound tourism, there are few domestic studies that explore Taiwan's inbound tourism alone, and most of them take the development of Taiwan's entire tourism industry as the research object, or conduct a comparative study of Fujian-Taiwan inbound tourism [6]. By establishing an econometric model, Liao Binbin explored the main factors affecting Taiwan's inbound tourism demand, and found that tourism continuity, Unexpected economic events and social events have a significant impact on Taiwan's inbound tourism demand [7]. Based on the profound historical origins of Taiwan and Fujian, Yang Jianming and Bao Zhanxiong compare the characteristics of inbound tourism between Fujian and Taiwan, hoping that the two places can learn from each other's tourism development experience and promote regional tourism cooperation between Fujian and Taiwan [8][9]. Du Jun is currently the only scholar who associates Taiwan's inbound tourism with Hainan's inbound tourism. By studying the status, stages and characteristics of Taiwan's inbound tourism development, he summarizes its development experience and draws inspiration to improve Hainan's inbound tourism [10].

2.2. Overview of Foreign Research

Foreign scholars have done a lot of research on the relationship between inbound tourism expansion and economic growth. Among them, Isabel Cortes-Jimenez conducted empirical research on the development of the Spanish and Italian economies and their respective tourism industries in the 1950s and 1960s. Based on various literature on demand growth, he uses integration, coordination, and multiple Granger causality tests to reveal the impact of inbound tourism on the two economies [11]. In addition, tourism safety also profoundly affects the development of inbound tourism. Busani Moyo uses the method of boundary testing to study the adverse effects of crime on inbound tourism in South Africa, emphasizing the importance of safety and comfort in inbound tourism destinations [12].

3. Comparison of the Development Status of Inbound Tourism in Taiwan and Hainan

With the rapid economic development and the implementation of related policies, Taiwan's inbound tourism has gradually surpassed its regional tourism, and it has an increasing share in the entire tourism industry. It has outstanding performance in terms of international tourism revenue, the number of inbound tourists, and the distribution of inbound tourists. Although

Hainan's overall tourism industry is booming, its level of inbound tourism development is relatively low, and it has been in a tepid state for a long time.

3.1. International Tourism Revenue

Through the collation and observation of Taiwan's tourism revenue data from 2007 to 2016, it can be found that in recent years, Taiwan's international tourism revenue has generally shown an increasing trend; and it has accounted for a large proportion of Taiwan's total tourism revenue, which has been nine consecutive years. The year is always higher than 50%, the highest is 58.94%. From the data in Table 1, it can be seen that in the past decade, 2008 was an important node, and Taiwan's international tourism revenue was higher than domestic tourism revenue for the first time. From 2013 to 2014, Taiwan's international tourism revenue grew extremely fast, with a growth rate of 20.99%. In-depth investigation revealed that the rapid growth of Taiwan's international tourism revenue from 2013 to 2014 was mainly due to the addition of 13 cities including Shenyang, Zhengzhou, Wuhan, Suzhou, Ningbo, and Qingdao in the free travel program to Taiwan in 2013. In addition, in 2016, Taiwan's international tourism revenue fell for the first time in this ten years, with a decline of 5.82%, but it still accounts for 52.12% of total tourism revenue.

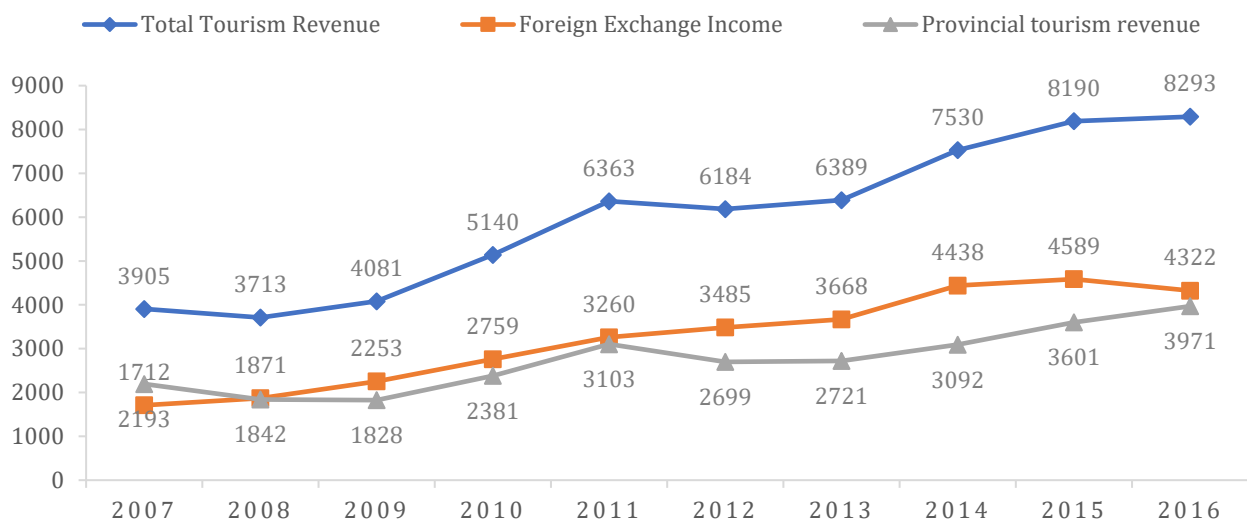


Figure 1: Tourism income distribution of Taiwan, China (in 100 million Taiwan dollars)

Compared with Taiwan's international tourism revenue, Hainan's total international tourism revenue is small, accounting for a low proportion of Hainan's total tourism revenue (less than 5%). Over the past years, Hainan's total tourism revenue has continued to grow, and its domestic tourism revenue has grown almost in proportion to its total tourism revenue, but its international tourism revenue has been minimal. From 2012 to 2015, Hainan's international tourism revenue even continued to decrease. From 2014 to 2016, it accounted for only about 3% of total tourism revenue. From 2016 to 2017, the growth rate of Hainan international tourism revenue increased significantly, but its share in Hainan's total tourism revenue is still extremely low, not as good as the share from 2009 to 2011.

3.2. Number of Inbound Tourists

Through the inquiry and data sorting of Taiwan's inbound tourism information, it can be learned that: From 2007 to 2017, the number of inbound tourists from Taiwan is large and in an increasing trend; The number of inbound tourists accounted for nearly 5.5% of the total number of tourists, which has increased. From 2007 to 2008, the number of tourists to Taiwan increased slightly. During the six years from 2009 to 2014, the number of tourists to Taiwan

increased explosively, with the highest annual growth rate reaching 26.67%. From 2014 to 2017, the growth rate of Taiwan’s inbound tourists slowed down, but it still increased.

Table 1: Distribution of Hainan's Tourism Income from 2008 to 2017

Years	Total tourism revenue (in 100 million yuan)	Domestic tourism revenue (in 100 million yuan)	Domestic tourism income/total tourism income	International tourism revenue (in 100 million dollars)
2008	192.33	165.01	0.86	3.9
2009	211.72	192.82	0.91	2.77
2010	257.63	235.61	0.91	3.22
2011	324.04	299.47	0.92	3.78
2012	379.12	356.79	0.94	3.48
2013	428.56	408.05	0.95	3.31
2014	484.98	468.65	0.97	2.66
2015	543.37	528.08	0.97	2.48
2016	672.1	648.87	0.97	3.5
2017	811.99	766.77	0.94	6.81

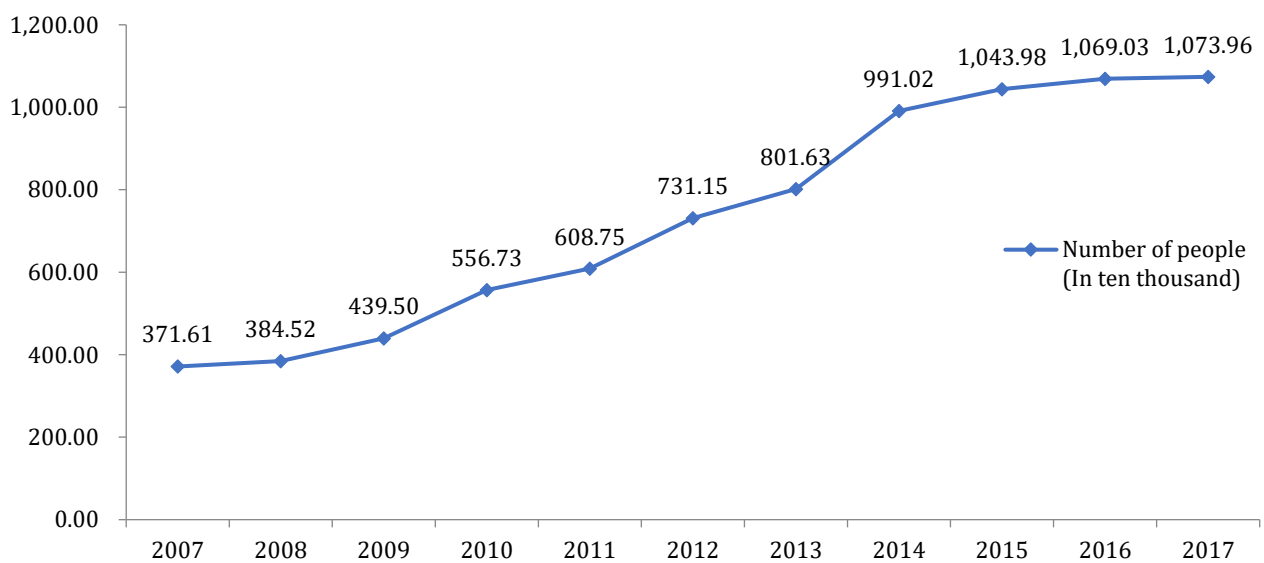


Figure 2: Number of inbound tourists in Taiwan, China from 2007 to 2017

Compared with the number of inbound tourists in Taiwan, the number of inbound tourists in Hainan is small, low in proportion, and fluctuating. In the ten years from 2008 to 2017, the total number of tourists in Hainan Province has been increasing year by year. But the number of inbound tourists has increased and decreased, and the proportion is extremely small, hovering around 2% throughout the year. However, the number of inbound tourists sometimes increases and sometimes decreases, and the proportion is extremely small, hovering around 2% for many years. In 2009, Hainan’s number of inbound tourists plummeted by nearly 50%. From 2010 to 2012, it rose again. However, from 2013 to 2015, it decreased again. It showed a growth trend in the past two years, but it did not exceed 5% at the peak. In the past five years, it took a large share at 2% or less.

Table 2: Number of tourists in Hainan Province, China from 2008 to 2017

Years	Total number of overnight visitors (In ten thousand)	Number of inbound overnight visitors (In ten thousand)	Percentage of inbound overnight tourists	Number of domestic overnight tourists (In ten thousand)	Percentage of domestic overnight tourists
2008	2060	97.93	4.75%	1962.07	95.25%
2009	2250.33	55.15	2.45%	2195.18	97.55%
2010	2587.35	66.33	2.56%	2521.02	97.44%
2011	3001.3	81.46	2.71%	2919.84	97.29%
2012	3320.37	81.56	2.46%	3238.81	97.54%
2013	3672.71	75.64	2.06%	3597.07	97.94%
2014	4060.18	66.14	1.63%	3994.04	98.37%
2015	4492.95	60.84	1.35%	4432.11	98.65%
2016	4977.22	74.9	1.50%	4902.32	98.50%
2017	5591.43	111.94	2.00%	5479.49	98.00%

3.3. Distribution of Inbound Tourists

By sorting out the data of the source countries of Taiwan's inbound tourists, it can be concluded that the distribution of Taiwan's inbound tourists has two characteristics: the main source of tourists is stable and the distribution range is very wide. Among the inbound tourists from Asia to Taiwan are mainly from the mainland, Hong Kong, Macau, Japan, South Korea, Southeast Asia and other place. Inbound tourists from the Americas are mainly Americans. Europe is also distributed. Among these important source areas, the distribution ratio is different. Before 2008, there were no relevant policies on both sides of the strait to allow mainland tourists to travel to Taiwan. Therefore, the share of mainland tourists in Taiwan's inbound tourists in 2007 was zero. After 2009, mainland tourists accounted for the largest share of Taiwan's inbound tourists, and the total number reached the highest value in 2015. Japan used to be the number one source country for inbound tourism in Taiwan. It has been in the second position after being overtaken by the mainland in 2009, but it was surpassed by Southeast Asia in 2017. The number of tourists from South Korea increased rapidly from 2014 to 2017. And the number of inbound tourists from the United States is extremely stable. Because Europe is far from Taiwan, the number of inbound tourists is relatively small and stable.

Hainan inbound tourists can be divided into four major parts: foreigners, Hong Kong compatriots, Macao compatriots, and Taiwan compatriots [13]. In the past ten years, the proportion of foreign tourists in Hainan's inbound tourists is about two-thirds, and the data on lwt.hainan.gov.cn shows that the most foreign tourists come from Russia, followed by South Korea, Malaysia, Singapore, Indonesia, Thailand, Japan, the United States, Canada and other countries. Before 2012, there were more Hong Kong compatriots who came to Hainan for tourism than Taiwan compatriots. However, due to the rapid growth of Taiwan compatriots who came to Hainan for inbound tourism from 2010 to 2013, they surpassed Hong Kong compatriots in number in 2012. In recent years, the number of Hong Kong compatriots and Taiwan compatriots who travel to Hainan is similar. However, in the past ten years, the number of Macao compatriots who have traveled to Hainan has been relatively small, accounting for less than 2% of the total number of inbound tourists for many years.

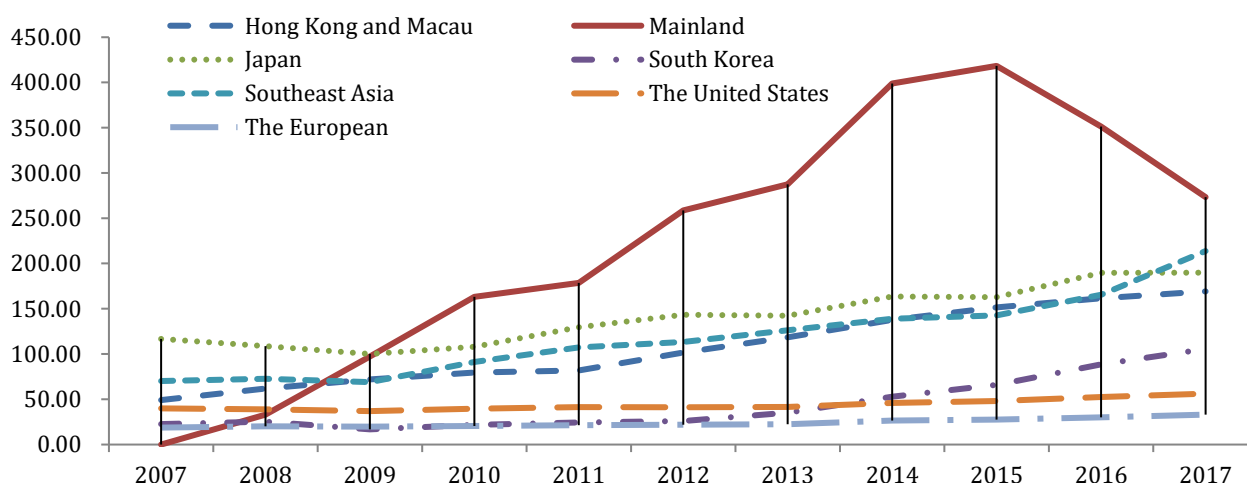


Figure 3: Distribution of inbound tourists from Taiwan, China, 2007-2017

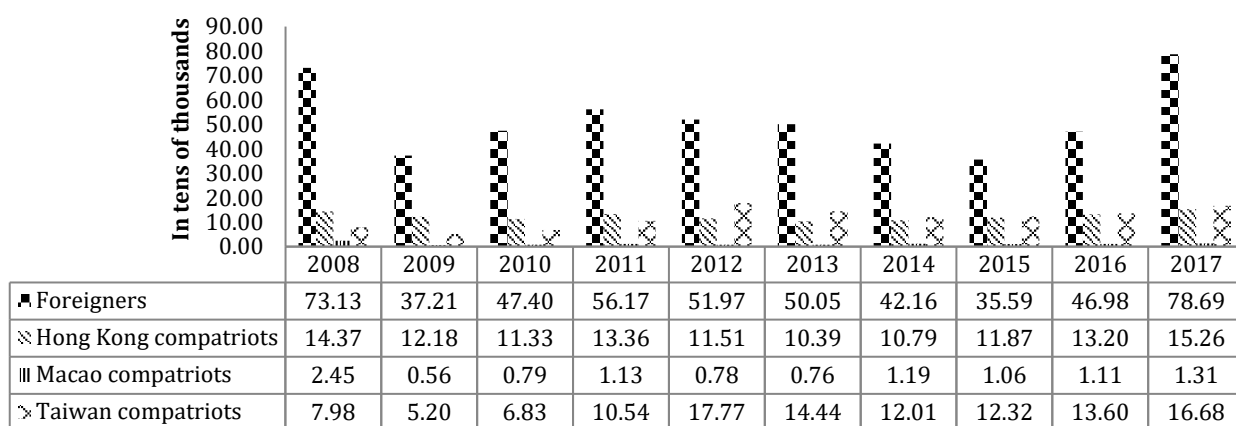


Figure 4: Departure distribution of Hainan's inbound tourists from 2008 to 2017

4. Development Experience of Taiwan's Inbound Tourism

4.1. The Construction of Tourism Infrastructure

The tourist public transportation facilities are well constructed: Taiwan has two international airports and several civil aviation airports, with direct flights to major countries around the world. Convenient transportation outside the island provides favorable conditions for inbound tourists to visit Taiwan. In addition, the criss-crossing road transportation network, convenient railway network around the island, and sightseeing trains around the island all give inbound tourists a good travel experience on the island. There are various types of tourist accommodation and reception facilities with large capacity, such as high-end hotels, family homestays, youth activity centers, international youth hostels, etc. [14]. Tourism statistics of Taiwan Tourism Bureau show that: As of January 2020, there are 127 tourist hotels in Taiwan with a total of 28,958 rooms; 3,365 general hotels with a total of 166,674 rooms; and 9,111 homestays with a total of 39,203 rooms. Taiwan's tourist accommodation and reception facilities can fully meet the travel and accommodation needs of tourists, and provide favorable conditions for the development of Taiwan's inbound tourism.

4.2. The Quality of Tourism Professionals

By reading a lot of travel notes about trips to Taiwan on travel websites such as Mafengwo, Ctrip, etc., it can be seen that tourists have a higher evaluation of Taiwan tourism practitioners. The overall quality of Taiwan tourism personnel is relatively high, most of them have mastered

the corresponding professional knowledge, and have strong foreign language expression skills. They are enthusiastic, courteous, generous and decent in the process of communicating with tourists, giving inbound tourists a good service experience [15]. This is mainly due to: Taiwan attaches great importance to improving the overall quality of tourism employees, the Tourism Bureau organizes pre-employment training for tour guides, tour leaders, and tourism managers every year and provides tourism practitioners with a network platform that can learn vocational skills and improve their overall quality. Therefore, it also maintains the bond between schools and tourism companies. The "Taiwan Sustainable Tourism Development Plan (2017~2020)" also includes the training plan for key tourism talents, the training of new southward tour guides, and the strengthening of the industry retention mechanism.

4.3. The Promotional Tools of Tourism Product

Taiwan focuses on shaping the brand culture and attacking the international market. In 2009, the Tourism Bureau of Taiwan's Ministry of Transportation adopted "Taiwan-The Heart of Asia" as the new brand identity to promote internationally, suggesting that Taiwan's diversified characteristics of integrating tradition and trendy are the typical epitome of Asia that is taking off today. In recent years, the Tourism Bureau has continued to devote itself to international promotion and marketing to enhance international visibility. For example, in the Japanese market, the actor Masami Nagasawa, who is loved by the Japanese people, was chosen to shoot an international promotional video for the Taiwanese tourism spokesperson in Japan. In 2017, in order to sprint the European market, the Director of Tourism Bureau led a delegation to the United Kingdom to participate in the London Travel Fair and organize promotional activities. In addition, the official website of the Tourism Bureau has done a very good job in promoting tourism of Taiwan. The homepage of the website contains 11 columns such as tourism news, pre-departure planning and exploring Taiwan. Each column has a specific branch that introduces each scenic spot in detail, as well as information about transportation, accommodation, food, and shopping around the scenic spot. The well-made and well-publicized official tourism website not only provides itinerary guidance for inbound tourists and enhances the sense of travel experience, but also inspires potential inbound tourists.

4.4. The Development Strategy of Tourism Product

At present, there are more than 100 kinds of tourism products in Taiwan. In recent years, it has been developed to create food tours, cultural tours, hot spring tours, romantic tours, Lohas tours, outlying island tours, ecological tours, railway tours, and night market tours, hometown tours, silver-haired people's tours, barrier-free tours, and other unique tourism products, attracting travel enthusiasts from all over the world. In addition, it has also developed ten theme amusement parks. Among them, Kaohsiung E-DA World is Taiwan's largest and most complete new landmark for leisure, sightseeing, shopping and amusement. The famous Yangmingshan, Beitou, Guanziling and Sichongxi hot springs are available for inbound tourists to soak and recuperate. The dazzling array of department stores and shopping malls, and the 24-hour Eslite Bookstore all make inbound tourists come to visit.

4.5. The Participation of the Taiwan Provincial Government

The Taiwan Provincial Government has been actively participating in the development of local inbound tourism for many years. Around 1970, internationally renowned experts were invited to Taiwan to inspect tourism resources and scientifically plan the development of the tourism industry. In recent years, a number of policies and measures on tourism development have been formulated. In June 2008, Taiwan and the mainland signed the "Agreement on Mainland Residents Traveling to Taiwan on Both Sides of the Strait". The signing of this agreement provides more possibilities for mainland residents to travel to Taiwan, thus stimulating Taiwan's inbound tourism market [16]. On June 28, 2011, On June 28, 2011, mainland residents

went to Taiwan for personal tourism. So far, 47 mainland cities have been opened in five batches. In 2016, in order to attract more inbound tourists and shape the image of a shopping island, Taiwan began to implement a tax refund system for foreign tourists. On January 4, 2018, Taiwan formulated the "Taiwan Sustainable Tourism Development Plan (2017-2020)", aiming to make Taiwan a major tourist destination in Asia that is friendly, smart and experienced.

5. Enlightenment to Hainan's Inbound Tourism Development

5.1. Improve Hainan's Tourism Infrastructure Construction

Increase the air routes between Hainan and the main source of inbound tourism, improve the existing airport facilities in Hainan, and make preparations for the construction of the new airport [17]. Improve the transportation service between railway stations and major sightseeing spots, and change the lack of public transportation in cities and counties, and solve the inconvenience encountered by tourists in transportation. Promote Budget hotel chain operations,, encourage the development of family hotels or homestays with cultural characteristics, and provide diversified accommodation options for inbound tourists. Lead hotel industry talents to Taiwan to explore the entire process of planning and development of Taiwan's homestay industry. Learn advanced experience to help Hainan build boutique homestays and realize the diversification of tourist accommodation options. Increase the construction of duty-free shopping malls, build characteristic ocean parks, water parks, etc., and improve the construction of tourism and entertainment facilities in Hainan.

5.2. Improve the Overall Quality of Hainan's Tourism Employees

Based on the low overall quality of Hainan's tourism staff and the extreme shortage of international tourism talents, Hainan province must concentrate on improving the overall quality of local tourism staff. The provincial government has improved the industry norms and codes of conduct for tourism practitioners, and focused on increasing the supervision of tourism services in the tourism industry, such as strengthening the management and optimization of the tour guide certification system. Local tourism colleges in Hainan should strengthen the supervision of student's cultivation and assessment of professional ethics, professional knowledge, foreign language ability, etc., strengthen school-enterprise cooperation, and deliver high-quality talents for the tourism industry. Tourism companies actively organize employee learning conferences, continue to introduce advanced management thinking at home and abroad, as well as high-quality talent training concepts and methods, and cultivate high-quality tourism professionals with foreign-related tourism service capabilities. Tourism practitioners should be strict with themselves, continuously strengthen and consolidate professional knowledge and skills, cultivate a high sense of responsibility, and consciously strengthen and enhance service awareness.

5.3. Intensify the Promotion of Tourist Destinations

Hainan must keep up with the pace of the times, make use of Internet functions, enrich publicity methods, and increase the visibility of tourist destinations. And it should find the accurate positioning of the province and create a distinctive brand image. First of all, the Hainan Provincial Government should increase its investment in tourism promotion and marketing to lay a solid economic foundation for Hainan's tourism promotion. Secondly, the government should improve the tourism publicity mechanism, optimize the official network platform of the Tourism Commission, supervise the progress of the publicity work, and check the results in time. Use self-media, social software and mobile terminal for online promotion. Strengthen closer cooperation with online travel agencies, take the initiative to launch Hainan tourism products, and increase the exposure of Hainan tourism destinations on the Internet, so as to shape hainan's unique brand culture and enhance its influence. Make an in-depth investigation

of the source country market and adopting different promotional strategies in different major source country markets.

5.4. Develop Distinctive Tourism Products in Depth

Hainan Province has a vast territory and abundant tourism resources, but its utilization efficiency and development level of tourism resources are not very high. Hainan relies on coastal resources to develop tourism products, and its tourism products are single and lack diversity. In order to improve the development level of Hainan's inbound tourism, it must deeply develop distinctive tourism products. Develop cultural and sports tourism, carry forward the folk culture characteristics of Hainan minorities, and constantly expand the scale and influence of the traditional festival of Hainan Li and Miao nationalities. Develop cruise tourism and promote the opening of transnational cruise routes and "Pan-South China Sea" cruise routes between Hainan and the countries along the "21st Century Maritime Silk Road". Develop healthy tourism, build a number of ecological health service bases in Haikou, Sanya and Danzhou, and optimize the structure of healthy tourism products. Continue to develop and improve exhibition tourism, rural tourism, forest ecological tourism, characteristic town tourism, shopping tourism and other tourism products.

5.5. Increase Government Participation and Seize Policy Opportunities

The Hainan Provincial Government should formulate a more open and flexible policy system for tourist entry. According to information released by the National Immigration Administration, the visa-free policy for tourists from 59 countries has been implemented in Hainan province since May 1, 2018, which helps attract more international tourists to the island. Try to establish sister cities with internationally renowned cities and sign cooperation agreements, especially reciprocal agreements on inbound and outbound tourism. Actively go to international sister cities to participate in or carry out tourism exhibitions, and continuously enhance the international reputation and influence of Hainan tourism brands. Firmly seize the policy opportunity and adopt rapid and effective development measures. The "Guiding Opinions on Supporting Hainan's Comprehensive Deepening of Reform and Opening-up" issued by the State Council in April 2018 encourage Hainan to develop horse racing and other projects, and explore the development of quiz-type sports lottery and large-scale international competition instant lottery. The Hainan government should seize this opportunity in a timely manner, rationally explore the development of the gaming industry, attract more inbound tourists, and earn a lot of foreign exchange.

6. Conclusion

By collecting, collating and comparing the relevant data of international tourism income, number of inbound tourists, and source distribution of inbound tourists in Taiwan and Hainan, this paper draws a preliminary conclusion that Taiwan's inbound tourism development level is relatively high and has a good development trend, while Hainan's inbound tourism development level is relatively low. Then the development experience of Taiwan inbound tourism is analyzed in detail. Finally, combining with the current status of inbound tourism development in Hainan, the paper draws some specific enlightenments from Taiwan's inbound tourism development, including improving tourism infrastructure construction, improving the comprehensive quality of tourism practitioners, strengthening the publicity of tourism destinations, developing tourism products with characteristics, and enhancing the participation of the government.

These enlightenments are of certain guiding value to the development of inbound tourism in Hainan, and are also of great significance to the design of marketing strategies by tourism managers. However, due to the limitations of the author's research ability, personal time and

energy, etc., this article still has certain limitations. Among them, the author uses the three indicators of tourism income, the number of inbound tourists, and the distribution of inbound tourists as the basis for judging the level of inbound tourism development in the two places, which is not comprehensive enough. If conditions permit, indicators such as the number of days of stay of inbound tourists and the average cost level of inbound tourists can also be incorporated into the analysis to reach more accurate conclusions.

References

- [1] Wu Kaijun, Ouyang Ying, Zhang Wei. Discussion on the development process, characteristics and trends of Taiwan's tourism industry [J]. Yangtze River Forum, 2017(04): 64-69.
- [2] Ren Ruiping, Wu Jinfeng, Feng Wenyong, Qiao Miaomiao. Analysis on the characteristics of changes in Hainan's inbound tourism market from 2001 to 2014 [J]. Resource Development and Market, 2016, 32(07): 869-871.
- [3] Su Peng: Research on the temporal and spatial structure and optimization of Hainan's inbound tourism. (Master, Hainan University, China 2010).
- [4] Chen Yun, Tian Liang. Seasonal characteristics and regulation measures of Hainan's inbound tourism [J]. Human Geography, 2013, 28(04): 140-143.
- [5] Wang Jiejie, Sun Gennian, Zheng Peng. A comparative study on the development of inbound tourism in China's Mainland, Taiwan and Hong Kong [J]. Resource Development and Market, 2010, 26(04): 372-375.
- [6] Liao Binbin. Analysis of factors affecting Taiwan's inbound tourism demand [J]. Taiwan Agricultural Research, 2009(02): 11-13.
- [7] Bao Zhanxiong, Chen Juan. Comparison of the characteristics of Fujian and Taiwan inbound tourism [J]. Journal of Fujian Agriculture and Forestry University (Philosophy and Social Sciences Edition), 2009, 12(01): 20-25.
- [8] Yang Jianming, Zhang Qiu Qian, Tang Fang. Comparative analysis of spatial and temporal pattern of development of inbound tourism between Fujian and Taiwan [J]. Fujian Agriculture and Forestry University (Philosophy and Social Sciences), 2011,14 (02): 6-10.
- [9] Du Jun. The experience of Taiwan's inbound tourism development and its enlightenment to Hainan [D]. Hunan University, 2016.
- [10] Isabel Cortes-Jimenez, Manuela Pulina. Inbound tourism and long-run economic growth[J]. Current issues in tourism,2010, (1):61-74.
- [11] Busani Moyo, Emmanuel Ziramba. The impact of crime on inbound tourism to South Africa: An application of the bounds test[J]. African security review,2013, (1):4-18.
- [12] Fang Shimin, Chen Wenyan. Analysis on the characteristics of Hainan's inbound tourist source market [J]. Journal of Xiangnan University, 2017, 38(02): 64-70.
- [13] Hu Hongbin. Taiwan's tourism public service system and its enlightenment to the mainland [J]. Taiwan Studies Collection, 2013(5): 60-68.
- [14] Zhang Wen, Dun Xuefei. Discussing Mainland Tourists' Perception of Taiwan Tourist Destination Image, Based on the Content Analysis of Online Travel Notes [J]. Journal of Beijing International Studies University, 2010, 32(11): 75-83.
- [15] Xu Kai, Li Yuezheng, Jiang Haixu. Research on the development of tourism in Taiwan from the perspective of the tourism circle around the Strait [J]. World Geographical Research, 2014, 23(03): 117-127.
- [16] Yang Ping. Shortcoming factors and optimization methods of China's mainland inbound tourism market [J]. Foreign Economic Relations and Trade Practice, 2017 (08): 85-88.
- [17] Liang Yuqing: Research on the construction of Hainan International Tourism Island. (Master, Yunnan University, China 2016).