



THE HONG KONG GEOGRAPHER

Vol.3 No.2 Jan. 1985

香港地理學會

通訊地址：香港九龍尖沙咀郵局信箱：九七五五號

HONG KONG GEOGRAPHICAL ASSOCIATION

Correspondence address: Tsim Sha Tsui Post Office P. O. Box No. 97553

PART I. ACTIVITIES

1. The Fifth Hong Kong Geography Day and the Annual General Meeting of the Association is scheduled on March 2, 1985, Saturday in Hong Kong Baptist College. There will be three public lectures and one public forum covering the following topics: "Hong Kong Land Question" by Mr. Tang Wing Shing (10.00 a.m.), "Urban Trees in Hong Kong" by Dr. Jim Chi Yung (11.15 a.m.), "Bursting at Seams" by Prof. Y.M. Yeung (2.00 p.m.) and "Reform in Secondary School Geography Curriculum in the Light of Changing Political Status of Hong Kong" (3.15 p.m.). Whilst the A.G.M. of the Association will be held in the seminar room of the Sing Dao Communication Building next to the Chapel of the Hong Kong Baptist College at 11.30 a.m.
2. Nominations of the office-bearers of the executive committee of the Association for the period 1985-1987 are now open. The nomination form is on the opposite page.
3. Starting from March, the Association is going to run a course entitled "The New Junior Secondary Geography Curriculum for School Teachers" with Extra-Mural Studies, University of Hong Kong. As the responses of the course are exceptionally encouraging, the Extra-Mural Studies Department, HKU has requested the Association to repeat the course in May and in October. Members who would like to be staff-tutors or lecturers of the course starting in October, please write to the Secretary for details.

PART II FEATURES

Tourist Potentials of Hainandao: Preliminary Observations and Recommendations

Norman Y.T. Ng & Julian C.Y. Wong

1. Introduction

At the invitation of the Construction Committee of Hainandao, a research project to study the tourist potentials of the island was undertaken jointly by the geography departments of Zhongshan University and The Chinese University of Hong Kong. A field-trip to Hainandao was taken during the period from 24th December 1984 to 4th January 1985. The field-trip, on the Chinese University side, was funded by the Board of Trustees of Lingnan University, New York, U.S.A.

Major points of interests were visited during the trip, discussions and exchanges were made between us and the local cadres in the fields of planning and tourism. We report here our first-hand observations in the field and we attempt to make some preliminary suggestions. A more comprehensive report will be published jointly later by the research-team members of both universities.

A point must be made here in the first instance regarding the location of Hainandao relative to other major tourist spots in China and in particular southern China. Because of her out-of-the-way situation it is difficult to link her up with the other spots which would otherwise increase the attractiveness of package tours say with durations of around ten days. Presently the more usual practise is to pack the visits to Hainandao with Zhangjiang (湛江). However, we are of the opinion that once the airports at Haikou and Sanya are operative to receive large commercial planes and upgraded to international status tourist spots at Hainandao may be packed with other spots of interests in Southeast Asia, thus attracting more tourists, especially international tourists. At the present stage, Hainandao should be viewed as an independent tourist zone, provisions and

points of attraction should be developed and planned to accommodate visitors with a view to see solely selected points in the island.

2. Uniqueness of Hainandao as a Tourist Area in China

Hainandao is the second largest island in China (the largest island is Taiwan). It has an area of over 34,000 sq km. Particularly in the southern part of the island, it may claim to have a tropical climate. Furthermore the island has been, relative to south Guangdong, more or less undeveloped with a population of only about 5 million, engaging principally in agriculture and fishery. The island in this respect conveys a romantic atmosphere of a frontier land. As a matter of fact, a larger part of this central area is still untouched virgin forests. Since the 7th Century (Tang Dynasty) the island had been used as a site for the banishment of scholars and officials who had lost favour of their respective imperial heads. It was through these literati that brought culture from the core of China to this primitive land, thus we find memories of these early pioneers in the Five-Official Memorial Temples and Hai Rui Tomb.

Besides Han settlers, the island is occupied, particularly in the southern part by the Miao, Li and Hui minority tribes. A Li and Miao Autonomous Prefecture was created and management of all minority affairs came from the prefectural seat at Tongzha (通什). In recent years members of the minorities have gained prominence in the field of administration (the Head of the Construction Bureau at Tongzha who received us is a member of the Li tribe) as well as in the profession, however, the policy of the central government of China on minorities is such that much of the cultures of the various minorities are respected and thus preserved. This fact is by and large borne out during our visit to some of the Li and Miao settlements.

Being an island, Hainandao is especially endowed with wide stretches of beautiful and fine sand beaches. We are particularly impressed by the beaches at Qing Lan Bay and the beaches around Sanya e.g. Da Dong Hai and Xiao Dong Hai. As the climate is warm throughout the year the beaches can

be used almost year round for water and beach related activities. The tropical atmosphere of the island further enhances the quality and attraction of these beaches. It is not unreasonable to say that given enough investment some of these beaches may be developed to a scale that can be compared with Waikiki Beach in Hawaii.

3. Factor of Tourism in Hainandao

(A) Investment

The potential for the development of the tourist industry in Hainandao appears to be unlimited, on the basis of the quality and variety of natural and cultural attractions that the island is endowed with. Undoubtedly the island is economically handicapped to realize her potential in tourism. As far as we can observe the island, at the present stage has to rely much on foreign investments, particularly those from overseas Chinese originally from the island. Tourist industry in China has a ready market in Hong Kong. Unless the tourist industry in Hainandao is able to overcome certain obstacles, such as infrastructure requirements and transportation provisions it is not able to draw any significant number of visitors. With the present provisions, the capacity for receiving visitors to the island is minimal.

It may be observed that the present-day tourists seem to be more demanding as far as comfort is concerned. Modern hotels and good restaurants are almost a must to attract tourists. These we find are minimally provided with.

(B) Intrinsic attractions

Tourists generally seeks three kinds of resources from the environment to which they intend to visit. Firstly they look for the tourist infrastructure which are supported and facilitated by various services. These include, good hostels and restaurants, recreational or sporting facilities (e.g. the Ocean Park type facilities). This type of resources as observed is lacking. With China's open-door policy and Hainandao given special zone privileges,

outside investment will come in and improvements on tourist infrastructure will improve eventually. Emphasis for development should be placed on the other two kind of resources i.e. her purely natural attractions which are dependent upon the bio-physical parameters of her environment and the preservation of the traditional way of life of the minorities of the island, which by itself is an attraction to tourists.

Tourist industry in Hainandao should be planned in such a way as to cater to two types of tourists. One is to answer to those who seek for escapism, to be away from the daily routine of life for a short-while, to enjoy good sunshine, the beaches. The other is to cater to those who look for ideals of discovery and learning, to satisfy the common curiosity of alien way of life in a frontier type of environment. This may be termed "cultural tourism". The cultural aspect of this form of tourism does not only include museums, historical sites, memorial temples or festivals. By culture is meant here in its widest sense to include the search for other life style, a fuller enjoyment of human activities as handicrafts, indigenous methods for food preparation etc.

4. Elements of Tourism in Hainandao

(A) Tourism resources

During our excursion, we have visited probably more than 20 localities with tourism potentiality. These, together with other tourist spots introduced to us by the Tourism Bureau, can be easily divided into the following categories according to their characteristics. Their locations are shown in Fig. 1.

(i) Bio-physical elements

a. Climatic

Tropical scenery all over the island

b. Topographical

Volcanic features (crater¹ and lava tunnels²) near Haikou

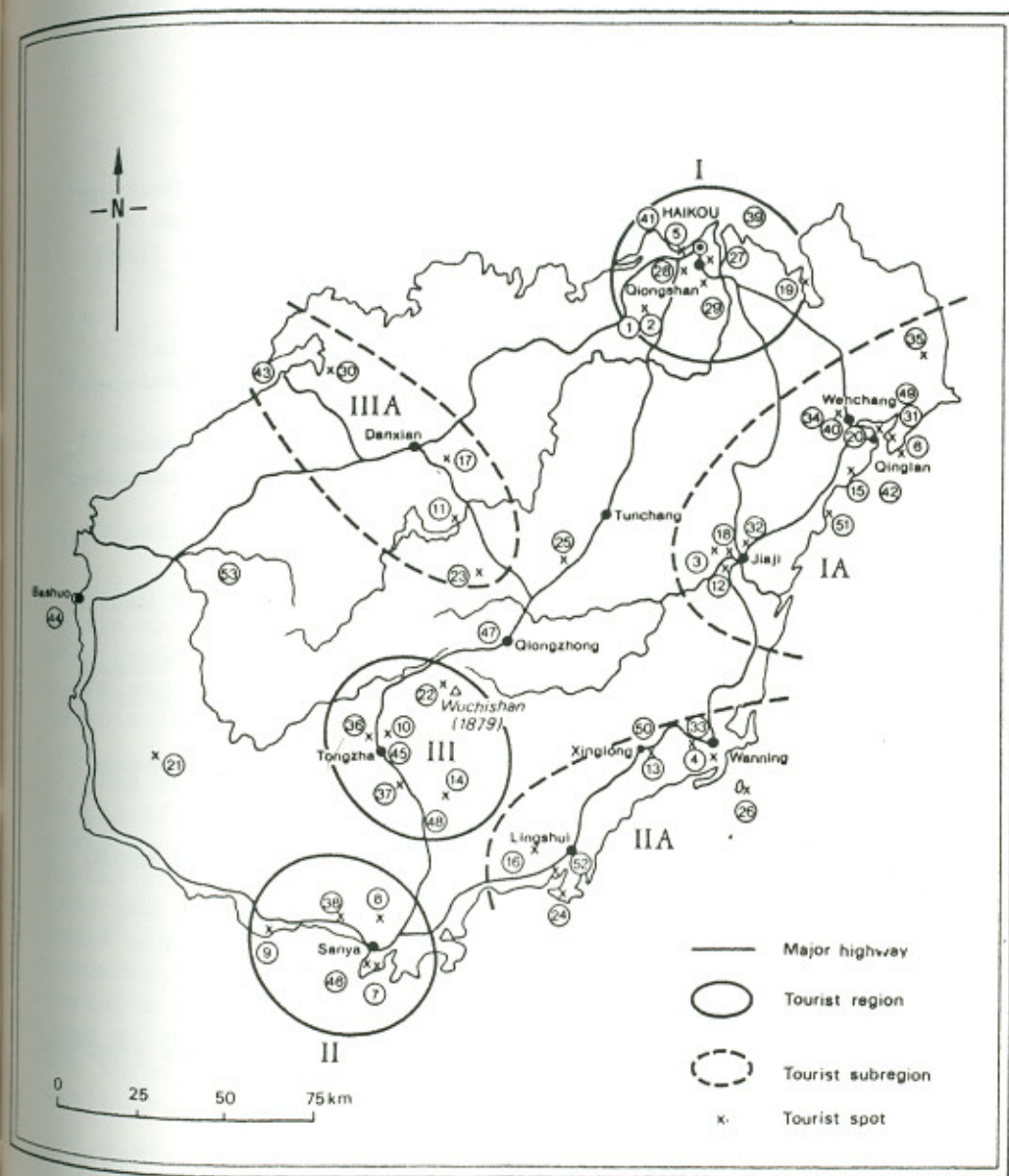


Fig. 1 Tourism resources and tourist regions of Hainandao

Tors at Beishihling³ and Dongshanling⁴
 Beaches at Xiuying⁵, Qinglan⁶ and Sanya⁷
 Karst landform at Luobidong Cavern⁸
 Rock blocks at "End of the Earth"⁹
 Coral reef along the S.E. coastline
 Waterfall at Taipingshan¹⁰

c. Hydrological

Songtao Reservoirs¹¹ and others
 Hot springs at Jiaji¹², Wanning¹³, Baoting¹⁴,
 Wenchang¹⁵, Lingshui¹⁶ and Danxian¹⁷
 Riverscapes at Wanquan River¹⁸ near Jiaji

d. Biotic

Mangrove at Dongzaigang¹⁹ and Qinglan²⁰
 Virgin forest at Jianfongling²¹, Wuchishan²²
 and Bawangling²³
 Wildlife reservation (monkey at Lingshui²⁴,
 deer at Tunchang²⁵, swallow at Dazhoudao²⁶)

(ii) Cultural elements

a. Places of historical interests

Five-officials memorial temple²⁷ and Hairui
 Tomb²⁸ at Haikou
 Ancient colleges at Qiongzhan²⁹ and Danxian³⁰
 Towers at Wenchang³¹, Jiaji³² and Wanning³³
 Confucius Temple at Wenchang³⁴
 Song Qing Ling's Old homestead at Changsa³⁵

b. Cultural village of minorities

Li tribe at Tongzha³⁶, Miao tribe at Maoan³⁷,
 Hui tribe at Sanya³⁸

c. Arts and architectures

d. Parks and gardens

The Peoples' Park within Haikou³⁹ and Wenchang⁴⁰

e. Customs and life styles

Including famous cuisine and cookery (e.g.
 chicken in Wenchang style, duck in Jiaji
 style, mutton in Dongshan style, crabs in

Hele style etc.)

f. Science and technology

Harbours (Siuying⁴¹, Qinglan⁴², Yangpu⁴³, Bashuo⁴⁴),
 Reservoirs

g. Urban and rural scenery

Tongzha - new political town⁴⁵
 Luhuitou - winter resort⁴⁶
 Stony farm houses arranged in Chinese style

h. Economic activities

Tropical plantation (rubber at Qiongzhan⁴⁷,
 betel at Baoting⁴⁸, coconut at Wenchang⁴⁹,
 cocoa and pepper at Xinglong⁵⁰)
 Sea fowl cultivation (algae at Wanning⁵¹, pearl
 at Lingshui⁵²)
 Iron-ore mining at Shihlu⁵³

(B) Tourist regions

With the above-mentioned tourist resources in mind,
 certain major tourist regions can be zoned tentatively.
 These regions may compete with each other or be complementary
 to one another depending on their location and resource
 characteristics, and thereby enhance their individual value.

The zoning is based on a review of the several factors
 and clarification of the components. The first consideration
 is the connection between cities, sightseeing zones and
 tourist sites. Secondly is the relationship between tourist
 resources and key communication networks. Last of all, it
 should also take into consideration of the content of tourist
 resources, their representative landscapes and the individual
 touristic property that can be selected from the tourist areas.
 Based on these considerations, Hainandao may be divided
 into three fundamental tourist regions with three subordinate
 tourist sub-regions:

(i) Haikou-Qiongzhan Tourist Region

a. The capital city of Hainandao, Haikou, is located
 in this region.

- b. It is a key area where external communication is more convenient and from which transportation networks radiate to other parts of the island.
- c. The region provides various sorts of allurements to tourists apart from the development of urban recreation and local tourism. Among them, beautiful beaches, volcanic features, mangroves, riverscapes and historical monuments are most attractive and they are closely located around the northern cities.

(ia) Qinglan Tourist Sub-region

- a. It is related with the small city, Wenchang, and most of the overseas Hainanese comes from this part of the island.
- b. The city is not situated on the trunk highway. Transportation must be improved in order to develop this region.
- c. Major tourist sites are mangroves, coconut plantation, hot spring and recreational activities along Wanquan River. Cuisines are also famous here.

(ii) Sanya Tourist Region

- a. Sanya, the second largest city in the island, is the hub of the region.
- b. This region is located in the southernmost part of Hainandao and therefore becomes the representative of the island's uniqueness - the appeal of a tropical land. Adequate sunshine, coral reef, beautiful beaches, clear seawater and tropical flora, all mingle together forming an attractive scenery. Thus environmental protection is especially needed in this region.
- c. Other tourist resources are Dadonghai beach, Luhuitou resort, the End of the Earth, Hui Village, Luobi Limestone Cavern.

(iia) Xinglong Tourist Sub-region

- a. It is related with Wanning and Linshui, two important towns in the southeastern part of the island.
- b. It is supposed to be at a focal point in the route between Haikou and Sanya.
- c. Major attractions include hot springs, tropical plantations, isolated mountains with granitic tors, wildlife conservation site and beautiful coastal scenery.

(iii) Tongzha Tourist Region

- a. Instead of urban characteristics, the region features natural beauty since it is located in the central mountain and it is linked by the Central N-S Crossisland Highway.
- b. Natural landscapes - mountains, valleys, cliffs, forests, waterfalls - are connected by motor roads. Temperature is moderate and provides a summer-resort function.
- c. Native minorities (Li and Miao) are distributed in this part of the island. Their cultural traits are also allurements to tourists. Tongzha, the centre of the region, is a newly built political city with modern facilities and historical museum.

(iiia) Nada Tourist Sub-region

- a. In vicinity to Tongzha Region with Nada as the key communication centre.
- b. Major attractions include Songtao Reservoir, virgin forest, tropical flora botanical garden and places of historical interest.

(c) Tourist routes

Certain questions must be considered beforehand in

planning tourist routes. For instance, in what way can the tourist resources scattered around the island be made accessible to tourists? Is there a possible linkage that can satisfy tourists who wish to visit Hainan as much as possible? What is the relationship between a trans-island route and regional routes? What is the possible flow pattern of the tourists and the kind of transportation facilities to be used on these routes?

Since there are already three artery roads within the island (East, West and Central N-S Cross Island Highway), we should make use of them as the basis of tourist routes. So if a tourist intends to visit all the Tourist Regions and Sub-regions mentioned in the preceding paragraphs, he needs to have at least 7 days in order to complete the whole journey making use of the East and Central Highways. In case he has only 6 days or less, then it is necessary for him to give up some of the Tourist Regions. As for those who can only stay in the island for three or less days it is recommended that they should choose only the Sanya Region since it is a landmark of Hainandao for its tropical taste. But first of all, the external transportation between Sanya and other Asian cities must be improved to an international standard.

5. Recommendations and Suggestions

We all know that if the functional elements are inadequate, efforts to develop tourist industry is destined to failure. These elements include all sorts of facilities, services and amenities. Besides sufficient and good accommodations and transport facilities, there should also be enough good eating, shopping, entertaining facilities as well as information services. Yet, to our understanding, all these need some improvement in Hainandao. For instance, there is no direct commercial flights between Hong Kong and Hainandao at present; the air coaches used in the Guangzhou-Haikou line are small planes and out-of-date. Tickets are difficult to be bought. This is the reason why most tourists have to rely on the steam ships which serve only once a week. Therefore, the international link of Hainandao requires immediate expansion and upgrading. On

the other hand, the government should also ease travel rules. If transit visa can be opened to foreigners, Sanya Region will certainly attract a large number of short-period tourist packages of S.E. Asia. Furthermore, hotels, guest-houses and restaurants are far from enough considering the projected 50,000 tourists to the island in 1987. Although plans are underway for building more tourism related facilities throughout the island, still both the quantity and quality are far from satisfactory by any international standard. In order to provide good service, it is also urgent to introduce an economic responsibility system which links the employees' wages and bonus with their work.

Since the promotion of tourism has already been listed as top priority in the economic opening up of the island, it needs plenty of insight and wisdom if things are to be achieved successfully. Here, we would like to suggest some feasible ways as far as tourism development in Hainandao is concerned. First of all, specialists and scholars should be invited to draft up projection and management plans. All those objective factors (e.g. sources of tourists, motivation of tourist, tourism resources) and subjective factors (facilities and infrastructure) should be analyzed. The conclusion must be then integrated with the urban planning and regional planning of Hainandao. Secondly, the government should legislate immediately for tourism management to avoid different government agencies doing their own thing. Thirdly, professionals such as guides, hotel managers, receptionists should be well trained.

Next, it is true to a certain extent that international tourism cannot develop by itself but is accomplished only by the concomitant promotion of national tourism. As viewed from the economic side, international tourism often makes a positive contribution to the national economy whereas local tourism does not directly bring about foreign exchange. However, the tourist areas which form the basis of tourism are equally provided for foreign as well as local tourists, and it is one of the social activities that gives the best impressions to foreign tourists. In fact, the great increase in local tourism demand is a world-wide trend. The backlash of modern living, the increasing environmental pollution and

the loss of balance of nature, has turned the yearly affair of sightseeing and recreation into an indispensable part of daily life. Besides, the increase in income and leisure as well as the improved means of transportation have provided a spur to the growing trend, bringing about a tremendous increase in tourists. This is the case in contemporary China and if local tourism can be promoted at the same time, capital will be accumulated very soon with which more facilities can be added. But since the requirement, of foreign tourists are quite different from those of local tourists, two different kinds of design should be taken into consideration so as to accommodate both groups of tourists.

Last of all, the conservation of landscapes is especially important in Hainandao because one of its intrinsic attraction is the naturalness and the lack of pollution. One should always bear in mind that those natural and cultural heritages have been created over the millennia and cannot be made by the human efforts of our time. Once destroyed, it would take a long time to recover or at the worst it may never recover at all.

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Vol. 4 No. 1 June 1985

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