

7-2-2021

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Recommended Citation

Liu, Chen; Ivlieva, Olga Vasilievna; Ma, Jia; and Tadjieva, Sayora Uralovna (2021) "ADVANTAGES AND DISADVANTAGES OF THE HOTEL INDUSTRY IN HAINAN ISLAND (CHINA)," *Scientific reports of Bukhara State University*. Vol. 5 : Iss. 3 , Article 13.

DOI: 10.52297/2181-1466/2021/5/3/12

Available at: <https://uzjournals.edu.uz/buxdu/vol5/iss3/13>

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**ADVANTAGES AND DISADVANTAGES OF THE HOTEL
INDUSTRY IN HAINAN ISLAND (CHINA)**

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Introduction. A country located in Central and East Asia. It is one of the most populous and largest countries in the world. To the east, the Pacific Ocean is bordered by the Yellow, Shanghai China and South China Seas. The area is 9.6 million. km². Population 1 billion. 394 mln. person The capital city - Beijing is administratively divided into 23 provinces (including Chinese Taipei), 5 autonomous regions and 4 cities subordinate to the center (Beijing, Shanghai, Tenzin, Chunxin). Hainan is the smallest and southern province of the People's Republic of China (PRC), consisting of various islands in the South China Sea. The Hainan Island, the largest and most populous island under the PRC administration, makes up the majority (97 %) of the province. "Hainan," the name of the island and province, literally means "south of the sea," and reflects its southern position. Qiongzhou Strait separates it from Guangdong's Leijou Peninsula and the rest of the Chinese mainland.

Research Methods. In the past, the best resort of the Middle Kingdom and the main resort of China, Hain Hainan was a special island for the aristocracy. The traditional image of Hainan beaches is even boring - all with luxurious tits, toothbrushes, emerald palm trees, snow-white sand and azure water. Let's talk about Hainan's "chips," they have a lot of islands.

First, Li and Miao are the main ethnic groups in Hainan, making it a great funeral and wedding ceremony for tourists, which is unlike the rest of China. Second, the fruit - lychee and other exotic fruits from Hainan - can be eaten at any time of the day or night, any good.

Conclusions and discussions. With liquid and quiet access, the beach is very nice, so it is comfortable and safe for comfortable and safe swimming. The beach area is conditioned and divided between hotels, but there is no barrier. Free on a large scale, like shower, dressing room, toilet. The only thing you have to pay is hammocks and umbrella, and all kinds of aquatic entertainment. Diseases of the island Gastrointestinal tract, lung, skin and urological diseases, rheumatology and hypertension disease.

Treatment to the island eliminates surgical practice and performs traditional Chinese methods with the use of natural relief. Garden Longevity The traditional medical center is known in the province of Daddongay Pearl River Garden Hotel. Another Santin Center has opened this clinical branch of this clinic in this Bay of Cactus in Cactus Resort.

But "Hawaii in China" has one of the hotel guests to provide customers.: Delicious dishes, comfortable conditions, luxury interiors, that is, everything you need for a comfortable vacation on the beach. Many tourists simply visit Hainanian hotels as "Accommodation". Due to modern medical devices, the hotel is called an island of health.

Keywords: *Hainan Islands, Sanya, hotel industry, international images, Dam Star, tourism flow.*

Introduction. The rich world of South China Sea is an island of stable flow of the various corners of the first year. When the field of vision in the water exceeds 20 m, one year of diving can be completed by the lack of slight climate stable and strong current. Occasionally, the South Arashi Echo reached the south and was forced to close the melting for several days.

The province covers an area of 33,920 square kilometers (13,100 square miles), Hainan Island covers 32,900 square kilometers (12,700 square miles), and the rest is divided into more than 200 islands divided into three. archipelagos, namely Zhonsha, Hisha and Nansha. Guangdong was ruled as a part of it from 1950 to 1988, when it became a separate province; At the same time, it is China's largest economic reform as part of the Deng Xiaoping, established by the Special Economic Zone.

There are a total of ten major cities and ten counties in Hainan Province. Haikou, the provincial capital, is a popular tourist destination on the southern coast of Sanya on the north coast of Hainan Island. Other major cities are Wenchang, Qionghai, Sichuan, Wujishan, Dongfang and Danzhou.

According to China, territorial claims govern several covers the area of 33,920 square kilometers (13,100 square miles). The island of Hainan covers 32,900 square kilometers (12,700 square miles), and the rest is divided into more than 200 islands. Archipelagos, that is, Zhonsha, Hisha, Nansha. Guangdong province was dominated as part of 1950 and 1988 that became another state. At the same time, it is China's greatest economic reform as part of Dengue Xiaoping established by special economic zones.

The Hainan Province has a total of 10 main cities and 10 counties. The state metropolitan area is a popular tourist destination of the Sangi coast on the north coast of the island of Hainan. Other main cities are Wencang, Qionghai, Sichuan, Takeyama, Tochiga and Dazaifu.

By China, we manage some areas, including the China South Sea, including the Spratyly Islands (Nansha) and the Paracel Islands (Hisha).

Materials and Style. Shvoka Popular Plot: Secondary Coat (Two Shelves, Dry Frame, Boat, 5 m), Houxai Bay (Korea, 30 m), Fengzāzhou Island (Rock and Shelf, 25 m).

Hainan's business card is a gem known with its linear and varieties. The island has tea, imitation diamonds, silk, porcelain, wood carving, Buddhist souvenirs and flexible wind water.

Types of Chinese tea were attempted for the first time and I liked the tea shop that was scattered throughout the island. Haicsun Street can buy art crafts on the market. In Sanya, department stores are located at Liberty Street in the center of the city. The tax-free system has recently been introduced to the island, but has been introduced into multiple stores. The purchase must be between 800 and 5,000, 11 % VAT. It is Hainan, go through 2-3 days, and you need to travel on the island for beautiful views and fun attractions. They are overwritten.

Visit the Nansan temple to see the culture of Buddhism. Then, on the artificial island that is not so far away, Guanine, Goddess has the highest image of the temple, the temple has a hot Buddha image. In front of the southwest, there is a beautiful view of the sea, a beautiful view of the sea and a huge image of the Bodhis. The Bethel-Nat Ethnic Park is 30 km from Sanya. It is dedicated to daily life, habits and traditions of Li and Meov small people. The gray colors are scattered throughout the region. Here you can learn about the functions of tattoos, frames and other locations.

Sky Grotes is the oldest place in Hainan. There are many beautiful parks and reservations in Hainan. One of them, Monkey Island is in more than 2,000 deer houses. You have to get an interesting look here, but you can praise the island and the sea of South China in a circumstance. Another entertainment is that there is a small restaurant that offers gift fishing and large seafood.

Other parks are the oldest attraction on the island of Goto Heavenly. It was established about 1,000 years ago. Today, the mountains of the south attract tourists in beautiful views and historical places, and in it, the southern kins and mountain peaks maintain the enrollment wall. There is also a museum in the Taost Park district of Sanya Natural History. Huge statue of Bodhiotat. The ethnic park of Bethel-Nat is 30 km from Sanya. It is dedicated to the daily life, customs and traditions of the small peoples of Li and MeOv. Gray colors are scattered throughout the area, where you can learn about tattoos, dialects and other features of the locals.

Heavenly Grotes is the oldest place in Hainan. There are many beautiful parks and reserves in Hainan. In one of them, Monkey Island is home to more than 2,000 tailed deer. You have to get on the funny side here, but you can admire the island and the South China Sea all around. Another pastime is that there are small restaurants that serve gift fishing as well as great seafood.

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Hainan Resort is very suitable for recreation with children. In most cases, playground, small entertainment pool for slides, children's menu for children.

So far, the large modern aquatic parks are not open in Sanya. It is divided into three areas, children, adolescents and adults. There is a pool equipped with artificial waves divided into two parts at present. Zongshanhu has dispersed the largest natural

zoo in Asian regions on the banks of a good lake. Here is an animal, elephant, giraffe, monkey, imaginary deer from all over the country. Hazardous predators are lions, tigers and crocodile, so the jeeps and buses are busy. The area is separated, but the barrier is very spacious and there are almost no limits.

Results. China's research and foreign tourists, the island of Hainan showed one of the tourist attractions frequently visited by China. This tropical island is washed by the South Sea of China. With the other geographical purposes of the PRC, Hainan is the second in terms of the length of the region. [4, p. 112]. The popular islands in tourists are called "sea south" and "heavenly paradisiacal". However, the most popular names among local and foreign tourists should be considered as "Hawaii Chinese". And this does not match, because Hainan is in the same latitude as the most famous Hawaiian Islands, unlike other continental objects in the country.

The location of the Hainan Peninsula is shown in Picture 1.



Pic. 1. Hainan Peninsula on the map

As for the reasons for the popularity of Hainan, that here, first of all, it is worth noting the unique tropical climate in China, which allows tourists to spend their holidays all year round [1, p. 3-5].

The island also complies with strict environmental standards, in all spheres of tourism there is a developed dynamic infrastructure that allows not only rest, but also to carry out wellness procedures during the rest.

Ample opportunities for a beach holiday are also attractive, because the coastline in Hainan stretches for almost 1,500 kilometers. The resort area of this international tourist center includes amazing clean (which is very rare in large

populated countries) sandy coastal zones [8, p.56]. Hainan, in addition, has a large number of thermal complexes, as well as several radon and mineral springs.

It is also worth noting that Hainan is a winter destination with unique resources and attracts many international guests. It is of particular interest to tourists from northern countries with cold winters. Hainan Island, located in the south of China, is the best winter vacation for these countries [3, p.63].

It should be noted that a significant part of trips to the island of Hainan are carried out for work purposes, which contributes to the formation of the image of both the region itself and hotels and hotels of various classes

Of particular importance in the organization of tourist activities on the island of Hainan should be given to the hotel business. After all, most of the tourists arriving on the island are the "sophisticated" contingent, which makes special demands on service and comfort. According to statistics published in 2015 on the Chinese information portal hainan-travel.ru and presented in Picture 2, the increase in revenue from the hotel business in the Chinese city of Hainan from 2006 to 2015 increased by almost 7 million US dollars [20]. The positive dynamics is explained by the effective economic policy of China and the support of this promising and profitable tourist region.

There are Chinese in the Marta resorts and from February they can occupy the Europeans. One of the most popular tourist attractions is the island of Hainan with photos that can be found on the internet. Surrounded by the waters of the South China Sea, Hainan is a large province geographically belonging to the People's Republic of China and also located in the south of the country. Having a general idea of the island, you can see that its coastline is 1,500 kilometers long and has a population of about eighteen million. The southern and central part of the region is covered with dense forest, as well as areas with banana growing, mango, coconut, tea, coffee.

The northern part is an industrial center, so the tourist is on the map of Hainan Island, so it is important to fully understand where to go for the holiday. The provincial capital is Haikou, with a population of 1.5 million. There are well-developed industrial centers and advanced cultural centers and well-developed industrial centers and advanced cultural centers with a wide network of different entertainment, different classes of hotels. The island is also a unique microclimate, as swimming and relaxation are possible here all day long. It should be noted that the country supports strict adherence to the environmental regime.

It is forbidden to build any production related to the industry in any direction from Sanya, in addition to the fact that the sewage system is defective and it is impossible to clean the sewer.

Over the past few years, Hainan Bay Bay has become a popular destination for travelers around the world. Therefore, the provincial government found it difficult to create a strong infrastructure that is rapidly developing tourism. Vacationers around the world are attracted by a wide network of interesting tourist destinations along the coast, and the mountain ranges are rich in mineral and radon sources, high-quality sandy beaches. Tourists can enjoy the beautiful view of the ethnographic villages, the beautiful views of the geographically important places, as well as the arrival of adrenaline on one of the local highways.

Hainan's volcanic activity ceased eight thousand years ago, confirmed by extinct volcanoes. You can go on an excursion to the crater. If a traveler doesn't know what will happen to Hain Island, he should visit the most famous local volcano called MA. Its shape is visually resembling a saddle. The ascent to the crater that protects the lattice may be related to the volcanic eruption. Upstairs is a large surveillance vessel where you can look into the bed. Frozen lava on its neck, for many years developed a variety of tropical advocacy plants, dense shrubs. Attractions of the tourist area include a large park. In addition to the observation, the restaurant is also an open-air restaurant between the locals, representatives of Miao, Miao and Li, in the open air between the palm trees.

Additional confirmation of volcanic activity are the attractions of China's Hainan Island, which attract many tourists from all over the world. Such springs are unevenly distributed throughout the province and are surrounded by small summer resorts buried in green trees, mostly tropical plants. The most famous place is the Guantanamo Bay complex, where temperatures reach 70 to 90 degrees. The traveler can get here on the Insterzuan River, which is the third largest on the island.

Direct flights to the island from any airport, even from the Far East and deep Siberia, have not yet been identified. Exceptions are charter flights sent from Moscow. Today, most airlines offer their customers flights in various cities in China. From Khabarovsk and Moscow to Monkey Island, Hainan may be a single transplant member with two or more transplants from St. Petersburg or another region.

Discussions. If a traveler wants to enjoy mainland Chinese tours and want to travel longer, he should consider an option like rail bus routes. It still needs to fly, but significantly less. Most of Russia's flights are operated to the southern resort city airport called Sanya. It is also necessary to adopt a special economic zone to help develop inbound tourism in the region, so the visa regime is relatively simplified here. Therefore, the visa can be obtained by the traveler immediately upon arrival. Individual programs are also offered for groups of Russian tourists. If the number of groups visiting is not delayed by more than 15 days, visitors to the group list can use the visa-free regime.

If you look at the climate of the Hainan Islands in Hinan for a few months, it emphasizes that its main distinctive feature cannot be called stability. There are almost no temperature differences throughout the year. On the south side of China, the jets are constantly receiving visitors. During the season, temperatures range from +23 to +26 degrees, except in rare cases. So it won't be winter julout or summer heat. Also a great feature is that the air temperature is several degrees higher than the actual air temperature.

The best time for a beach vacation is from October to November, as the holiday weather begins to recover, which means more and less articles. So, in the fall, Hainan's weather island is happy with the wind and moderate, comfortable air temperatures.

Thus, in addition to the beach holiday, a large number of places are offered for additional visits to the holiday farm, which does not last for a few weeks on vacation. That's why tourists often come back here. Eighty kilometers from Sanya is an island of 1,000 hectares, inhabited by more than 2,100 monkeys, a giant Mecca species.

There, the tourist can visit the unique monkey circus, as well as the religion inside the restaurant located on the water.

It can be said that in any weather, Hainan Island in China will be the ideal place to relax. This is due to the large options of free time. If the weather isn't on a beach vacation, you can go on an excursion or take a walk around town.

The indigenous inhabitants of the island are now Li (Li) and Miao (Miao), located in the dense rainforests of the center of the island. The coast of the island is inhabited by Han Chinese.

Today, Hainan has a population of more than five million, of which 700,000 are miao and 40,000 are miao. They are very compact and the island is desertless, especially when they are approaching or coming from neighboring Hong Kong

For comparison: more than 20 million people live on the island of Taiwan with a similar area.

The first attempts to conquer the first Han emperor, taken by the native population of Hainan - Peopia Li - di (140-87 BC) by the famous Han emperor, appeared. In the 6th century, during the intensive settlement of the Chinese island, the aborigines settled south, in mountainous areas.

The appearance of ancestors is guaranteed in many legends. One of the legends crossed the South Sea and found Hayne's egg in the mountains. The egg touched the girl who was his wife. From this pair, the tribe occurred. Since then, the main ridge of the island has been called Lishkhan, meaning "mother of the mother."

According to another legend, Rodonharch Lee reached the island in the sea by boat and came across a dog in the mountains. By the way, there is a similar legend, as well as Aboriginal Japanese - Ainov.

Li is close to these peoples in the language and culture of the Thai group. Thus, the hypothesis is that for a long time they were not from Hainan, but from the Southeast Asian islands.

Their accommodation, food, clothing, weddings and celebrations reflect their unique culture. In ancient times, houses were built of grass, mud and bamboo. The food consumes rice cooked in bamboo. Make vodka from sticky rice. Clothes made of dominant fabric. Whether or not folk dances are performed during the traditional "Third March" holiday.

The Miao tribes ruled a nomadic way of life, engaging in mountainous terrain, difficult terrain, hunting, and fishing. They were frightened and called "mountain dragons." Miao still kept the old traditions, there is an elder at the head of the village, they are an elder called "Shan Jia". Miao wears traditional clothes, they have their own dances, songs, wedding ceremonies. During the "Third Place Holiday," Miao continues to perform folk dances, "Children's Sports Sister," and more.

For a long time, the islanders did not even know about the remarkable history of its emergence, but careful and precise mapping allowed the scientist to compare the coastline and the coastline of the Lazhou Peninsula. The results surprised everyone: these lands were one of the whole, but the active tectonic movement of the plates in the region led to their separation, and the island gradually began to move away from the mainland.

Hainan Island is one of the most popular alternative medicine centers in all of Asia. Here are the most convenient hotel complexes on the beach and in various medical facilities. A special priority of health care on the island is the work of doctors. The fact is that the flora of the island is very diverse, and for centuries the local population has increased its ability to produce the most beneficial substances from each plant. Thanks to this arduous experimental work, Hainan began to glorify the whole world with phytotherapeutic practice.

The range of diseases that doctors are working on on Hain Island is very wide. Hundreds of thousands of people who want to overcome their illnesses come to these places every year. The most popular trends are considered as follows:

- Boop diseases, in which compresses from herbal infusions, acupuncture and bamboo sticks are used. These procedures restore blood circulation in problem areas and are able to completely eliminate the pain syndrome for 10 sessions.
- Coping with nicotine addiction by breathing and heating the chest.
- Fast and effective weight loss is sometimes accomplished by shrinking and reducing fat deposits.
- Relieve pain symptoms during boy conquest. After a thorough examination, the experts will develop an individual program that combines acupuncture into herbal remedies, which will allow the normalization of the work of the female organism.
- Minimize the effects of a recent stroke by stimulating nerve endings with special needles.

Particular attention deserves water order. The fact is that the local population, given the previous volcanic activity on the island of Hainan, has many sources of enriched water, which gives very great results.

Often tourists are sent to the Valley of Health, where there are many heat streams. However, you can find both renton, both potassium-sodium conditions, water from +45 ° C to +65 ° C. The small town is surrounded by tea and coffee crops, whose products can be easily purchased at local markets. Despite the compact size of the accounts, travelers can stay in comfortable villas and hotels with a level of service that is not inferior to European hotels.

Another popular for treatment in thermal waters is Nantia. The complaint from the sources is that they are decorated in the form of various small pools. After receiving the initial advice of a specialist, patients are not satisfied with their working hours for hours, their health is calmed and satisfied.

Hainan attracts not only those who want to improve, but also those who prefer a beach vacation. To deal with the geography of the island, it is very convenient to divide it into three zones.

Dadonghai Bay is one of the most popular places to relax. Hotels of all categories are available and have attracted those who want to dive into the seawater. There are shops, cafes and markets all over the coast where you can buy anything. This place is a favorite among young people because it is very easy to find bars and discos of different styles and formats.

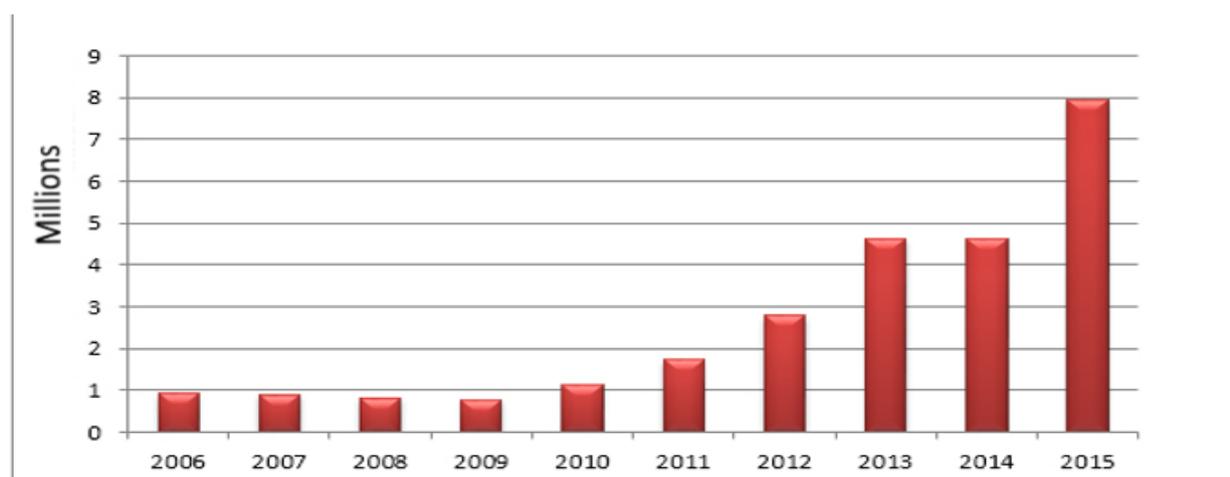
Yalannvan Bay is aimed at wealthy tourists, so most hotels have 5 star status. As you exit the hotel, you will immediately find yourself on an individual beach with snow-white sand and clear water. The cleanliness of this area immediately led to the

emergence of diving clubs. Organize exciting adventures on a regular basis to the water where you are interested in the wonderful life of exotic sea dwellers.

Sanyan Bay is the most economical beach holiday. This is not the most convenient infrastructure, as tourists are forced to travel along the way every time they come to the sea. But saving money on the hotel will attract more tourists and unique places on the island of Hainan.

The center of tourist life on the island is the city of Sanya. It is distinguished by a convenient transportation section that allows you to visit any corner of Hainan. Just 20 minutes drive along the beach line, you can find a wonderful park with a curious name - the "edge of light". In our understanding, the park area should be covered with lawns and trees, but in China there are completely different ideas. The giant rocks that are randomly scattered on the "edge of light" are the giant rocks that are so scattered, the huge beach that remains as volcanic activity on the island. Almost everyone has a board, some of which is very popular as depicted on local banknotes. And the name of the park itself copies the inscription on one of the stones. According to him, this place is the most extreme point of the whole Chinese land.

The first and, perhaps, the most specific feature of Hainan hotels and inns is the large number of Russian tourists among all foreign travelers (Pic. 3). This is not accidental, because China has always been characterized by openness and friendliness towards Russia [14, p. 103]. In addition, the large flow of Russian tourists is explained by the proximity of the borders of the countries.



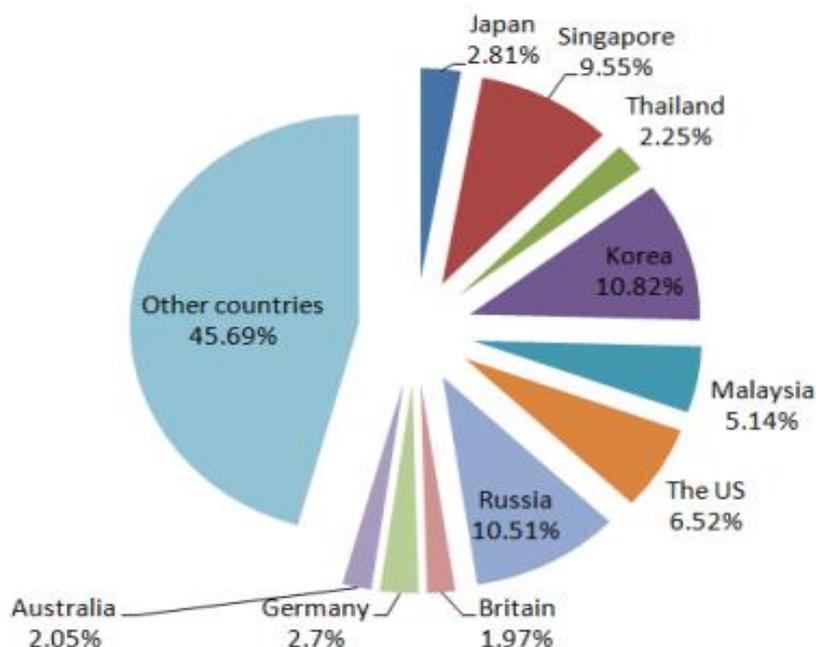
Pic. 2. Dynamics of income from the hotel business on the island of Hainan[20]

But this factor gives rise to a significant drawback: not all service personnel of hotels that do not have a high star speak English. More and more often you can meet a Russian-speaking hotel employee, rather than an employee who speaks the international language of communication.

Often, employees of hotels with three or less stars status in Hainanen even speak a basic level of English. However, this disadvantage can be explained.

Any business, including tourism, is based on a comprehensive analysis of the consumer audience. Russian travelers make up the main contingent of tourists settling

in 1-3 star hotels in Hainan [18, p. 216]. Therefore, the owners take this factor into account, the main emphasis is placed on learning the Russian language, which is very difficult for the Chinese.



Pic. 3. The percentage of tourists on the Hainan Peninsula in 2015[22]

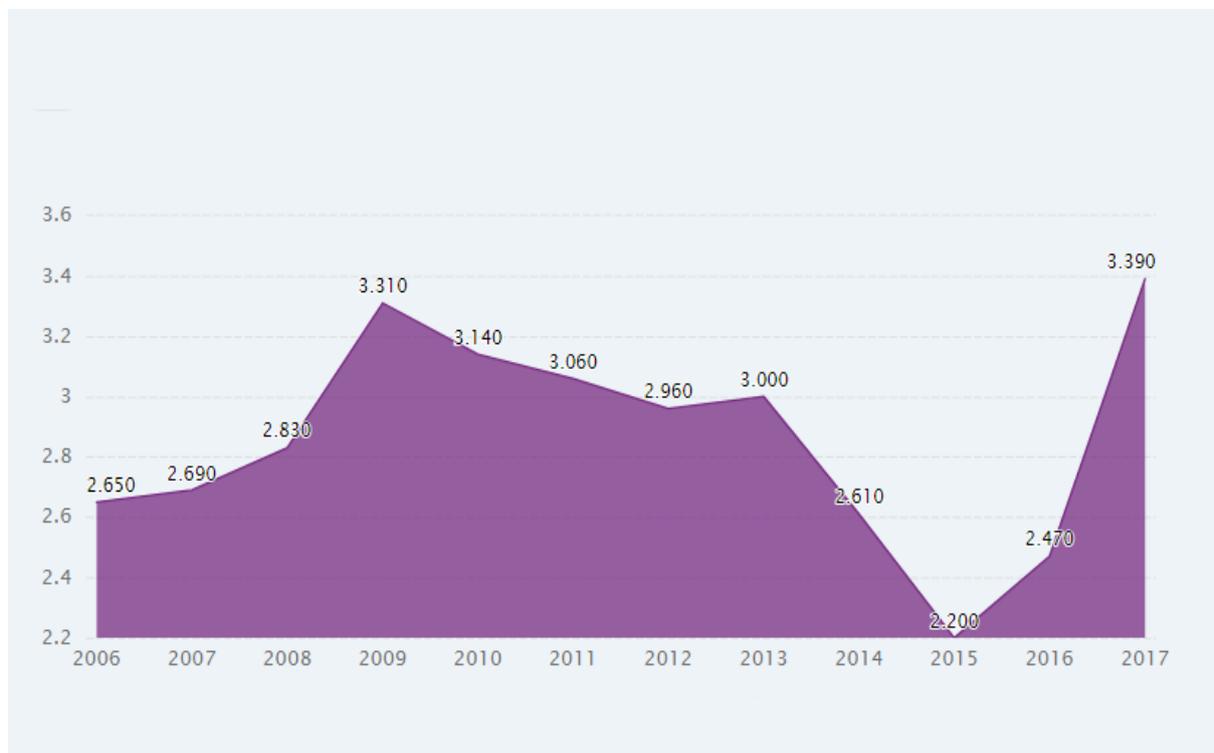
It is also worth noting that, according to foreign tourists checking into hotels in China, there were very few sharply and negatively opposed to such a shortage. Foreigners explain that hotel workers in Hainan compensate for their lack of knowledge of the English language with their friendliness and professionalism. In addition, the peninsula, according to statistics, is more visited by neighbors in the Asian region (Table 1).

A significant plus, which also compensates for the aforementioned shortage of hotels and hotels of lower and middle levels, is also a large number of guides offering their services at a relatively low price. Often, it is the guides who help tourists and service personnel in Hainan hotels to overcome the language barrier.

Table 1
The number of tourists on the Hainan Peninsula by countries from 2006 to 2015, tens of thousands of people

Year/Country	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Japan	3,83	3,95	3,68	2,75	2,48	2,13	1,7	1,1	0,99	1
Singapore	2,13	3,09	3,41	2,78	4,76	5,91	6,94	4,48	3,96	3,4
Thailand	0,74	0,74	0,56	0,33	0,51	0,62	0,73	0,71	0,55	0,8
Korea	13,26	17,52	12,71	2,38	3,17	2,62	1,61	2,74	1,82	3,85
Malaysia	1,54	1,03	3,33	2,16	2,75	2,22	2,66	2,56	2,24	1,83
USA	1,9	1,98	2,2	1,66	2,24	2,86	2,11	2,32	2,28	2,32
Russia	8,55	15,11	17,45	7,97	14,84	22,76	19,2	12,49	9,33	3,74
Britain	0,65	1,76	1,04	0,71	0,64	0,84	0,57	0,66	0,69	0,7
Germany	1,27	1,27	1,35	1,2	1,71	1,55	1,04	1,04	0,95	0,96
Australia	0,6	0,68	0,7	0,61	0,73	0,86	0,69	0,77	0,8	0,73

The presence of a large number of tourists from neighboring countries is also reflected in the statistics. According to studies [22], foreigners visit Hainan on average for 2-3 days, this is also due to the fact that Hainan is convenient to use as a destination in combined excursion and beach tours, in which, after excursions in China, tourists rest on the beach of the resort (Pic. 4).

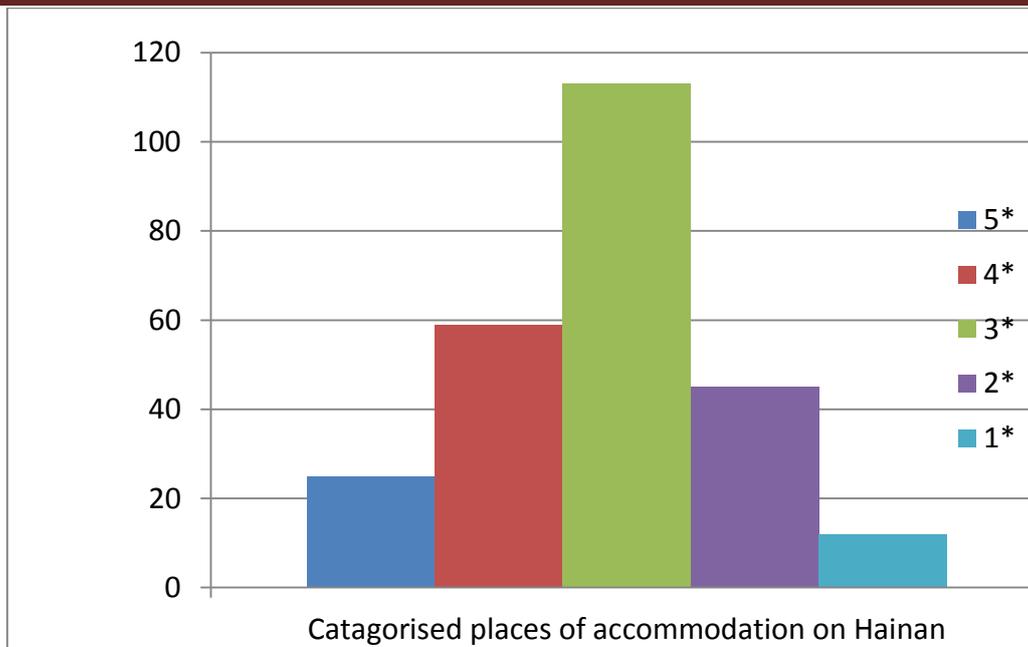


Pic 4. Average number of days spent by foreign tourists in Hainan from 2006 to 2017

With the development and strengthening of resort tourism in China, the occupancy rate of hotels on Hainan Island is increasing every season. In some years there is an excess of tourists. For example, during the 2015 Spring Festival, newspapers occasionally reported that hotel room prices in Hainan exceeded 10,000 yuan / night. Hotel prices in Hainan seemed falsely high, rising to staggering high prices. The lowest price in Sanya, MandarinOriental is 18,400 RMB / night, Marriott Hotel, room with an ocean view - 15,341 RMB / night, PullmanHotelYalongBay, villa with a pool - 15,985 RMB / night [15, p. 143].

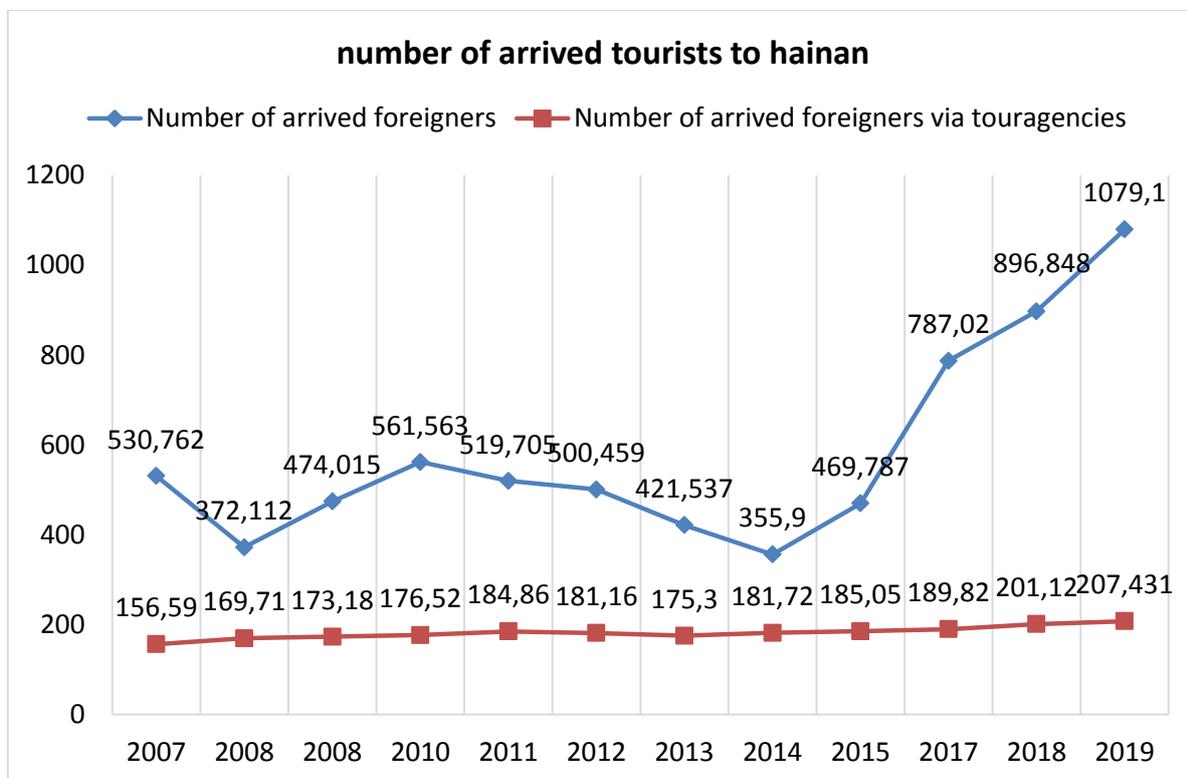
While such high prices can bring some profit to local operators and contribute significantly to the local budget in a short period of time, they do not bring much benefit to the Hainan tourism industry.

There are currently 254 star hotels in Hainan Province, including 25 five-star hotels, 59 four-star hotels, 113 three-star hotels, 45 two-star hotels, 12 one-star hotels and 41,515 suites.



Pic. 5. Hotels in Hainan

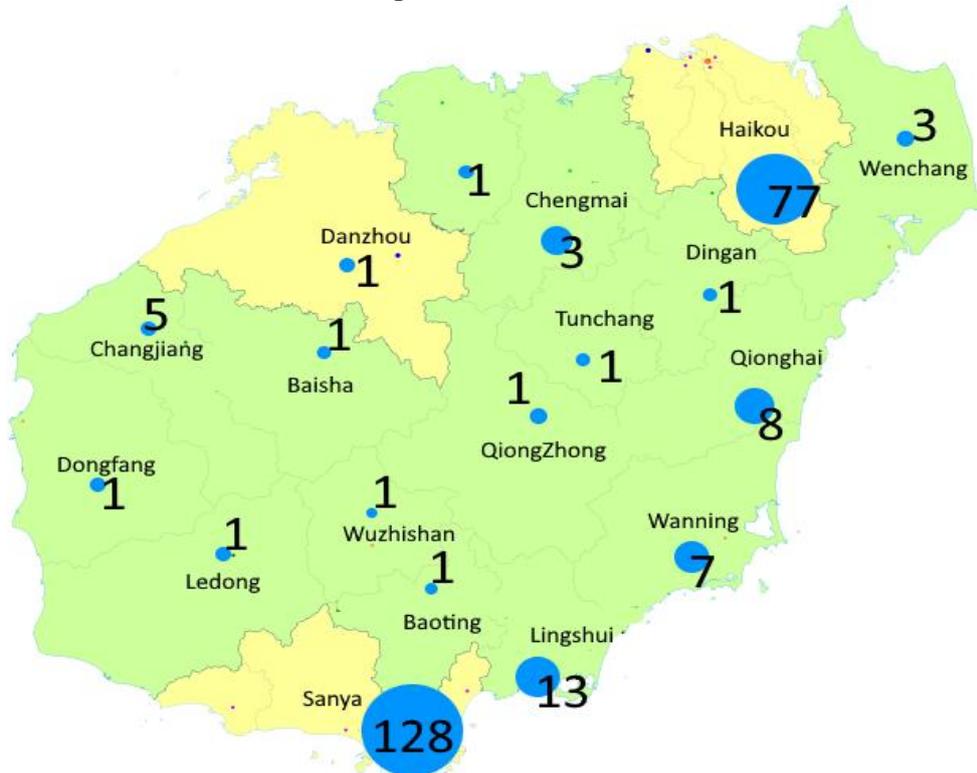
It is also worth noting that the number of apartments on the Hainan Peninsula directly affects the organization of the tourist flow to this region (Pic. 6). On the comparative chart, you can see that the number of independent tourists is much higher than the number of organized tourists. This can be influenced not only by the number of uncategorized accommodations, but also by the availability of hotels on various booking sites (for example, Booking, Tripadvisor, Agoda, etc.)



Pic. 6. The number of tourists who arrived in Hainan from 2007 to 2019[23]

Hainan is the island with the largest number of five-star hotels outside Beijing and Shanghai. The United States is the most economically developed country in the world with only 44 five-star hotels, while the United States has 50 states and one Special District. On average, each state has at least one five-star hotel, while Hainan, which is not a US state, has over 20 five-star hotels. This is truly an unusual phenomenon, requiring an analysis of such key business characteristics as demand and consumption.

The distribution of categorized hotels in Hainan is shown on the map (Pic. 7).

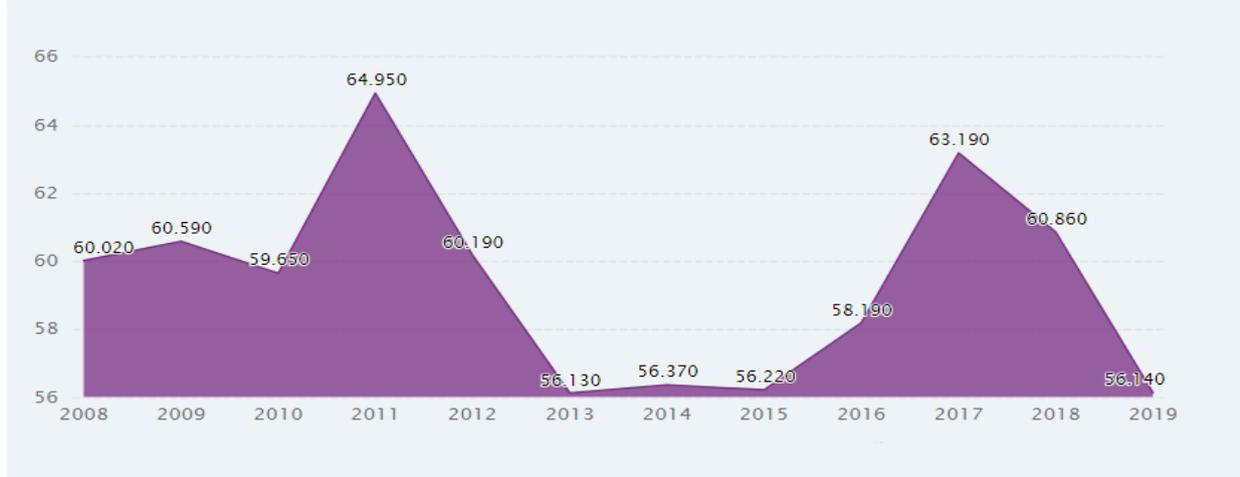


Pic. 7. Distribution of Hainan hotels by region

It should be emphasized right away that the policy of organizing the tourism business (like the policy of organizing any other sphere of the economy, culture, etc.) in all countries has its own characteristics. Moreover, China and the United States are located in different continents [9, p. 206].

Investors have high hopes for the future growth of the Hainan tourism industry, so they have invested heavily in the province's five-star hotels. This happened even before the 2000s, when Hainan was shaping its image in the global travel market. However, the actual growth rate fell short of investors' expectations and the outlook was not as strong as expected. Inspired by the long-term plans and projects mapped out by the business community, people flocked to the city and bought many homes and land in Hainan province, which led to a sharp rise in the value of the local hotel industry. This led to the fact that the growth of profits from the hotel industry on the island fell sharply due to inflation [11, p.104].

In the future, large, expensive, modern and technically equipped five-star hotels in Hainan did not fill even half of their seats almost all year round, which made this tourism industry in this place unprofitable and unprofitable (Pic. 8).



Pic. 8. Rating of hotel occupancy in Hainan in% [23]

Of course, the contrast between low hotel occupancy rates and the rapid increase in tourist numbers has always existed and is now becoming more acute. The profitability of most hotels is not optimal. On the one hand, the capacity significantly outstrips the number of arriving tourists, but tourists prefer cheaper hotels than they are offered. Thus, expensive hotels are empty, cheap hotels are overcrowded, which affects the quality of service.

This filling of hotels could have a negative impact on the healthy development of tourism in Hainan province, affecting investor confidence and dampening their enthusiasm. In addition, the problems caused by fierce tourist competition and operational losses are not conducive to the sustainable and healthy development of the high-end hotel industry in Hainan and could even threaten the entire tourism and hospitality industry, leading to the collapse of the entire industry. A graph of the growth in demand for hotels can be seen in Picture 9.

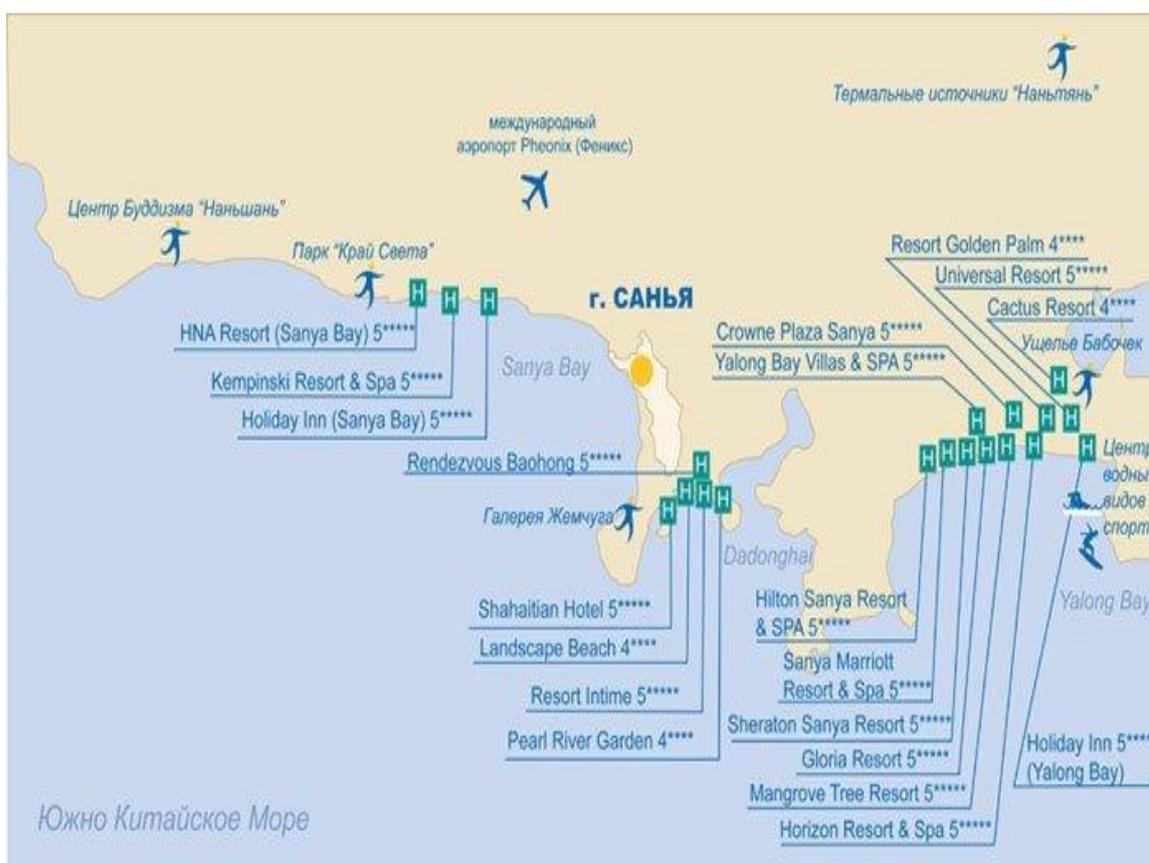
Historical Hotel Supply 1995 to 2015



Pic. 9. Change in demand for hotels in Hainan from 1995 to 2015

A large number of large four-star five-star hotels are located in the capital of Hainan - Sanya. The city itself is the main and most popular holiday destination on the island. The length of the city is 200 kilometers of the coastal zone, which could not but become the main factor in the location of a large number of modern hotels here. Below, in Picture 10, the linear arrangement of a large number of high-star modern hotels is shown [19].

Sanya Bay - Dadonghai Bay is the most popular among Russian and European tourists. The bay contains a large number of restaurants and hotels, as well as the largest and most modernized hotels on the island. One of the largest modern hotels here is the Barry Boutique Seaview. Speaking about the positive qualities of this hotel, foreigners note its considerable size, luxury and convenience. However, at the same time, a significant drawback of both this hotel and many other holiday destinations located in Sanya is its exorbitant price, which does not justify the lack of many services included in European and American more modest hotels.



Pic. 10. Layout of 4- and 5- star hotels on the coast of Sanya (Hainan) [19]

In addition, a survey conducted among tourists from China and foreigners on the Hainan Tourism Information Portal in 2019 showed that Barry Boutique Seaview and several other hotels of this chain have only three elevators [18, p.91]. In a multi-storey hotel, such a significant factor significantly affects the image of a five-star hotel among foreign visitors, who, according to the comments of the same publication, will not choose this hotel next season, despite its many other positive qualities.

As for the rest of the features of this chain of five-star hotels in Sanya, Barry is one of the best, luxurious and comfortable hotels for tourists who do not save on vacation [9, p. 6-8]. The hotel complex includes many beach areas, shops, restaurants and discos.

A famous service, especially attractive for tourists, are the outdoor pools on the upper floors, allowing you to swim and admire the scenery of Hainan.

Among the disadvantages of hotel tourism on the island, a small area of personal space should be noted. According to foreigners, this problem is especially evident in the Narada Resort Sanya Bay hotel chain, located in the Sanya Bay.

This factor is due to the fact that Narada is located almost in the center of Sanya, which entails a large flow of people. According to polls by Chinese tourist newspapers, many foreigners are looking for solitude, tranquility and comfort, they want to enjoy the mountainous and seascapes of Hainan, which is hampered by the large number of people who have arrived from all over the world [10, p.12-13]. By the way, this disadvantage applies to almost all hotels in Hainan. Because, in addition to foreigners, Chinese tourists also stay there, the number of which is much larger.

For tourists seeking peace and solitude, the Hainan government has developed special projects that include "quiet hotels." So, for example, after the noisy and crowded Dadonghai, introverted tourists are offered a new five-star hotel GloriaResort, which in a sense can be called the opposite of Barry. The hotel chain is relatively new. The "newbie" area consists of many buildings that stretch from the main entrance to the sea. If in Barry and Narada there is a large flow of noisy tourists, then in Gloria guests are greeted with silence and calm majesty [18, p. 99].

"Quiet Hotel" is located in Haitanwan Bay. Compared to other large hotels, this complex was built only 2-3 years ago. Numerous investors, hoteliers and restaurateurs did not have time to come here. In addition, Gloria's policy itself prioritizes the comfort of each visitor, rather than maximum occupancy, as in most hotels.

The hotel has isolated beaches, large fountains located near historical Chinese monuments, and cozy restaurants serving famous Chinese cuisine. The service personnel take into account the fact that the contingent of tourists in such a place has a very high level of income and does not spare finances for the sake of personal comfort.

A common disadvantage of hotels of medium and low stars, according to the statistics of hainan-travel.ru, is the discrepancy between the price-quality ratio. This, in particular, is manifested in the high cost of the room per night, as well as the lack of food acceptable for foreigners [20].

Restaurants attached to hotels and 3-star hotels, as a rule, do not have highly qualified specialists among the chefs who have the skills to cook European Mediterranean or African dishes. Most of the chefs in such hotels in Hainan are Chinese, who, according to tourists, "express Chinese character in Greek, Mediterranean and Arabic cuisine."

It is worth noting that earlier, at the very beginning of our article, Hainan's strict environmental policy was mentioned, aimed at maintaining cleanliness on the entire

island. The main directions, laws and principles of this policy are extended to the sphere of hotel tourism.

However, with a large influx of tourists from all over the world with different mentality, age, upbringing and so on, it is more and more difficult to maintain the most popular international tourist complex in China every year. The Hainan authorities provide for fines for all residents and tourists of the island for environmental pollution in the province. [21]

Among the measures proposed by the Hainan government to protect the environment, flora and fauna, it is worth mentioning the exclusion from the hotel range of services of the petting zoo, which has been popular for many years around the world and in China with its amazing fauna.

At the same time, in the framework of environmental protection, the use of plastic disposable supplies brought by foreigners and local tourists to hotel complexes in Hainan has been prohibited in tourist hotels in Sanya since 2018. According to China Daily, "these measures are aimed at protecting the ecology of the region and promoting a green lifestyle" [21].

As part of environmental protection, the Hainan Tourism Association has proposed to limit the "provision of disposable nail files, razors, shoe cleaning sponges, moisturizers, mail envelopes, cloth bags, slippers, and cotton swabs in rooms from September 1, 2020. It is noted that if necessary, guests can get such accessories at the hotel reception or ask the service staff to deliver them directly to the room. "

"Recently, the problem of disposing of unused disposable items has become especially acute," admitted the deputy general secretary of the association Wang Deyu. "The increase in this kind of waste can harm the environment - mostly disposable items are not made from environmentally friendly materials."

Conclusion. After analyzing the statistics published in authoritative sources in China and Hainan, it is worth noting that the popular international tourist center has its drawbacks and advantages. It is important to emphasize that the Chinese authorities systematically conduct monitoring and poll their customers in order to improve service. This policy of "careful" attitude towards customers is bearing fruit.

Despite the significant difference in the service and cost of hotels of low and high stars, the high status of a hotel, according to the above data, is not always a guarantee of comfort. Crowdedness often makes it difficult to stay in hotels, but this problem is already being solved by the heads of hotel centers [19].

However, "Chinese Hawaii" has something to offer its guests in their hotels: delicious food, comfortable conditions, luxurious interiors, that is, everything you need for a pleasant beach holiday. Many tourists visit Hainanian hotels simply as a "lodging" place. The hotels are called the island of health due to their modern medical equipment.

An essential positive quality of the hotel industry in Hainan is the government's concern for the island's ecology.

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