

Innovative Development of Sanya Parent-Child Tourism Products Based on the Construction of Hainan Free Trade Zone

Fu Xiuli

Sanya Institute of Technology, Hainan, Sanya, 572000

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Abstract: Based on the background of the construction of Hainan free trade zone, this thesis uses a field questionnaire survey to analyze the consumer market of parent-child tourism in Sanya. It proposes the exploration of innovative development of family tourism products from four aspects.

1. Introduction

With the change of family education consciousness and concept, parent-child tourism has become one of the ideal choices for mass tourism. Based on the background of Hainan's construction of a free trade zone, Sanya attracts families from different countries and cities with its superior geographical advantages, abundant natural resources and international vision. Sanya family tourism market is a new form of tourism in Sanya, there is potential market to be developed.

2. Literature Review

The key entry "Parent-child tourism product development" was searched and screened from CNKI. By December 2019, there are 15 related research papers, including 6 master's theses. There are 173 relevant research papers retrieved with the keyword "Parent-child tourism", including 30 master's theses, no doctoral theses, and only 7 papers focusing on Hainan parent-child tourism. The earliest literature appeared in 2008, indicating that the academic research on parent-child tourism started in 2008 and began to develop in 2013. Foreign academic research on parent-child travel theory is very targeted, has formed a mature management model and product line. Li Juxia and Zhang Lei (2008) were the earliest scholars to focus on parent-child tourism. Li Juxia believed that parent-child tourism was a new form of tourism activity, and the fundamental difference between it and other tourism activities was personnel composition, that is, parents and their minor children were the main body of parent-child tourism activity. Zhang Hong (2010) first proposed that the problems existing in parent-child tourism products in China are as follows: Travel agencies lack mature parent-child tourism products; The tourism supply system requires perfect parent-child tourism services and facilities. The safety requirements of parent-child travel products are high, but the guarantee is disadvantageous; Parents' roles in parent-child travel are incorrect.

3. Analysis on the Consumption Market of Sanya Parent-Child Tourism

3.1 Features of Sanya Parent-Child Market

3.1.1 Great Development Potential for Parent-Child Travel Market

In 2017, the Sanya Municipal Government successfully held the forum named Sanya Child-Friendly Tourism City Development and proposed to make Sanya the first "child-friendly city" in China. In 2018, a parent-child travel product trade fair was held in Sanya. More than 300 people, including parent-child industry agencies, family parent-child travel product suppliers, and parent-child travel product middlemen, were well-known counterparts from home and abroad. The "White Paper" for tourism in 2018 shows that parent-child tourism in Sanya ended flawlessly with 10 billion yuan in income, which accounts for 30% of the total annual tourism consumption income. Family parent-child travel has become an innovative tourism industry in Sanya with exhibitions and

weddings. In 2019, the Sanya Tourism Bureau and related tourism companies launched a publicity activity themed “Sanya summer vacation, the family travel get a big gift “. In 2018, President Xi's keynote at the celebration of the 30th anniversary of the Hainan Provincial Office of the Special Economic Zone mentioned that China actively cultivates new formats and hotspots of tourism consumption and upgrade the quality of tourism consumption. These can further unleash the potential of tourism consumption, and build international tourism consumption resorts with rich formats, concentrated brands, comfortable environment, distinctive features and healthful ecology. These good news are promoting the formation of a new consumer market for Sanya parent-child tourism.

3.1.2 Consumer Characteristics Analysis

We used questionnaires to conduct field surveys of Sanya Haitang Bay Atlantis hotel, Yalong Bay Horizon Resort & Spa, Sanya Bay Mangrove Tree Resort and Hai Chang Sleepless City in order to better understand the demand and consumer characteristics of Sanya's parent-child travel market. We distributed 200 questionnaires and recovered 190, including 20 invalid questionnaires. The effective rate of this questionnaire survey was 85%. The survey results show that 80s and 90s parents account for the majority of parent-child tourism, with adults aged 25-35 accounting for 60% of the total. Women are the main decision-makers and implementers in purchasing parent-child travel products. Use the child's age as a variable for market segmentation, as shown in Table 1:

Table 1 Consumer Characteristics of Parent-child Travel

Decision maker, executor(80s and 90s parents, mother)	0-3 ages	4-6 ages	7-12 ages	13-17 ages
Scientific Parenting Concept Pursue quality of life Focus on travel experience Accept fresh thing Overconsumption consciousness	Children of this age need parental care, they have no ability to choose travel products, and are suitable for short trips. Parents will choose a professional baby service hotels or travel destinations	Children of this age are active, curious, and start to have a sense of self-selection. They are suitable for short trips. Parents will choose natural resource tourism products, such as wildlife parks, tropical botanical gardens, etc.	This age group has been the school-age children, physical strength, strong thirst for knowledge, suitable for long-distance travel, parents will ask their children's advice to choose can satisfy their interests, reflect culture and education, broaden their knowledge of products, such as science museum, celebrities former residence, historical sites, etc.	Adolescents of this age have strong independence of mind and behavioral activities, are willing to accept challenges. They are suitable for long and short trips. Parents will seek their children to choose outdoor development projects, study tours, research studies, and theme products.

3.2 Popular Product Types for Consumers

According to 2018 data, theme parks are the most popular parent-child travel programs. Among them, Shanghai Disneyland, Zhuhai Chimelong Ocean Kingdom, Guangzhou Chimelong Safari Park, Hong Kong Disneyland and Romon U-park have always been the most popular five parent-child theme parks.

In the survey, we found that tourists are more willing to choose the following types of travel for their children: natural landscape, pastoral countryside, theme park, seaside island, hometowns of celebrities, scenic spots and historic sites; the choice of time and place for parent-child travel mainly refers to the vacation time of adults and children; the proportion of tourists choosing the theme of Hainan parent-child travel is as follows: 90% of seaside islands, 80% of pastoral countryside, 75% of natural scenery, and 40% of theme parks.

4. The Problems of Sanya Parent-Child Travel Products

Through our field investigation, we found that there are many kinds of Sanya parent-child tour products, but there are still some problems.

4.1 Theme Park Products Lack Scientific Planning and Innovation

Taking Haitang Bay Rice Park as a case, the park's main entertainment experience projects currently include: paddy field Flower Sea, dinosaur science base, large-scale stage performance, parent-child paradise, paddy field food and other ten themed highlights. According to the statistics, 80% of tourists will not buy tickets for the scenic spot again. The main reasons are as follows:

①Rice field flower sea species is too few, flowering period is too short. Compared with the flower sea in other cities, there are no local characteristics or advantages; ②The dinosaur science base only has simple animal sound simulation, and a few dinosaurs have dynamics, lacking simulation mode and technological content. Sound and light simulation is only effective at night. This project does not play an effective role in popular science. ③The cost of food and beverage in the park is too high, and there are no food service items for children. ④The equipment in the parent-child park is simple, outdated and lacks new ideas; ⑤Haitang Bay is far from the urban area and the traffic is not very convenient. The live song and dance performance is in the evening, which has a certain degree of obstacles for families who like to travel free. The content and expression of the live performance lacked highlights, new ideas, and interactive experiences. According to the operating data of the second half of 2019, the number of visitors to the scenic spot has dropped significantly compared with previous years.

4.2 Research-Based Learning Tourism Products Lack Depth

There are two main ways of Sanya researching and learning tourism products: First, local primary and secondary schools participate in similar summer camp or camp exercise programs, mainly to cultivate children's good living habits and self-care ability; The second is the tourism products of summer camp and winter camp developed by travel agencies, which are mainly connected by travel agencies, schools or relevant tourism agencies. The activities arranged are mainly for pleasure. These two ways completely violate the original idea of parent-child travel, because parents cannot participate in the activity together. In the name of research-based learning, the products offered have little to do with research-based learning tourism. Such product development is not deep enough.

4.3 Rural Tourism Products Lack Features

Taking Sanya as an example, the Ocean Eco-village, Zhongliao Village and Pinang Sungai eco-village are all well-known eco-villages. All of them have put forward various innovative ideas and concepts, but they have not been truly implemented. Experience products still stay on planting, picking and other items. These three villages have rich Li culture, and the products of Ocean Eco-village do not reflect the traditional culture at all. There are only simple ethnic song and dance performances in Zhongliao village, and only a small exhibition hall of Li costume culture in Pinang Sungai eco-village. Rural tourism products are not only the experience of agricultural activities, but also should explore our cultural characteristics, research and development of tourism crafts, rural specialties and use the Internet to build e-commerce platforms for operation and promotion.

4.4 Lack of Refined Special Products

According to the survey results, 43 percent of tourists think that the special products for Sanya parent-child travel are not well targeted and have unclear levels. Table 2 below:

Table 2

Restaurant	Accommodation	Amusement	Itinerary
Children's meals are only distinguished by tableware. The dishes and cooking methods are still the same as those of adults.	Most hotels do not have a parent-child room. Some hotel parent-child room theme single, only simple children's products, this does not meet the requirements of the parent-child room. A small part of parent-child hotel facilities and equipment are relatively complete, but the lack of professional service staff, service level needs to be improved.	The recreational projects in the hotel are mainly playgrounds and outdoor facilities, which are only suitable for children of low ages. Theme parks and outdoor development need to have clear customer structure and strive to refine the product.	The travel arrangements arranged by the travel agency are too tight, and adults and children are easily tired. There are fewer items suitable for parents and children to play together, which is difficult to meet the needs of families.

5. Sanya Parent-Child Tourism Innovative Product Development and Exploration

After studying the market situation of the Sanya parent-child market, the author believes that resources should be used reasonably to maximize the advantages. Developers can try to innovate and develop products such as theme parks, cultural studies, experiential rural tourism and hotel integrated parent-child services.

5.1 Theme Park Innovative Development

Theme parks are the most popular choice for family travel. Sanya has not only Paddy park but also Haichang sleepless city, Qingtang parent-child park, Sanya dream water park, Atlantis water park and Mangrove water park. Taking Sanya Haichang sleepless city as the research object, we found some problems in product design and innovation of the park through field investigation: ① At present, the main recreational items include Ferris wheel, merry-go-round, pirate ship, and small parachute. These traditional items lack novelty; ②The park has few restaurants, high prices and no kids-only meals; ③The theme of marine animals is not prominent; ④The existing product level is not targeted. In the author's opinion, new product elements should be added to the traditional play items in the park, which should become the unique play items in Hainan province at least. Increase the types of catering, introduce special and safe services for children, forming hierarchical and targeted customer services; Currently, there is no marine animal museum in Hainan. Sanya, as an important base for species genetic research, is located in a unique marine location. We can consider developing large-scale offshore marine animal museum or panoramic natural experience aquarium.

5.2 Research and Study Tour Product Development

Sanya's rich marine ecological resources have brought convenience to the development of research study tourism products; In the past two years, with the affiliated middle schools and branch schools of famous universities at home and abroad, they have settled down in Haitang bay and Yacheng one after another, providing a good foundation for the development of study tour products. Developers can strengthen the construction of libraries, youth palaces, mass art galleries and other cultural venues, and make full use of it. Relevant enterprises can use the rich forest ecological resources of Baoting, Wuzhishan, Ledong and Changjiang to develop forest adventure tourism products, design detailed tourism routes and provide targeted tourism services.

5.3 Experience Practical Rural Tourism Product Development

Under the guidance of policies, agricultural leisure tourism has developed rapidly. Rural parent-child travel is the most popular form. Experience the local characteristics of clothing, food, shelter, and work with farmers to truly comprehensive experience of the rural life. Folk art and handmade art education should be taken seriously. These cannot be experienced through simple song and dance performances or viewing demonstrations, but need scientific planning and learning plans. When designing travel routes, travel agencies should start from the real needs of children,

instead of just randomly adding children's play items on the adult routes, they should design parent-child travel products from the four paths of “play, experience, learning and obtaining”. In the context of the high-speed development of the Internet, the application of scientific and technological information elements to the development of experiential and practical rural tourism products will receive unexpected feedback.

5.4 Development of Parent-Child Products for Hotel Complexes

Until 2018, Sanya has more than 250 tourist hotels and guesthouses, including more than 40 star hotels. These hotels are mainly concentrated in Haitang Bay, Yalong Bay, Dadonghai and Sanya Bay. Located in the focus of a powerful hotel complex, we should scientifically plan and accelerate the construction of parent-child theme hotels, to clarify the structure of the customer base, targeted and hierarchical. More refined on the original products, and promote the diversified development of products. Develop parent-child theme rooms in line with children's psychology, special parent-child play programs, provide children's meals, allow parent to accompany the program and so on. At the beginning of its construction, the Mangrove Resort Hotel identified parent-child tourism as the target market. Hotel accommodation, entertainment, play facilities are fully designed and carefully arranged. In Palmetto Hotel, 159 Parent-child themed rooms, knight tribal children's restaurant, amazon jungle water park project, children's adventure kingdom and so on embody the strong parent-child culture atmosphere.

6. Summary

Parent-child tourism products are a form of tourism that pays more attention to the needs of children. Designing products from the beginning requires scientific planning, and clear market positioning based on regional characteristics. The age structure of parent-child tourism is relatively low, and the service should be targeted and hierarchical. Improve the refinement of products, give full play to the advantages of resources, design diversified tourism routes, develop new ideas, and try to effectively connect tourist nodes of different routes. With unique themes as the center, optimize the design by connecting dots and lines to strengthen tourism promotion and reflect the purpose and meaning of correct parent-child tourism.

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