

VAASA UNIVERSITY OF APPLIED SCIENCES

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Developing the Rainforest Tourism

Products in Hainan Island

Case: Hainan Yanoda Rainforest Culture
Tourism Zone

Business Economics and Tourism

2010

FOREWORD

Here I would like to thank all the customers who helped me with my questionnaires, the guides who replied my Emails and the Sales Mananer of Yanoda. It is impossible for me to finish my thesis without you.

Special thanks for my supervisor – Kirsi Salomaa. You gave me not only useful suggestions for improvement but also encouragement of hanging on.

I also appreciate Camilla Haralds very much. Thank you for checking the grammer for me so carefully.

Last but not least, I would like to thank my father, who accompanied with me all the time in Yanoda, took pictures for me, paid different kinds of fees for me and so on.

Thank you everyone so much.

Sunday, February14, 2010

VAASA UNIVERSITY OF APPLIED SCIENCES
Degree Programme of Hotel and Restaurant Business

ABSTRACT

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Topic	Developing the Rainforest Tourism Products in Hainan Island Case: Hainan Yanoda Rainforest Culture Tourism Zone
Year	2010
Language	English
Pages	67 + 10 appendices
Name of Supervisor	Kirsi Salomaa

The aim of my thesis is to find out what need to be developed of rainforest tourism product in Hainan Island. The case company is Hainan Yanoda tropical tourism zone which is normally being called Yanoda. It is one of the best rainforest tourism places in China.

The theory part contains the information about the tourism business in Hainan Island; analysis of rainforest tourism, eco-tourism and sustainable tourism; the recent situation of rainforest tourism business in Hainan Island.

The research is done in three parts: customer research, employee research and sales manager survey. The aim of all of them is to gain a comprehensive view of Yanoda in order to find out useful development suggestions for Yanoda.

Future development points are also suggested in the end of the thesis.

Keywords: rainforest tourism, Hainan Island, product development

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EXPLANATION OF TERMS USED

Sound Ecology

(As known as Acoustic Ecology)

Acoustic or sounds cape ecology is thus the study of the effects of the acoustic environment, or sounds cape, on the physical responses or behavioral characteristics of those living within it. Its particular aim is to draw attention to imbalances which may have unhealthy or inimical effects. (Barry Truax - Handbook for Acoustic Ecology CD-ROM Edition. Cambridge Street Publishing, 1999 - CSR-CDR 9901)

Loved to death

The meaning of “Loved to death” here is: The matter someone is doing now and he/she really pays a lot of attention on it actually is leading him/her to a wrong result. For example: A tourism company is doing a business which is based on nature resources, but the company does not protect the nature in the same time. In a period the company can make profit but sooner or later when the nature is destroyed in some certain level, the company cannot earn more money because the base of the business is destroyed. (The behavior which the company is doing at the beginning is called “Loved to death”.)

PLC-Stage

(PLC means product life cycle.)

The Product Life Cycle (PLC) is based upon the biological life cycle. For example, a seed is planted (introduction); it begins to sprout (growth); it shoots out leaves and puts down roots as it becomes an adult (maturity); after a long period as an adult the plant begins to shrink and die out (decline).

In theory it is the same for a product. After a period of development it is introduced or launched into the market; it gains more and more customers as it grows; eventually the market stabilizes and the product becomes mature; then after a period of time the product is overtaken by development and the introduction of superior competitors, it goes into decline and is eventually withdrawn.

However, most products fail in the introduction phase. Others have very cyclical maturity phases where declines see the product promoted to regain customers.

<http://www.marketingteacher.com/Lessons/lesson_plc.htm>

5 A-level scenic spots

(As know as State 5A-class tourist scenic spot)

5A (AAAAA) is the top class in the normative grading system for quality standardization and evaluation of tourist attractions (areas/spots) in China. The standard of 5A is much higher than 4A in both human touch and service detailing. And it also reflects the general psychological needs of tourists, highlights tourists foremost. A 5A class China attractions must meet following requirements:

Transportation - Transportation facility and conditions is the first factor. Transport facilities should be convenient. Non-stop arterial highway, a high-grade sea route, airlines or special facilities for green path is required leading to the destination. There is a standard for evaluation. And a 5A class attraction must achieve a score over 900 of total 1,000 points. And the distance to the nearest airport is directly relates to the score in transportation section: Only those no farther than 30 kilometers away from an airport can get the full mark of 10 points.

Tour Guide - Tour Guides work for 5A class should have certain educational background of college degree at least, including more than 30% of undergraduates. Certificates are required while the guide staff can meet the requirement of tourists in all kinds of languages. For each tour guide, mastery of Chinese mandarin is required. Tour-Guide commentary should be scientific, accurate and elegant with individuation. The standard for tour guides for 5A attractions is much higher than those of other classes.

Sanitary facilities - In the new standard, public toilets have been strictly demanded in aesthetics, health and culture. Public toilets in 5A class area are required to mark eye-catching with elegant design of architecture. Dustbin should be in rational layout with visible mark and be in harmony with the environment while they were set classified.

Tourists' reception amount - The new standard requires that any 5A class tourist area should receive 600,000 tourists at least, including 50,000 from overseas. At the same time, spot check for customers' satisfaction should be in high rate.

<<http://www.chinatours.us.com/infos/what-is-5a-class.html>>

1. INTRODUCTION

Tourism is always a business with a lot of topics. When we hear the word “tourism”, we always think of going away from daily life and having some new experiences.

The reasons for people to travel can be varied such as business travel, cultural travel, religious travel, etc.

The definition of tourism by World Tourism Organization is: It comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

<http://www.mta.com.mt/uploads/1675/WTO_definition_of_tourism.pdf>

Three criteria are used simultaneously in order to characterize a trip as belonging to tourism. The displacement must be such that: It involves a displacement outside the usual environment. Type of purpose – the travel must occur for any purpose different from being remunerated from within the place visited (the previous limits, where tourism was restricted to recreation and visiting family and friends are now expanded to include a vast array of purpose). Duration – only a maximal duration is mentioned, not a minimal. Tourism displacement can be with or without an overnight stay. We shall discuss the particularity of in transit visits, from a conceptual and statistical point of view.

<http://www.mta.com.mt/uploads/1675/WTO_definition_of_tourism.pdf>

Nowadays, people pay more and more attention to sustainable tourism and ecotourism. The tourism destination which is nature-based always has large business potential.

Rainforest tourism, which is a tourism product that is not so familiar to many people, is the study object of my thesis.

1.1. The aims of my thesis

Hainan Island is a popular travel destination in China and even in the whole world. It has superior tourism resources such as the 3 “S” (which refers to Sun, Sand and Sea),

mountains, various kinds of flora and fauna, etc. Rainforest, which is the core topic of my thesis, also is one of the best advantages of Hainan Island.

Though Hainan Island has quite good rainforest resources, for tourism, it is still a new product in Hainan Island. There are many things that can be improved as a tourism product.

The purpose of the thesis is to find out what can be improved in order to meet the demands of the tourists better, protect the environment better and also make the business better.

1.2. The research methods used in my thesis

Questionnaire research was used for the research done among the customers of Yanoda (distributing the questionnaires to the customers personally), Email questionnaire research was used for the employees of Yanoda and telephone interview research was used for Yanoda's sales manager.

The results of the study are concluded from all the three researches.

Within the same time, I also had much traveling experiences in Hainan Island myself. My family has our own house for spending holiday in Sanya and we go to Hainan Island at least four times a year. So much information are concluded by myself.

1.3. The structure of my thesis

Because Hainan Island is unfamiliar to most people so the thesis will start with the introduction of Hainan Island and the tourism business in Hainan Island. SWOT-analysis, customer analysis and product analysis of Hainan Island will be included in this part. This part of the thesis will also tell you the reason why to improve the rainforest tourism products in Hainan Island.

Next will be the introduction for what are rainforest tourism, eco-tourism and sustainable tourism and the relationship between them. This is in order to explain the principles for the development of the rainforest tourism products in Hainan Island.

And then is something about the recent situation of the rainforest tourism in Hainan Island. Introduction of the main rainforest tourism places in Hainan Island including my case company – Yanoda Rainforest Culture Tourism Zone will be provided. Hainan Yanoda Tropical Rainforest Tourism Zone is invested and developed by Hainan Sandao Yuanrong Tourism Co.Ltd. It has a total planning area of 45 sq km encircled by an ecological reserve area of 123 sq km. The total investment will be 3.9 billion RMB, and it will take 6 years of construction to finish the whole project. We can say that Yanoda Rainforest Culture Tourism Zone is an amusement park which based on rainforest. About my case company, more detailed information will be provided. The purpose of this part is not only for giving people an overall picture of the rainforest tourism in Hainan Island but also for the preparation of my case company research.

<http://www.freesanya.com/tour_package_rainforest_yanoda.html>

After that will be the discussing of the case company research. The research methods in the thesis, the design of the questionnaires, the implementation and the validity and reliability will be talked about.

Next chapter will be the results of the research. In this part we can see what need to be improved for the rainforest tourism and suggestions of the methods about how to improve it will be provided.

In the end will be the summary and conclusions.

1.4.The restrictions

There are many rainforest tourism places during Hainan Island. It is not possible for me to study all of them so I choose the most popular one which is also one of the best ones – Yanoda Rainforest Culture Tourism Zone. The problems which on Yanoda are probably on other similar companies. Which Yanoda needs to develop, other companies need to pay attention as well. So, Yanoda represents the companies of the whole business field in Hainan. The sales manager, the employees and the customers I got feedbacks/answers from are all belong to Yanoda's. This could be the main restriction of my thesis.

2. INTRODUCTION OF HAINAN ISLAND

In this chapter, firstly the background information of Hainan Island and Sanya City will be introduced. Then the SWOT-analysis, main existing/potential customer segmentation-analysis and existing/potential products-analysis will be done.

The purpose of these works is to introduce the basic things of my destination and conclude the reasons for doing the rainforest tourism product development.

2.1. Background information about Hainan Island and Sanya City

Here the basic information about Hainan Island and Sanya City will be provided. Sanya is the most popular tourism place not only during Hainan Island but also within China or even worldwide.

Introduction of Hainan Island

Hainan became a province in 1988. Located in the southern tip of China, it covers 35,300 sq. km of land and has over 2 million sq. km of ocean within its jurisdiction. It is known as a bright pearl embedded in the vast South China Sea. Being a tropical island, Hainan enjoys the tropical monsoon climate that contributes to spring-like warm winter and pleasant summer. The annual temperature is 23.8 degree Celsius.

Hainan's plentiful sunshine boasts a remarkably diverse ground for animals and plant life. It is home to 4,680 species of vegetation. More than 600 wild plants grow only in Hainan, over 50 of which are classified as state protected endangered species. There are over 561 species of animals, including 102 types of wild life under state special protection. Black Crown Gibbon monkeys and Hainan Eldi's Deer are exclusive to Hainan. <<http://www.hainan.gov.cn/code/V3/en/default.html#>>

In 1998, Hainan took the lead in proposing a strategy to build a Province of *Sound Ecology*. Presently, the forest coverage represents 56.7% of the island's superficies, and consists of five tropical primitive forests which are: Wuzhi Mountain, Bawang Mountain, Jianfeng Mountain, Diaoluo Mountain and Limu Mountain. (The explanation of "Sound *Ecology*" is provided in "Explanation of terms used")

<<http://www.hainan.gov.cn/code/V3/en/default.html#>>

Hainan boasts a first-class ecological environment. Its air quality is the best in China. According to data gathered by UNEP (United Nations Environment Programme), both Haikou and Sanya are listed among the top 10 cities in the world for best air quality. Blessed with evergreen mountains and clear water, Hainan has some of the best surface and offshore water quality in China. Residents are able to enjoy clear seawater, sparkling white beaches and pure air. By building ecologically friendly villages, Hainan has created markedly improved living conditions for many people in the countryside. Rates of coronary heart disease, asthma and cerebrovascular diseases are much lower than that in the cold northern parts of the country. The average life expectancy in China is 71.8 years, but is over 73 years the figure in Hainan. Hainan has a permanent residence of 8.45 million people; over 1.32 million are ethnic minority. The Li people are the earliest settlers in Hainan.

<<http://www.hainan.gov.cn/code/V3/en/default.html#>>

Introduction of Sanya

Sanya is the southernmost city in Hainan province, China. It has an area of 1919.6 square kilometers. With six gorgeous bays, it boasts the best white-sand beach and turquoise sea water in Asia. This coastal city is nestling among hills, with two quiet rivers running through it. Several little islands are scattered in the South Sea off the city. < <http://english.sanya.gov.cn/>>

Sanya is a noted tourist resort with mountains, sea, river and city. The favorable climate is hot in summer but warm in the three other seasons so attracting large numbers of followers from both home and abroad every year. The whole of Sanya is related to the sea. Here you can enjoy a unique tropical oceanic landscape that is totally different from the other provinces of China. Sanya Bay, Yalong Bay and Dadonghai, all golden seaboards of Sanya, are some of the first choices for visitors to spend their holidays. Additionally more than 20 ethnic groups including Han, Li, Miao, Hui inhabit Sanya becoming a wonderful place to appreciate the various cultures of China.

Along with the developing economy of this region, Sanya has become much easier for visitors to reach where domestic and international flights can take you in the shortest time. A journey by train and ship will take you a little more time but give you more opportunity to enjoy the natural beauty around you. With good quality, star-rated hotels and reasonable hostels distributed everywhere in Sanya and waiting for you. < <http://www.travelchinaguide.com/cityguides/hainan/sanya/>>

2.2. SWOT-analysis of Hainan Island

Here the Strengths, Weaknesses, Opportunities, and Threats involved in the tourism business of Hainan Island will be evaluated. From this we can see the favorable and unfavorable internal and external factors of the business.

2.2.1. Strengths analysis

The “3S” and the climate are the most important advantages for Hainan Island. Hainan Island, just as other similar tourism destinations, is famous for its sun, sand, sea and wonderful climate. Most people go there for enjoy water activities and sunshine on the beach. People go there during the winter because Hainan’s winter is very warm.

Rich natural resources are also very important for its tourism industry. Hainan Island’s seafood is very fascinating to many people. And as I mentioned in 2.1., the forest coverage represents 56.7% of the island's superficies. So it has many rainforests which are very mysterious and attractive to the people who come from cities.

Due to its tropical moist monsoonal climate, Hainan Island has different kinds of fruits throughout the year. The fruits in Hainan Island are both in varied sorts and high-quality with the same time they are cheaper than the prices in other cities of China.

The consumption in Hainan Island is lower than any other similar tourism destinations such as Hawaii (America), Gold coast (Australia), Malta etc. This is because of the low living cost and low labor cost in Hainan Island. Price is always an

important issue for people to decide where to go so this certainly is another advantage if Hainan Island.

Last but not least is the Easy Reach; this means it is very easy to go to Hainan Island. There are two international airports in Hainan Island which is Meilan International Airport in Haikou and Fenghuang Airport in Sanya. Railroad ferry link was established in early 2000s connecting the island's railroad network to the mainland. In 2005, Ministry of Communications allocated 20 million Yuan (US\$2.4 million) to set up a committee to research and study the possibility of a bridge or tunnel link connecting the island to the mainland. So now it is also possible to reach Hainan Island by ship. Airplane, train and ship are all can be used to reach Hainan Island. <<http://www.abookaboutchina.com/category/Place-Names/Hainan-Xingzhengqu>>

2.2.2. Weaknesses analysis

Actually, most people directly go to Sanya for holiday, large amount of them even don't go anywhere else during Hainan Island. One of the most important reasons for this is Sanya's tourism facilities are really much better than anywhere else. So every time when the high season comes, Sanya is always full of people but the other places' businesses are not as good as Sanya's. So the government of Hainan Island needs to pay more to develop other places and their products in Hainan Island. This is the most serious weakness.

Human resource is another problem for Hainan's developing. Many tourists respond that Hainan Island has excellent condition but the some services over there are not very professional. The tourism industry in Hainan Island needs more employees and people who know management well and with professional service skills.

There are a lot of different kinds of travel agencies in Hainan Island. Many of them are in bad quality. They only want to earn fast money from tourism industry. Although there is certain kind of official organization to control them, the result is not quite satisfied. So the government needs to develop a better system to control all the travel agencies in order to offer quality service for the customers.

Last but not least is the amount of the tourists. When the high season comes, Sanya is always full of people. As we all know, too much people will do harm to the nature and different kinds of resources will be over used. So the government needs to control the amount of the tourists in high season.

2.2.3. Opportunities analysis

Many places in Hainan Island haven't been well developed for tourism and many new products can be produced. As we all know, so far most people go to Hainan Island for its "3S" because they believe it's the best thing worth them doing there. But Hainan also has other nature resources can be appreciated such as the rainforests; the only reason for it is not as popular as the "3S" is they are not well developed. This can be an opportunities for Hainan Island.

More and more national and international events are held in Hainan such as World Lady, Boao Forum for Asia, etc. These events are really good chances for Hainan Island to have more businesses and in the same time to show Hainan Island to the world.

Many old people move to Hainan after retire because they want to enjoy the good weather and environment over there. This becomes more and more popular in China and surely brings more businesses for Hainan.

A large amount of people buy houses in Hainan now. The price of house is increasing day by day. There are also many tours specially organized for buying houses. People go to Hainan Island for purchasing properties and within the same time, they travel.

2.2.4. Threats analysis

Just like other coastal tourism destinations, Hainan Island also has the same problem – pollution. For sustainable tourism, the government should protect the nature from now on. The government needs to make out some strict rules for controlling the behaviors of both the tourism companies and the customers. Everyone should be responsible for the environment. This can be the most serious threat for Hainan Island because without good environment the tourists will not be any more interested in this place.

Energy is always the problem for Hainan Island especially the electricity. This is because of the fast developing of the tourism business. When the tourism business grows up, certainly the consumption of the electricity will be larger than before. But the Electric power plants are still the same as before. Of course the power facilities cannot meet the need of the real situation. So far as I know the government has already done something for this problem. Many generating sets are in construction now. <<http://dongfang.hainan.gov.cn/v3/details.php?s=1&c=1&p=3869>>

The World Financial Crisis made a lot of people losing their jobs and money. Of course this made the business worse.

2.3. Customer analysis

The point for customer analysis is taking an in-depth look at customers and figure out new opportunities to improve the tourism business in Hainan Island. All the contents are concluded by me. I am quite familiar with the tourism business in Hainan Island and I have read many news and articles about it too.

2.3.1. Existing customers

The main exiting customers are families, young people & students, young couples, companies & business people, seniors and the elders & retired people.

“Families”, which usually have three or more people (parents and children or more), they go for travel mostly during holidays which are always in high seasons. They expect to have some relaxing and flexible activities during travel. They usually need good accommodation, fine restaurants, comfortable and convenient transportation. And of course safety is very important for this group of people. The added values which they want to get from the travel can be: improving the relationships between family members; relaxing after a period of working; seeing some new things.

“Young people & students”, who are the workers or students whose ages are from 20 to 35 years old, they usually go for travel when they have free time. They expect to have many interesting activities within the travel, some shopping opportunities and of course the price of the journey should be reasonable because these groups of

people normally do not have much extra money. They need average level of accommodation, transportation and food. By the way, safety is needed also. The added values they want to get through the travel could be: enjoying the time with friends; making some new friends; seeing more things and having more different experiences; having fun.

“Young couples”, which refers to the young people who have been married for a short time or just got married, they usually go for travel for honeymoon or for enjoying two person’s time. They expect to have some interesting activities during travel, some free time for relaxing, and some shopping opportunities neither but nor too much. They need good accommodation, transportation and restaurants. And of course safety is also needed by them. The added values they want to have could be: improving the relationship between two people and seeing some new things.

“Companies and business people”, this segment refers to the companies which organize big meetings in the hotels of Hainan Island and within the same time, they travel in Hainan Island. They expect to have some well-organized activities in suitable time. They need good accommodation with conference facilities, good transportation services, and quality meals and of course safety. The added values which are needed by them could be: improving the relationships among the staffs; have a good relaxing after work; better performance for working after the travel. And this kind of travel actually is a sort of welfare by the company.

“Seniors”, this refers to the people whose ages are from 35 to 60 and having been in working life for a long time. They usually go to Hainan Island during holidays and they normally have more free money within the same time they are willing to use the money for travel. These people always expect to have some relaxing and interesting activities during travel, some flexible time can be arranged by themselves and some shopping opportunities. They need good accommodation, fine restaurants and quality transportation services. And of course safety is always needed. The added values wanted by them could be: having some funs during travel; seeing and experiencing something special.

“Old people & retired people”, this refers to the people who are over 60 years old and usually they are retired or nearly retired. They want to live in a place with good climate, high level of air quality and lower living costs. They will expect to have some relaxing and flexible activities with reasonable prices. They need good transportation, accommodation and restaurant/food in standard level and special services for sometimes. And safety is very important for them. The added values for them could be: getting better healthy condition both in physical and psychological.

2.3.2. Potential customers

The potential customers of Hainan Island are the eco-tourism travelers. Hainan Island has many nature places some even haven't been found or developed. Nowadays more and more people become interested in nature things because they can't see these in their home cities. They like to have some special experiences. Most of them don't concern very much about the level of the accommodation or the cuisine they can enjoy. The issue they care more is the nature journey they are going to experience.

“Eco – tourism travelers” refers to the people who like travel to the places which are with natural and original sceneries and they always want to see and experience something special. They expect to enjoy nature and original sceneries, have some outdoor activities/sports and they want the place are not been polluted. What they need most is safety and then transportation, accommodation and often they will need a native tourism guide. The added value wanted by them could be: seeing some special and natural things; having some different and special experiences during travel.

And this group of potential customer also is one of the reasons why I want to develop the rainforest tourism products in Hainan Island. Hainan Island has excellent rainforest tourism resources. If this resource can be well developed, it will attract a large amount of eco-tourism travelers. This could be a great business opportunity.

2.4. Products analysis

Products analysis will tell us the details of both the existing products and the potential ones. If we like to make potential products, we have to know the existing ones well enough. The same as the customer analysis, all the contents are written by myself. I

concluded them by my own experiences and within the same time I have read a lot of information about the tourism in Hainan Island.

2.4.1. Existing products

The products which Hainan Island having now is very complete. Almost every customer can find the one he/she wants to take part in. The most popular products are traditional guided package tourism and transportation plus accommodation (no guide). Almost all the travel agencies provide these two types of product and each product type has varied choices. Besides these two we have cultural tourism, SPA tourism, golf tourism, and water activities/sports, cruise services, different kinds of performances/shows, business tourism, rainforest tourism and so on.

“Package tourism” is normally provided by travel agencies and it always contains transportation, accommodation, basic tourism activities, (shopping opportunities), guide, etc. The added values of it could be: safe, easy to buy, low price, short time duration but many activities contained. This product in Hainan Island is in Stagnation/Saturation *PLC-Stage*. The main customer groups for this type of product are families, the elder people and seniors. (The explanation of *“PLC-Stage”* is provided in “Explanation of terms used”.)

The tourism product **“Transportation + Accommodation”** means the tourism products which contains return transportation tickets and accommodation (different levels can be chosen). The price of the product will be variable normally depends on the accommodation level you choose and sometimes the transportation or the class of the transportation you choose. The added values by this product are: it makes the travel convenient for the customer; easy to buy; cost-efficient; enough free-time for the tourists. The *PLC-Stage* for this product in Hainan Island is Maturity. Families, young people, young couples and seniors are the main tourist groups for it.

The product **“Cultural tourism”** will show the customer some certain kinds of cultural places such as monuments, religious places, museums, etc. and introduction by the guide will be always provided for the customer. The added value by this product is: the customer can gain some knowledge especially the historical

knowledge of the travel destination. The PLC-Stage of it is Decline. Young people, families and seniors are the main customers.

“SPA tourism” is designed for the customers who like to enjoy the natural hot-spring. The added values by this product are: making people feel relaxed; increasing the health condition of the people. The PLC-Stage of it is Growth stage. Mostly families, young people, young couples, the elder people and seniors will choose this product.

“Golf Tourism” product provides services for the people who want to play golf in Hainan Island. The added value is: people can get high quality golf services with reasonable price. The PLC-Stage is Introduction Discovery. Main customers could be: families; business people; seniors.

“Water activities/sports” are very popular in Hainan Island. Different kinds of types such as diving, surfing, motorboat, etc. are all available in Hainan Island. The added values are: making people relaxed; reasonable price while the service is professional. The PLC-Stage of it is Stagnation/Saturation. Main customer groups are: families; young people; young couples; seniors.

Different kinds of **“Cruise services”** are available in Hainan Island. The added values from it are: making people relaxed; reasonable price. The PLC-Stage is Growth Stage. Main customers are families, business people, young couples, the elder people and seniors.

There are also many kinds of **“Performances/shows”** in Hainan Island. The most popular and famous one is “Hermaphrodite people’s Singing and Dancing show”. And although there are many cultural performances. The PLC-Stage of it is Decline. Families, young people and seniors are the main customers.

“Business tourism” refers to the tourism products which are tailor-made for companies or business people who come to Hainan. The added value is: the people can have some fun while working. The PLC-Stage is Maturity. Main customers are companies and business people.

“Rainforest tourism”, which is quite a new tourism product in Hainan Island, has a large development potential. Nowadays, more and more people will choose to enjoy nature while travel. Within the same time, Hainan Island has excellent rainforest tourism resources. So it will be very good for Hainan Island to pay more attention in developing rainforest tourism products. The added value for this product is: people can enjoy nature. The PLC-Stage is Introduction Discovery. Main customers are families, young people and eco-tourism travelers.

2.4.2. Potential tourism products

Almost every kind of tourism product can be found in Hainan Island. The needed thing for us to deal with the products is development, especially the golf tourism, cruises services, business tourism and rainforest tourism. Because these products only have existed in the market of Hainan Island for several years and they are not very mature and competitive. Among these four, the development of rainforest tourism products will be concentrated on because the rainforests resources are extraordinarily rich in Hainan Island. Hainan Island has pretty good conditions to develop it and this product will be very popular in the future for sure.

“Rainforest tourism products” (developed ones) refers to the tourism products which are based on rainforest resources. All the activities and sceneries in the travel are set in rainforest. Visiting a tropical rainforest promises to be a memorable experience. Rainforests house around half the world's plant and animal species and are home to indigenous people who live in ways quite unlike those in the western world. Further, rainforests are found in a variety of landscapes: some are situated on scenic mountain ranges; others hug giant lowland rivers, while more still are found near beautiful beaches and coral reefs. Rainforests offer opportunities for cultural exchange, photography, adventure, fishing, hiking, relaxation, birding and wildlife spotting. There already have much this kind of tourism places in Hainan Island, but the quality of many of them is not so satisfied in many ways. The basic infrastructures such as toilet, restaurant, first-aid station, etc. are needed to be improved very much. The choices of activities are quite limited during the tourism area so the rainforest tourism places cannot meet the needs of the customers very well. Many staffs haven't been well trained so they are not very professional. The design of

the rainforest tourism area is not quite humanized. And there are many other shortages needed to be found by us. Within the same time, rainforest tourism products are very popular nowadays so it's really necessary for us to develop it. The added values from rainforest tourism products are: letting the customers enjoy the nature; letting the customers gain some new knowledge and having some different experiences; improving the health of the customers; etc. The main customer groups for these tourism products are: families; young people; eco-tourism travelers.

<http://news.mongabay.com/2005/1012-rainforest_ecotourism.html>

3. RAINFOREST TOURISM, ECO-TOURISM AND SUSTAINABLE TOURISM

In this chapter, the characters of rainforest tourism, eco-tourism and sustainable tourism and the relationship between them will be explained.

After that the principles of the development of Hainan Island's rainforest tourism products will be indicated.

3.1. Introduction of rainforest tourism, eco-tourism and sustainable tourism

Rainforest tourism is a kind of nature-based tourism. Nature-based tourism is any type of tourism that relies on attractions directly related to the natural environment. All the designs of activities are based on the resource of the rainforest. People choose this product for enjoying nature, seeing something special like Flora or fauna, taking some nature adventures and so on. (David Weaver 2001: Page16)

Visiting a tropical rainforest promises to be a memorable experience. Rainforests house around half the world's plant and animal species and are home to indigenous people who live in ways quite unlike those in the western world. Further, rainforests are found in a variety of landscapes: some are situated on scenic mountain ranges; others hug giant lowland rivers, while more still are found near beautiful beaches and coral reefs. Rainforests offer opportunities for cultural exchange, photography, adventure, fishing, hiking, relaxation, birding and wildlife spotting. <http://news.mongabay.com/2005/1012-rainforest_ecotourism.html>

The definition of eco-tourism by The Nature Conservancy and World Conservation Union (IUCN) is: Environmentally responsible travel to natural areas, in order to enjoy and appreciate nature (and accompanying cultural features, both past and present) those promote conservation, have a low visitor impact and provide for beneficially active socio-economic involvement of local peoples.

And specifically, eco-tourism possesses the following characteristics:

Characteristic 1: The behavior of visitor is Conscientious and low-impact. This means the tourists will try their best to reduce the influences to the local area and nature from them. Nowadays many tourists do not care much about the impacts from them on the tourist destinations. They come to the place for travel, for having fun and then they leave. They do not know how much they destroy the nature over there. But in eco-tourism, the tourists will pay attention to protect the local area and nature when they travel.

Characteristic 2: It is sensitivity towards, and appreciation of, local cultures and biodiversity. This means the tourists of eco-tourism should respect and appreciate the local cultures and nature. They come to the tourism destination for learning some different cultures and enjoying the nature. They love the culture and the nature in the travel destination.

Reflecting the richness in ethnic diversity of Hainan Island is the wealth of cultures evident in the many customs practiced there. In addition to traditional costume, music, dance, food and handicrafts seen across the island, the many national minorities of Hainan also honor the practices of their ancestors through festivals, including the International Wedding Festival, Junpo Festival held in respect of heroes, the Fucheng Flower Exchange Festival and the Sanyuesan Festival where young people search for a loved one. Mixed with these are more traditional Chinese celebrations including the Spring Festival, the Lantern Festival and the Dragon Boat Festival.
<<http://www.hainandiscovery.com/hainan-island/profile-and-history/culture.htm>>

Characteristic 3: It supports for local conservation efforts. This means the eco-tourism travelers will help to do the nature protection jobs with the local people.

Characteristic 4: It has sustainable benefits to local communities. This means the eco-tourism travelers will try to make their travel sustainable.

Characteristic 5: It has local participation in decision-making. This means the eco-tourists can involve in the local decision-making. They will provide their opinions of something related to tourism in the destination.

Characteristic 6: The educational components are for both the traveler and local communities. This means eco-tourism is not only focusing on the tourists but also the local people. For protecting the culture and nature of the destination, both the tourists and the local people should be involved.

<<http://www.nature.org/aboutus/travel/ecotourism/about/art667.html>>

Sustainable tourism is an industry committed to making a low impact on the environment and local culture, while helping to generate income and employment for local people.

Sustainable tourism minimizes negative economic, environmental, and social impacts. It generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry. It involves local people in decisions that affect their lives and life chances. It makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity. It provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues. It provides access for physically challenged people and is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence.

< http://www.sltda.gov.lk/industry_commitment >

3.2. The relationship between rainforest tourism, eco-tourism and sustainable tourism

Rainforest tourism belongs to nature-based tourism. Nature based tourism is any type of tourism that relies on attractions directly related to the natural environment. Thus, eco-tourism is a subset of nature based tourism. And almost all eco-tourism definitions maintain that this form of tourism must be "sustainable" so eco-tourism is a subset of sustainable tourism. (David Weaver 2001: Page12, 16 and 20)

The conclusion is that all the eco-tourism must be sustainable; most part of rainforest tourism is eco-tourism because within the rainforest tourism places there always have many manmade amusement facilities which do not belong to eco-tourism; at the same time most part of rainforest tourism is sustainable tourism.



Figure1: the relationship between rainforest tourism, eco-tourism and sustainable tourism. This figure is concluded by me. It means: All the eco-tourism must be sustainable tourism; most rainforest tourism is eco-tourism; most rainforest tourism is sustainable tourism.

3.3. The reasons for people to attach more and more importance to sustainable tourism and eco-tourism nowadays

As we all know, tourism business depends on quality natural environments, human environments, resources and cultures.

Sustainable tourism is informative. Travelers not only learn about the destination, they learn how to help sustain its character while deepening their own travel experiences. Residents learn that the ordinary and familiar may be of interest and value to outsiders.

Sustainable tourism supports integrity of place. Destination-savvy travelers seek out businesses that emphasize the character of the locale in terms of architecture, cuisine, heritage, aesthetics, and ecology. Tourism revenues in turn raise local perceived value of those assets.

Sustainable tourism benefits residents. Travel businesses do their best to employ and train local people, buy local supplies, and use local services.

Sustainable tourism conserves resources. Environmentally aware travelers favor businesses that minimize pollution, waste, energy consumption, water usage, landscaping chemicals, and unnecessary nighttime lighting.

Sustainable tourism respects local culture and tradition. Foreign visitors learn about and observe local etiquette, including using at least a few courtesy words in the local language. Residents learn how to deal with foreign expectations that may differ from their own.

Sustainable tourism does not abuse its product. Stakeholders anticipate development pressures and apply limits and management techniques to prevent the "*loved to death*" syndrome. Businesses cooperate to sustain natural habitats, heritage sites, scenic appeal, and local culture. (The explanation of "*loved to death*" is provided in "Explanation of terms used")

Sustainable tourism strives for quality, not quantity. Communities measure tourism success not by sheer numbers of visitors, but by length of stay, money spent, and quality of experience.

Sustainable tourism means great trips. Satisfied, excited visitors bring new knowledge home and send friends off to experience the same thing - which provides continuing business for the destination.

<http://www.gdrc.org/uem/eco-tour/whatis-sustour.html>

Eco-tourism is very popular nowadays. It provides an opportunity to visit protected or relatively unexplored areas without damaging or change the original character and appearance. It also gives economic incentives for local communities to safeguard their unique natural resources. What's more is it will increase the chance that money spent by travelers will remain within the local community.

<http://www.wildlifeinternational.org/EN/public/ecotour/why.html>

3.4. The principles of the development of the rainforest tourism products in Hainan Island

The most important principle of the development is sustainable oriented. Many tourism development firms do not care about protecting environment very much. They use the nature resources to earn money. They do everything to please the customers. They change the nature to an “amusement product” in the way which customers like. They just take advantage of the nature but they don’t pay something back to keep and protect the nature. As the time goes by, the business becomes worse and worse because the nature environment is destroyed too much.

So the development of the rainforest tourism products in Hainan Island must be designed to sustainable oriented. Long term business depends on maintaining the quality of the environment and protecting the nature resources.

And second principle is making the rainforest tourism products “as eco-tourism as possible”. This means we will try to make the products combined with the nature or based on the nature.

Recently, there are too much manmade amusement facilities in the rainforest tourism area. This makes the rainforest tourism lose the meaning. People go for its eco-environment and if they want to play the manmade amusement facilities, they can just do it in the cities.

So, eco-tourism-oriented is another key for the development. This is the most important feature of our products.

4. THE RECENT SITUATION OF RAINFOREST TOURISM PRODUCTS IN HAINAN ISLAND

In this chapter, the main rainforest tourism places in Hainan Island including my case company will be introduced. About the case company more detailed information will be provided. This part actually is the basis for the case company research.

4.1. Introduction of the main rainforest tourism places in Hainan Island

Hainan Island has very rich rainforest resource. There are many tourism entertainment places which are based on rainforest. Among them I will introduce five places and one of them will be my case company which is the most popular one among the tourists nowadays.

Diaoluo Mountain National Forest Park - Diaoluo Mountain National Forest Park is located at southeast of Hainan Island. It is one of the original tropical rainforests of China and the place is approved to establish the national forest park by the State Forestry Administration in May of 1999. It is the largest forest park in eastern part of Hainan Province with a total area of 3.8 million hectares. Diaoluo Mountain Forest Park owns many natural scenic spots and it is extremely rich in plant species. It has 3,500 kinds of plants species and there are over 250 kinds of orchids. Is a veritable "treasure trove of plants" and the real "wildlife park". It is a good place for entertainment but it is more suitable to go there for adventure tours and scientific research. <http://www.hainan.gov.cn/data/lyxx_jd/2003/12/73/>

Bawang Ridge National Forest Park - Bawang Ridge National Forest Park is located in the southwest of Hainan Island and the total area is 115333 hectares. It's animal and plant resources are very rich. There are about 2213 kinds of wild plants and 365 kinds of wild animals. And the kinds of birds are more than 130 while the species of orchids are more than 110. Bawang Ridge National Forest Park is rich in tourism resources, well-preserved and it has huge growth potential. <<http://www.hainan.gov.cn/data/news/2009/05/78094/>>

Wuzhi Mountain Rainforest Scenic Area - Wuzhi Mountain is the highest mountain in Hainan Island. It is a symbol of Hainan Island and also it is one of the

most famous mountains in China. Wuzhi Mountain Rainforest Scenic Area is located in the foot of Wuzhi Mountain. It has typical tropical montane rainforest views and tropical ravine rainforest views.

<<http://www.51yala.com/html/20071226211438-1.Html>>

Qixian Ridge Hot Spring National Forest Park - Qixian Ridge Hot Spring National Forest Park is located in the northeast of Baoting County. The total area of the park is 22 square kilometers. The park is rich in natural tourism resources and in addition more is it has numerous social and cultural tourism resources. The park is designed by a company from Canada which the name is ENVIRON. People go to this park mainly for its hot spring. <<http://www.sanyald.com/can/39.asp>>

Yanoda Rainforest Culture Tourism Zone - Hainan Yanoda Tropical Rainforest Tourism Zone is invested and developed by Hainan Sandao Yuanrong Tourism Co.Ltd. It has a total planning area of 45 sq km encircled by an ecological reserve area of 123 sq km. The total investment will be 3.9 billion RMB, and it will take 6 years of construction to finish the whole project. It is going to build Yanoda rainforest, medicine Buddha valley, Chinese zodiac square, Pa-Ru-Di camping training, Ya-Ya-Ya tropical fruits garden, Da-Da-Se museum of li and miao nationalities, hotels, Spa resorts and other projects.

<http://www.freesanya.com/tour_package_rainforest_yanoda.html>

4.2. More details about Yanoda Rainforest Culture Tourism Zone

Here I am going to provide more information about my case company - Yanoda Rainforest Culture Tourism Zone which including the basic information of Yanoda, why Yanoda is an important place for the tourists, contributions to the tourism business in Hainan Island by Yanoda and so on.

4.2.1. Basic information of Yanoda Rainforest Culture Tourism Zone

Hainan Yanoda Rain forest Culture Tourism Zone lies in the suburb of Sanya City, 35 km away from the downtown of Sanya City. It is the only tropical rainforest located at 18N in China. The Tourism Zone is the concentration of five tropical rainforest arts and is considered as a diamond class of rainforest attraction.

Yanoda is a phonogram, indicating one, two and three in the Hainanese dialect. The tourism zone gives it a new meaning: Ya means innovation, No represents promises and Da refers to practice. Yanoda shows friendship and blessing with another meaning of welcome and hello.

The district has a total planning area of 45 sq km encircled by an ecological resumption, reserve of 123 sq km, and will have a total investment of RMB 3.9 Billion as a whole. Sports and attractions will be set up in the zone such as Yanoda Rainforest, Medicine Buddha Valley, Chinese Zodiac Square, Pa-Lu-Di Camping Training, Ya-Ya-Ya Tropical Fruits Garden, Da-Da-Se Museum of Li & Miao Nationalities, Hotels and Spa resorts, etc.

The tourism zone has been invested in 200 million RMB already, which compares two zones, the Rainforest Valley and the Fantasy Valley. Both are inter-connected by American electric trolley, cliff road, waterfall Rope Bridge and high-class shuttle bus, covering a total length of 18 km.

(Sources are from Yanoda's advertisement paper and the official website of Yanoda)

4.2.2. Reasons why Yanoda is a MUST for tourists

Yanoda is the most natural oxygen bar and the best summer resort. The concentration of the air ions here is about 1000 times of that of urban area. A visit to Yanoda is the equal to effortless lung cleaning. The dense branches here maintain an even temperature all year round (about 23 degree centigrade) so Yanoda is pleasantly cool even in hot summer. Both of the two reasons make Yanoda a perfect place for vacation.

Yanoda is the most wonderful scenes of tropical rainforest and the best preserved tropical rainforest. It contains six natural rainforest wonders such as plant strangle, flower basket in the air, old stems blossom, great roots, intertwined vines and huge stones embraced by roots. With thousands of wild fishtail palm trees, Yanoda is the finest concentration of the art of Hainan's five rainforest. And many wild animals were found here in the initial phase of development.

Yanoda has the best roads facilities and the most advanced tour guide service system. Yanoda has well designed plank roads along cliffs and suspension through which visitors can walk into the rainforest with ease and feel the mystery and charm. Also, as choice, visitors can take further adventure to experience challenge limits. Within the same time the park provides the customers intelligent voice tour guide in different languages such as Chinese, English, Russian, Japanese, etc. which is both convenient and economical.

Yanoda has the integral whole of natural tropical rainforest landscape and the most beautiful ornamental Lotus bases. The landscape of Yanoda consists of original rainforest, canyon waterfall, virgin forest and the secondary forest. And the artificial lakes of in wetland landscape area contain many different kinds of lotus showing the most varieties of lotus flowers in Hainan. It is amazing to watch the full blossom all year round.

There is the most unique dining “Medicated Diet”. “Yanoda Rainforest Medicated Diet” integrates essence of Chinese medicated Diets, renovated on the basis of traditional unique art of cooking, absorbing Hainan local diets like rain-forest yam, potherbs, wild mushrooms, cage-free chickens, fresh fish in reservoir and local vegetables. “Yanoda Rainforest Medicated Diet” is not only good for its nutrition value with sufficient protein, vitamins and aminophenol but also delicious. It supplies energy and nutrition to preserve your health, to regulate substance metabolize of your body, to strengthen the function of your heart, lung and hematogenic systems, etc. and to lengthen your life. Health diets make you healthy. Yanoda Medicated Diet is leading a fashion of green health care food.

Last but not least is that Yanoda has the characteristics of local greeting way “Ya – No - Da”. “Ya – No – Da”, indicating one, two, three in Hainanese dialect, also express greeting and good wish. The warming greetings of Ya – No – Da staff will make you comfortable and satisfied.

(Sources are from Yanoda’s advertisement paper and the official website of Yanoda)

4.2.3. Great contributions to the development of Hainan tourism from Yanoda culture tourism zone

Yanoda is the most beautiful and largest plank road of three top tropical rainforest in the world and is the model of green ecological tourism in Hainan.

Yanoda, located at 18 degrees north latitude, is the only tropical rainforest in China. At present, there are only 2 hectares of area in Asia named as tropical rainforest divided into three ecological show parts as Estuary Ecology, Thick Forest Ecology and Forest Fringe Ecology. The varieties of its plants, like plank buttresses root, aerial root, prop root and epiphytes, are not more than 20 kinds and its environment is mostly ecological imitation. The plank cliff road here in Yanoda is considered as the most beautiful, humanity and largest scale one of all the 3 tropical rainforests (the South American Tropical Rainforest, the African Tropical Rainforests and the Asia Tropical Rainforest) in the world. Within the same time Yanoda is designed and built in full accordance with the standard of *5 A-level scenic spots*. (The explanation of "*5 A-level scenic spot*" is provided in "Explanation of terms used")

Yanoda is the best link point connecting the centre and south part of Hainan travel routes and it is a real green pearl in addition to Sanya blue tourism.

Situated in Hainan Baoting Li and Miao Autonomous County in Hainan, Yanoda lies close north to Mt. Wu-zhi-shan and Qi-xian-Ling Ridge, facing south the ocean view of Haitang National Coast. Although its location is not in Sanya administratively, yet it is only 30 km away from the downtown of Sanya and regarded as the golden axis of grand Sanya tourism circle. In the latest revision of Sanya Tourism Overall Plan, Yanoda is pointed in the eco-tourism landscape axis. Among almost all the blue ocean theme attractions, Yanoda is shining bright of its green ecology and makes Hainan tourist market more colorful in the line with international practice.

Yanoda is the first and largest international tourism zone making full use of environmental resources and it is the first national tourism town in Hainan Province.

Yanoda attracts many international tourists brand designers and consultants and its natural resources like rainforests, canyons, streams, waterfalls, and even the pure air have been fully utilized in the designs. The involvement of environmental agency from the United Nations will help and support to carry the

concept of ecology and health throughout the practice of project planning, construction, management and development. Yanoda Rainforest Culture Tourism Zone will take advantage of its geographical superiority to produce a radiation effects, thus to promote the progress of the neighborhoods, develop the local area in to an international tourism township and create a model of New Rural Construction of Socialism and Urban-rural Integration.

Yanoda is the first large scale scenic zone with immaterial identification tourism system in Hainan Province and it is the largest tourism area of preservation, display, succession of national culture. Yanoda integrates the local cultural in the construction of scenic spots such as Pa-Lu-Di Camping Training, Wa-Ai-Lu Honeymoon Villa, Qin-Da-Da Wild Manor, Ya-Ya-Ya Tropical Fruits Garden, etc. The heritage of the local cultural will have a passionate interaction with tourism and to advance a leading cultural scenic zone which immaterial identification tourism system. Take Rainforest cultural as the soul, absorb local characterizes and to set up a window of protection, preservation, and exhibition of national and regional cultures.

Yanoda has the most focus of interest rate in the history of tourism development in Hainan. Yanoda started its trial tourists' reception from the beginning of 2008 Chinese New Year attracting more focus media. CCTV news channel made a television special on Yanoda for about 30 minutes. Many leading newspapers gave further reports and there have been 350,000 entries of news articles about Yanoda on internet according to the online inquiry.

Last but not least contribution is that Yanoda is a cultural scenic zone with the most obvious advantage of late-development. Yanoda signed a contract with Nanshan Cultural Tourism, a 5-level scenic spots, for building a strategic Management alliance to draw on the experiences in tourism development from home and abroad. Currently, along the acceleration of the process of internationalization of Hainan Tourism and the development of Hainan International Travel Island, the advantage of the late-development of Yanoda will be more and more prominent.

(Sources are from Yanoda's advertisement paper and the official website of Yanoda)

4.2.4. Introduction of some most important scenic spots /activities in Yanoda Rainforest Culture Tourism Zone

Yanoda Rainforest Valley – The Rainforest Valley is the core scenery in Yanoda surrounded by ecological restoration and conservation areas and secondary forest including more than 1,400 kinds of trees, 140 kinds of southern herbal medicinal plants and 80 kinds of tropical ornamental flowers and dozens of tropical Fruits. The Rainforest Valley contains the six typical rainforest wonders such as plant strangle, flower basket in the air, old Stems Blossom, great roots, intertwined vines and huge stones embraced by roots. *(The construction was finished and it is open to the public.)*

Waterfall and Stream Valley – The terrain of Hainan tropical rainforests is higher elevation in the middle while lower around. The higher is the mountain, the swifter is the current, deeper the valley, and the bigger the water head. Thus, the complex and varied landforms as well as the grotesque and rugged rocks and fantastic of waterfalls in various styles have created a natural paradise of attractions. *(The construction was finished and it is open to the public.)*

Dream Valley – walks in the waterfall and play in the water – Besides sightseeing, “Waterfall and Stream Camping Training” is a new experience for you to feel the different tropical rainforest with joy and excitement. The camping training is practiced in Fantasy Valley, which has a depth of 1.2 km, full of rush, odd stones, waterfalls, huge trees. It will excite you to explore the mysteries and enjoy the fun in the nature. Now you can put on the strew sandals and helmet to start your adventure. Companies are needed during the training for it is an adventure based on team cooperation, and also an adventure of self – confidence and faith to overcome hardship to win success. For your safety, professional coach and security equipments are provided.

As an ancient Chinese saying goes, “the wise man delights in water, the good man delights in mountains”. Waterfall and Streams Camping Training is a combination of both, so you may enjoy both wise and good when you practice it. *(The construction was finished and it is open to the public.)*

Yaoshi (The Medicine – Master) Canyon – “Yanoda Yaoshi Canyon” is the first

scenic spot in China to tell the legend of the supernatural beast of high antiquity. There are huge stones distributed in the canyon about 3 km long. Legends and tales are concentrated in landscapes, scenic spots, statues and sculptures. Tourists can feel the blessing for peace, happiness and prospect when touring in the rainforest. (*It is still under construction.*)

Southern Medicated Spa Valley – The biological resources of Hainan tropical forest are very rich. The variety of plants includes 2,900 types among which 500 types can be used for medicine, 13 are anti-cancer plant. Hainan is considered as a “natural medicine storehouse” and a major place of origin of Chinese Southern medicine resource. (*It is still under construction.*)

Li Nationality Custom Valley – Li Nationality is the original inhabitants in Hainan Island. The ancestors of Li settled down in Hainan Island in Shang and Zhou Dynasties 3000 years ago. It is a minority nationality with long history and many fascinating traditional culture such as the Li traditional diet, March 3rd Festival, Li’s custom, tattoo, etc. vividly embodying the essence of the wisdom of their ancestors and demonstrating the profoundness of Chinese culture. (*It is still under construction.*)

Hainan’s tropical rainforest is known as “the natural gene storehouse of different species in the northern margin of the tropical area”. It is a good place for scientific expedition, mountain adventure, military camping, and even ideal for the research of “Man and the Biosphere” programme of the United Nations.

Yanoda not only has the original ecology environment of tropical rainforest, but also reserve the National Customs of Hainan Island.

(Sources are from Yanoda’s advertisement paper and the official website of Yanoda)

4.2.5. Introduction of the main tourism package products and the prices of the products in Yanoda

The price for the entrance ticket of Yanoda rainforest tourism zone is RMB 130 / person (about 13 Euro). The price for the scenic tour bus during Yanoda is RMB 40 / person (about 4 Euro). The price for the “Yanoda Rainforest Medicated Diet” (buffet)

is RMB 48 / person (about 4.8 Euro). The price for the “Dream Valley – walk in the waterfall and play in the water” activity is RMB 58 (about 5.8 Euro).

Yanoda also offer five tourism package products for the customers who come to Yanoda by themselves. The prices of the package products are economical and they also make the tourists feel easy and convenient.

Product 1 includes the entrance ticket of Yanoda, the scenic tour bus, e-guide device and the shuttle bus to and from Sanya. The price of it is RMB 148 / person (about 14.8 Euro). Product 1 is the basic form.

Product 2 includes everything in product 1, plus the “Yanoda Rainforest Medicated Diet”. The price is RMB 188 / person (about 18.8 Euro).

Product 3 includes everything in product 1, plus the “Dream Valley – walk in the waterfall and play in the water” activity. The price is RMB 198 / person (about 19.8 Euro).

Product 4 includes everything in product 1 plus the “Yanoda Rainforest Medicated Diet” and the “Dream Valley – walk in the waterfall and play in the water” activity. Product 4’s price is RMB 228 / person (about 22.8 Euro).

Product 5 is a camping product. It includes the entrance ticket of Yanoda, the scenic tour bus, the “ Dream Valley – walk in the waterfall and play in the water ” activity, BBQ Dinner, Rainforest Carnival, tent camping, watching rainforest valley sunrise activity, breakfast and round shuttle bus to and from Sanya. The price for adults is RMB 298/ person (about 29.8 Euro) and the price for children is RMB 158 / person (about 15.8 Euro). The price will be different during holidays.

(Sources are from Yanoda’s advertisement paper and the official website of Yanoda)

5. RESEARCH

The research methods of the thesis will be firstly introduced and justified during this chapter. And then is the introduction of the questionnaires' design, the implementation and the discussing for the assessment of the validity and reliability. From the research, what need to be improved of the rainforest tourism products in Hainan Island can be known.

5.1. The research methods

The Qualitative Research methods, Quantitative Research methods and the methods which are combinations of Qualitative Research methods and Quantitative Research methods are used in the thesis.

Qualitative Research methods are used in the research to the sales manager of Yanoda. Quantitative research methods are used in customer questionnaire research. And the methods which are combinations of Qualitative Research methods and Quantitative Research methods are used in the survey towards the employees in Yanoda.

5.1.1. The research to the customers – Quantitative Research methods

For the research to the customers of Yanoda rainforest tourism zone, Quantitative Research methods were chosen to use. These methods were chosen because of the target group of this research - the customer. A certain amount of feedbacks is needed to conclude the results. Quantitative methods collect the data to statistical analysis and the conclusions are based on such analysis. The customers did the research through questionnaires. The questionnaires were given out in Yanoda. (Veal 2006: Page 98)

The main aims of the research towards the customers are to know how they like Yanoda and what more they want to have in Yanoda. The thoughts by the customers are always the most important thing for the tourism business. The results from the customer research will be the main guide for the development of the rainforest product.

5.1.2. The research to the employees of Yanoda –the methods which are combinations of Qualitative Research methods and Quantitative Research methods.

For the survey among the guides of Yanoda, the research methods which are combinations of Qualitative Research methods and Quantitative Research methods are used. This kind of methods is used because I need to gather both some information which needed to conclude through statistics and some in-depth information. The survey was done through emails.

I would like to hear the thoughts from the employees are because they are the people who have contacted with the customers most often. Normally, they should know some feelings and opinions of the customers. Within the same time, they also know the company well. They can provide me much useful information.

5.1.3. The research to the sales manager of Yanoda –Qualitative Research methods

For the research to the sales manager of Yanoda, Qualitative Research methods were used. I chose to use these methods of the research to the sales manager is because of the answers I needed to gather should be in certain detailed. The survey for the sales manager is done through telephone.

Qualitative research involves an in-depth understanding of human behavior and the reason for human involves an in-depth understanding of human behavior and the reasons for human behavior. When using the qualitative research method, the need is for smaller but focused samples rather than large random samples as with quantitative. Qualitative methods might be used to understand the meaning of the numbers produced by quantitative methods. <<http://www.slideshare.net/aidenyeh/research-writing-methodology>>

The sales manager is one of the people in the whole company who knows the marketing issues well. Good business is very important for all the tourism places. One of my purposes for developing the tourism products is improving the business.

The sales manager can offer me some information I could not get from the customers or the employee.

5.2. Design of the questionnaires

The questionnaires for the customers, the employees and the sales manager are all different in design. But the core idea of the questionnaires are the same which is they are all aiming to find out what can be improved in Yanoda. Within the same time they are supporting each other.

5.2.1. Questionnaire for the customers of Yanoda

For the questionnaire to the customers, I try to make it clear, easy and polite. The questions are set up in deeper and deeper order.

The layout of the questionnaire must be in such a way that the person who must read it can follow the instructions easily and answer all the questions that are meant to be answered. Clarity of the layout and the overall impression given by the questionnaire can be important in obtaining a good response. Mail surveys where the researcher does not have direct contact with the respondent are the most demanding. (Veal 2006: Page 267)

Firstly I ask several questions about the customer's background information such as gender, age group, occupation and the place she/he comes from. From these questions I can figure out the basic information of the customers so that I can know the main customer groups of Yanoda. I provide choices of answers for these questions (except the question asking the occupation) so the customers only need to choose the most suitable answer.

And following questions are about the thoughts and feelings from the customers towards Yanoda. From these questions, I can know how do the customers like Yanoda, e.g. what are their favourite sceneries/activities in Yanoda, what do they dislike most in Yanoda, their opinions towards the guide, etc. and the most important target from these questions is to find out how do the customer want Yanoda be like. By the indication of these answers I can make out the improvement ways in customer-oriented ways which is quite necessary for a business. During these

questions, I provide choices of answers for most questions within the same time I also have several open questions because it is not possible for me to provide choices for some certain questions like asking the customer to give me some improvements ways.

5.2.2. Questionnaire for the employees (guides) of Yanoda

I use the research methods which are the combinations of Qualitative Research methods and Quantitative Research methods for the research among the employees of Yanoda. The research to the employees assists the research to the customers in some kind of ways. I want to find out the same idea between the customers and the employees especially about the places which Yanoda need to improve. Within the same time, I also can know some inside problems in Yanoda such as employee training, welfare, etc.

The guides in Yanoda work an important role. They are the people who are in contact with the customer most of the time. Their abilities are very important.

In the first 4 questions, one of my purposes is trying to figure out what is the customer's attitude to the guide. From this we can get some basic idea about the guide services in Yanoda. Guide is important to customer in Yanoda so they must provide good services. I provide choices of answers for these questions within the same time I ask for deeper information in the first question if the employee chooses the second answer.

In the following questions, my main target is to find out how do the guides think about Yanoda. The guides are the people who both understand the customers well and know the company itself well. Their opinions are worth to be considered. During these questions, I use several open questions in order to get some deeper answers.

5.2.3. Questionnaire for the sales manager of Yanoda

I use qualitative methods for the survey to the sales manager. The questions in the questionnaire are all open questions. I try to get deeper information and ideas from the sales manager about Yanoda.

In this case, the qualitative research can be further described as a theme interview in which the actual interview is only half structured. The interview is built around a theme on which the interviewee has some previous experience. This method is suitable for cases in which the interviewers try to find out about the appreciations, attentions, ideals or motivations of the interviewee in a critical point of view. (Hirsjärvi, Hurme 1988: Page 35 – 37)

This survey was done through telephone. I sent the questions beforehand to the sales manager and when he was ready, we made the phone call. Actually, we exchanged ideas in some of the questions but of course most of the time I was a listener.

The questions are about the business situation in Yanoda; the sales manager's point of view on the advantages and disadvantages of Yanoda; the sales manager's suggestions on the development issues of Yanoda; customer services; etc.

Every single question is just like a topic. I can get a lot of information from each question.

5.3. Implementation of the research

During the summer holiday in 2009, I went to Yanoda several times by myself. I believe that if I want to find out what can be developed in the rainforest tourism products in Yanoda and Hainan Island, I myself must know this place perfectly well. During this time, I went to all the scenery spots and also took part in all the activities in Yanoda. In addition, I did some small researches. I talked a lot with their employees and customers. I got many ideas and information from them. Within the same time, I contacted with their sales manager a couple of times. I told him my purposes and needs. He really appreciated and supported me with my thesis and thesis researches. All of these are my preparation work for my thesis and the formal thesis research.

The formal researches were done in December of 2009. They were finished quite smoothly and ideally because of my previous preparation jobs.

The research among the customers was helped by my friend in Sanya. He went to Yanoda and distributed the questionnaires to the customers. Finally I got 89 answers from the customers. The survey was done on 2 Dec 2009 in Yanoda Rainforest Culture Tourism Zone.

The research to the employees (the guides) was through email. I collected 15 email addresses of the guides when I was in Yanoda during summer. And at that time, they agreed to help me with my researches. I sent emails for them on 4 Dec 2009 and finally I got 12 answers from them.

The research to the sales manager was done via telephone. I sent my questions for him and when he was ready for the answers, we made a phone call. It was quite a nice experience talking with him because we both wanted to find out where should to be improved in Yanoda and the ways of improving. With the same purpose, he provided me lots of useful and true information. The telephone call was made on 5 Dec 2009.

5.4. Validity and Reliability

Validity is the extent to which the information collected by the searcher truly reflects the phenomenon being studied. Reliability is the extent to which research findings would be the same if the research were to be repeated at a later date or with a different sample of subjects. (Veal 1997: 35 – 36)

5.4.1 Validity

Research validity means the relevance and precision of the results. As assessing the validity of the results it is evaluated to which extent the results can be generalized. (Thietart & Raymond – Alain 2001: 196)

Cambridge dictionary online's definition of validity is: something that is based on truth or a reason. Validity also means that the matter can be accepted.

< <http://dictionary.cambridge.org/define.asp> >

I believe my three researches are all valid.

For the survey among the customers, my friend gave the questionnaires for the customers one by one himself so that I can make sure that one customer filled in one paper. And the research was done in December of 2009 so the results are very new. From that I would like to consider this survey as valid.

For the survey to the employees, I sent emails to them person by person and they also replied me through the same email addresses. Within the same time, the results are very new. So I believe the answers are valid.

And for the sales manager, we talked through telephone. Without any doubt, I think the survey is valid.

5.4.2 Reliability

It is also necessary to evaluate the reliability of the research, meaning evaluating the results of the research. When measuring reliability of research it is tried to verify that similar results could be gotten from the study by another researcher or at another time. Naturally it demands that same instrument type e.g. questionnaire is used when repeating the study. (Thietart & Raymond – Alain 2001: 196 – 200)

Cambridge dictionary online's definition of reliability is: something that is reliable can be trusted or believed because it works or behaves well in the way you expect.

< <http://dictionary.cambridge.org/define.asp> >

I also believe my three researches are all reliable.

For the survey among the customers, I got 89 answers. The sample unit was big enough so I can consider this survey is reliable.

For the survey to the guides, I had 12 people's answers. Because we made agreements beforehand and at that time they all showed their willingness to help with my research so that I can say that this survey is reliable.

The sales manager and me, we have the same purpose – trying to make Yanoda better. His information will be beneficial for both two of us. Of course the answers from him are reliable.

6. RESULTS

The results include two things which are needed to be developed in Yanoda and the suggestions of how to develop them.

I will talk about each development point with the analyses of the research results as the explanation for it. For the development ways, I concluded them by my own experiences with the research results.

One more thing that must be explained here is the open questions in both the questionnaire for the customers and the questionnaire for the guides. Because many customers wrote several points in the open question, I made the conclusions myself which means: point A is written by how many people & point B is written by how many people within the same time maybe one customer both wrote point A and point B. The same situation also appeared in the survey among the employees.

6.1. Employee training should be arranged regularly.

Among the 89 responses I got, 9 people have come to Yanoda twice. 6 of them wrote in the last question (which is an open question asking for giving suggestion to Yanoda) that the guides' introduction words and behaviors were totally the same from the first time they came to Yanoda.

For question 9 "Are you satisfied with the guide in Yanoda?", 30 customers chose "Yes, he/she is good.", 49 chose "It's OK" and 10 chose "No, I don't like him/her.". And the customers' extended answers for choosing the last answers can be concluded in two points which are: the guide's introduction is boring; the guide is not useful at all.

And for the survey among the employees, question 1, 2, 3 and 4's results also indicates that something is not so well going on with the guides. Please see the 4 figures below.

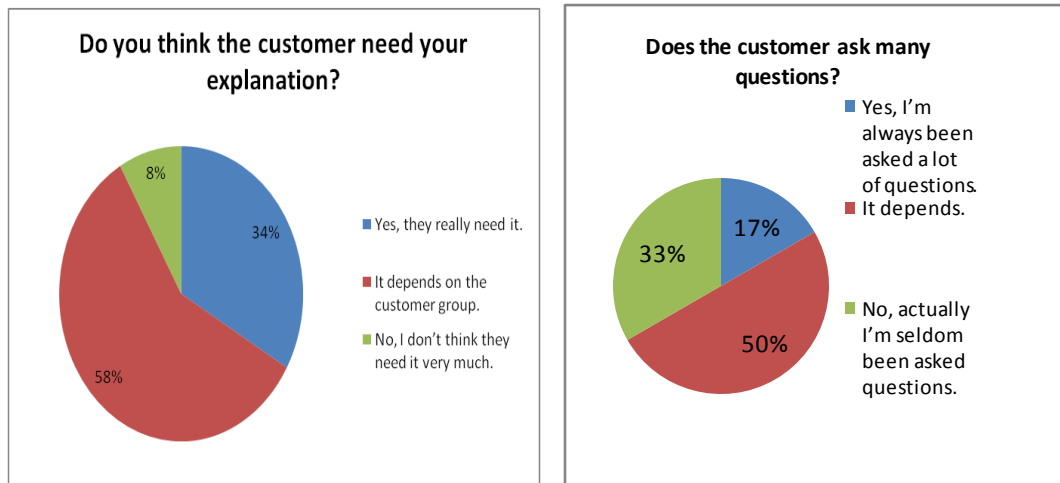


Figure 2 is the graph for 1st question's answers. Figure 3 is the graph for 2nd question's answers.

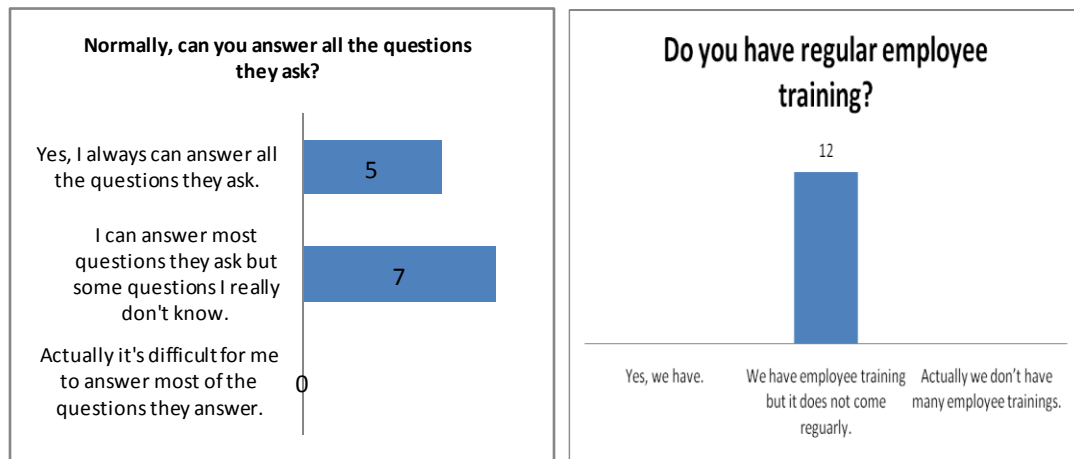


Figure 4 is the graph for 3rd question's answers. Figure 5 is the graph for 4th question's answers.

In Figure 2 which is the graph for the 1st question in the employee questionnaire (Do you think the customer need your explanation?): 7 guides chose "It depends on the customer group", 4 guides chose "Yes, they really need it" and only 1 guide chose "No, I don't think they need it very much."

In Figure 3 which is the graph for 2nd question in the employee questionnaire (Does the customer ask many questions?): half of the guides chose "It depends", 4 guides chose "No, actually I'm seldom been asked questions." and 2 of them chose "Yes, I'm always been asked a lot of questions."

In Figure 4 which is the graph for 3rd question in the employee questionnaire (Normally, can you answered all the questions they ask?): 7 guides chose “I can answer most questions they ask but some questions I really don’t know.” and the rest of them chose “Yes, I always can answer all the questions they ask.”.

In Figure 5 which is the graph for 4th question in the employee questionnaire (Do you have regular employee training?): all of the 12 guides chose “We have employee training but it does not come regularly.”.

From the conclusion above we can see that: many customers do not need the guides’ explanation very much; normally the guides do not been asked a lot of questions; sometimes the guides could not answer the questions by the customers; they do not have regular employee training.

For the first question “Do you think the customer needs your explanation?” 7 guides chose the second answer “It depends on the customer group”. Extended answers can be concluded in two ideas. One says that normally it seems that young people are interested in the explanation and another says that most of the customers who have come to Yanoda more than once never paid attention to their explanations.

From this we can see that the guides in Yanoda do not been trained regularly so their explanation words are always the same. This is OK for the customers who come to Yanoda for the first time. But for the old customers, they will not buy it especially when the explanations and behaviors are totally the same as before.

The company should provide regularly employee training so the guides can always have some new ideas and improve their abilities. They should not work in a mechanical way. When they are doing the introduction job to the customers, they should have natural behaviors and words which can also say like they should act according to circumstance. Only this kind of services can make the customer feel friendly and comfortable so that the customers will be willing to communicate with the guides more.

6.2. Improving the facilities of the restaurant and improving the quality of the medicated buffet

There is only one restaurant in Yanoda now which serves medicated buffet.

From the customer survey, it is a surprise to see that 46 people writing about the restaurant and the buffet. Their main ideas are: the facilities of the restaurant are bad which refers to the dishware, tables, chairs etc.; the buffet is not so delicious which mainly means that there not enough meat.

From the survey to the guides, I found the same issue. Question 7 is: Which kind of service do you think is most needed by the customers? I got 11 answers writing “restaurants”. Questions 8 are: which kind of things/services do you think you need to improve? I got 8 answers which were writing about that the restaurant and the medicated buffet should be improved.

When I talked with the sales manager, there was a question “Which kind of things do you think you need to improve or must improve?” The sales manager told me that he thought the restaurant and the buffet should be improved. But he also explained that there would be a new customer service centre which including a new buffet restaurant in Yanoda during next year (2010). Actually the buffet restaurant for now is just a temporary one and it will be removed when the new one opens. But anyway, the sales manager expressed that he got many complain about the buffet restaurant.

From above we can see that there are some problems in the buffet restaurant. Whatever there will be a new one during next year, this existing one should trying the best to satisfy the customers. It is not a reason for them to lower the quality just because of there will be a new one.

It seems that Yanoda should arrange some surveys which are focusing on the restaurant and trying to change something from now. This is beneficial for both the restaurant of now and the restaurant in future.

6.3. Increasing the number of the shops, snack bars and the amount of the toilets & also improving the qualities of them

In the last open question for the customers: 11 customers wrote something that they were not so satisfied with the shops especially the souvenir shops; 8 customers expressed that they wanted more snack bars and more choices; 37 customers complained about the toilets which is mainly related to the number of the toilets.

During the survey among the employees (question 7), 10 of them wrote they thought shops were really need by the customers and snack bars were written by 7 of them. In question 8, 6 guides thought the shops need to be improved.

From my own experiences, I also think the shops, snack bars and toilets can be improved. Yanoda need to set more shops in the park and also have more goods especially the souvenir goods. Snack bars are also not enough in numbers and what's more important is the choices of food are really too limited. More choices should be offered. The quality of the toilets is OK in Yanoda but the problem is the number is not enough especially in the high season. So it's a MUST for Yanoda to increase the number of the toilets.

What I want to talk more is about the toilet. I admit that the quality of the toilet is OK in Yanoda but the type is the normal one not the environmental protection toilet type. Nowadays many tourism places use the environmental protection toilet instead of the traditional one. Hopefully Yanoda can use this type too.

6.4. More entertainment facilities/activities for children

There are 8 customers mentioned in the open question that not enough activities for their children. Also 6 guides wrote that children activities are one of the things they need to improve.

When I traveled in Yanoda, I saw many children. Normally children will feel boring when they listen to the guide's talking for a long time or going around in the park for a long time just for watching some plants or animals.

It could be recommended that the park can set some amusement facilities for the children. The amusement facilities need not to be very big or modern. It is better to make them combined with some natural plants, e.g. a slide which is combined with a tree. The design of the facilities should be according to “natural feeling”. And the facilities should be set in enough places.

So when other people are listening to the talking from the guide, if the children feel boring, they can play themselves.

6.5. Improving the camping programme

In the customer survey, the results for questions 14 please see the graph below.

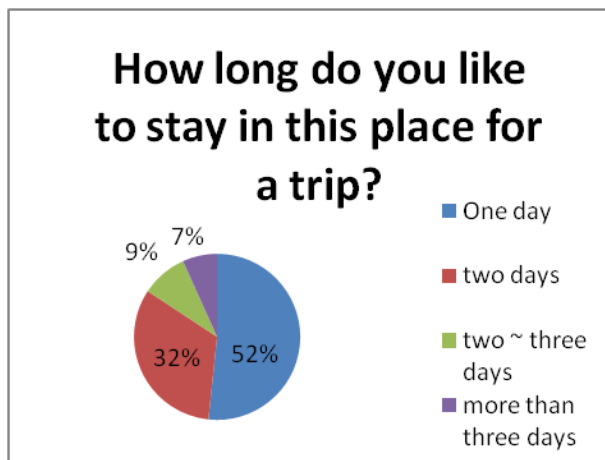


Figure 6 is the graph for question 14 is customers' questionnaire.

In question 14 in the customer questionnaire: 46 people chose “One day”, 29 people chose “two days”, 8 people chose “two~three day” and 6 people chose “more than three days”.

From the numbers we can see that, most customers prefer stay in Yanoda only for one day. A smaller amount of people would like to stay in Yanoda for two days or over two days which means that they would like to take part in the camping programme.

Also in the open question for the customers, 20 mentioned that the camping programme can be better which refers to the camping facilities and the activities.

7 guides said in the questionnaires that the camping programme needs to be improved. When I talked with the sales manager, the sales manager said that they would do something for improving the camping programme. He told me there was a large potential in this camping activities. As the construction going on well, more places will be opened to the public so more activities will be offered for the customers and the camping will be more interesting.

Camping is an interesting and fascinating activity for people. It is totally a different feel from staying in the hotel. People can have a very special experience during camping. Yanoda definitely has a good condition for this activity and which it need to is arrangement. Arrangement means Yanoda need to think about how to use its condition well for camping. It could be recommended that Yanoda should firstly improve the camping facilities which refers to tents, cooking utensils, toilets, basic shower facilities, etc. and arrange more activities like need fire evening, singing and dancing parties, BBQ buffet, etc and the quality of the activities should be better than now. What's more is the safety issue, professional employees should be stay in the park whole night and first aid group should always be prepared.

6.6. Protecting and covering all the construction places

There are 5 customers wrote in the questionnaires that some construction places were just left exposed which were very ugly.

4 employees also mentioned that the construction places need to be protected better.

Actually construction problem is one of the most important things I would like to study in Yanoda. The places which are open for the public are just a small part of the whole project. I wonder whether there is a big influence during the customers. The sales manager said "Yes". He said that the whole construction time would be around 6 years. The company opened it when it was not totally finished because they need to collect money. He said that the company already tried their best to protect the construction place. And the guide will introduce the construction project to the customer at the beginning. The sales manager thought that the guides could help a lot for this problem. Because sometimes after getting know about the construction

project, many customers show great interest in it and they express their willingness to come again when more places are open to the public.

It is ok for the company to do business in this way but they need to protect the construction places perfectly well. This is not only for pleasing the eye but also for the safety problem. Now we can see that also Yanoda tries to cover the construction places but there are still some places left exposed. I have seen this when I traveled in Yanoda too and I took some pictures of it (see Appendix 4). It's really unprofessional.

It is better for Yanoda to check up all the places which are under-construction. And whether the place is big or small, it needs to be protected and covered.

And what I want to say more is about the guides. Last question for the guides is "Are you familiar with your construction project?" 10 chose "Yes, of course", but still 2 guide chose "I know some about it." This shows that there are some guides not perfectly familiar with Yanoda's construction project. Hopefully Yanoda can offer some special employee training focusing on the construction project. The purpose of it is making sure that all the guides know their construction project well enough.

6.7. Improving the official website of Yanoda

Internet is quite important for tourism business nowadays. More and more people are getting used to searching travel information, booking accommodation and transportation, booking ticket, etc. through internet. Actually, internet is one of the most effective and economical ways for advertisement.

Yanoda also has an official website - <http://www.yanoda.com/>.

I went through the website quite well and found several shortcomings during it.

1st problem is that there are some technical problems. There are two buttons "Beverage" and "Shopping" on the first page but the page doesn't change after I click them. If these two plates are not ready for using then there shouldn't be these two buttons. It's unprofessional.

2nd problem is there is only Chinese version. My customer survey shows that there is an amount of foreign customers (please see Figure 7 below).

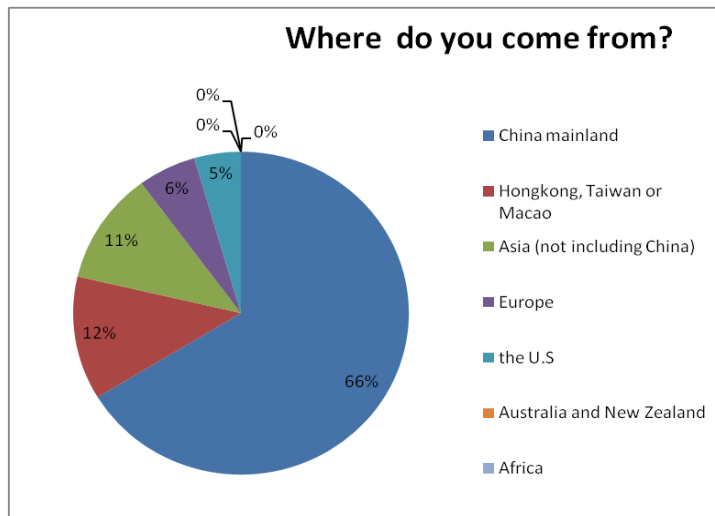


Figure 7 is the graph for question 4 in customers' questionnaires.

In question 4 in the customer questionnaires: 59 people come from China mainland, 11 people come from HK, Taiwan or Macao, 10 people come from Asia, 5 people come from Europe and 4 people come from the U.S.

If there are foreign customers or there will have foreign customers, then there should be at least English version. It's not only for making the website professional but also for improving the business. It's a good way for advertisement for foreigners. I recommend Yanoda to make English version, Russian version and Japanese version.

The 3rd problem is about the forum. There is a forum in the website. The design is quite good. The problem of it is not popular enough. I can see that not so many people are using or reading this forum. Forum is quite a good place for communication. If Yanoda's website forum is more popular, I believe its business must be better.

The sales manager told me that they do not regard website or internet is the most important way for advertising. The commonest advertisement ways they use are TV,

newspaper, magazine, etc. And he told me that there were several employees who are in charge of the internet issue. But he did not say that the company would like to pay more for developing the website.

It could be recommended that Yanoda can pay more attention to developing the website. Actually it does not cost much for this and it just needs some professional technical people. Website can help a lot both in business and advertisement.

6.8. Paying more attention to overseas advertisement

Nowadays more and more foreigners are traveling in China. Beijing and Shanghai are the most two popular destinations. But I believe they will like Hainan Island especially Sanya if they go there. There are a certain amount of foreign customers in Yanoda about 22% (see Figure 7). I think it can be more.

The sales manager also said that their main customers were Chinese and main foreigners were coming from Asia and Russian. He really wants that more foreigners can come to Yanoda.

It could be recommended that Yanoda can do more advertisements overseas. Television programme, newspaper, magazine, internet, etc. are all very good ways. It is probably that they could make the advertisement like a special show programme which contains full information about Yanoda. The purpose of it is making the foreigners feel that if they go to China for travel then Yanoda is a “MUST” place for them.

6.9. Making co-operation with companies and schools

In the contemplation of mine, the sales manager said there was a big difference of customer amount between high season and low season.

High season is the winter time and low season is the summer time of China. Customers like to go to Hainan Island during winter is because of the warm weather over there. For the summer, most people do not like to go there because it is too hot. But for Yanoda, this temperature problem does not exist actually. Because it is in the

mountain, so the temperature is quite constant. It is never too cold or too hot in it. The temperature in it is always about 23 centigrade. It is a special place in Hainan Island.

But the problem is: if people go to Yanoda, they must go to Hainan Island. Are they willing to go to Hainan Island only for Yanoda?

The sales manager said they lowered the price during low season, did more advertisements, and made more co-operations with travel agencies in order to increase the customer amount. And they really worked some.

For this problem, a recommendation could be that Yanoda can make some business co-operation with companies and schools in low season especially during Hainan Island. Yanoda can provide them some special package programmes with nice prices. Yanoda is quite a nice place for traveling in team/group. If the programmes can be designed well and the price is nice, I think this can help a lot.

6.10. Attaching importance to Environmental protection

Last but not least from the recommendations is the environmental protection problem.

My analysis in 3.4 “The principles of the development of the rainforest tourism products in Hainan Island” says that the principles are sustainable oriented and eco-tourism oriented which means my recommendations for the development will not be harmful for the natural environment and I will try to improve the environmental protection.

Yanoda exists because of the natural resources. Protecting the nature is equal to protecting the business.

I have recommended Yanoda to change their toilets into eco-type in 6.3; making the children entertainment facilities which are designed into natural type in 6.4; protecting and covering the construction places in 6.6. They are all considering for the nature protection.

Of course there are more to do for the environmental protection issue and it should be done always.

This is one of the biggest problems for Yanoda. Hopefully they can set a special team for environmental protection and the employees should be professional and responsible. The job of this team is to improving and protecting the natural environment in Yanoda.

6.11. Some other statistics and analyses from my researches

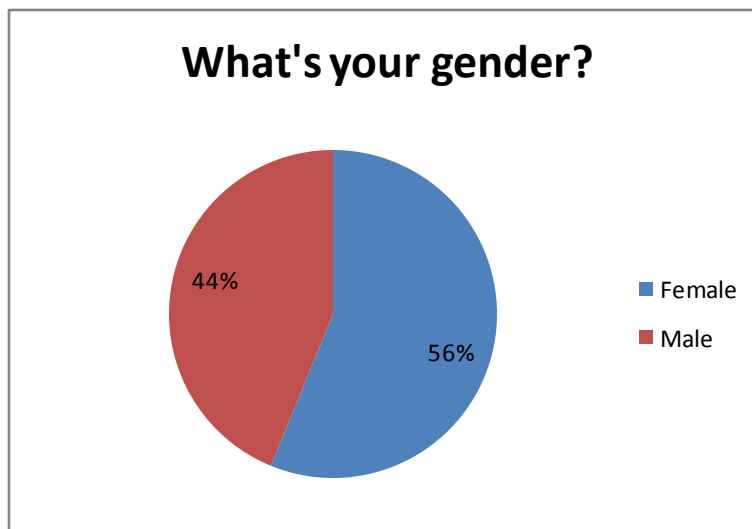


Figure 8 is the graph for question 1 in customer questionnaire.

Question 1 in customer questionnaire shows that: 50 of them are female and 39 of them are male. What I want to mention here is a few links to point 6.3. "Increasing the number of the shops, snack bars and the amount of the toilets & also improving the qualities of them". I have said that "11 customers wrote something that they were not so satisfied with the shops especially the souvenir shops; 8 customers expressed that they wanted more snack bars and more choices; 37 customers complained about the toilets which is mainly related to the number of the toilets." During all the three points: 11 customers who mentioned "souvenir shops", 8 of the 11 were female; 8 mentioned "snack bars", 6 of the 8 were female; 37 customers mentioned "toilets", 29 were female. We can see that: women are more sensitive to these things than men. So

when Yanoda plans the developing things related to these issues, it should concern more about the needs by women.

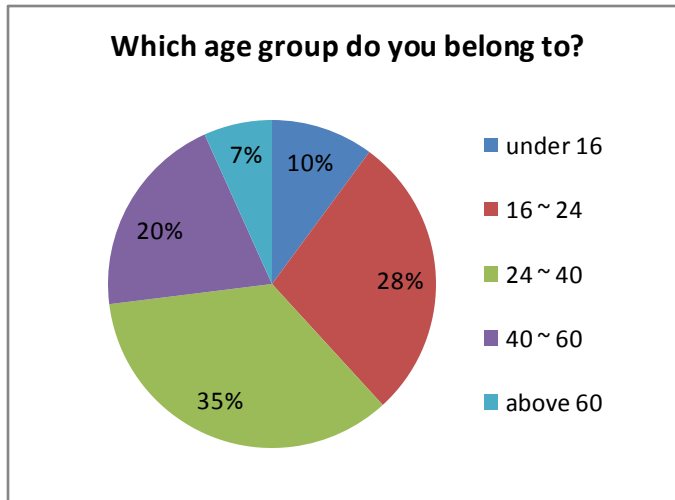


Figure 9 is the graph for question 2 in customer questionnaire.

In question 2: 9 people were under 16 years old, 25 people were from 16~24 years old, 31 people were from 24~40, 18 people were from 40~60 and 6 people were above 60. From these numbers we can see that most of the customers are from 16~40 years old. So Yanoda should plan more activities which suits these people's needs.

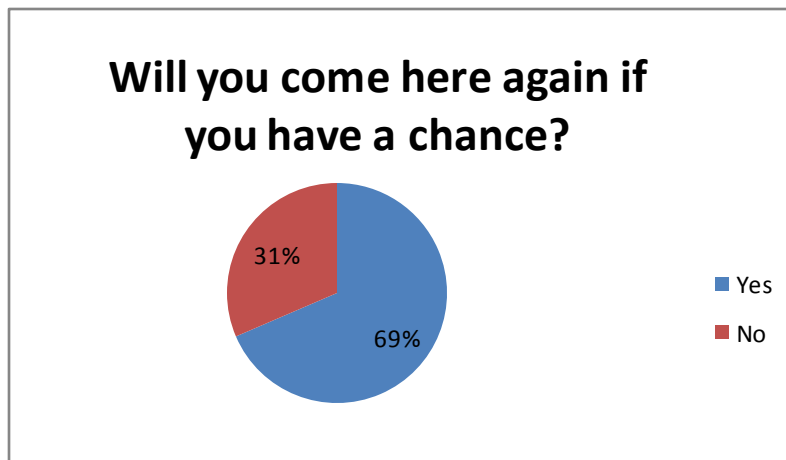


Figure 10 is the graph for question 7 in customer questionnaire.

From these questions, Yanoda will be very happy to see that most of the customers (69%) are willing to come again. So I recommend Yanoda to design some kind of loyalty customer system. For the return customers, Yanoda can provide some discounts or giving some gifts.

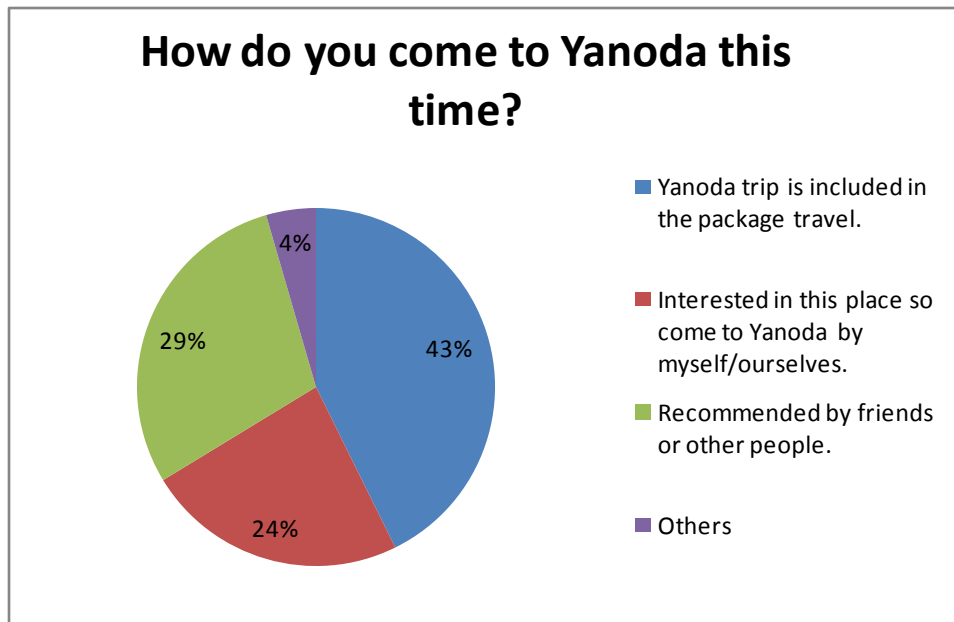


Figure 11 is the graph for question 8 in customer questionnaire.

Question 8 shows that: nearly half of the customers came to Yanoda because of “Yanoda trip is included in the package travel.”, 24% of the customers (21 customers) came to Yanoda because they were interested in it and they came to Yanoda by themselves, 29% of them (26 customers) came to Yanoda because it was recommended by friends or other people and the rest 4 people had some other reasons. We can see that: package tourism is still an important market for Yanoda. So Yanoda still need to keep and improve good co-operation with travel agencies.

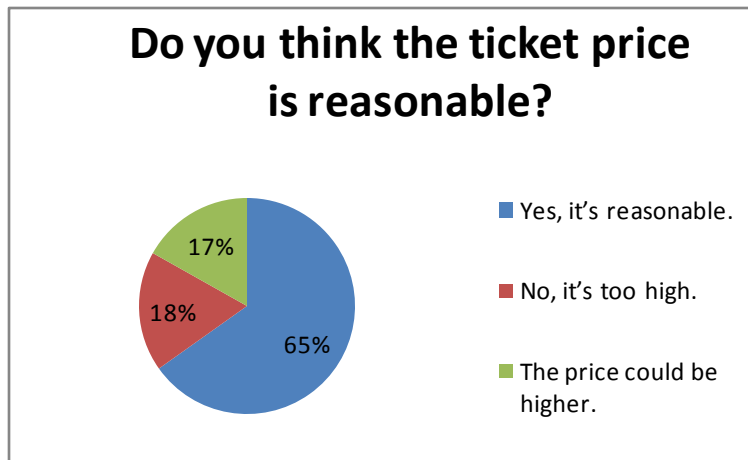


Figure 12 is the graph for question 12 in customer questionnaire.

In question 12: more than half (58 people) of the customers thought the ticket price was reasonable, 16 customers thought it was too high and 15 customers thought it could be higher. From this we can regard that the ticket price of Yanoda for now is OK.

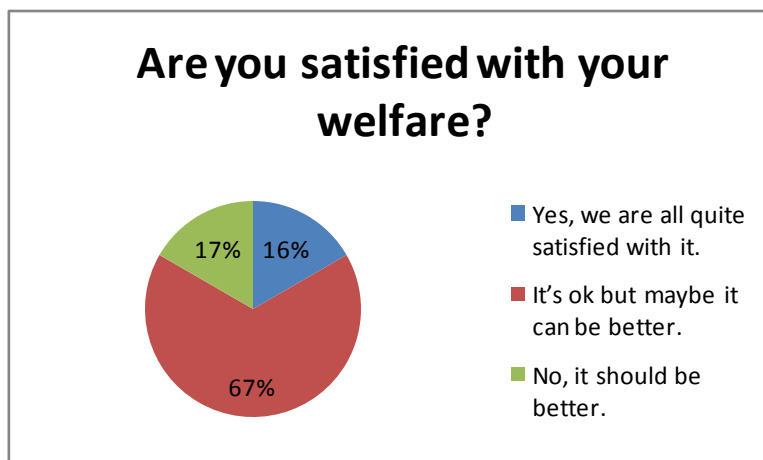


Figure 13 is the graph for question 9 in employee questionnaire.

In question 9: 8 guides chose "It's ok but maybe it can be better.", 2 guides chose "Yes, we are all quite satisfied with it." and 2 chose "No, it should be better.". From this we can see that Yanoda should improve the welfare issue for their employees. If

Yanoda want to make their customers satisfied, they must let their employees satisfied so the employees will work harder and better.

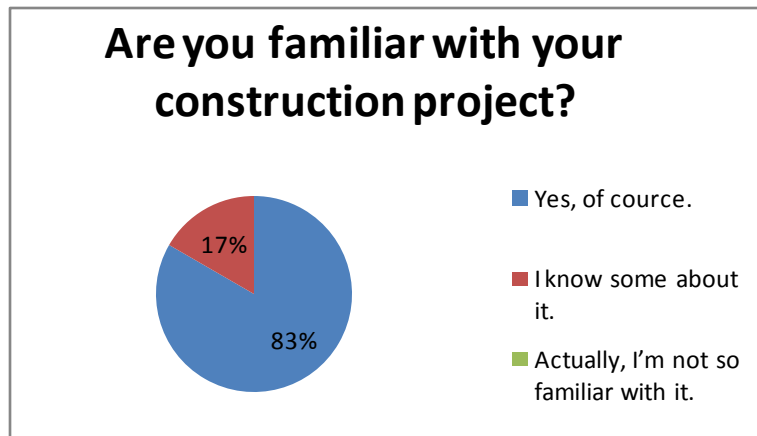


Figure 14 is the graph for question 10 in employee questionnaire.

Question 10 shows that most employees (83%) were quite familiar with the construction project in Yanoda but there are still 17% of them were a little bit not good enough. So Yanoda still needs to provide some training about this for their employees.

7. SUMMARY AND CONCLUSION

I began to have my idea of the thesis topic around March of 2009 and from that time I started to search the information and wrote the theory part. Because Yanoda tropical rainforest tourism zone is quite a strange travel place for a large amount of people so I must do my basic part well so that people can get a clear picture of it. And within the same time, I also explain the reasons for improving this product and the principles of the development.

During the summer holiday of 2009, I went to Yanoda for three times. I believe if I want to give useful development suggestions for Yanoda, I must experience it well enough myself first. During the time in Yanoda, I did a lot of things for my thesis research. I contacted with the sales manager and expressed my thoughts and situation to him; he supported me very much and promised he would like to help me with my research. I also collected 15 guides' emails for sending questionnaires to them later on and finally I got 12 replies which made me quite satisfied. Within the same time, I tried to chat with other customers as much as possible. I got many ideas and thoughts from them.

After the summer holiday, I began to make the formal questionnaires. I made three questionnaires which were for the customers', for the employees' and for the sales manager's. My comprehensive research can let me understand the shortcomings of Yanoda as perfectly as possible.

And the results of the formal research are very successful because they are similar to the ideas and thoughts which I got when I traveled in Yanoda during summer holiday. I can say it's a "double insurance".

Now I there are 10 points for the development. I can not say they are totally perfect because development is a long-term business. I believe that if a business wants to stay in the market forever, it must improve itself from time to time. For a tourism business like Yanoda, which is based on nature resources, it needs to do improving within the same time protecting. Only that can make it survive in the market.

Yanoda Rainforest Culture Tourism Zone was chosen for the case company is because it is the best one of Hainan. The problems which on Yanoda are probably on other similar companies in Hainan Island . Which Yanoda needs to develop, other companies need to pay attention as well. So Yanoda represents the companies of the whole business field in Hainan.

Developing is a forever topic for every kind of business.

If Yanoda or other similar tourism company wants to stay in the market well, it must improve from time to time.

There are several suggestions for future development of Yanoda or other similar companies.

The first one is the company should do the customer satisfaction research every three months. The purpose of this research is to know the thoughts and needs by the customers in order to improve in the right way.

The second one is the company should check the natural environment condition every three months. For long-term business, the quality of natural environment is extremely important. The company can not only want to earn fast money and do not pay attention to the environment.

Last but not least is that the company should have quality employee training and also provide good welfare for the employees. If the company want to make the customers satisfied, it must make the employees satisfied first. Improving the ability of the employees is always going with the improvement of the whole company.

Wish that all the rainforest companies are developing within the same time protecting the environment.

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APPENDIX 1

Customer Questionnaire of Yanoda

1. What's your gender?

Female Male

2. Which age group do you belong to?

Under 16 16 ~ 24 24 ~ 40 40 ~ 60 above 60

3. What's your occupation?

4. Where do you come from?

China mainland Hongkong, Taiwan or Macao Asia (not including China)
 Europe the U.S Australia and New Zealand
 Africa others

5. Is this the first time you come here ?

Yes (If you choose this one, please go to Question7 for next question.)
 No, I have been there more than once. (If you choose this one, please go to Question 6 for next question.)

6. How many times have you been there?

Twice two ~ four times more than four times

7. Will you come here again if you have a chance?

Yes No

8. How do you come to Yanoda this time?

- Yanoda trip is included in the package travel.
- Interested in this place so come to Yanoda by myself/ourselves.
- Recommended by friends or other people.
- Others (Could you explain? Thanks!)

9. Are you satisfied with the guide in Yanoda?

- Yes, he/she is good.
- It's OK.
- No, I don't like him/her. (Could you tell me the reason? Thanks.)

10. Could you list the Top 3 places/activities in Yanoda?

Top1:

Top2:

Top3:

11. Could you list the Bottom 3 places/activities in Yanoda?

Bottom1:

Bottom2:

Bottom3:

12. Do you think the ticket price is reasonable?

- Yes, it's reasonable.
- No, it's too high.
- The price could be higher.

13. Have you been to any other similar tourism place like Yanoda before?

Yes, I have. (If you have, could you tell me what place it is/ places they are?)

No, I haven't.

14. How long do you like to stay in this place for a trip?

One day

Two days

Two ~ three days

More than three days

15. Could you give us any suggestions for improving? (We will appreciate very much!)

Thank you very much for cooperation.

We will not give any of your information to any third parties.

We are looking forward for your next coming.

APPENDIX 2

Employee (the guide in Yanoda) Questionnaire**1. Do you think the customer needs your explanation?**

- Yes, they really need it.
- It depends on the customer group. (Could you tell me something about this like which kinds of customer need your explanation and which do not need? Thanks!)

No, I don't think they need it very much.

2. Does the customer ask many questions?

- Yes, I'm always been asked a lot of questions.
- It depends.
- No, actually I'm seldom been asked questions.

3. Normally, can you answer all the questions they ask?

- Yes, I always can answer all the questions they ask.
- I can answer most questions they ask but some questions I really don't know.
- Actually it's difficult for me to answer most of the questions they answer.

4. Do you have regular employee training?

- Yes, we have.
- We have employee training but it does not come regularly.
- Actually we don't have many employee trainings.

5. Could you list Top 3 activities/places which are most welcomed by the customers?

Top1:

Top2:

Top3:

6. Could you list bottom 3 activities/places which are most unwelcomed by the customers?

Bottom1:

Bottom2:

Bottom3:

7. Which kind of service do you think is most needed by the customers?

8. Which kind of things/services do you think you need to improve?

9. Are you satisfied with your welfare?

Yes, we are all quite satisfied with it.

It's ok but maybe it can be better.

No, it should be better.

10. Are you familiar with your instruction project?

Yes, of course.

I know some about it.

Actually, I'm not so familiar with it.

Thank you very much for cooperation.

We won't give your information to any third parties.

APPENDIX 3**Sales Manager Questionnaire**

1. Is there a big difference of customer amount between high season and low season?
2. Do you have any solutions to reduce the difference of customer amount between high season and low season?
3. Do you have any solutions to increase the amount of tourism?
4. What are your main customers? (Where they come from)
5. Do you think there is a certain level of influence to the tourism business from the construction?
6. If the influence exists, have you done something to reduce it?
7. What's the best advantage of your park?
8. Which kind of things do you think you need to improve or must improve?
9. Do you think your website is one of the best ways for advertisement?
10. Could you talk something about your advertisement ways?
11. Are you going to pay more attention to improve your website?
12. How do you deal with the complaints by the customers?

APPENDIX 4



The picture of one construction place (taken by myself)

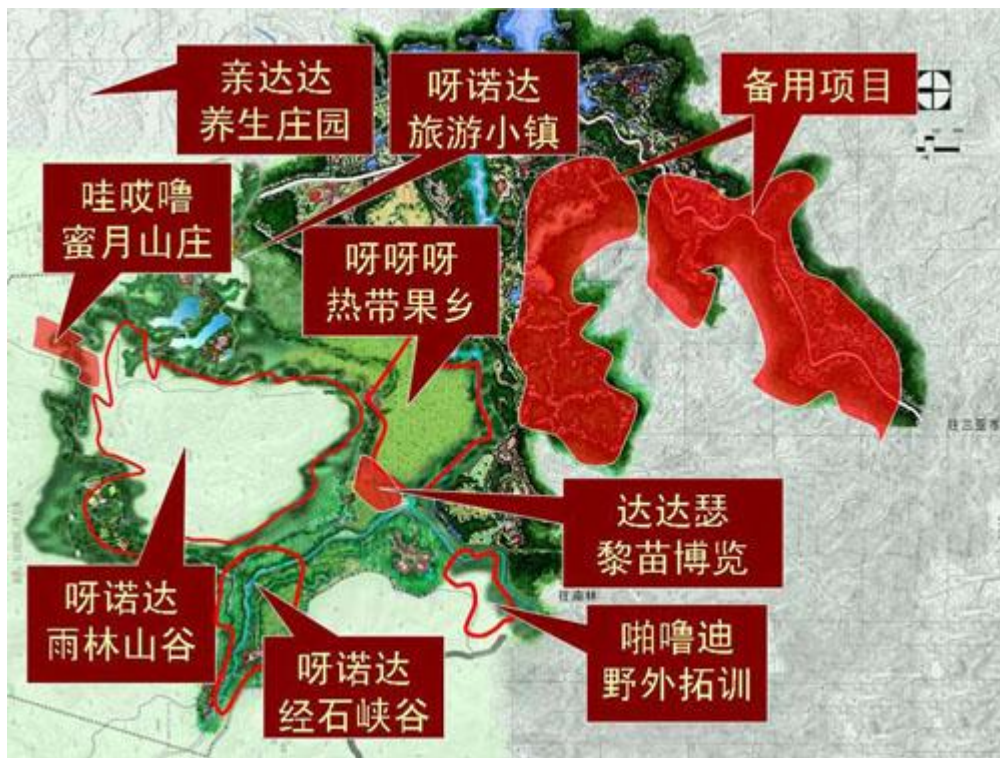


The picture of one construction place (taken by myself)

APPENDIX 5



Map of Hainan Island



Scenery Planning Map of Yanoda