

## Original Research Article

# Research on the Current situation of Yacht tourism Products in Sanya

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**Abstract:** With the rapid development of the tourism industry and changes in people's leisure concepts, yacht tourism, as an emerging tourism form, is gradually becoming a highlight of the global tourism market. Based on tourist experience theory, this article designs a questionnaire from the perspectives of sensory experience, emotional experience, and spiritual experience to investigate tourists' experiences with yacht tourism products in Sanya. The questionnaire reveals that Sanya yacht tourism products perform well in terms of sensory experience, emotional experience, and spiritual experience, especially in safety, service quality, natural scenery, and mental relaxation. However, some issues still exist, such as a lack of distinctive features in yacht tourism products, a monotonous range of routes, inadequate yacht marina infrastructure, and insufficient cultural experiences. To further enhance tourist experiences, this article proposes improving the design of yacht tourism products, enriching distinctive offerings, developing new routes, enhancing tourists' physical comfort, strengthening infrastructure construction for yacht marinas, and enhancing experiences of folk culture.

**Keywords:** Experience perspective; Yacht tourism; Product design

## 1. Introduction

Hainan yacht tourism is the leader of the domestic yacht tourism industry, and the number and proportion of yachts in Hainan are in the forefront of the country. By the end of 2021, there are more than 300 yacht tourism enterprises in Hainan, with 1,709 registered yachts, ranking first in the country in the number of registered yachts, accounting for 17.2% of the national total, ranking in the forefront of all provinces in the country [Hainan Yacht Industry Development Plan Outline (2021-2025)]. Judging from the reception of yacht tourism, Hainan yacht tourism has developed rapidly in recent years, especially since the speech of the general secretary at the 30th anniversary of the establishment of Hainan Province and the Special Economic Zone in 2018, affected by favorable factors such as policy innovation and ecological environment, Hainan yacht tourism has entered the fast lane of development. According to statistics, in the four years from 2018 to 2021, the average growth rate of yacht tourism tourists in Hainan reached 21.3%, and excellent results have been achieved in tourism reception. Since 2020, the tourism industry in Hainan Province has been greatly impacted, the yacht tourism industry has still maintained a rapid growth trend. According to statistics, in 2021, the total number of yachts sailing in Hainan Province reached 169,000, and 1.13 million tourists had been received, an increase of 49.74% and 49.87% respectively compared with the same period in 2020 [Hainan Yacht Industry Development Plan Outline (2021-2025)], and an increase of 74.97% and 39.82% respectively compared with 2019 (before the epidemic).

## 2. The Current Situation of Sanya Yacht Tourism Product Development

### 2.1. Yacht Tourism Product Project

In addition to providing various yacht rental services, Sanya Yacht Tourism is also equipped with a wealth of entertainment facilities to bring tourists a full range of water experience. Visitors can enjoy the sun bathing on the yacht and feel the sea breeze, while participating in a variety of marine entertainment activities. Visitors also

can experience the interaction of the captain and sailor characters. In addition, the yacht's supporting offshore projects include sea bobo, tandem canoe, water spaceball, water tandem bicycle and jet ski, etc., with prices ranging from 88 yuan/hour to 800 yuan/hour, and tourists can choose to participate according to their interests and preferences. These programs need to be booked in advance with the staff and arranged according to the actual situation to ensure that visitors can enjoy the sea activities to the fullest.

## 2.2. Yacht Tour Routes

Sanya yacht tourism routes are relatively fixed, the average travel time is about 3 hours. Sanya Hongzhou Yacht Club provides a total of three routes, the shorter time is only in the outer harbor for sailing experience; 2 hours of the route from the small green island to Phoenix Island, Sanya Bay and then to the East Island or West Island; If it's a four-hour route, it's a slightly shorter journey from East Island to Nanshan. The round-trip sailing time is about 1 hour, and the rest of the time is the anchor and berthing time, and the route to the sea is closer, and it is closer to the shoreline buildings.

## 3. Tourists' Experience of Yacht Tourism Products in Sanya

In order to understand the tourists' experience of yacht tourism products in Sanya, this paper designed a questionnaire, which was mainly designed from three parts: sensory experience, emotional experience and spiritual experience. A total of 300 copies were distributed, 290 questionnaires were recovered, and 283 were valid, with an effective questionnaire rate of 97.5%.

### 3.1. Sensory Experience

**Table 1. Sensory Experience Analysis of Sanya Yacht Tourism Products (N=283).**

Question	Mean	Standard Deviation
Rich variety of yachts	4.03	1.23
Yachting is good value for money	3.77	1.03
Sea travel is beautiful	4.18	1.04
Kinds of traveling projects	3.88	1.04
complete marina infrastructure	3.63	1.05
Yacht crew are professional	4.16	1.00
Physical comfort (seasickness, etc.)	3.78	1.21
Sea safety services	4.31	0.93

**Table 1** shows the details of the sensory experience of Sanya yacht tourism products, covering all aspects of the yacht tourism process, including yacht type, value for money, scenery, project diversity, marina facilities, crew professionalism, physical comfort and safety services. The average score of "Sea safety services" was the highest, at 4.31 and the standard deviation was 0.93, indicating that most tourists were very satisfied with the safety services of Sanya yacht tourism. "Rich variety of yachts" and "Rich variety of yachts" also received high ratings of 4.03 and 4.16 respectively, indicating that tourists rate the diversity of the yacht and the professionalism of the crew. With a score of 4.18 for "Sea travel is beautiful", tourists generally find Sanya's maritime scenery very attractive.

In the lower scores, the average score of "complete marina infrastructure" is 3.63, which is the lowest score

of all projects, and tourists are less satisfied with infrastructure such as Sanya's yacht tourism terminal. The average scores of "physical comfort (seasickness, etc.)", "Kinds of traveling projects" and "yacht consumption value for money" were 3.78, 3.88 and 3.77 respectively, and the satisfaction of tourists with these items was also relatively poor. The score of "value for money on yacht consumption" is 3.77, which reflects that tourists are not very satisfied with the match between the price they pay and the value of the experience they receive, and it may be that the price of the products and services provided by the yacht tour exceeds the tourists' expectations. The score of 3.88 is not very high in comparison, indicating that the yacht tourism projects in Sanya are not rich enough, and tourists are looking forward to more kinds of activities or experiences.

Overall, Sanya's yacht tourism products performed well in all aspects, especially in terms of safety services, yacht types and crew professionalism. However, in order to further improve the satisfaction of tourists, it is also necessary to pay attention to improving the infrastructure of the marina, the physical condition of tourists, and the yacht tourism project.

### 3.2. Emotional Experience

**Table 2. Analysis of Emotional experience of Sanya Yacht Tourism Products (N=283).**

Question	Mean	Standard Deviation
rich personalized tourism products, which surprises me	3.36	1.02
The abundance of routes makes me excited	3.63	1.05
the staff is attentive and makes me feel warm and cordial	3.95	1.04
The tourist atmosphere makes me want to play	4.21	1.04
Yacht tourism reflects the local characteristics of Sanya, which makes me feel new and happy	3.71	1.06

As can be seen from the table above, "The tourist atmosphere makes me want to play" got the highest average rating of 4.21, indicating that Sanya yacht tourism has successfully created a positive and attractive tourism atmosphere, which has greatly stimulated tourists' interest in playing. The score of "the staff is attentive and makes me feel warm and cordial" is 3.95, indicating that the staff service of Sanya Yacht Travel has left a good experience for tourists. "Yacht tourism reflects the local characteristics of Sanya, which makes me feel new and happy", ranked third, reflecting the satisfaction of tourists with the fact that yacht tourism can show the local culture and natural characteristics of Sanya. In contrast, the average score of "rich personalized tourism products, which surprises me" is the lowest, at 3.36, indicating that tourists have high expectations for personalized tourism products, but tourists have a poor experience of Sanya yacht tourism in personalized tourism products. And tourists have an average score of only 3.63 for "rich routes, which makes me excited", indicating that tourists' experience of Sanya yacht tourism is not very good.

### 3.3. Spiritual Experience

**Table 3. Analysis of spiritual experience of Sanya Yacht tourism products (N=283).**

Question	Mean	Standard Deviation
yacht tourism enriches spiritual and cultural life	4.06	0.98
experiencing diverse cultural history and folk culture	3.55	1.03
stimulates concern or protection awareness of the natural environment	4.02	0.98
releasing work pressure and relaxing the spirit	4.17	1.01

**Table 3** shows the analysis of the spiritual experience of Sanya yacht tourism products, and the highest

average score of 4.17 and standard deviation of 1.01 was obtained for “releasing work pressure and relaxing the spirit”, which indicates that Sanya yacht tourism has outstanding performance in helping tourists reduce stress and relax mentally. In the fast-paced modern life, tourists pay more and more attention to the psychological and spiritual relaxation brought by tourism, which has been well reflected in Sanya yacht tourism. The average scores of “yacht tourism enriches spiritual and cultural life” and “stimulates concern or protection awareness of the natural environment” are 4.06 and 4.02, respectively, indicating that yacht tourism in Sanya not only provides tourists with rich cultural experience, but also enhances tourists’ awareness and sense of responsibility for environmental protection. Comparatively speaking, with an average score of 3.55 for “experiencing diverse cultural history and folk culture”, tourists are able to experience a certain degree of culture and history through Sanya yacht tourism, but there is still room for improvement in experience and depth in this area.

In summary, Sanya yacht tourism has generally performed well in enhancing the spiritual experience of tourists, especially in promoting spiritual relaxation, enriching spiritual and cultural life and stimulating environmental awareness. However, in order to further enhance the overall satisfaction of visitors, more work is needed on the depth and breadth of cultural history and folk culture experience.

## **4. Yacht Tourism Product Design from the Perspective of Experience**

### **4.1. Optimize Yacht Tourism Products**

#### **4.1.1. Enrich Yacht Tourism Features Products**

According to the latest market trend, Sanya can implement the “yacht +” strategy and carry out innovative and diversified design of Sanya yacht tourism products. For example, for couples, yacht companies can cooperate with the wedding industry to develop “yacht + wedding” products, such as providing maritime wedding planning services, including yacht wedding photography, customized wedding ceremonies and romantic proposal activities, which not only create memorable memorial for couples, but also extend the charm of yacht tourism to the wedding market. For students, yacht companies can develop “yacht + research” products, organize sailing summer camps, Marine ecological protection education, etc., which not only enrich the holiday life of teenagers, but also enhance their cognition and protection awareness of the Marine environment.

#### **4.1.2. Development of New Routes for Yacht Tourism**

Yacht companies can develop exploration routes to deep-sea areas, setting destinations for underexplored natural islands or specific Marine protected areas near Sanya. These deep-sea routes can offer new experiences that are different from inshore tours, such as deep-sea fishing, marine life observation and even professional diving to explore coral reefs and seabed ecology in areas far from land. By developing these new routes further offshore, it will not only provide tourists with a unique maritime experience, but also showcase the unique charm of Sanya as an island tourist destination, meanwhile encouraging tourists’ respect and awareness of the marine environment, bringing new growth points and competitive advantages to Sanya’s yacht tourism industry.

### **4.2. Strengthen the Construction of Marina Infrastructure**

Enhance the basic functions of the marina and upgrade the lounge area of the marina to provide tourists with comfortable seating and shading, as well as complete toilet and changing room facilities. In addition, the addition of food and beverage services, such as cafes, bistros or food trucks, which can greatly improve the comfort and satisfaction of tourists at the terminal.

### **4.3. Strengthen the Experience of Folk Culture**

By integrating rich elements of local folk culture, it can not only provide tourists with a unique tourism experience, but also deepen tourists' understanding and recognition of Sanya culture, and establish a deeper spiritual resonance. To this end, yacht operators can design yacht tourism activities with folk culture as the theme, such as organizing tourists to participate in the fishing activities of traditional fishermen and experience the fun of sea fishing; Arrange a visit to the local fishing village to learn about the fishermen's lifestyle and taste authentic seafood cuisine; Or hold a maritime folk culture festival to showcase Sanya's folk arts, traditional crafts and folk music and dance, so that visitors can enjoy the beautiful seascape while also feeling the strong local cultural atmosphere.

### **5. Conclusions**

Through these measures, not only can yacht tourism become a physical and mental experience, but also help to inherit and promote Sanya's folk culture, promote cultural exchanges and spiritual resonance between tourists and the local community, and improve the overall satisfaction and travel experience of tourists.

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