

Hainan Travel Briefing

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Abstracts

Hainan Province has a long way to go before it achieves the goal of China's State Council to become "an international island resort destination on a par with Hawaii". Thanks to its rich cultural diversity and natural resources, it has attracted huge interest from Chinese and foreign developers eager to invest in hotels and resorts. The government is succeeding at least in discouraging some foreign leisure trips, providing an alternative sun and beach destination for mainland Chinese.

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