

A Comparative Study on the Development of Coastal Tourism Cities in China and Foreign Countries: A Case Study of Qingdao and Hawaii Island

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Abstract Coastal tourism has become a pillar industry in the economic and social development of China's coastal areas and an important part of the national Marine strategy. It has a huge development potential and broad space for improvement. There is still a big gap between the development of domestic coastal tourism cities and that of foreign countries. This paper made a comparison between Qingdao and Hawaii Island based on the analysis of Qingdao and Hawaii Island in economy, industry, location, tourism, culture, management system and marketing methods, aiming to provide theoretical suggestions for the development of urban tourism in China.

Keywords Coastal tourism, City comparison, Qingdao, Hawaii Island

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The concept of "urban tourism" was first proposed by American scholar Stansfield in his book *Urban-rural Imbalance in American Tourism Research* in 1964^[1]. However, in the following two decades, urban tourism research only stayed on describing the phenomenon of international tourism. As the role of cities as national gateways became more and more obvious, tourists' demand had increased explosively, making the problem how can the cities with history and humanities as their main resources meet the rapidly expanding tourism market begin to receive widespread attention^[2]. Subsequently, old western industrial cities represented by Birmingham and Manchester began to place their hopes on urban tourism to help them complete the grand strategy of urban revival. In the 1980s, the research on urban tourism gradually developed^[3]. For example, the publication of Boris Vukoni & Dragan's *Tourism and Urban Revitalization* in 1984 has become a representative achievement of early urban tourism research^[4].

The research on coastal tourism development gradually involves tourism environment and social and cultural issues. Aleyev (2015) pointed out that main problems in the development and management of coastal tourism cities lie in cultural traditions and social preferences, and Preston Whittle discussed the layout of tourism space in coastal tourist destinations^[5]. Mundet (2014) took Spain coastal tourist destinations as an example and Russo (2015) took Venice as an example to discuss the post-stagflation stage of coastal tourism development and the mode of tourism development in medium coastal cultural heritage cities^[6].

Compared with many developed countries,

China's research on coastal tourism started a little later. Scholars in China mainly conduct research on the development of regional coastal tourism products. Taking Liaoning Province as an example, Li Yuezheng (2016) believes that the spatial layout and geographic regional tourism market positioning are very important for the development of coastal tourism. Chen Jing (2017) analyzed the development and current situation of coastal tourism in Fujian Province in detail in recent years, and proposed that the current development of coastal tourism in Fujian Province needs to grasp the characteristics and develop characteristic tourism^[7]. Du Lijuan (2016) analyzed in detail some practical problems that may exist in the construction and development of coastal tourism in Hebei Province, and pointed out that it is very important to strengthen the awareness of ecological environment protection and strictly enforce the law. Gu Fengxia et al. (2018) analyzed the distribution characteristics of coastal tourism resources in Qingdao City, and put forward suggestions for creating a mode of "three-in-one" of mountains, seas and islands^[7].

1 Comparative analysis of coastal tourism development in Qingdao and Hawaii

1.1 Urban economy

1.1.1 Qingdao's economy. According to *Statistical Bulletin of Qingdao National Economic and Social Development in 2020*, in 2020, Qingdao's GDP was 1,240.056 billion yuan, showing an increase of 3.7% compared with the last year, accounting for 1.22% of the national GDP. The GDP of Qingdao in 2016-2020 is shown in Table 1 below.

Qingdao has played a role in policy regula-

tion to ensure people's livelihood, and residents' income has grown steadily and continuously. The per capita disposable income reached 47,156 yuan, 3.7% more than the last year.

The population data and per capita disposable income of Qingdao from 2015 to 2019 are shown in Table 2 and Table 3 below.

1.1.2 Hawaii Island's economy. According to relevant statistics, the total GDP of the United States in 2019 was 20,865.140 billion US dollars, and the per capita GDP was 63,775 US dollars. The total GDP of Hawaii Island was 93.419 billion US dollars, accounting for 0.44% of the United States, and the per capita GDP was 65,765 US dollars, which was 1,990 US dollars higher than the per capita GDP of the US.

The population data and per capita disposable income of Hawaii Island from 2015 to 2019 are shown in Tables 4-5 below.

From data in the tables above, it can be found that the GDP income and per capita disposable income of Qingdao and Hawaii Island from 2015 to 2019 showed a trend of gradual increase. In the five years, Qingdao's GDP had reached about twice that of Hawaii Island (in US dollars), but since Qingdao's population was more than 10 times that of Hawaii Island, Qingdao's per capita disposable income was still far from that of Hawaii Island.

1.2 Urban industry

1.2.1 Qingdao's industries. In recent years, Qingdao has focused on the goal of "innovation and implementation", and has made every effort to promote the leapforward and high-quality development of the economy and society. The "new economy" of emerging industries and high-tech industries is showing a gradual upward trend (Table 6). Among them, the output value

of the equipment manufacturing industry increased by 9.7% on year-on-year basis; new consumer industries such as live streaming accounted for 8.1% of the retail sales of social consumer goods; the city's cross-border e-commerce import and export trade volume was 5.42 billion yuan, showing an increase of 688.0% year-on-year; and the information business service income increased by 12.2%.

The vitality of market entities has increased. In 2019, the revenue of agriculture, forestry, animal husbandry and fishery reached 45.332 billion yuan, showing a year-on-year increase of 2.7%. The annual sown area of grains reached 470,000 hm², and the grain output increased by 20,000 t compared with the last year. The grain outputs from 2016 to 2019 are shown in Table 7 below.

In 2019, Qingdao's service industry revenue reached 240.514 billion yuan, exhibiting a year-on-year increase of 8.9%. The city's service industry revenues from 2016 to 2019 are shown in Table 8 below.

The output values of tourism and the proportions in GDP in Qingdao from 2016 to 2019 are shown in Table 9 below.

1.2.2 Hawaii Island's industries. The main industries on Hawaii Island are tourism and agriculture. The scale of agriculture is large, and the island is suitable for growing sugarcane, and produces about 1 million tons of raw sugar every year, so it is called the "sugar island" of the United States. The food processing industry is the main industry. The output values of tourism and its proportions in GDP in Hawaii from 2016 to 2019 are shown in Table 10 below.

Comparing the proportion of industrial income in the total city income in Qingdao and Hawaii Island, it could be found that tourism was the main force of income growth in the two regions, but the contribution to local income was different. From 2016 to 2019, Qingdao's tourism revenue accounted for 8%–17% of the local GDP, while the tourism revenue of Hawaii Island accounted for 55%–61% of the local GDP. It could be seen that there is a lot of room for improvement in the development of Qingdao's tourism industry, regardless of the income from tourism and the proportion of the tourism industry. It could also be seen from the data that the nature of the leading industries in the two cities is also very different. Qingdao is still in a period of rapid economic development. The urban development of Qingdao is dominated by industrial development, and the emerging industries are developing rapidly and full of

vitality. These have advantages and disadvantages for the development of coastal tourism cities.

1.3 Urban location

1.3.1 Qingdao's location. Qingdao is located in the coastal area of China, and it has obvious economic advantages, rich and diverse cultures, and great development potential. It has an important strategic position in reform and development, and is a city with great development potential in the country. Qingdao City is located in East China, in the southeast of Shandong Peninsula, and is an important node city in the economic and industrial development belt of the New Eurasian Land Bridge of the "One Belt and One Road"^[9]. In recent years, focusing on improving economic and logistics capabilities, Qingdao has made great progress in optimizing the transportation network, building transportation stations, improving transportation facilities, and building a diversified transportation system. The operation of Jiaoji Railway and 18 subway lines, the rapid development of Qingdao-Lanzhou, Qingdao-Yinchuan and other expressways and the opening of Qingdao Port Passenger Station to the 3 international routes from Qingdao to Incheon in South Korea, to Kunsan in South Korea and to Shimonoseki in Japan position Qingdao as the central city of China's regional trade hub^[6].

1.3.2 Hawaii Island's location. Hawaii Island is the largest island in the Hawaiian Islands. It is located in the middle of the Pacific Ocean and is the main hub for sea and air transportation in the Pacific region. In terms of transportation, Hawaii Island is very developed in land transportation, space transportation, and sea transportation, and the transportation is convenient. Its sources of tourists are the United States, Japan, Canada, Europe, and Asia. Tourism is the most important economic pillar.

From the perspective of location, the transportation and geographical location of the two regions are very similar, and both have strong advantages. Good geographical location and developed transportation provide convenient conditions for tourists to come and play.

1.4 Urban tourism culture

1.4.1 Qingdao's tourism culture. Qingdao has a long history. In ancient times, its scenery was pleasant, picturesque, and peaceful like a paradise. It was favored by many literati and writers. Many celebrities once stopped here to rest, and it has a rich history and culture that can be discovered^[10]. The Chengzi Longshan Cultural Site, the Laoshan Taoist Architectural Complex, the Great Wall of Qi remains, the

Sanlihe Cultural Relics Site and the Langyatai Cultural Relics Site and other tangible cultural heritages, as well as Laoshan folk stories, Taoist music, Mandarin Duck Tanglang Boxing and Jiaozhou Yangko and other intangible cultural heritage create a good tourism cultural advantage

Table 1 Qingdao's GDP in 2016–2020

Year	The city's GDP 100 million yuan	Increase over the previous year//%
2016	9,283.17	7.7
2017	10,136.96	7.4
2018	10,949.38	7.3
2019	11,741.31	6.5
2020	12,400.56	3.7

Note: The data come from the public network.

Table 2 Qingdao's population data from 2015 to 2019

No.	Year	Population
1	2015	8,945,224
2	2016	9,104,465
3	2017	9,210,561
4	2018	9,394,812
5	2019	9,565,489

Table 3 Qingdao's per capita disposable income from 2015 to 2019

No.	Year	Income per capita yuan
1	2010	33,021
2	2011	36,409
3	2012	39,650
4	2013	41,970
5	2014	42,567
6	2015	45,013
7	2016	46,101
8	2017	46,987
9	2018	46,620
10	2019	47,064

Table 4 Hawaii Island's population data from 2015 to 2019

No.	Year	Population
1	2015	1,422,052
2	2016	1,427,559
3	2017	1,424,393
4	2018	1,420,593
5	2019	1,415,872

Table 5 Hawaii Island's per capita disposable income from 2015 to 2019

No.	Year	Income per capita//dollars
1	2010	31,032
2	2011	32,360
3	2012	34,565
4	2013	39,644
5	2014	41,340
6	2015	42,348
7	2016	44,354
8	2017	44,654
9	2018	45,035
10	2019	45,923

for Qingdao to build an island tourism market.

1.4.2 Hawaii Island's tourism culture. Culture is the unique business card of Hawaii Island, where you can not only enjoy the beautiful island scenery, but also experience the exotic culture. Many residents here come from the Asia-Pacific region, and multi-ethnic cultures are inclusive and integrated, forming a unique humanities, art and history. Tourists will always feel dizzying and excited in the cultures with different ethnic

Table 6 Proportion of the added value of "new economy" in Qingdao's GDP from 2017 to 2019

No.	Year	Proportion of the added value of "new economy" in GDP//%
1	2017	24.5
2	2018	26.7
3	2019	31.1

Note: The data come from the public network.

Table 7 Qingdao's grain outputs from 2016 to 2019

No.	Year	Grain output//10,000 t
1	2016	294.1
2	2017	296.9
3	2018	310.1
4	2019	302.6

Note: The data come from the public network.

Table 8 Service industry revenue in Qingdao from 2016 to 2019

Year	Qingdao's service industry revenue//100 million yuan	Increase over the previous year//%
2016	1,507.48	10.7
2017	1,696.68	15.1
2018	1,957.73	12.0
2019	2,128.68	9.9

Note: The data come from the public network.

Table 9 Output values of Qingdao's tourism and its proportions in GDP from 2016 to 2019

Year	Qingdao's tourism revenue 100 million yuan	Proportion in GDP//%
2016	807.48	8.69
2017	1,090.91	10.76
2018	1,912.45	17.46
2019	2,005.60	17.08

Note: The data come from the public network.

Table 10 Output values of Hawaii Island's tourism and its proportions in GDP from 2016 to 2019

Year	Hawaii Island's tourism revenue 100 million dollars	Hawaii Island's GDP//100 million dollars	Proportion in GDP//%
2016	538.42	940.53	57.23
2017	601.64	985.24	61.01
2018	625.49	1,132.47	55.21
2019	743.99	1,253.43	59.30

Note: The data come from SOHU.

characteristics. When tourists arrive on the Hawaii Island, enthusiastic people will send the characteristic garlands, plus a logo greeting "Aloha". Tourists will put on Hawaiian shirts, enjoy a world-famous Hawaiian hula dance, taste local delicacies, and take a sip of fresh coconut water. This unique cultural experience is also the secret of the long-lasting Hawaiian Island that attracts tourists from all over the world^[1].

The tourism culture of both regions relies on local characteristics to attract tourists. The main difference in the form of cultural tourism between Qingdao and Hawaii is that Qingdao's tourism culture involves many traditional ancient ruins and appears more in the form of visible landscapes, and time-tested architecture and historical culture have become the key features to attract tourists, while the Hawaiian tourism culture mainly relies on recessive humanistic forms, local cuisine, exotic cultural customs and tourism projects with strong participation to prop up its unique tourism culture.

1.5 Urban tourism management system

1.5.1 Qingdao's tourism management system. With the continuous development of Qingdao's tourist attractions and the continuous increase in the number of tourists, the management order involving the entire tourism industry has become somewhat disordered. In some places, the tourism industry is mainly based on the spontaneity of local governments and some enterprises, lacking effective and unified management^[12]. The market supervision mechanism is not perfect, and infringements occur from time to time. Tourist consumers come from far away and do not know the local information, and when the information is asymmetric between producers and tourist consumers, it will cause many bad phenomena. Laws and regulations need to be improved, and there are loopholes, causing difficulties in solving some problems. The management system is unscientific. Tourism projects involve multiple industries, and the prosperity of tourism will promote the development of various industries such as local catering, transportation, shopping, hotels, etc. It is precisely because of unscientific management and imperfect supervision that violations of the interests of tourists occur frequently, causing tourists to have a credit crisis and bringing bad reputation to the tourism market.

1.5.2 Hawaii Island's tourism management system. The management of the Hawaii Island is carried out in a government-integrated manner. The public service system is perfect, and the local government attaches great importance

to the improvement of the quality of tourism services, and allocates huge amounts of money for tourism promotion every year. Moreover, the local government timely upgrades tourism services and improves tourism facilities as needed in the process of market research^[13]. The supervision system is perfect, and the laws and regulations are relatively sound, so the interests of tourists are attached great importance. The government of Hawaii Island also attaches great importance to the protection of the environment. In order to promote the sustainable development of the tourism industry in Hawaii Island, they have proposed the concept of environmental protection while developing. Because of this, the revisit rate of Hawaii Island is much higher than that of other islands.

Qingdao has encountered many problems in the management process. The system is immature, and the power is relatively scattered, so there is a lack of unified guidance. Unlike Qingdao, Hawaii has implemented more policies and has a wider range of designs. This is the direction that Qingdao tourism needs to strengthen.

1.6 Urban tourism marketing methods

1.6.1 Qingdao's tourism marketing methods. In 2019, Qingdao achieved total tourism revenue of 200.56 billion yuan, accounting for 17.08% of the city's GDP, and the number of tourists received reached 63.123 million. In recent years, Qingdao's tourism industry has developed rapidly. The 18th Meeting of the Council of Heads of Government of Member States of the Shanghai Cooperation Organization, the Global Health Forum of Boao Forum for Asia, and the Qingdao Multinationals Summit were held in Qingdao, providing the world with an opportunity to re-understand Qingdao. Qingdao also took this opportunity to vigorously promote tourism and achieved remarkable results. Through continuous efforts, Qingdao has been successfully upgraded to an international conference destination. The successful conclusion of this world-class event has continuously improved the city's popularity and international status. Therefore, Qingdao's tourism industry has achieved rapid development^[14].

1.6.2 Hawaii Island's tourism marketing methods. Hawaii Island has a pleasant climate and beautiful scenery, and the tourism industry has good prospects for development. The average annual number of tourists is more than 7 million, and the scale of tourism is 74.399 billion yuan, accounting for 59.03% of the city's industrial output value. Hawaii Island's tourism revenue

accounts for 60% of the local GDP, allowing Hawaii Island's economy to consistently grow faster than the average U. S. economy.

They actively mobilize the power of the residents of Hawaii Island abroad to promote the tourism of Hawaii Island, and invite well-known artists to serve as the promotion ambassadors of Hawaii Island's tourism. In addition to publicity through traditional publicity methods such as TV, newspapers, books, etc., the travel feature film of Hawaii Island is broadcast on TV, and advertisements are inserted in major TV stations and promoted out of the region, so as to strengthen the tourism influence on surrounding cities and other places. Promotion and publicity are carried out in hotels, focusing on the more influential tourist attractions in Hawaii Island, so as to form a gathering of tourists^[15].

The output values of Qingdao's tourism industry and the proportions of GDP in 2016–2020 showed that the scale of Qingdao's tourism industry in 2019 reached 200.56 billion yuan, accounting for 17.08% of the output value of all industries in the city (Table 5). The tourism scale of Hawaii Island reached 74.399 billion yuan in 2019, accounting for 59.03% of the output value of all industries in the city (Table 6). The two Chinese and foreign regions, Qingdao City and Hawaii Island, have relatively high scales of tourism development, and tourism has become the main source of economic growth in these two regions. In recent years, Qingdao has made outstanding achievements due to international events, which has promoted the development of Qingdao's economy and thus the development of tourism.

1.7 Characteristic urban tourism projects

1.7.1 Characteristic tourism projects in Qingdao. Combined with marine resources, marine recreational fishery industrial bases and provincial marine and inland recreational fishery demonstration bases have been built, provincial and municipal fishery competitions are launched, and sailing, diving, motorboats, water skiing, yachts, coasts and other activities are developed. Small island tourism has been developed. At present, many islands such as Xiaoqingdao, Wheat Island, Tianhengdao, and Zhaitang Island have been turned into maritime tourism areas, and island tourism projects such as island leisure and vacation, fishing village customs, sea fishing, and geological science popularization have been developed. "Tsingtao Beer" is well-known far and near. The annual Qingdao International Beer Festival is favored by tourists from all over

the world, and has gradually become a postcard of this beautiful city of Qingdao.

1.7.2 Characteristic tourism projects in Hawaii Island. On the land of the Hawaii island, the first thing visitors hear is "Aloha", which means "hello" and "goodbye", while expressing love and affection. Every September, the local Aloha Festival is held, and its unique music, dance and history are vividly displayed. Furthermore, it is constantly innovating, such as organizing new singing and dancing evenings and cultural activities with national characteristics. In addition, there will be regular hula dance festivals, hula dance competitions, and live hula dance performances every year. During the period, many talks, relevant history, legends and culture will be presented one by one. Moreover, transportation has developed into a distinctive tourism project. City sightseeing tours relying on sightseeing buses, whale watching tours relying on cruise ships and volcano viewing relying on sightseeing helicopters have become one of the most attractive tourism projects in Hawaii Island.

The tourism projects in the two regions have their own characteristics. Among them, Qingdao relies on resource advantages and wine culture to create characteristic tourism projects to attract tourists and has a modern urban style, while Hawaii's tourism projects are based on the protection and promotion of culture, which also allows the traditional national spirit and national culture to be passed on silently.

1.8 Urban tourism ecological environment

1.8.1 Qingdao's tourism ecological environment. Qingdao is located in the coastal area and has a certain self-purification function. In addition, the local government pays attention to ecological problems and promulgates corresponding laws and regulations for rectification. The improvement of the ecological environment has achieved visible results. In general, it is in a relatively stable stage of ecology. Meanwhile, with the rapid development of Qingdao, the problems of resources, environment, pollution and development have become increasingly intensified, so that the development of landscape tourism has lost its original characteristics. For a long time in the future, Qingdao's ecological environment will be a very prominent problem that needs to be solved. Tourists' awareness of environmental protection is not strong, and their self-consciousness is not strong. Throwing garbage and spitting everywhere can be seen everywhere. The government's supervision is not strong enough, and the environmental problems have not been

well managed.

1.8.2 Hawaii Island's tourism ecological environment. Since tourism plays an important role in the economy of Hawaii Island, local government is particularly concerned about the ecological environment. In order to promote the healthy and orderly development of Hawaii's tourism industry, the concept of protecting the environment while developing is proposed. Local government attaches great importance to environmental protection, and strictly protects the vegetation, sea water, beach, air and various resources on the island, and strictly controls the density, floor height and quality of buildings, so as to promote the healthy development of tourism. In order to effectively avoid environmental problems, the area has rejected all modern industrial construction, and the air quality has been improved rapidly. Its sea area is relatively large, the government stipulates that fishing work cannot be carried out within a certain range, and offshore aquaculture is strictly restricted. These scientific and effective measures can effectively avoid the adverse effects of current seawater pollution on the development of marine tourism. Hawaii Island has also opened corresponding beaches to the public, but if the public is found to have privately occupied the beach, they will be punished accordingly. In Hawaii Island, tourism is everyone's business. Statistics show that one out of every five people is directly engaged in tourism. The tourism environment is closely related to their own interests, and citizens' awareness of environmental protection is also enhanced.

The governments of Qingdao and Hawaii Island have provided policy support for the development of local tourism, but compared with the tourism policy of Hawaii Island, there are fewer tourism policies in less, and there are certain problems in the process of supervision and rectification. Qingdao needs to formulate and promulgate corresponding tourism environmental protection legislation, and strengthen supervision. Meanwhile, attention should be paid to citizens' environmental protection awareness and the promotion of sustainable tourism development.

2 Tourism development strategy for Qingdao based on the experience of Hawaii Island

2.1 Improve the tourism management system

2.1.1 Improve laws and regulations. On the basis of understanding different demands of tourism

units, enterprises, tourists, etc., corresponding management regulations should be formulated. Then, laws and regulations should be supplemented in a timely manner based on the actual situation to protect the basic interests of tourism units, enterprises and tourists, punish enterprises that violate the laws, and make tourism activities stable and sustainable.

2.1.2 Strengthen market supervision. First, the tourism market supervision information system should be continuously improved. Through information publicity and information exchange, consumers can understand Qingdao's tourism market information, which can effectively reduce and curb unfair infringements, and protect consumers' rights and interests. The supervision on catering, scenic spots and accommodation should be strengthened to avoid the recurrence of similar incidents of "Qingdao prawns", and to ensure the fairness of the tourism market. Secondly, it is necessary to rationally allocate supervision power, implement comprehensive market supervision, carry out effective and unified management, strengthen the cooperation of relevant departments, and establish a good market order. Finally, attention should be paid to consumers' complaints, and government regulatory agencies should take over as soon as possible and handle them from a fair perspective.

2.1.3 Adjust the original management system. With the advancement of technology, the traditional management system is obviously not suitable for the needs of informatization development, and it is necessary to continuously reform and keep pace with the times. For example, comprehensive development is a development trend, and unified and comprehensive management should be carried out. Such management model has greater advantages than single products. The tourism industry needs to combine food, housing, transportation, tourism, shopping, entertainment and other industries to achieve comprehensive development and maximize the effect of scale strategy.

2.2 Protect the coastal ecological environment

2.2.1 Govern the environment. In order to enhance the competitiveness of the local tourism industry, it is necessary to strengthen the protection of the environment. The measures mainly include coastal pollution prevention, coastal environmental protection infrastructure construction and coastal environmental management capacity building in Qingdao^[8]. In terms of pollution prevention and control, great attention should be paid to the waste and sewage generated

by scenic spots and hotels, and reasonable discharge should be carried out to ensure that it will not affect the surrounding environment. In coastal environmental protection facilities, it should be guided by expanding profit space, improving environmental protection technology content, and diversifying investment entities. From the perspective of coastal environmental protection facilities, it should be guided by expanding profit space, improving environmental protection technology content, and diversifying investors. In terms of coastal environmental management capabilities, especially for relevant government departments, it is necessary to continuously improve environmental protection infrastructures and increase the investment in coastal ecological environment management.

2.2.2 Promote public participation and set up environmental awareness. It is thanks to listening to the opinions of the public and paying attention to public participation that the tourism development of Hawaii Island has received a lot of support, and the public's awareness of environmental protection has gradually been cultivated. The Qingdao Municipal Government should combine the opinions of the public in promulgating regulations, policy formulation, scenic spot development, etc. Meanwhile, the government can provide more jobs, give local residents political and economic support, and benefit more people, so as to let local people feel that the sustainable development of tourism is closely related to their own interests.

2.2.3 Pay attention to environmental carrying capacity. The environmental carrying capacity of Qingdao should be clarified through research to keep the ecological performance in an optimized state of self-organization and adjustment, and to conduct scientific and rational operation and management. For example, during the peak season, tourists can be diverted and limited to reduce the ecological environment risk pressure in Qingdao. Qingdao's government should take corresponding control measures to rationally regulate Qingdao's tourism market and guide tourists to travel off-peak, so as to enhance the carrying capacity of the environment and promote sustainable development.

2.3 Protect traditional culture and innovate tourism culture

2.3.1 Protect native culture. Today's cultural construction in Qingdao is centered on the former residences of Kang Youwei, Shen Congwen and Hong Shen, buildings including the railway station, the Catholic church and the old German prison site, folk stories such as the

old man stone and Thean Hou Temple, and historical figures such as Qin Shihuang, and a series of tourist attractions are developed. It is these cultural relics and cultural sites that have witnessed the development of Qingdao's history and culture. The Qingdao Municipal Government should strengthen the protection of these former residences, buildings, stories and sites, which is of great significance to the research and promotion of Qingdao's tourism culture.

2.3.2 Develop the "wine" culture. Qingdao's culture is extremely tolerant, and is easy to accept new things from outside, and the bar culture is a vivid embodiment of it. In combination with the Qingdao bar culture, the Qingdao Bar Industry Association can be established to encourage the bars to build a modern and professional operation and management team, and to build a 24-hour bar street in the south of Qingdao by the sea, so as to form a breakthrough for the development of Qingdao's coastal tourism. Night tour of the museum can be developed to enrich tourists' in-depth cultural experience. The opening hours of Qingdao Naval Museum, Qingdao Film Museum, Qingdao Post Museum and other museums can be appropriately extended. It is believed that it will attract many foreign tourists to use the evening time to experience Qingdao's long history and culture in humanities, folk customs and other aspects, and become a "late night canteen" that satisfies the spiritual level of more tourists.

2.3.3 Develop a "food" culture. Chinese food culture has a long history, and snacks occupy an important position in China's food culture. There are many kinds of snacks in Qingdao, including Wangjie BBQ, Xizhen stinky tofu, Licun greaves, Liuting pig trotters, etc., which are very local, taste good and economical. However, due to the lack of publicity efforts, it is not well known in the country and lacks competitiveness. The market is not well managed and is relatively chaotic. Without unified management, it is bound to suffer losses in the competition. In the future development of catering culture in Qingdao, first of all, attention should be paid to food quality, which is the premise and foundation. Secondly, it is necessary to increase publicity, improve the popularity in the hearts of tourists, and improve the status of Qingdao's food culture. Finally, the government should intervene, strengthen management, and establish unified brand awareness.

2.4 Innovate marketing model

2.4.1 Expand cooperation channels. For Qing-

dao, tourism is a very valuable resource. More commercial cooperation channels can be introduced to jointly build Qingdao under the premise of a good system guarantee. The situation of a whole new cooperation mode can be opened up. The establishment of the cooperation model includes the introduction of the business model and the introduction of the channel model. The local government can introduce merchants to actively invest in the development of Qingdao, or take Qingdao as the leading role and actively attract merchants to cooperate and operate together. It is necessary to actively build a network platform to manage the behavior of tourists coming to Qingdao, and actively regulate the behavior of tourists.

2.4.2 Strengthen brand marketing. The brand effect has a huge impact on tourism destinations. The development of Qingdao's tourism industry must establish brand awareness and shape Qingdao's unique tourism brand image. The local government can create the image of "the capital of sailing boats" and develop projects such as sea sightseeing and sea fishing. Industrial tourism can be carried out with the help of Tsingtao, Haier, Hisense and other companies. It is necessary to vigorously develop exhibition tourism, and report various types of festivals, etc. Finally, the local government should strengthen publicity, let more people see Qingdao, and let travelers realize the unique charm of Qingdao.

2.4.3 Carry out experiential marketing. Experiential marketing can allow tourists to be in it and get the most direct and real feeling. For example, activities such as taking tourists to visit the whole process of beer making and holding "Beer Fair", Qingdao Marathon and climbing Laoshan can be conducted to let tourists experience for themselves and feel the local culture and customs of Qingdao in the process of participating, so as to increase the popularity in the hearts of tourists and promote the development of Qingdao's tourism.

2.5 Tourism project development

2.5.1 Development combined with culture. Culture is the root and soul of a city. The formation of cultural projects depends on the development of culture. One of the most successful experiences in tourism development in Hawaii Island is the development of culture, which is also the most important reason for attracting tourists. The role of culture should be emphasized in project development. The Qingdao International Beer Festival is a good example, and projects can be developed in combination with beer culture. Qingdao should strengthen guidance in this

regard in project development, and form more cultural tourism projects, food culture projects, etc.

2.5.2 Diversified development. On the basis of Qingdao's high-quality natural resources, it is necessary to design diversified tourism projects. In terms of development, projects such as sea surfing, underwater photography, water trampoline, water volleyball, diving and water skiing can be designed. From the perspective of projects, projects such as health sanatoriums and health care can be designed. On the basis of satisfying tourists' food, housing, travel, shopping and entertainment, diversified construction and high-quality services provide customers with a unique Qingdao experience, which makes tourists linger.

3 Conclusions

Through the comparison between the coastal tourist cities, Qingdao and Hawaii Island, it is not difficult for us to draw following conclusions: the tourism development of Hawaii Island is more mature than that of Qingdao. There are many factors for its success, including not only natural advantages, economic level, social development status, but also the Hawaiian government's emphasis on culture, environmental protection, strengthening market supervision, innovative marketing strategies, and taking the road of sustainable development. Through the comparison, the similarities and differences are summarized, the differences are analyzed, and research strategies are put forward for the weak links in the development of Qingdao's coastal tourism. It is suggested that the development framework of coastal tourism cities should be basically constructed by improving the management system, strengthening environmental protection, innovating tourism culture, expanding marketing models, and developing characteristic projects, so as to provide suggestions for the development of coastal tourism.

Finally, this study did not necessarily cover all issues. Restricted by personal knowledge, research ability and objective conditions, there are still deficiencies in research content and methods, and the comparative analysis lacks a certain depth and height, so the reference experience is also affected and lacks comprehensiveness. However, in future research, we will maintain our enthusiasm for urban development research, continue to improve the theory of sustainable development of Qingdao's coastal tourism, and provide theoretical guidance for practice.

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