1. Introduction

In December 2009, the State Council issued the official document of “A Number of Opinions on Promoting the Development of International Tourism Island of Hainan”, which indicated that the construction of international tourism island of Hainan was moved up to state strategy and Hainan faced new historic opportunity. Sanya city is China’s exclusive tropical seaside tourism city, which is located in the most southern part in Hainan province. In 2010 Hainan provincial committee and government compiled the compendium of “the programming on the development of international tourism island of Hainan”, and specifically pointed out that Sanya city was intended to become the world-class tropical seaside city of tourism and resort. Taking this as a chance, Sanya city will face wider developmental space and more intensive historic mission.

During the course of development, Sanya experienced a series of transformation of “Tourist city--International city--International tourism city”. Sanya fully realized the importance of opening and allowing diversity, and put forward the object of constructing Sanya into the touristic garden of four seasons and the happy home for common people. Namely, to improve people’s livelihood in the achievement of city advancement, to upgrade people's welfare index in the services for tourist, make Sanya into “our Sanya”.

The new concept of “We” for public administration and social governance is suggested by the western scholar. From the perspective of multi-culture, Brewer inquires into the effects on the policy the concept of “We” has as a kind of mechanism for deliberation and opinions sharing. Esther probes into the
value of “We”, from the angle of mechanism of communication and deliberation, and takes “We” as an idealized vision. As can be seen from that, the concept of “We” fully embodies the idealized vision including opening up, allowing diversity and collaborative development, and emphasizes the multi-participative mechanism in decision-making. Thereby in the recent construction of international tourism city of Sanya, the idealized vision and operative mechanism of “We” shall be beneficial to constructing collaborative and win-win developmental model, and helpful to giving attention to all of the plural-needs of the respective relevant interest subjects in the process of advancement. As far as Sanya is concerned, diversified interests groups contained in“We” consist of: government agencies, public sectors, local residents of urban & rural, transient population for winter hibernation, tourists, minority ethnic groups, social organizations and enterprises.

2. Using for References the Research and Experience on the Construction of Domestic and International Tourism city

2.1 Research Concerning the Internationalized City

The research on the internationalized city originated from the book named 《Cities in Evolution》 published by P.Geddes in 1949, which made the earliest sketch of world city. In 1966 the England scholar Peter Hall particularly defined world city: World city is the political, commercial and cultural center of world significance and enormous population center. From then on the international theory circle began to focus on the research concerning the international city. In the times of eighties 20th century, the experts and scholars in European, Japan and Southeast region further developed the internationalized city research. The outstanding scholars among them are: Wolff, J. Friedmann, M. Castells, R.B. Cohen, Sassen, and so on. The positions they put forward about the characteristics the international city should have include: international visual field, opening and allowing diversity, etc. They argued that the international city must be a platform for resources conformity
on which multi cultures blend into harmony, diverse groups engage in win-win cooperation, multiple industries cooperate to develop and people strive for prosperity for all.

Getting into 21st century, scholars such as Brown, Kathy further extend the concept of international city, begin to research on the international cities zone and group, argue that the development model of international city increasingly takes on the shape of strap and clump, and emphasizes the radiation and driving function the international cities exert on the peripheral areas and the function of resources conformity and cooperative development.

2.2 The Research Concerning “Tourism Urbanization”

Since the early times of nineties in last century, the function of tourism to promote economic growth and city development has been realized and utilized, and tourism urbanization has aroused attention of overseas scholars. Australian scholar Mullins at early suggested the concept of tourism urbanization, namely the urbanization process resulting from tourism activities. He declared that tourism urbanization was a kind of model based on distribution and consumption of seeking enjoyment, which differed from industrial urbanization model in the late 19th century. On the basis of the concept, many western scholars probe into the characteristics of tourism urbanization by empirical studies. Through the analysis of tourism cities of America, Australia, China, and so on, Mullins (2003)1, Gladstone (1998)2, Luchiari (1999)3, Wang (2003)4, GE Jing Bing (2009)5 pointed out that the characteristics of tourism urbanization can be listed as follows: labor forces

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1 Mullins, P. F. Cities for pleasure - The emergence of tourism urbanization in Australia. In Dai-Yeung Jeong and Patrick Mullins (Ed.), The Environment and Sustainable Development (pp. 234-251) South Korea: Cheju Nat Univ Press.
4 WANG Dong-ping YAN Shun, Preliminary Research of Tourism Urbanization Phenomenon-A Case Study on Turpan, in Xinjiang,
5 GE Jing-bing,LU Lin,LING Shan-jin, Characteristics and Mechanism of Tourism Urbanization of Lijiang City[J];Scientia Geographica Sinica;2009-01
boom, the employment obtaining in city clustering round the 3rd industry, nonlocal predominating the residents, real estate investment (speculation) boom, residential district decentralization, mass of informal seasonal job post.

2.3 Using for References the Experiences of International Tourism City Construction

In terms of the end of Sanya’s constructing “world renowned and Asian classic tourism city of international tropical seaside scenery”, keeping to the principle of reference, the paper selects four coastal tourism city of world class including Hawaii, Nice of France, Jeju Island of the South Korea and Antalya of Turkey.

**Chart1: Characteristics of Overseas Seaside Tourism Cities**

<table>
<thead>
<tr>
<th>city</th>
<th>acreage</th>
<th>population</th>
<th>Amount of tourist</th>
<th>economic infrastructure</th>
<th>tourism status</th>
<th>education cause</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sanya</td>
<td>1918 km²</td>
<td>0.68 million</td>
<td>8.8 million</td>
<td>industry instability; tourism &amp; real estate</td>
<td>aim: tropical seaside tourism city</td>
<td>some local higher academies</td>
</tr>
<tr>
<td>Hawaii</td>
<td>Capital Honolulu 1544 km²</td>
<td>0.85 million</td>
<td>7.6 million</td>
<td>tourism; Technique industry, auxiliary mainly</td>
<td>world renowned tropical coastal tourism destination</td>
<td>international renowned university</td>
</tr>
<tr>
<td>Jeju Island</td>
<td>Jeju 977 km²</td>
<td>0.56 million</td>
<td>5.4 million</td>
<td>Tourism; develop technology zone actively</td>
<td>international tourism destination; Asian mainly</td>
<td>domestic well-known university</td>
</tr>
<tr>
<td>Antalya</td>
<td>1417 km²</td>
<td>1 million</td>
<td>10 million</td>
<td>Tourism; bonded area, auxiliary</td>
<td>international cultural tourism destination</td>
<td>domestic well-known university</td>
</tr>
<tr>
<td>Nice of France</td>
<td>73 km²</td>
<td>35 million</td>
<td>6 million</td>
<td>value tourism &amp; technology industry equally</td>
<td>world renowned coastal tourism destination converging center</td>
<td>international renowned university</td>
</tr>
</tbody>
</table>
By the above empirical analysis on the development of coastal tourism city, the conclusion and enlightenment can be listed as follows:

1. Persisting in stronger opening up and allowing diversity. Opening up to international tourist, capital and talents. Through opening up to manifold fields, cooperative development of tourism and other industries are promoted.

2. Tourism urbanization improving people’s livelihood. These case cities have relatively fruitful industry systems, thereby providing impetus to local economic advancement and resident employment to improve social welfare. For example, Nice of France is not only southern coastline recuperate resort and tourism center, but important airlift center, with developed railway and highway, with manufacturing sectors such as electric industry, sophisticated machinery, attires, perfume, food, etc. Via the construction of industry system, stimulating effects of tourism can be played in full swing, thereby improving people’s welfare.

3. Modernizing human being to accelerate the city modernization. From the perspective of the education and cultural basis of city, all have one and even more comprehensive university, most of which are high level. For example, Jeju Island possesses Jeju University, Antalya has A.ke Dennis University, Nice has French renowned comprehensive university-Nice University.

3. Sanya’s particularity and current problems

The course of Sanya’s development has manifold particularities differing from China’s other cities, including “prefecture city directly management of towns”, state-owned farms, distinctive ethnic minority groups, the complexity of large scale of recurrent population and foreign tourists, the citizenship of “migratory birds type” crowd, also points out the unsoundness of public service facilities and the weakness of agricultural infrastructures. Facing these
particularities, Sanya’s present core issue is non-equilibrium and non-harmony of development, which can be listed as follows:

3.1 Disharmony between constructing international tourism city and promoting public services

Generally speaking, the development of Sanya is non beneficial to people’s livelihood. Compared with tourism infrastructure construction and real estate building, Sanya’s public services infrastructure obviously drops behind that of others’. As can be seen from the questionnaire survey, residents is in badly need of employment obtaining, household care and law servings. On the other hand, the need of public services has been satisfied at low level. The physical fitness need achieved higher extent (38.8%). The services for meeting the needs of employment recommendation and training acquire the percentage of 28.5. The services of attending the old and the juvenile cover 20%. Being showed from that, Sanya’s provision of social services is far from satisfying social needs.

3.2 Disequilibrium between Economic Development and Resident Income

There’s another embodiment of Sanya’s non public well being. In the gradual development of Sanya city’s tourism resources, Sanya’s GDP increases by 20%, indicating that economic growth is speeding up. While the economic advancement of Sanya city is promoted by tourism and real estate, which has weak effect on social well being. As can be seen from the outcome of survey, the general resident income level is not high. According to the answers the survey objects give on their income per month, one quarter is below 1000, nearly half (47.5%) is between 1000 and 2000, 18.7% is within the scope from 2000 to 3000, only 8.8% is above 3000. In terms of the Sanya’s statistical data, GDP per capita of Sanya is 46596, which can be counted as 28263 according to the parity in 2000 and is 2.4 times more than that in 2000. The subjective appraisal of income also suggests the same problem. 74.8% of the survey objects deem their respective income too low. As
to the individual income and family income, 78.6% and 70.8% deem them in plight. Meantime, giving that the subjective appraisals of income level is generally not highly, most deem life expenditure too high to afford it.

3.3 Disequilibrium between Urban and Rural Development

The development of Sanya distinctively takes on the characteristic of disequilibrium. From the stressed developing area such as Sanya Bay and Yalong Bay, their public services system and infrastructure are comparatively consummate, and various kinds of establishments are preliminarily up to the international level. But in the mountainous area some of the minorities dwell on there’re some problems including the want of water, poor medical treatment and education, etc.

3.4 Disharmony among Local Resident, Tourist and Migratory Bird Crowd

This reflects the problem that Sanya's industries in relation to tourism is not beneficial to well being. Because the migratory bird type crowd and tourists squeeze to take up public service resources, Sanya’s citizen presently very repel migratory bird crowd. For example, a typical problem put forward by Sanya’s citizen is migratory bird aged man squeeze to take up public transport resources. Besides, squeezing in public resources such as medical treatment and education results in the disharmony between local resident and migratory bird crowd. The problem of disharmony between local resident and tourist stands out. For example, customers in Sanya were extorted by seafood price in spring festival in 2012, namely Sanya city’s big stall priced itself out of the market to seek sudden huge profits, which aroused hot dispute all around the nation.

3.5 Coordination between Urbanization and Government Itself Construction

During its swift urbanization, Sanya city’s government faces more intensive task and pressure, and the needs of manifold groups are continuously increasing. However, impacted by the government scale and the
cadres ranks, the government fails to be competent to play the due role in
some fields, the residents’ needs being satisfied mainly by the path of
individual self and family. For example, as to the attending for the old and
juvenile, the ratio of survey objects relying on family are respectively up to
61.8% and 57.2%.The services government provides account for 20%.The
government incompetence of meeting residents’ needs and solving the
corresponding problems is quite obvious.

As can be seen from the analysis of above problems, in the course of
Sanya city’s urbanization, the development of diversified subjects is not
coordinate and win-win, but is characterized by competitiveness, which has
negative impact on the image of Sanya city, lowers the residents’ content
degree, breeds the feelings of repugnance for Sanya of tourists and migratory
bird crowd, leads to some problems such as the intension of social relationship
and the intensity of inner contradiction.

4. The Vision of Construction: Let “Our Sanya” Be More Wonderful

4.1 Position: “Our Sanya”

Sanya city as international tourism city is neither post house of guests
from various areas, nor a ready source of money, but a common yearning city:
People in Sanya live in amity, people who once toured Sanya have vivid
memory of it. The constructing goal and propaganda slogan are popular and
easy to understand, for instance, “Let our Sanya be more wonderful”. The
basic idealized vision is to let local resident and nonlocal passer-by
acknowledge –That’s our Sanya.

Constructing “our Sanya” is a groundwork for Sanya’s becoming
international tourism city in the new round race of city development, which
emphasizes the idealized vision, values and cultural issues implied in the
tourism upsurge—people from all corners of the country fail to have sense of
belonging in the post house of Sanya and are lack of the indispensible vision to
construct Sanya. Constructing “we” the principle body contributes to spur the
guests’ sense of acknowledgement from the bottom of heart, to evoke the intention of “coming again after leaving”, to alleviate the sentiment of post house of seasonal migratory bird type crowd, to mitigate the sense of alienation of nonlocal people who move house to settle down, to arouse the sense of pride of Sanya’s citizen, to make various operator accountable to become erector while acquiring evolution dependent on Sanya, to evoke their enthusiasm for constructing Sanya’s tourism market, without being confined to gain profits into account. “We” emphasizes the sense of affiliation. Under the aim of “letting our Sanya become more prosperous”, every principle part shall be blend into harmonious society of Sanya city.

The key of “letting our Sanya be more wonderful” is to stress the core values of “we”. Namely, everyone in relation with Sanya act in unison under the common shared values and aim, and make effort in collaboration for us to live better off. Setting the goal of “letting our Sanya be more wonderful”, taking every individual of the big family “we” as the beginning, to support mutually and to live in amity with each other contribute to new type of structure of social relationship and coordination. From the beginning of life, to integrate residential life and career progress, to integrate the dribs and drabs of people livelihood and city development, evoke the enthusiasm and dynamic for creation; From the beginning of “better off”, to combine the value guide, urban-rural acting in unison and life sharing make the value “We” be the guide of improving people welfare and navigation mark of leading Sanya city into advancement scientifically, harmoniously.

4.2 Connation: New value view

(1) New social principle part: “Our Sanya” emphasizes social compound subjects.

Constructing “our Sanya” shouldn’t only be dependent on CPC and Government, “We” contain crowd and organization in relation with Sanya, all of which are interests elements concerning Sanya’s development and masters of erecting Sanya, being needed to make effort for Sanya’s better off. Every
master shall be benefited if Sanya advances greatly.

Compound main bodies include: the party and the government, which are the leading power, make policy and are responsible for implementing; the intellectuals, which are the brain tank for Sanya’s progress, are supposed to utilize their professional superiority to provide good ideas for Sanya’s development and play the role of social conscience; the enterprise is the chief power to promote economic growth, adding city dynamic, creating social fortune and achieving social responsibility; the mass media, represent Sanya to declare, supervise Sanya’s social circumstance, disseminate manifold information, take charge of Sanya’s image maintenance. Community organizations, which are the important power of civil society, mobilize various resources and improve social governance and public services; citizen individual is Sanya’s master and directly benefit from well being. Constructing Sanya needs wits and power made by everyone; The reasons why migratory bird crowd choose Sanya as their “perch” can account for their participating in the construction of Sanya. Better off life of Sanya may make them migrate no more. Tourists coming with pure delight are not only supposed to enjoy, but also to take responsibility. Fine Sanya motivates them to come again. Sanya’s better off shall be created in cooperation.

Compound main bodies are still in their integrity—“We”. Sanya’s development is promoted by compound main bodies in unison. The absence of any body will lead to the imperfection of “our Sanya”. In view of that, “We” should coordinate to participate in Sanya’s construction.

(2) New Belief: let people who come and live in Sanya pleasant

The idealized vision “We” is in accordance with social core value and Scientific Outlook on development. The development in new era not simply emphasizes economic benefit, but stresses social fairness, justice and sharing fruit. “Our Sanya” underlines that the developmental achievement shall be created by “Us” and the corresponding fruit shall be shared. Indeed, if Sanya fails to boom, the aftermath shall be undertaken by “Us”. Various problems in
the development are supposed to be solved by “Us”, every subject at least have the accountability of moral principle.

The developmental conviction of owning by all and sharing is a feasible path to alleviate some problems in Sanya’s development. The outlook “We” of extended family is beneficial for migratory bird crowd to blend into community, for business to operate in honesty, for tourists to travel politely. Thereby advocating the value and belief of “we” shall guarantee Sanya’s development in harmony.

The Belief “Our Sanya” of development accords with the idealized vision of “four-season garden of national people, happy home of Sanya residents” advanced by Sanya’s leading cadre. Sanya is of local citizen and also of national people. As to national people, Sanya is not only a tourism resort of beautiful scenery and warm climate, but also a paradise full of pure delight people have deep yearning for. “Garden” shall be beard in heart, at which natural scenery, life surroundings, the cultivation in good taste and spirit enlightenment converge. The garden of spirit is evergreen. As for Sanya citizen, home is their harbor of happiness, not a perch due to the need for survival and the exterior impulse. Accomplishing the idealized vision relies on the improvement of public service and social governance at high level, which is the basic standard making Sanya acquire acknowledgement and resonance from all walks of life.

(3) Novel City Culture: Culture Leading Life, Refining cultivation and Comforting spirit

Based on the outlook “We”, to cultivate Sanya city accentuates inclusive, accountability and sharing, with which to lead life style of Sanya citizen. City culture reflects city’s soft power, and is the soul of fashioning international tourism city, and can become the catalyst, roll booster and cohesive agent of the character of economic, politic, social and environment, further having the particular effectiveness on Sanya’s continual advancement.

Centering about “our Sanya”, to refine Sanya city culture is in
accordance with Sanya city spirit of “striving after”. “Striving after” is dynamical thinking of development and stress that Sanya should be active to seize the chance and rule out resistance and speed up development. City culture centering the core of “We” is the dependent power for Sanya to spare no effort to seize the opportunity to develop and is the basis of “striving after”.

5. Path of Construction: achieving five-in-one coordinated development

5.1 Holistic Government

Based on the survey, the experience on visiting Sanya and the late public events fixing public eyes on Sanya, we observe that Sanya is supposed to establish the joint operating terrace and managing mechanism of meeting emergencies. The government should authorize the institution of releasing findings to convey the same voice to society and mass media, and should not release contradictory info and narration, which involves such issues as the organ setting, the cooperative mechanism of the party and the government.

Therefore, Sanya city is proposed to use for references the idealized vision of “government of integrity” advanced by typical nations of OECD. On the basis of the assurance of administrative efficiency, through decomposing governmental responsibility, whereupon modulating organ settings of governmental department and reshape governmental operating flow, close-joint services are supposed to be provided for residents, and consummate system for the equalization of public services of rural-urban unison is to be erected, and the innovation of social governance system as well as mechanism is to be strengthened, which promote to achieve Sanya’s social fairness and justice.

(1) Modulating the resources of public services, breaking government organizational model of “fragment”

Government organs in the horizontal and vertical direction are supposed to be streamlined, the cooperation and coordination of government departments is to be strengthened, the modulation of ways and paths of
government services is to be consolidated. We shall explore ways to establish greater departments with integrated and extended function, combining government functions of similarity and sameness, setting government organs synthetically. All this is intended to solve the problem of overlapping organs and functions and conflicting policies from different departments.

(2) Multi-region Fellowship among principal body of public services

Via developing the strategy of associated knowledge and info, each principal body is supposed to exchange and share know-how and info continuously. Attaching importance to the applying of such ways as substitution, complementation and nestification of main body of public services and the utilizing of methods of marketization and non-marketization, the associated mechanisms to provide public services dominated by government are supposed to be achieved, including such modes as “one-multiple”, “multiple-one”, etc.

(3) Strengthening the ranks of public servant, modifying the style of working, improving overall quality of cadres

We will train the ranks of public servants on a large scale, which are intended to enhance the consciousness of services and to unify the cognition of thought. Above all, the conception of cadres should be remolded. They are supposed to actively engage in public services and social governance. Disciplines should be strictly implemented to eradicate completely the corruption of sweeping the desk and to reverse the infirmness of principle of cadre ranks. Mutually help to learn the knowledge of modern management and the IT know-how.

(4) Attaching the importance to the application of info integration and modern info technique

We are to promote the innovation of the technique and tool of supplying public services, to apply manifold modern techniques (such as the technique of clouds calculating) and info means including novel type of mass media to provide social and tourism services; to energetically establish info network of
public services, to practice Electronics governmental affairs and to totally carry out the on-line info services; to foster public services culture to achieve the well-knit integration between advanced technology and advanced culture.

5.2 Integrated Services

On the basis of considering all and overall arrangement, the construction of Sanya’s government of public service model should be propelled gradually and systematically. Constructing Sanya’s government of public service model should be carried out by stages. In light of Sanya’s incomplete conditions (innate resources, ability in financial revenue, government competence), firstly we focus on constructing “Regulation-service type” government, and gradually improve the competence and level of providing public services in the course of strengthening administration.

(1) Advancing the construction of public service system by layers

We advise perfecting the public service system gradually according to the sequence of “core-basic-comprehensive”. Firstly, the core public services system should be attached more importance, which consists of compulsory education, basic social security and medical treatment and public health. Secondly, on the basis of safeguarding the right of subsistence and development, such kinds of construction should be promoted including basic education, social security, medical treatment, employment obtaining, infrastructure, housing, environmental protection, emergency management, which make up the basic public service system. Thirdly, on the basis of the above services, we shall expand the scope of services, and promote “the supplementary public services” considering financial revenue, which consists of public info, environment protection, public culture, technology service, physical training, relaxation and community recreation. Accordingly all is intended to shape a public service system at high level.

(2) Diversification of ways of providing public service

The principal parts of supplying public service contain manifold powers such as government, enterprise, social organization, etc. Meantime citizen
individual is supposed to participate. The ways of supplying services involve
government direct provision, moderate marketization and socialization.

(3) The Professionalization and Elaboration of Managing organization for
Public Service

We explore ways to overcome the problem of Sanya’s public service
fragment, and achieve the specialization and intensiveness of the personnel
composing and organization structure of such departments including tourism
committee, educational bureau, public health bureau, bureau of civil
administration, municipal department, Sanya’s public service committee
contained in the proposal of policy transformation and combination. We
engage in solving such problems as laypeople holding power and high ratio of
veteran.

For instance, main bodies of Sanya’s public service committee are made
up of routine deputy mayor, branched deputy mayor, the principals of function
departments, the principals of public welfare social organization, domestic and
overseas experts, who shall plan as a whole and promote gradually the
construction of public services system of the integration of urban-rural and
manifold fields. The committee office’s leader plans in entirety the cause units
and public welfare organization of social services in his administrative district.
The committee office is standing body listed into the series of governmental
organs. Relevant committees are decision maker, supervisor and purchaser of
services. According to the decision of government and committee, the office
takes charge to supervise and authorize the professional institutions which
make appraisal of the services provider. Relevant cause units and public
welfare organizations are supposed to be detached from their affiliated
function departments. The allocation and disposition of public service
resources is based on the train of thought that public service committee is
intended to be strengthened, the lumps (district and town) are to be weakened,
community is to be consolidated which contribute to define the frame of the
heterogeneous settings of functions among municipality, district and town. We
consider utilizing the domino effect of scale economic, and setting up some special administrative area for public service which can act jointly across regions.

5.3 Collaborative Society

(1) Under the value of “We”, promoting the integration between native and nonlocal.

Governmental organ as well as social organization build platform for integration and encourage integration via the activities of propaganda; Community should fully play the role as carrier to achieve social integration on the basis of community integration; Schools of various kinds, especially universities, and community are supposed to exert more of their strength for social integration.

(2) Constructing social compound subjects of city governance of multi-participating model

Aiming at the promotion of public service and social governance, considering social benefit and economic growth in entirety, participators of diverse identities affiliated respectively with such circles including political circle, intellectual circle, entrepreneur circle, mass media, community circle and civil individual jointly partake and actively interact to form the social principal bodies of new pattern, which are characterized by multilayer framework, reticulation knit, function integration and complementing each other’s advantages. The ways of participation for the society in all directions once characterized by being passively involved transform to that of actively participating and automatically interacting, which contribute to the democratic decision-making of deliberation, promoting the advancement by democracy, improving people’s livelihood by democracy. All that is intended to integrate manifold resources, practice associated operation, and achieve the efficiency of social operation to the utmost.

5.4 Plan Urban & Rural as a Whole

(1) Accordingly Adjusting the Dividing of Administrative Zone of
Municipality, District and Town, Streamlining the Settings of Function Zone and Town and Street

We should coordinate governmental relationship, reduce administrative operating cost, and improve working efficiency. On the basis of the two established district administered by municipality, we integrate the six towns affiliated by municipality and the function zones including Yalong Bay, Haitang Bay, establish about four new district, weaken street office, and consolidate community. The municipality mainly takes charge of decision-making and plan as a whole. The district and the town are in charge of implementing.

(2) Adjusting the programming for territory utilization of district and town

The given programming for land utilization doesn’t accord with the need of Sanya’s continuous development. Based on the guideline of “planning as a whole for development, overall arrangement in reason, inclining to public services”, we should resume mapping out the territory utilization while adjusting the dividing of administrative zone.

(3) Constructing the live expenditure model of public finance

Aiming at the equalization of finance resources, we should overall arrange the scale and the structure of the transfer payment of municipality-level revenue, and gradually enhance the proportion of public services expenditure.

(4) Quickening constructing the rural endowment insurance system

We’re to gradually perfect the insurance system for the poor of Sanya’s town and village.

5.5 A City to Enrich the Citizen

(1) People’s Livelihood as the Root of City Development

Based on the starting point and the end-result of economic growth, urbanization and social governance, enriching citizen should be the fundamentality of each work. Only if people are wealthy, it’s true that actual strength of city shall already be improved; Only if people are rich, mild mentality of managing and harmonious social atmosphere shall be shaped, which is beneficial to the avoidance of extorting and deceiving guests, Illegal
business, and even rough stuff.

(2) Balancing the disparity by services
Given the income of individual and that of family, via the equalization of public service provided by government, the disparity of elementary life need among individuals is supposed to lessen. To this end, the individual’s livelihood of medium income and low income should be guaranteed by the improvement of public services.

(3) Encouraging and supporting small and tiny enterprise by policy
Under the circumstance that Sanya has few local enterprises and developing huge and medium enterprise needs many conditions, considering Sanya’s concrete facts, using for references experience of such cities as Chongqing, the government issues policy to support the development of small and tiny enterprises, which has significance for increasing individual income and achieving enriching people. The developmental course of some coastal zones has proved that.

(4) Attending and Helping the Minority Ethnic groups
Under the conditions of the innate disparity of resources, we should pay more attention to the minorities in such fields including basic life guarantee, educational and healthy service, employment, and undertaking beginning, which require policy inclination and substantial boon, and bring these groups into prosperity.

6. Conclusion
The course of Sanya’s urbanization is of particularity, speediness and passiveness. Sanya’s urbanization initially gives priority to “spatial urbanization”, following the path of extension development, erecting the wineshop and hotel and dwelling house of top grade, leading to the expansion of city space and the enlargement of city population. The marked effect the spatial urbanization of this kind produces is that Sanya city’s infrastructure is improved, Sanya’s former poor appearance of “tiny fishing village” is changed, city image is upgraded. By spatial urbanization, the urbanization ratio of such
areas including Sanya Bay, Yalong Bay and Phoenix Town is improved in a vast scale. However, according to international experience, the spatial urbanization may result in serious social problems including areas disparity, incompetence of people’s welfare, employment obtaining and basic public service due to the speed of the progress of population and occupation slower than that of spatial urbanization, which converge at the the focus of the contradiction and conflict among relevant interest subjects in the development of Sanya city.

In order to solve the above problems, the paper advances the position of constructing “Our Sanya” in union. To the end of “letting our Sanya more wonderful”, we emphasize the core value of “We” to greatly achieve opening to the outside world and allowing diversity and coordination. Specifically, the construction of Sanya’s basic public service system is supposed to promote people's livelihood to benefit from Sanya’s economic advancement and equalize the urban-rural disparity. The diversification of social governance subjects and ways of management as well as service is intended to achieve development in union overall the society, and make Sanya city in deed become “four seasons garden of tourist” and “happy home of common people” in the construction of “international tourism island”.

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