

Research on the High-Quality Development of Hainan Tourism from the Perspective of IP Tourism

Li Li*

Hainan Vocational University of Science and Technology, Haikou 571126, Hainan, China

**Author to whom correspondence should be addressed.*

Copyright: © 2025 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

Abstract: With the rapid development of global tourism, IP (intellectual property) tourism, as an emerging model, is gradually becoming a significant force in promoting high-quality growth in the industry. Hainan, China's only tropical island province, boasts unique natural scenery and abundant tourism resources. The high-quality development of its tourism sector is crucial for boosting regional economic growth and enhancing international influence. This paper will analyze the current status, existing issues, and strategies for the high-quality development of Hainan's tourism industry from the perspective of IP tourism, aiming to provide valuable insights for the future development of Hainan's tourism sector.

Keywords: IP tourism; Hainan tourism; Tourism development

Online publication: April 28, 2025

1. Introduction

1.1. Research background

In recent years, with the improvement of people's living standards and the transformation of consumption concepts, tourism demand has shown a trend towards diversification and personalization^[1]. Traditional sightseeing tours can no longer meet tourists' needs, while IP (intellectual property) tourism, which offers unique cultural connotations and experiential value, is gradually gaining favor among visitors^[2]. As one of China's key tourist destinations, Hainan's development in the tourism industry plays a crucial role in promoting regional economic growth and enhancing international influence. However, the development of Hainan's tourism industry also faces numerous challenges, such as severe homogenization of tourism products and insufficient exploration of cultural connotations. Therefore, it is significant to explore high-quality development strategies for Hainan's tourism industry from the perspective of IP tourism^[3].

1.2. Research significance

Theoretical significance: This paper enriches the research content of IP tourism theory and provides a new perspective and idea for the innovation and development of the tourism industry ^[4].

Practical significance: The research results of this paper can provide useful reference and guidelines for the high-quality development of Hainan tourism, and promote the transformation and upgrading and sustainable development of Hainan tourism ^[5].

2. Literature review

2.1. Concept and connotation of IP tourism

IP tourism refers to unique brands or cultural symbols formed in the tourism industry through creativity, design, storytelling, and other methods ^[6]. These can be any elements used to attract tourists, such as content, products, atmosphere, culture, or stories. IP tourism features strong content power, high exclusivity, and strong recognizability, which helps scenic areas design distinctive product content and enhance the tourist experience ^[7].

2.2. Application and development of IP tourism in the tourism industry

In recent years, the application of IP tourism in the travel industry has become increasingly widespread. Many scenic spots have attracted a large number of visitors by creating unique IP images ^[8]. For example, Disneyland has become a globally renowned tourism brand through its distinctive cartoon characters and rich cultural connotations ^[9]. In addition, some places have developed local IP tourism projects by tapping into local cultural elements, such as Lijiang's "City of Love" IP ^[10]. These successful cases demonstrate that IP tourism has significant advantages in enhancing the fame of scenic spots, attracting tourist flows, and promoting the development of the tourism industry.

2.3. Research status of tourism in Hainan

Research on Hainan's tourism industry has yielded abundant results. Scholars have conducted in-depth explorations from various perspectives, such as the development and protection of tourism resources, marketing and promotion of the tourism market, and innovation and design of tourism products ^[11,12]. However, studies on Hainan's tourism industry from the perspective of IP tourism are relatively scarce. Therefore, this study is innovative and forward-looking ^[13].

3. Analysis of the development status of tourism in Hainan

3.1. Overview of tourism resources

Hainan Island boasts unparalleled natural scenery and abundant tourism resources ^[14]. Its natural landscapes are renowned for enchanting beaches, crystal-clear waters, lush tropical rainforests, and volcanic landforms, such as the End of the Earth and the Sea at Sanya, Yalong Bay, Wuzhizhou Island, Haikou's Volcano Park, and Wan Ning's Shimei Bay. In addition, Hainan is rich in cultural landscapes, including the traditional culture, historical sites, and folk customs of ethnic minorities like the Li and Miao peoples, as well as intangible cultural heritages such as Qiong Opera, Li brocade weaving, and Miao silver ornaments ^[15].

3.2. Current situation of the tourism market

In recent years, Hainan's tourism industry has achieved remarkable development results. Both the number of

tourists and total tourism revenue have seen rapid growth. According to data released by the Hainan Provincial Department of Tourism, Culture, Radio, Television, and Sports, in 2023, Hainan received a total of 90.062 million domestic and international tourists, with total tourism revenue reaching 180.9 billion yuan. Compared to 2022, the number of tourists increased by 9%, and total tourism spending surged by 9%. Additionally, the number of inbound tourists also showed a significant upward trend, exceeding one million in 2024. These figures indicate that Hainan's tourism market has enormous potential and a broad future ^[16,17].

3.3. Current situation of tourism products and services

Hainan's tourism industry has made significant progress in both products and services ^[17]. In addition to traditional beach resort offerings, a variety of new tourism projects have been introduced, such as sports events, rural tourism, and marine science education. For example, the annual Hainan Island International Road Cycling Race and the Golf Open attract a large number of domestic and international tourists ^[18]. Moreover, Hainan has increased its investment in tourism infrastructure, improving the quality and level of tourism services. However, there are still some issues with tourism products and services, such as severe product homogenization and insufficient exploration of cultural content ^[19,20].

4. Analysis of the problems existing in Hainan tourism from the perspective of IP tourism

4.1. Serious homogenization of tourism products

Currently, Hainan's tourism industry suffers from severe homogenization in its offerings. Many scenic areas provide similar tourism products, lacking uniqueness and differentiation. This homogenization not only diminishes the quality of tourists' experiences but also hinders the innovative development of the tourism sector. From an IP tourism perspective, the lack of uniqueness and differentiation makes it difficult to create appealing IP images, thereby impacting the sustainable development of the tourism industry.

4.2. Insufficient exploration of cultural connotation

Hainan boasts abundant cultural resources, such as the traditional culture of ethnic minorities like the Li and Miao peoples, historical sites, and folk customs. However, in the development of tourism, these cultural resources have not been fully explored or utilized. Many scenic areas neglect to delve into and present cultural connotations when developing tourism products, leading to a lack of cultural depth and appeal in these products. From the perspective of IP tourism, cultural connotations are one of the key factors in forming a unique IP image. Tourism products lacking cultural connotations struggle to create recognizable and influential IP images.

4.3. Insufficient brand building and promotion

Brand building and promotion are crucial components of tourism development. However, Hainan's tourism industry still falls short in these areas. Many scenic spots lack clear brand positioning and awareness of image building, leading to low brand recognition and influence. Additionally, there are issues such as limited channels and poor effectiveness in brand promotion. From the perspective of IP tourism, brand building and promotion are essential methods for creating an appealing IP image. A tourism industry lacking in brand building and promotion will find it difficult to stand out in fierce market competition.

4.4. Poor quality of the tourist experience

Tourist experience quality is one of the key factors in the development of the tourism industry. However, Hainan's tourism sector still faces some issues regarding tourist experience quality. For instance, some scenic spots fall short in service, such as poor service attitudes and low service efficiency; some tourism products lack innovation and interactivity in their design and presentation, leading to subpar tourist experiences. From the perspective of IP tourism, enhancing tourist experience quality is one of the important ways to create an attractive IP image. A tourism industry lacking high-quality tourist experiences will struggle to gain recognition and positive word-of-mouth from visitors.

5. Strategies for high-quality development of Hainan tourism from the perspective of IP tourism

5.1. Exploring unique cultural elements and creating differentiated tourism products

Hainan boasts abundant cultural resources, such as the traditional culture, historical sites, and folk customs of ethnic minorities like the Li and Miao peoples. From an IP tourism perspective, it is essential to fully tap into these unique cultural elements to create distinctive and differentiated tourism products. For example, developing tourism routes and products themed around Li culture can attract visitors by showcasing traditional Li clothing, songs and dances, handicrafts, and other cultural elements. Additionally, combining Hainan's natural and cultural landscapes can help create regionally characteristic tourism brands and products.

5.2. Strengthening brand construction and promotion to enhance brand awareness and influence

Brand building and promotion are crucial components of tourism development. From the perspective of IP tourism, efforts should be intensified to build and promote Hainan's tourism brand, enhancing its recognition and influence. First, it is essential to clarify brand positioning and image creation, forming a recognizable and appealing brand identity. Second, various channels and methods should be utilized for brand promotion, such as leveraging social media platforms and organizing tourism festivals to increase brand awareness. Additionally, collaborations with well-known IPs can be pursued to enhance brand influence and market competitiveness through cross-sector partnerships.

5.3. Innovating tourism service mode and improving the quality of tourist experience

The quality of visitor experience is one of the key factors in the development of tourism. From the perspective of IP tourism, it is necessary to innovate tourism service models and enhance the quality of visitor experiences. First, there should be increased training and management for tourism service personnel to improve service quality and efficiency; second, intelligent technology should be introduced to enhance the level and convenience of tourism services; finally, attention should be paid to the interactivity and innovative design of tourism products to increase visitor participation and experience. By implementing these measures, the quality of visitor experiences can be effectively improved, thereby promoting high-quality development in the tourism industry.

5.4. Strengthening ecological environment protection and sustainable development

Environmental protection and sustainable development are crucial guarantees for the growth of the tourism industry. From the perspective of IP tourism, efforts should be intensified to protect the ecological environment and promote sustainable development in Hainan's tourism sector. First, a robust system of environmental

protection laws and regulations must be established. Second, increased investment in environmental protection is necessary to enhance monitoring and management of the ecosystem. Finally, the promotion and application of sustainable development concepts in tourism should be emphasized to facilitate harmonious coexistence between the tourism industry and the environment. Implementing these measures can effectively safeguard Hainan's natural environment and cultural heritage resources, thereby promoting the sustainable development of the tourism industry.

5.5. Promoting the integrated development of tourism and other industries

Promoting the integration of tourism with other industries is one of the key approaches to enhancing the overall competitiveness of the tourism sector. From an IP tourism perspective, efforts should be actively increased to promote the integration of Hainan's tourism industry with other sectors. For example, integrating tourism with agriculture can help create rural tourism brands and products; integrating tourism with cultural and creative industries can foster cultural tourism brands and products. By implementing these measures, Hainan's tourism industry can effectively enhance its overall competitiveness and market influence, thereby promoting high-quality development in the sector.

6. Case analysis: Hainan Quwan Group IP tourism project

Project background and overview: Hainan Quwan Group is a corporate group dedicated to marine sports and cultural tourism. In recent years, the group has actively responded to the national call for promoting high-quality development in the tourism industry. By deeply exploring Hainan's unique marine culture and tourism resources, it has developed a series of innovative and interactive IP tourism projects. Among these, the most representative project is an IP tourism initiative that perfectly blends marine sports with travel and entertainment, centered around Wuzhizhou Island.

Project features and highlights: Unique IP image design. Hainan Quwan Group has designed a series of distinctive IP images with marine sports as the core element. These IP images not only have distinct personalities and characteristics but also incorporate unique elements of Hainan's maritime culture. For example, the group created a cartoon character named "Sports God" as the spokesperson and iconic symbol for the project. This character, themed around marine sports, vividly portrays the charm and vitality of these activities through lively expressions and movements. Additionally, the group has designed a range of merchandise related to "Sports God," such as T-shirts, hats, and backpacks, further enhancing the project's reputation and influence.

Innovative tourism products and services: Hainan Quwan Group has developed a series of innovative tourism products and services centered around IP characters. For example, the group has launched marine sports-themed travel routes and products, including diving, surfing, and sailing. These offerings not only offer high levels of interactivity and experiential value but also incorporate Hainan's unique natural landscapes and cultural environment.

7. Conclusion

International IP upgrade, enhancing Hainan's international influence through platforms such as the Boao Forum for Asia and the China International Consumer Goods Expo. Plans to implement a 72-hour visa-free transit policy for ASEAN countries to attract transit travelers and promote the recovery of inbound tourist numbers to pre-pandemic levels. Sustainable IP development, advancing zero-carbon scenic area pilots, with Yalong

Bay Scenic Area aiming to achieve 100% renewable energy supply by 2025. Implementing an ecological compensation mechanism, imposing visitor capacity limits on ecologically fragile areas like the Xisha Islands, with a daily cap of 500 visitors.

Deepening all-for-one tourism, the “East Coast Central Rainforest West Coast” circular island route will be built, connecting core cities such as Haikou, Sanya, and Danzhou to form a differentiated tourism product system. In 2025, an investment of 20 billion yuan is planned for the development of the second phase of Hainan Flower Island in Danzhou, including the construction of a Marine theme park and a convention center, to enrich the supply of west coast tourism.

Through the IP tourism strategy, Hainan is gradually realizing the transformation from resource-dependent to brand-driven. In the future, it needs to continuously strengthen IP differentiation, technology empowerment, and industrial integration, promote the high-quality development of tourism, and consolidate its position as an international tourism consumption center.

Funding

2024 Hainan Vocational University of Science and Technology Scientific Research Project “Research on the Training Mode of New Tourism Business under the Background of Hainan Free Trade Port” (HKKY2024-11)

Disclosure statement

The author declares no conflict of interest.

References

- [1] Shui G, Wang J, Jia Y, et al., 2023, Analysis of High-Quality Development of Hainan Tourism. *Modern Trade and Industry*, 44(23): 11–13 + 143.
- [2] Zhou L, Wang Z, 2023, Promoting the High-Quality Development of Cruise Tourism Industry in Hainan Free Trade Port. *China Ports*, (10): 32–37.
- [3] Bao F, 2023, Evaluation of the Effect of Kinetic Energy Transformation on High-Quality Development of Tourism in Hainan. *Business Observation*, 9(14): 109–111 + 115.
- [4] Bao F, 2023, Research on the Operation Mode of High-Quality Development Kinetic System of Hainan Tourism Industry. *Modern Trade and Industry*, 44(08): 10–12.
- [5] Li J, Xiong Y, 2022, Research on the Construction of Target-Oriented High-Quality Development Index System for Hainan Tourism. *Industrial Innovation Research*, (22): 47–50.
- [6] Guo Q, Wang X, 2023, Research on Promoting the High-Quality Development of Hainan’s Tourism Industry by Integrating Culture and Tourism. *Journal of Hainan University (Humanities and Social Sciences)*, 41(03): 130–140.
- [7] Li L, Zhu J, 2022, Construction of Hainan Free Trade Port and the Breaking of Tourism Resource Curse. *Market Forum*, (08): 1–6.
- [8] Wu Y, Xie S, 2021, Research on the Industrial Association and Development Efficiency of Tourism Industry in Hainan Province. *Science and Technology and Industry*, 21(08): 25–32.
- [9] Zhu H, Wang J, 2025, Building a Modern Tourism System and Promoting the Deep Integration of Culture and Tourism: Theoretical Construction and Practical Exploration. *Journal of Natural Resources*, 40(04): 1138–1140.

- [10] Zhang H, Song R, Jin C, et al., 2025, Innovation in the Development of Tourism Resources in the Construction of China's Modern Tourism Industry System: Theoretical Cognition and Application Innovation. *Journal of Natural Resources*, 40(04): 855–875.
- [11] Li S, 2025, Digital Economy and High-Quality Development of Tourism. *Journal of Shanxi University of Finance and Economics*, 47(S1): 70–72.
- [12] Hu J, Chen J, 2025, New Quality Productivity Empowering the High-Quality Development of Heilongjiang Tourism. *Cooperative Economy and Science & Technology*, (08): 45–47.
- [13] Li J, Li W, 2025, The Logical Motivation, Internal Mechanism and Practical Path of New Quality Productivity Empowering High-Quality Development of Tourism. *Journal of Guizhou University of Finance and Economics*, OnlineFirst. <http://kns.cnki.net/kcms/detail/52.1156.f.20250318.1720.004.html>
- [14] Wang S, Li M, Liu R, 2025, Analysis of the Temporal and Spatial Evolution and Obstacle Factors of the Coupling Coordination Degree between Tourism Efficiency and Urbanization——Taking the “Belt and Road” Core Section as an Example. *Geography of Arid Areas*, OnlineFirst. <http://kns.cnki.net/kcms/detail/65.1103.x.20250311.0949.001.html>
- [15] Tan Y, Guan W, 2025, Transformation and Development of Macao's Cultural Tourism Industry: Policy Connotation and Implementation Path. *Shenzhen Social Sciences*, 8(02): 25–35.
- [16] Xiang G, 2025, Tourism Innovation and Entrepreneurship to Promote Regional High-Quality Development during the 15th Five-Year Plan Period. *Journal of Tourism*, 40(03): 11–13.
- [17] Li X, 2025, An Empirical Study on the High-Quality Development of Tourism Driven by Digital Economy. *China Business Forum*, 34(04): 26–29.
- [18] Zhou H, 2025, Research on the High-Quality Development of Qinghai Ecological Tourism under the Background of Digital Economy. *China Market*, (06): 21–24.
- [19] Xing L, Zhang G, Su Z, 2025, Evaluation and Synergy of High-Quality Development of Tourism Economy in Beijing-Tianjin-Hebei Urban Agglomeration. *Resources Development and Market*, OnlineFirst. <http://kns.cnki.net/kcms/detail/51.1448.N.20250221.1016.002.html>
- [20] Qiao Z, Zhang J, 2025, Promoting the High-Quality Development of Tourism in Shanxi. *Advance*, (02): 56–58.

Publisher's note

Bio-Byword Scientific Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.