

The Creation Path of Regional Brand of Tourism Performance in Hainan

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Abstract: Hainan boasts unique natural and cultural resources, offering tremendous potential for development in the tourism performance sector. This paper delves into the significance and value of creating a regional brand for Hainan's tourism performances. Based on an analysis of the current state of Hainan's tourism performance, it explores the challenges faced and proposes a multi-faceted approach to building a regional brand, including resource integration, product innovation, brand communication, and talent cultivation. The aim is to promote high-quality development in Hainan's tourism performance industry, enhance the cultural appeal and market competitiveness of Hainan's tourism, and support the construction of Hainan as an international center for tourism consumption.

Keywords: Hainan tourism performance; Regional brand; Creation path; Cultural tourism integration

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1. Introduction

In the context of deep integration in the cultural and tourism industry, tourism performances, as a unique cultural tourism product, are increasingly becoming an important means for various regions to enhance their tourist appeal and enrich the travel experience. Hainan, with its enchanting tropical scenery, diverse ethnic cultures, and the unique advantages of its free trade port policy, is vigorously developing its tourism performance industry. Creating a regional brand for Hainan's tourism performances not only helps to integrate Hainan's rich tourism performance resources and boost the overall competitiveness of the industry, but also further enriches the connotations of Hainan as an international tourism consumption center. This promotes the transformation and upgrading of Hainan's tourism industry and has far-reaching significance for Hainan's economic development and cultural dissemination^[1-3].

2. Development status of tourism performance in Hainan

2.1. Rich tourism performance activities

In recent years, tourism performance activities in Hainan have flourished, with increasingly diverse forms. Besides

traditional “red artists” performances, there are also impression series live shows, large-scale song and dance performances, and red culture-themed shows ^[4]. For example, Sanyas Everlasting Love vividly presents historical themes such as the “Legend of Deer Head, Jianzhen’s Journey to Japan, and the Prefect of Yazhou” through captivating song and dance performances; the “Red Detachment of Women” staged at the Qionghua Theater in Boao spreads red culture, allowing visitors to gain a deeper understanding of local history and culture while enjoying the performances ^[5]. Since 2023, large-scale commercial performance events across the province have attracted approximately 940,000 audience members, with about 49% coming from outside the island, generating tourism revenue of around 3.407 billion yuan, demonstrating the strong driving effect of tourism performances on Hainan’s tourism economy ^[6, 7].

2.2. Rational theater distribution

Hainan’s tourism performance venues are mainly located in developed tourist areas such as Haikou, Sanya, Wanning, Xinglong, Qionghai, and Baoting. These regions boast abundant tourism resources, convenient transportation, and well-equipped facilities, attracting a large number of tourists and providing a broad market for tourism performances ^[8]. For example, the Sanya Everlasting Show Performance Venue adopts a “theme park + performance” business model. Visitors can explore various cultural attractions within the scenic area before and after watching the show, significantly enhancing their experience and drawing many domestic and international audiences ^[9].

2.3. Continuously improve the quality of performances

As the tourism performance market develops, Hainan’s various performance theaters are increasing their investment, improving hardware facilities, and enhancing performance quality. Many theaters have evolved from small venues with just a few hundred seats to large air-conditioned theaters with over a thousand seats, featuring more advanced stage designs and significantly improved sound, light, and electrical technology applications, offering audiences a better audio-visual experience ^[10]. For example, the Sanya Everlasting Show Theater, which cost 200 million yuan to build, has 4,000 seats and advanced stage design, capable of delivering stunning visual effects to the audience ^[11].

3. The challenges faced by the creation of regional brand of tourism performance in Hainan

3.1. Weak brand awareness and lack of overall planning

Currently, most tourism performance companies in Hainan operate independently, lacking an overall plan for regional branding and a sense of coordinated development ^[12]. Each performance project lacks unified strategic guidance in brand positioning, image building, and market promotion, making it difficult to form a strong brand synergy ^[13]. Some companies focus too much on short-term economic benefits, neglecting long-term investment in brand building, which results in low brand recognition and reputation ^[14].

Brand value recognition is insufficient, with most performance projects still at the basic stage of “performance as product,” lacking a deep understanding of brand premium capabilities ^[15]. For example, some Li and Miao cultural theme performances in Hainan only use traditional songs and dances as program content, failing to deeply integrate them with regional cultural IPs, leading to low brand recognition and weak market competitiveness. There is a lack of brand operation entities. Performance projects are mostly operated by scenic spots or tourism

enterprises, lacking a coordinating body at the provincial level. For instance, projects like Sanya Everlasting Love and Betel Nut Valley have gained some local fame but fail to form a brand alliance, making it difficult to achieve cross-regional resource integration^[16, 17]. The lack of brand protection mechanisms results in frequent issues such as trademark infringement and content plagiarism. Some traditional performance projects, due to untimely registration of intellectual property rights, have led to the misuse of cultural symbols. For example, Li ethnic groups brocade patterns are casually used by some merchants for product packaging, damaging the cultural value of the brand.

The deep-seated contradiction of the overall planning deficiency lies in the fragmented spatial layout, with most performance projects concentrated in core cities like Sanya and Haikou, while high-quality resources in Central and Western counties and cities remain underutilized^[18]. For instance, Wuzhishan Li ethnic culture is rich in resources, but there is a lack of matching performance projects, leading to imbalanced regional development. The synergy within the industry chain is insufficient, with loose connections between performances and tourism, accommodation, transportation, and other sectors, resulting in a prominent “see-and-go” phenomenon among tourists^[19]. Data shows that the average stay duration for Hainan’s tourism performance projects is less than 1.5 hours, far below that of mature international destinations (such as Las Vegas, where performance projects attract visitors to stay for over three days). Policy support is fragmented, with existing policies often focusing on subsidies for individual projects and lacking systematic support for brand cultivation and market promotion. For example, some performance projects have been forced to halt due to broken capital chains, yet local authorities have not established a risk-sharing mechanism^[20].

3.2. Insufficient exploration of cultural connotation and serious product homogenization

Hainan boasts rich cultural resources, including Li ethnic culture, maritime culture, and red culture. However, in the development of tourism performance products, these cultural resources often remain superficial, lacking in-depth exploration and interpretation. For instance, some performance projects showcase Hainan’s ethnic customs but fail to delve into their historical roots and cultural significance, making it difficult for tourists to resonate. In certain performances, the use of cultural elements appears forced and disconnected, failing to integrate organically with the content. For example, some projects rely excessively on high-tech means to achieve visual effects while neglecting the intrinsic value of cultural elements, resulting in a lack of cultural depth in the performances. In the Hainan tourism performance market, some projects exhibit imitation and plagiarism, lacking originality and uniqueness. This leads to severe homogenization of performance products, making it hard to establish brands with market competitiveness.

Product homogenization is severe, with a single form of expression. Hainan’s tourism performance products are relatively monotonous, mostly featuring song and dance performances, lacking innovation and diversity. This singular form of expression fails to meet the increasingly diverse needs of tourists and can easily lead to aesthetic fatigue. Some performance projects exhibit similar content settings, lacking specificity and differentiation. For example, multiple projects focus on Hainan’s ethnic customs, but their specific presentations are largely the same, failing to leave a lasting impression on visitors. The presentation of regional characteristics in Hainan’s tourism performance products is not prominent enough, failing to fully showcase Hainan’s unique natural landscapes and cultural ambiance. This results in a lack of recognizability for performance products, making it difficult for them to stand out in fierce market competition.

Although Hainan boasts abundant cultural resources, the exploration and presentation of local cultural

connotations in tourism performance products are not yet deep enough. Some performance projects simply imitate successful cases from other regions, lacking innovation and failing to fully showcase Hainan's unique history, culture, folk customs, and natural scenery. The products suffer from severe homogenization, unable to meet the increasingly diverse needs of tourists, which reduces the market competitiveness of Hainan's tourism performance.

3.3. The brand communication channel is single and the marketing effect is not good

Hainan's tourism performances mainly rely on traditional promotional channels for brand communication, such as travel agency recommendations and scenic area brochures, with insufficient use of new media and internet platforms. The content and format lack creativity, making it difficult to attract the attention of younger tourists. Additionally, there is a lack of systematic marketing planning, leading to a lack of coherence and focus in marketing activities, which hinders the effective expansion of the brands influence.

3.4. Shortage of professional talents restricts the development of brands

The development of the tourism performance industry requires professionals in screenwriting, directing, acting, stage design, marketing, and more. However, Hainan currently faces a shortage of specialized talent in tourism performances. The talent cultivation system is inadequate, with insufficient related programs offered by local universities and poor alignment between the supply and demand of talent in enterprises. This shortage leads to a lack of innovation in performance products, low brand operation and management levels, severely hindering the development of Hainan's regional tourism performance brands.

4. Creation path of regional brand of Hainan tourism performance

4.1. Strengthen resource integration and clarify brand positioning

Integrate cultural resources and delve into Hainan's historical culture, folk culture, maritime culture, and other distinctive cultural resources to establish a cultural resource database. Break down geographical and corporate boundaries, enhance cooperation and exchange among various tourism performance projects, integrate advantageous resources, and create a tourism performance product system with Hainan characteristics. For example, combine the Li and Miao cultures of Hainan with its maritime culture to produce large-scale live performances that showcase Hainan's unique ethnic charm and maritime allure.

Clarify the brand positioning based on Hainan's cultural characteristics and tourism market demands. Highlight Hainan's unique advantages as a tropical island tourist destination, aiming to create the image of a "Capital of Tropical Island Cultural Performances." Attract domestic and international tourists with its distinctive cultural appeal. Emphasize the core values of the brand, such as romance, warmth, and multicultural integration, to form a clear brand recognition for Hainan's tourism performances among visitors.

4.2. Create innovative performance products and improve brand quality

Content innovation encourages performance enterprises to increase investment in original works, using historical stories, folk legends, and local customs of Hainan as material to create performances with Hainan characteristics. Emphasis is placed on combining storytelling with entertainment value, integrating modern technological elements to enhance the appeal and impact of performances. For example, virtual reality (VR) and augmented reality (AR) technologies are employed to create immersive performance experiences, allowing visitors to feel the charm of Hainan culture as if they were there in person.

Innovative forms break free from the constraints of traditional performance formats, exploring diverse performance styles. Besides stage and live performances, street performances and interactive shows can also be developed to increase visitor participation and experience. For example, setting up performance areas for street artists in tourist attractions and hosting interactive folk cultural performances allows visitors to interact closely with performers, enhancing their understanding and appreciation of Hainan culture. Quality improvement involves strengthening quality supervision of tourism performance products and establishing a robust quality evaluation system. From scriptwriting, directing, and acting to stage design, costumes, and props, strict quality standards are enforced to ensure high-quality performances. Regularly inviting professionals to assess and guide performance products continuously improves and enhances performance quality, elevating brand value through superior products.

4.3. Strengthen brand communication and expand brand influence

Diversify communication channels, fully utilizing the internet, social media, and other emerging platforms to conduct comprehensive and multi-level brand promotion. Establish an official website and social media accounts for Hainan tourism performances, promptly releasing performance information, stunning photos, behind-the-scenes snippets, and more to attract fan attention. Leverage TikTok, Weibo, WeChat, and other platforms to create creative short videos and live stream performance clips, expanding the reach of the brand. Collaborate with online travel platforms to include tourism performance products in travel route recommendations, increasing product exposure.

Holding brand events, regularly organizing tourism performance festivals and cultural arts festivals with international influence, inviting renowned domestic and international performing arts groups to participate, aims to create a brand event for Hainan's tourism performances. By hosting these events, media attention and tourist participation can be attracted, enhancing brand recognition and reputation. For example, the Hainan International Tourism Performance Festival includes opening ceremony performances, excellent showings, and forums on the performance industry, showcasing the development achievements of Hainan's tourism performances and promoting cultural exchange and cooperation in the performing arts between China and other countries.

Conduct cooperative marketing and strengthen cooperation with other tourist destinations, tourism enterprises, cultural institutions, etc., to carry out joint marketing activities. Through resource sharing and complementary advantages, jointly promote the regional brand of Hainan's tourism performances. For example, collaborate with scenic areas in neighboring cities to launch joint products combining "tourism performances + scenic area tours"; work with airlines and hotels to bundle tickets for flights, accommodations, and performance tickets, thereby increasing the market share of the brand.

4.4. Cultivate professional talents and consolidate the foundation of brand development

Improve the talent cultivation system, strengthen cooperation between local universities and vocational colleges with tourism performance enterprises, and offer majors related to tourism performances, such as performance, directing, stage art design, and cultural industry management. Develop talent cultivation plans based on market demand, emphasize practical teaching, establish internship and training bases, provide students with practical opportunities, and cultivate professionals who can meet the needs of the tourism performance industry's development.

Attract high-end talent and formulate preferential policies to draw outstanding tourism performance talents

from home and abroad to develop in Hainan. Provide guarantees in housing, children's education, medical care, and other aspects to address the concerns of these talents. Through talent introduction, advanced concepts, technologies, and experiences will be brought in, enhancing the creative level and management capabilities of Hainan's tourism performances. For example, offer substantial subsidies and rewards to renowned screenwriters, directors, and actors introduced, attracting them to join the Hainan tourism performance industry.

Strengthen talent training and exchange by regularly organizing training and exchange activities for tourism performance professionals, inviting domestic and international experts and scholars to give lectures and provide guidance. Encourage professionals to participate in domestic and international performance competitions, seminars, and other events to broaden their horizons and enhance professional competence. Establish an industry talent exchange platform to promote communication and cooperation among talents, fostering a favorable environment for talent development.

4.5. Strengthen policy support and optimize the brand development environment

The government has introduced a series of policies to support the development of the tourism performance industry, including financial subsidies, tax incentives, and land support. A special fund for the development of the tourism performance industry has been established to provide financial assistance to outstanding performance projects, original works, and talents; tax reduction policies have been implemented for tourism performance enterprises to reduce their burden; priority is given to meeting the land needs of tourism performance projects, providing solid policy support for industrial development.

Optimize the approval process, simplify the approval procedures for tourism performance projects, and improve approval efficiency. Establish a one-stop approval service platform to achieve informatization and convenience in the approval of performance projects. Reduce unnecessary approval steps, shorten approval time, provide efficient and high-quality services for enterprises, and stimulate market vitality.

Strengthen market regulation, enhance supervision of the tourism performance market, and standardize market order. Establish and improve mechanisms for market entry and exit, crack down on unfair competition, and protect consumers' legitimate rights and interests. Intensify the review of performance content to ensure it is positive and healthy, aligning with socialist core values, and create a favorable environment for market development.

5. Conclusion

Creating a regional brand for Hainan's tourism performance industry is a key measure to promote high-quality development in this sector. It holds significant importance for enhancing the cultural depth and market competitiveness of Hainan's tourism. Despite numerous challenges currently faced in building a regional brand for Hainan's tourism performance industry, effective approaches such as strengthening resource integration, innovating performance products, enhancing brand communication, cultivating professional talent, and increasing policy support can help Hainan develop a tourism performance brand with international influence. This will not only enrich Hainan's tourism offerings and meet the increasingly diverse needs of tourists but also further integrate Hainan's cultural and tourism industries, contributing to the construction of an international tourism consumption center and injecting new vitality into Hainan's socio-economic development. In the future, Hainan's tourism performance industry should continuously innovate and innovate, steadily enhancing brand value to secure a

prominent position in both domestic and international tourism performance markets, becoming a shining card showcasing Hainan's cultural charm.

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Disclosure statement

The authors declare no conflict of interest.

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