

Construction of Performing Arts Ecosystem in International Metropolis — Exploration and Research on Performing Arts Ecological Street in Hainan Commercial Body

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Abstract: In the context of globalization and the integration of culture and tourism, the construction of an entertainment ecosystem has become a key path for international cities to enhance their cultural soft power and competitiveness. Hainan, as an important tourist destination in China, offers unique value through its exploratory practices in commercial entertainment eco-districts. This paper delves into the essence and components of an international city's entertainment ecosystem, examines the current development status of commercial entertainment eco-districts in Hainan, discusses the opportunities and challenges they face, and proposes targeted strategies. The aim is to provide theoretical support and practical references for Hainan to create internationally influential entertainment eco-districts and promote the development of international cities.

Keywords: International city; Performing arts ecosystem; Hainan business body; Performing arts ecological district

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I. Introduction

As the global economy integrates and cultures diversify, international cities are not only economic hubs but also centers of cultural and artistic convergence. The performing arts industry, as a core component of the cultural sector, plays a crucial role in enhancing a city's cultural image, promoting cultural exchange, and boosting tourism consumption^[1]. The construction of a performing arts ecosystem integrates various aspects such as creation, performance, dissemination, and consumption, along with related elements like talent, capital, technology, and policy, forming an organic ecosystem^[2-3]. Hainan, leveraging its unique geographical location, rich cultural resources, and thriving tourism industry, has actively explored the development of commercial performing arts eco-zones, providing new ideas and practical examples for building an international city's performing arts ecosystem^[4].

2. The connotation and constituent elements of the international urban performing arts ecosystem

2.1 Content

The international urban performing arts ecosystem refers to an open, dynamic, and sustainable development system in international cities. At its core is the performing arts industry, encompassing creation, production, performance, dissemination, and consumption, as well as closely related elements such as talent cultivation, financial support, technological innovation, and policy guarantees ^[5-6]. These components are interconnected and interact with each other, forming an open, dynamic, and sustainable ecosystem. It is not only a development framework for the performing arts industry itself but also a comprehensive ecological system that deeply integrates with the city's economy, culture, and tourism industries, collectively driving urban development ^[7].

2.2. Constituent elements

Core performance elements include various performing arts groups, theaters, and talent agencies. Performing arts groups are the main body of creation and performance, continuously delivering excellent works to meet the cultural needs of audiences; theaters serve as venues for performances, where the completeness of facilities and operational management directly impact the quality of shows and audience experience; talent agencies play a crucial role in promoting performances, artist packaging, and agency services, facilitating the market circulation of performance products ^[8-9].

Supporting elements: Talent is the key to the development of the performing arts ecosystem, including professional talents such as playwrights, directors, actors, stage designers, lighting and sound technicians, as well as interdisciplinary talents in cultural industry management and marketing ^[10]. Financial support is a crucial guarantee for the development of the performing arts industry, encompassing various channels like government fiscal investment, social capital investment, and financial institution loans ^[11-12]. Technological innovation brings new forms of expression and dissemination methods to the performing arts industry, such as the application of virtual reality (VR), augmented reality (AR), and holographic projection technologies in performances, enhancing visual effects and audience engagement ^[13].

The performing arts industry is closely linked to tourism, catering, accommodation, and retail. Tourism provides a vast market for performances, where visitors enrich their travel experiences by watching shows. Performances also add cultural depth to tourism, attracting more visitors ^[14-15]. The catering, accommodation, and retail sectors offer complementary services to audiences and tourists, extending their stay in the city and boosting consumption ^[16].

Policy environment elements: Government policy support is crucial for the construction of the performing arts ecosystem. It includes formulating industrial development plans, introducing preferential tax policies, providing financial subsidies, strengthening intellectual property protection, etc., so as to create a good policy environment for the development of the performing arts industry and guide resources to the gathering of the performing arts industry ^[17].

3. Development status of commercial performance ecological streets in Hainan

3.1. Increasing variety of performing arts projects

In recent years, Hainan's commercial performance ecosystem has seen the emergence of a diverse range of performance projects. For example, Haikou China-fashion City, as Hainan's first immersive traditional Chinese style performance-themed district, uses the background of "The Book of More Paths" to create an operational model that combines "immersive scene interpretation + experience." The performances integrate Hainan's rich

history and culture, bringing stories of historical figures such as Lady Xian, Su Dongpo, and Hai Rui to the stage. Through vivid storytelling and ingenious choreography, these performances have attracted a large number of residents and tourists. Additionally, some commercial entities have introduced various forms of performances, including music shows, acrobatic acts, and stand-up comedy, catering to the needs of different consumers^[18].

3.2. The integration of commerce and performing arts is gradually deepening

Hainan commercial complexes actively explore the integration of commerce and performance. Some commercial complexes enhance their business atmosphere and popularity by hosting performances^[19]. For example, some commercial streets in Sanya regularly hold art exhibitions, themed markets, and entertainment shows, transforming commercial spaces into venues that combine shopping, leisure, and cultural experiences. Consumers can enjoy wonderful performances and participate in interactive activities after shopping, achieving an organic combination of commercial consumption and cultural consumption^[20].

3.3. Increasing tourist attraction

Hainan, as a popular tourist destination, has seen its commercial performance ecosystem districts further enhance its appeal. Many tourists include watching performances in their itineraries, making performances an integral part of travel. For example, the large-scale song and dance show at Sanya's Everlasting Love scenic area presents Hainan's history, culture, and folk customs in a unique artistic form, attracting a large number of domestic and international visitors. It has become one of the iconic projects of Sanya tourism, driving the prosperity and development of surrounding businesses.

4. Opportunities and challenges of the construction of a commercial performance ecological street in Hainan

4.1. Opportunities

Policy support has provided strong policy backing for the development of commercial performance and cultural districts in Hainan Free Trade Port. Measures such as relaxed market access, simplified approval processes, and tax incentives have attracted more performance companies and talents to Hainan. At the same time, the government has increased its support for the cultural industry by setting up special funds for cultural industry development and encouraging innovation and growth in performance projects.

The tourism market has huge potential. Hainan boasts abundant tourism resources and receives a large number of domestic and international tourists every year. With the changing concept of tourism consumption, the demand for cultural experiences is increasing day by day. Commercial performance ecological streets can provide unique cultural tourism products to tourists, meeting their diverse needs and offering broad market development space.

Rich in cultural resources, Hainan's unique history and culture, folk culture, and maritime culture provide abundant material for performance creation. By deeply exploring and utilizing these cultural resources, it is possible to create performance brands with Hainan characteristics and enhance the cultural connotations and appeal of performance products.

4.2. Challenges

A shortage of professional talent has hampered the development of Hainan's performing arts industry, which started relatively late and lacks a sufficient reserve of professionals. There is a lack of outstanding playwrights,

directors, actors, and other core creative talents, as well as professionals in cultural industry management and marketing. This has constrained the innovation of performance projects and the operational development of commercial performance ecosystem zones. The talent cultivation system is incomplete, with few relevant programs offered by local universities, and there is insufficient alignment with market demands.

Brand influence is insufficient. Although Hainan's commercial performance ecosystem has launched some performance projects, the overall brand influence remains limited. Compared to internationally renowned performance brands and districts, there is a significant gap in terms of brand awareness, reputation, and market competitiveness. There is a lack of effective brand promotion strategies, with limited promotional channels, making it difficult to attract more tourists and consumers attention.

The integration of commerce and performance is not deep enough. Currently, the fusion between commercial entities and performances in Hainan is still at an early stage, with a phenomenon of "two separate skins" between commerce and performance. Some commercial entities merely introduce performance activities without deeply integrating them with their business models or developing coordinated plans. The role of performances in boosting commercial consumption has not been fully realized, and the support from commercial entities for the performance industry also needs to be strengthened.

5. Construction strategies of commercial performance ecological street in Hainan

5.1. Strengthen talent training and introduction

To improve the talent cultivation system, local universities and vocational colleges in Hainan should strengthen cooperation with performing arts enterprises, setting up relevant majors according to market demand, such as performance, directing, stage design, and cultural industry management. Optimize course offerings, emphasize practical teaching, establish internship and training bases, provide students with practical opportunities, and cultivate professionals who meet the needs of the performing arts industry's development. At the same time, conduct on-the-job training and continuing education for existing staff to enhance their professional competence.

Increase efforts in talent introduction, formulate preferential policies to attract outstanding performing arts talents and cultural industry management talents from home and abroad to develop in Hainan. Provide guarantees in housing, children's education, and medical care to address the concerns of talents. Encourage well-known performing artists and cultural entrepreneurs to set up studios or companies in Hainan, promoting the growth of local talents and the development of the industry.

5.2. Build a characteristic performance brand

Unearth cultural connotations, delve into Hainan's historical culture, folk culture, and maritime culture, and integrate these distinctive cultural resources into performance creation to build a Hainan-themed performing arts brand. Enhance the cultural value and appeal of performance products through unique cultural expression and artistic innovation. For example, use traditional songs and dances of the Li ethnic group in Hainan, along with folk legends, as material to create large-scale musical dramas with ethnic characteristics, showcasing Hainan's unique cultural charm.

Strengthen brand promotion by formulating comprehensive brand promotion strategies, integrating online and offline promotional channels to enhance brand awareness and influence. Utilize platforms such as the internet and social media for targeted marketing, creating high-quality promotional videos, images, and other content to attract the attention of potential consumers. Participate in cultural industry exhibitions and performance events

both domestically and internationally to showcase the unique features and advantages of Hainan's commercial performance ecosystem, and strengthen exchanges and cooperation with peers at home and abroad.

5.3. Deepen the integration of business and performing arts

Optimize the layout of commercial formats: Based on the characteristics and target audience of performance projects, optimize the layout of commercial formats. Increase sales of cultural and creative products related to performances, themed dining, and distinctive accommodations to form a complete industrial chain. For example, open cafes and restaurants themed around performance IPs in performance districts, introduce unique cultural and creative products, extend customer stay times, and boost consumption growth.

Innovate integration models and explore diverse commercial and performance fusion models, such as hosting commercial activities themed around performances and launching bundled ticket products for both commerce and entertainment. Encourage commercial entities and performance companies to jointly invest in and operate performance projects, achieving shared benefits and shared risks. For example, commercial entities provide venue and financial support, while performance companies handle the planning and operation of performances, working together to create market-competitive performance brands.

5.4. Improve infrastructure and services

Strengthen the construction of performance facilities, increase investment in hardware such as performance venues and stage equipment, to enhance the quality and effect of performances. Build a number of modern, multi-functional performance venues equipped with advanced lighting, sound, and stage machinery to meet the needs of various types of performances. At the same time, improve transportation and parking infrastructure around commercial areas to facilitate travel for audiences and visitors.

Improve service quality, strengthen the service quality management of commercial performance ecological districts, and enhance the professional competence and service level of staff. Establish a comprehensive visitor service center to provide one-stop services, including consultation, guidance, and complaint handling. Strengthen environmental hygiene management to create a clean and comfortable consumption environment, thereby increasing customer satisfaction.

6. The enlightenment and reference of the construction of an international urban performance ecosystem

6.1. Focus on the excavation and inheritance of cultural characteristics

The successful construction of an international urban performing arts ecosystem cannot be separated from the in-depth exploration and inheritance of local cultural characteristics. For example, Broadway in New York, against the backdrop of America's multiculturalism, has created a large number of internationally influential musicals, becoming a benchmark in the global performing arts industry. In the development of commercial performance ecological zones in Hainan, it is essential to fully leverage its cultural advantages, integrating Hainan's unique cultural elements into performance creation and zone development, to create a performing arts ecosystem with distinctive cultural appeal.

6.2. Strengthen industrial coordination and innovation development

The performing arts ecosystem is a complex industrial network that requires collaboration and innovative development among various sectors. The performing arts industry in London's West End is closely integrated with

surrounding industries such as dining, accommodation, and tourism, forming a complete industrial chain. At the same time, it continuously innovates in performance formats and business models, introducing new technologies and concepts to maintain the vitality and competitiveness of the industry. Hainan's commercial performing arts eco-districts should strengthen their integration with tourism, commerce, and cultural creativity industries to promote innovation and upgrading in the performing arts sector.

6.3. Strengthen policy guidance and support

The government's policy guidance and support are crucial for the development of the performing arts ecosystem. Cities like Beijing and Shanghai have attracted a large amount of performing arts resources through a series of policies to promote cultural industry development, increasing fiscal investment, tax incentives, and land support. This has facilitated the rapid growth of the performing arts industry. The Hainan government should further improve its policy system to provide comprehensive policy support for the construction of commercial performing arts eco-districts.

7. Conclusion

The construction of Hainan's commercial performance ecosystem is a significant exploration and practice in building an international urban performance ecosystem. In the development process, Hainan has achieved certain results by leveraging policy support, tourism market potential, and rich cultural resources. However, it also faces challenges such as a shortage of professional talent, insufficient brand influence, and inadequate integration between commerce and performance. By strengthening talent cultivation and introduction, creating distinctive performance brands, deepening the integration of commerce and performance, and improving infrastructure and services, the government can effectively promote the construction of Hainan's commercial performance ecosystem, enhancing its status and influence in the international urban performance ecosystem. At the same time, drawing on advanced international and domestic experiences, focusing on the exploration of cultural characteristics, industrial collaborative innovation, and policy guidance support, will inject strong momentum into the sustainable development of Hainan's performance industry and the construction of an international city, helping Hainan stand out in global cultural industry competition and achieve prosperity in both culture and economy.

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