

The Main Problems and Countermeasures Faced by Haikou in Accelerating the Building of a Performing Arts Capital

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Abstract: Focusing on Haikou's development strategy to become a capital of performing arts, this paper delves into the main challenges it faces and proposes targeted solutions. By analyzing the current state of Haikou's performing arts market, it highlights shortcomings in policy implementation, market cultivation, resource integration, talent development, and brand building. At the same time, considering Haikou's actual conditions and development needs, this paper explores effective pathways to accelerate the construction of Haikou as a capital of performing arts from multiple dimensions, including improving the policy system, optimizing the market environment, integrating cultural resources, enhancing talent cultivation, and shaping brand images. The aim is to provide theoretical support and practical guidance for the sustainable development of Haikou's performing arts industry.

Keywords: Haikou; Performing arts capital; Problems; Countermeasures

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I. Introduction

As the cultural industry thrives, the performing arts sector, as a vital component of this industry, is gradually becoming a new engine for urban cultural development and economic growth. Haikou, the capital city of Hainan Province, boasts a unique natural environment, rich and diverse cultural resources, and the policy advantages of the Hainan Free Trade Port, providing a solid foundation for establishing itself as a hub for performing arts. In recent years, Haikou has hosted a series of high-profile, internationally influential cultural performances, such as Kanye West's World Tour Auditions and Charlie Puth's World Tour Concerts, attracting a large number of domestic and international audiences and injecting new vitality into the city's performing arts market. However, in the process of building itself into a performing arts capital, Haikou still faces numerous challenges and issues that require in-depth analysis and effective solutions.

2. The main problems faced by Haikou in accelerating the building of a performing arts capital

2.1. Policy implementation and improvement

Despite the Hainan Free Trade Port construction providing a series of favorable policies for Haikou's performing arts industry, such as visa-free entry for personnel from 59 countries and allowing foreign capital to pilot the establishment of performance brokerage agencies in Hainan, there are certain difficulties in implementing these policies in practice ^[1-2]. The detailed implementation rules for some policies are not clear enough, leading to numerous obstacles for enterprises when applying for and enjoying policy benefits ^[3]. For example, during the performance approval stage, although Haikou has implemented a "one-stop" mechanism for large-scale performance activities, the approval process remains insufficiently streamlined and takes a long time, affecting the efficiency of project implementation ^[4]. Moreover, the support policies for introducing internationally renowned performing arts projects and talents need to be further strengthened to attract more high-quality resources to Haikou ^[5].

2.2. Insufficient market cultivation

The performance market in Haikou is still in its developmental stage, with many shortcomings in market cultivation ^[6]. On one hand, local residents have not fully developed the awareness and habits of consuming performances, resulting in a relatively small audience with limited purchasing power ^[7]. On the other hand, the development of the tourism performance market is insufficient, failing to fully tap into Haikou's rich cultural and tourism resources and deeply integrate performances with tourism ^[8]. Many tourism performance products lack innovation and appeal, making it difficult to meet the diverse needs of tourists ^[9]. Additionally, marketing efforts in the performance market are inadequate, with limited promotional channels, leading to low visibility for some excellent performance projects and low audience recognition ^[10].

2.3. Insufficient integration and utilization of cultural resources

Haikou boasts rich historical and cultural resources, folk culture, and marine culture. However, in the process of building itself into a capital of performing arts, the integration and utilization of these cultural resources have been insufficient ^[11-12]. There is a lack of effective integration and synergy among different cultural resources, failing to form a distinctive cultural performance brand for Haikou. Some performance projects fail to deeply explore the local cultural essence in their content creation, merely imitating successful cases from other regions, which results in performances lacking uniqueness and appeal ^[13]. At the same time, the integration of cultural resources with the performing arts industry is low, failing to fully leverage the supporting role of cultural resources in the performing arts sector ^[14].

2.4. Shortage of professional personnel

The development of the performing arts industry cannot do without the support of professional talent. However, Haikou currently faces a shortage of such talent. In terms of creative work, there is a lack of innovative and experienced playwrights and directors, leading to fewer original performances with lower quality ^[15]. Regarding performance, the pool of outstanding actors is relatively weak, with insufficient talent reserves. Moreover, there is also a lack of specialized personnel in areas like operational management and marketing, which hinders the overall development level of the performing arts industry. The talent cultivation system is incomplete, and cooperation between local universities, vocational schools, and performing arts companies is not tight enough, lacking an

effective mechanism for talent training and delivery ^[16].

2.5. Insufficient brand influence

Despite hosting some internationally influential performing arts events, Haikou still falls short in overall brand influence. Compared to well-known performing arts cities like Beijing, Shanghai, and Hong Kong, Haikou has a significant gap in shaping and promoting its performing arts brand. The lack of representative local performing arts brands makes it difficult for Haikou to secure a place in the national and even global performing arts market. Additionally, Haikou has not done enough to integrate its city image with that of a performing arts capital, failing to fully leverage the city's natural and cultural characteristics to create a unique and charming brand image. Insufficient promotional efforts and a lack of systematic and targeted marketing strategies have led to low awareness and reputation for Haikou as a performing arts capital ^[17].

3. Haikou's countermeasures to accelerate the building of a performing arts capital

3.1. Improve the policy system to ensure the implementation of policies

Refine policy implementation details; relevant government departments should further refine the detailed implementation rules for various performance industry policies in the Hainan Free Trade Port, clarifying the scope of application, eligibility criteria, and procedures to ensure the operability of the policies. For example, in terms of performance approval, detailed guidelines should be established to specify the processing times and requirements for each stage, thereby improving approval efficiency.

Increase policy support and enhance financial subsidies and tax incentives for the introduction of internationally renowned performing arts projects and talents. Establish a special fund for the development of the performing arts industry to provide focused support for outstanding projects, original works, and talents. At the same time, encourage private capital to invest in the performing arts industry through government-guided funds and other means, attracting more investment into this sector.

Establish a policy evaluation and adjustment mechanism to regularly evaluate the implementation effect of the performing arts industry policy, and timely adjust and improve the policy according to the evaluation results. Strengthen the supervision and management in the process of policy implementation to ensure that the policy is implemented in place and avoid the phenomenon of "hanging" policy.

3.2. Strengthen market cultivation and expand the performance consumption market

Cultivating the local performing arts consumption market: By organizing various cultural activities and promotional events, the government aims to enhance local residents' awareness and interest in performing arts consumption, fostering their habits of engaging in such activities. For instance, hosting free public performances and lectures can help disseminate knowledge about performing arts culture and improve residents' artistic literacy. At the same time, introducing preferential policies for local residents' performing arts consumption, such as ticket discounts and consumption subsidies, can lower the barriers to entry for residents.

Develop the tourism performance market, delve into Haikou's cultural and tourism resources, and integrate them with tourist attractions and routes to create distinctive tourism performance products. For example, in areas like the Rixiang Old Street and the Feng Xiaogang Film Commune at Mission Hills, introduce live performances with historical and cultural characteristics; in seaside scenic spots, develop outdoor performance projects themed around marine culture. Enhance the deep integration of tourism performances with the tourism

industry, incorporate performance projects into recommended tourist routes, and increase the visibility and visitor participation of tourism performances.

Innovate marketing and promotion methods, leveraging emerging channels such as the internet and social media to conduct diversified marketing activities. Produce high-quality promotional videos and posters, widely disseminating them through platforms like TikTok, Weibo, and WeChat; collaborate with online travel and ticketing platforms to launch online booking and marketing campaigns for performance projects. At the same time, organize themed festivals and competitions centered around performances to attract media attention and public participation, enhancing the visibility and influence of the performance market.

3.3. Integrate cultural resources and create characteristic performance brands

Strengthen the integration of cultural resources: Conduct a comprehensive review and integration of Haikou's historical culture, folk culture, and maritime culture to establish a cultural resource database. Break down barriers between different cultural resources to promote collaborative innovation and integrated development. For example, combine the culture of Hai Rui, the culture of Lady Xian, with Hainan's folk culture to create performance works rich in cultural connotations.

Delve into the cultural essence, encouraging performing arts creators to explore the depth and uniqueness of Haikou's local culture. With a unique cultural perspective and innovative presentation techniques, they should craft performance brands that reflect Haikou's characteristics. In content creation, focus on combining storytelling with entertainment value, integrating elements such as regional features, folk customs, and aesthetic arts, making performance works more appealing and engaging.

Promote the integration of culture and the performing arts industry, enhancing the deep integration of the cultural and performing arts industries. Encourage cultural enterprises to participate in the investment, production, and operation of performance projects. At the same time, integrate the performing arts industry with other related sectors such as catering, accommodation, and shopping, forming a complete industrial chain. For example, develop cultural and creative districts and specialty dining streets around performance venues, providing audiences with a one-stop cultural consumption experience.

3.4. Strengthen talent training and improve the quality of talent

Improve the talent cultivation system, strengthen cooperation between local universities and vocational colleges with performing arts enterprises, establish internship and training bases, and jointly develop talent cultivation plans. Offer majors related to performing arts in universities and vocational colleges, such as performance, directing, stage design, and performance management, to cultivate professionals who meet market demands. At the same time, encourage enterprises to conduct internal training and continuing education to enhance employees' professional skills and expertise. Introduce high-end talent, formulate preferential policies, and attract outstanding performing arts talents from home and abroad to develop in Haikou. Through talent introduction programs, provide high-end talents with housing, children's education, medical care, and other guarantees to address their concerns. For example, offer housing subsidies, talent apartments, and other preferential policies to well-known screenwriters, directors, actors, and other high-end talents introduced, to attract them to work in Haikou.

Strengthen talent exchange and cooperation, actively carry out domestic and international talent exchange and cooperation activities, and invite renowned performing arts experts and scholars from home and abroad to Haikou for lectures, training, and guidance. At the same time, encourage local performing arts talents to participate in domestic and international performance competitions and exchange activities, broaden their horizons and thinking,

and enhance their professional level and international competitiveness.

3.5. Enhance brand influence and shape the image of urban performance

To build local performing arts brands, the government needs to increase the cultivation and support for these brands, encouraging performing arts companies and creators to develop representative brands. By organizing brand selection events and showcasing high-quality productions, the government can enhance the recognition and reputation of local performing arts brands. For example, creating a large-scale musical brand based on Haikou's historical and cultural background, through continuous performances and promotional efforts, making it a hallmark of Haikou's performing arts.

Strengthen the integration of Haikou's city image with its brand as a performing arts capital, organically combining the city's natural and cultural characteristics to create a unique and charming brand for the performing arts capital. In urban planning and development, incorporate performance elements such as building performance theme parks and cultural squares to foster a rich atmosphere of performance culture. At the same time, enhance Haikou's reputation and influence in the international performance market by hosting international performance festivals, competitions, and other events.

Strengthen brand promotion and develop systematic and targeted strategies for brand promotion, increasing publicity efforts for Haikou as a city of performing arts. Utilize platforms such as mainstream media at home and abroad, tourism fairs, and cultural exchange activities to widely promote Haikou's performing arts resources and brand image. Produce high-quality promotional materials, such as videos and brochures, to showcase the charm of Haikou as a city of performing arts to domestic and international tourists and professionals in the performing arts industry. At the same time, enhance cooperation with domestic and international performing arts institutions and media, and organize joint promotional activities to boost the brand recognition and reputation of Haikou as a city of performing arts.

4. Conclusion

Haikou's accelerated development as a performing arts capital holds significant strategic importance and potential for growth, yet it faces numerous challenges and issues in the process. By implementing a series of measures such as improving policy frameworks, enhancing market cultivation, integrating cultural resources, strengthening talent development, and boosting brand influence, Haikou is expected to overcome these challenges and achieve rapid development in the performing arts industry, aiming to create an internationally influential performing arts capital. In future development, Haikou should fully leverage its advantages, seize the opportunities presented by the Hainan Free Trade Port construction, continuously innovate and explore, and promote deep integration between the performing arts industry and other sectors like culture, tourism, and economy, injecting new momentum into the city's sustainable development. At the same time, the government, enterprises, and all sectors of society should work together, forming a united front to foster a favorable environment for the development of the performing arts industry, contributing to the construction of Haikou as a performing arts capital.

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