

# Research on High-quality Development of Cultural Tourism Industry in Hainan Driven by Red Culture

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**Abstract:** Against the dual strategic backdrop of building the Hainan Free Trade Port and establishing an international tourism and consumption hub, the deep integration of revolutionary culture—a vital component of Hainan’s cultural resources—with the cultural tourism industry has emerged as a core driving force for high-quality industrial development. With nearly a thousand revolutionary heritage sites and distinctive red cultural IPs, Hainan possesses inherent advantages to propel the upgrading of its cultural tourism sector. This paper systematically examines Hainan’s red cultural resources and development practices within the theoretical framework of resource development and industrial integration. The paper analyzes current challenges, including insufficient resource utilization and lagging product innovation, proposing a four-dimensional development path: “resource revitalization → product innovation → industrial integration → ecosystem construction.” This approach provides theoretical support and practical guidance for empowering Hainan’s cultural tourism industry through red culture development.

**Keywords:** Red culture; Hainan cultural tourism; High-quality development; Industrial integration; Free trade port

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## 1. Introduction

### 1.1. Research background

Red culture is the spiritual crystallization of China’s revolutionary history, containing profound historical depth and spiritual value. Its integrated development with the cultural tourism industry has become an important direction for national cultural strategy and industrial upgrading. During his inspection in Hainan, the President of CPC clearly emphasized the need to make good use of red resources such as the Hainan Qiongya Column Memorial Site and the Red Women’s Army Memorial Park to inherit the red gene and carry forward the red bloodline. The Third Plenary Session of the 20th CPC Central Committee further proposed the important deployment of “promoting revolutionary culture”, providing fundamental guidance for the development of red cultural tourism in Hainan<sup>[1-3]</sup>.

As China's sole free trade port, Hainan boasts not only its natural charm of coconut groves and coastal rhythms, but also a unique collection of revolutionary cultural resources. From the legendary "23-year red flag" of the Qiongya Column to the heroic feats of the Red Women's Army, from the smoke of the Coconut Village Battle to the liberation moment at Lingao Cape Landing, nearly a thousand revolutionary sites and memorial places dot the island, forming a complete system of red cultural resources. Currently, Hainan is vigorously advancing the construction of an "International Tourism and Consumption Center." As a pillar industry, the cultural tourism sector faces the need to transition from "scale expansion" to "quality enhancement" [4]. The spiritual values and historical connotations carried by red culture precisely provide core materials to inject differentiated competitiveness into the cultural tourism industry [5].

In practice, Hainan has launched the unified upgrade and renovation project for Qiongya Revolutionary Memorial Sites, establishing a "1+3+6" memorial venue system. Through innovative approaches like the permanent performance of "The Red Detachment of Women", the province has explored pathways for integrating red-themed cultural tourism, achieving notable results. However, with the diversification of tourist demands and consumption upgrades, the development of red-themed cultural tourism still faces numerous challenges. Against this backdrop, conducting systematic research on how red culture can drive high-quality development of Hainan's cultural tourism industry has become an urgent and practical priority [6-7].

## 1.2. Research significance

**Practical significance:** Grounded in the development of Hainan Free Trade Port, this initiative tackles the practical challenges of integrating revolutionary culture with tourism industries [8]. It transforms red heritage resources into industrial advantages, enriches the cultural tourism product portfolio, and enhances the cultural depth and competitiveness of the "Hainan Tourism" brand. The project supports the vision of building an "International Smart Tourism Consumption Island" while providing industrial support for rural revitalization in revolutionary base areas [9].

**Theoretical significance:** By leveraging the distinctive features of Hainan's island-based revolutionary culture, this study establishes an integrated development framework encompassing "resources, products, industries, and ecology" [10]. It breaks through the conventional homogenization paradigm in revolutionary cultural tourism research, enriching the theoretical system for the integration of revolutionary culture and tourism industries in maritime and island regions. The framework provides a replicable model for similar areas [11].

## 1.3. Domestic and international research status

Foreign studies focus on the tourism development and heritage protection of historical and cultural resources, such as the sustainable development theory of cultural heritage tourism and research on the recreation of historical scenes from the perspective of the experience economy. However, there is relatively little research on "red culture", a distinctive cultural category of China. In domestic research, scholars have achieved results in the classification of red cultural tourism resources, development models, and path optimization. For example, studies on traditional red holy sites like Yan'an and Shaoshan have proposed integrated models such as "performance + cultural tourism" and "technology + experience" [12].

Most existing research on Hainan's red culture primarily focuses on isolated case studies of specific heritage sites, such as the case analysis of the Red Women's Army Cultural IP or conservation studies of the Mureishan Revolutionary Base. While current studies recognize Hainan's potential in red cultural tourism development,

they lack a systematic mapping of the province's red cultural resources. There remains insufficient exploration of the underlying mechanisms and systemic pathways driving high-quality growth in the cultural tourism sector, particularly neglecting the international expression and industrial integration characteristics of red cultural tourism within the context of the Free Trade Port <sup>[13]</sup>. These gaps provide valuable opportunities for further investigation in this study.

## **2. Theoretical basis of red culture driving the high-quality development of the cultural tourism industry**

### **2.1. Core concept definition**

Hainan's Red Culture, specifically referring to the cultural system formed during the New Democratic Revolution period in Hainan, centers on the revolutionary struggles of Qiongya and encompasses revolutionary sites, historical documents, heroic deeds, and spiritual traditions. It exhibits three defining characteristics: "island-specific traits", "tenacious resilience", and "inclusive nature." The island's geographical environment shaped a unique guerrilla warfare historical memory, while the enduring "23-year red flag" symbolizes revolutionary tenacity. The joint participation of Han, Li, Miao, and other ethnic groups in the revolution forged a multicultural integration. The high-quality development of the cultural tourism industry, aimed at fulfilling people's growing needs for a better life, achieves value upgrading, structural optimization, and sustainable development. This manifests through profound cultural connotations, diversified product offerings, excellent service quality, significant industrial benefits, and ecological harmony. It serves as the core direction for industrial transformation in the construction of Hainan Free Trade Port <sup>[14]</sup>.

The driving mechanism of red culture injects development momentum into the cultural tourism industry from the three dimensions of cultural value, product supply, and industrial ecology through the protection, excavation, transformation, and innovation of red cultural resources, and realizes the organic unity of the inheritance of red spirit and industrial economic benefits.

### **2.2. Theoretical support**

Bourdieu's theory of cultural capital posits that cultural resources can be transformed into capital with value-added potential. As a vital cultural asset, Hainan's revolutionary heritage—encompassing historical narratives, symbolic representations, and IP branding—can be leveraged as core competitive advantages in cultural tourism <sup>[15–16]</sup>. Through tourist consumption, this heritage transforms cultural value into economic returns. The evolution of the Red Women's Army IP from artistic representation to cultural tourism products exemplifies this capital appreciation. The experience economy theory, developed by Pine and Gilmour, highlights consumers' growing demand for personalized immersive experiences. To achieve high-quality development, the revolutionary tourism sector must transcend traditional sightseeing models. By integrating technological innovations and creative designs, it can transform historical narratives into interactive, perceptible experiences. For instance, VR-recreated revolutionary scenes transform visitors from passive observers to active participants, significantly enhancing experiential value.

Industrial Integration Theory posits that diverse industries can evolve into new business models through the recombination of production factors. The integration of red culture with the tourism sector transcends simple addition—it fosters innovative formats like red-themed performances, educational tours, and cultural products through deep cultural-tourism synergy. This integration drives the tourism industry's transformation from

traditional sightseeing to a multifaceted model combining cultural immersion, experiential learning, and consumer engagement.

### **3. Endowment of red cultural resources and the current situation of cultural and tourism integration in Hainan**

#### **3.1. Characteristics of the red cultural resources endowment**

Hainan's red cultural resources are abundant and widely distributed: The province's revolutionary heritage exhibits a "comprehensive coverage with concentrated clusters" spatial pattern, with revolutionary sites found across all cities and counties, particularly concentrated in Qionghai, Haikou, Wenchang, and Wanning. Nearly a thousand identified sites encompass diverse types, including conference venues, battlefields, memorial halls, and martyrs' cemeteries, forming a complete historical narrative from the revolution's inception to its triumph. Distinctive IPs and profound spiritual essence: Hainan boasts multiple nationally renowned core IPs. The Red Women's Army, as China's first female special forces unit in the Red Army, has gained international recognition through ballet performances, becoming a globally influential red symbol. The Qiongya Column's "23-year red flag standing firm" revolutionary journey has forged a unique island-characteristic revolutionary spirit, serving as core material for cultural dissemination <sup>[17]</sup>.

Distinct ethnic integration and vibrant regional characteristics: Hainan's revolutionary heritage is deeply rooted in its multi-ethnic society. The Baisha Uprising, where Li ethnic leader Wang Guoxing led people of various ethnicities to resist oppression, exemplifies the spirit of ethnic unity. The Qiongya Column's historical struggles in minority regions like Wuzhishan and Muerui Mountain have blended revolutionary culture with Li and Miao traditions, creating a unique charm that distinguishes Hainan's revolutionary heritage from inland revolutionary sites.

#### **3.2. Practice exploration of red culture and tourism integration**

Enhanced resource preservation and comprehensive venue system: Hainan has launched a systematic Red Cultural Heritage Protection Project. Adhering to the "restoration as original" principle, the site of the First Congress of the Communist Party of China in Qiongya has been upgraded through preservation efforts. Commercial elements around the site have been removed, while historical landscapes, including bamboo groves and ponds, have been restored. Precious artifacts such as Feng Baiju's personal seals and eyeglass boxes have been collected to enrich the exhibition displays. The province has established a "1+3+6" Qiongya Revolutionary Memorial Venue System, with the Mureishan Revolutionary Base Memorial Park as the main venue. This network connects three sub-venues—the First Congress of Qiongya, the Red Women's Army Memorial Park, and Hainan Liberation Park—with six county-level venues, forming a core platform for red cultural tourism across the region <sup>[18]</sup>.

Innovative product breakthroughs and diversified experiential formats: The Central Ballet Company's "Red Detachment of Women" has transitioned from static exhibitions to dynamic performances through its residency in Hainan. The first nine performances achieved an average occupancy rate of 92.32%, with some shows reaching full capacity. Immersive experiences like the "Time Photo Studio" and "Red Detachment of Women Bus" were introduced, creating a fusion of "performance viewing + sightseeing" offerings. Meanwhile, Yangjiang Town Central School in Qionghai City implemented an "AI + Red Culture" classroom program, using VR equipment to recreate revolutionary scenes and extend red-themed experiences to younger audiences <sup>[19–20]</sup>.

Industrial integration is taking shape with emerging brand influence: The "Red+" initiative has pioneered



diversified models. The “Red+Performance” program has produced acclaimed productions like “The Red Detachment of Women” and “Ode to Qiongya.” The “Red+Education” initiative has attracted numerous organizations to host themed Party Day events, with the Mureishan Revolutionary Base Memorial Park receiving over 30 daily group visits around July 1st, peaking at 2,000 visitors in a single day. The “Red+Music” initiative has unearthed revolutionary song resources such as “The Clear Waters of Wanquan River” and “The Trumpet of Lingaojiao”, seamlessly integrating musical elements into scenic area experiences.

## **4. Practical difficulties in driving the high-quality development of Hainan’s cultural and tourism industry by red culture**

### **4.1. Insufficient resource transformation and superficial exploration of cultural connotation**

Many revolutionary heritage sites remain underdeveloped. While core venues like the Red Women’s Army Memorial Park and Mureishan Memorial Park attract attention, numerous scattered historical sites remain obscure due to inadequate preservation and outdated exhibition methods. Cultural interpretation remains limited to basic historical recounts, with insufficient exploration of the Qiongya Column’s revolutionary legacy and modern perspectives on the Red Women’s Army’s contributions. These shortcomings fail to create meaningful emotional connections with contemporary audiences. Some memorial facilities still rely on the outdated “glass case + audio guide” format, lacking immersive experiences that authentically portray revolutionary contexts and the enduring spirit of the figures.

### **4.2. The product structure is single, and the innovation ability needs to be improved**

China’s red cultural tourism offerings remain predominantly traditional sightseeing, with insufficient emphasis on experiential and participatory products. While the resident performance of “The Red Detachment of Women” has achieved commercial success, such innovative offerings remain scarce. Most red-themed attractions still rely on the conventional “museum tour + photo souvenir” model. Particularly lacking are youth-oriented creative experiences, as emerging formats like the immersive escape room “Red Night” and red-themed murder mystery games have yet to be effectively adopted. The application of VR/AR technologies remains limited to isolated scenarios, failing to establish a comprehensive immersive experience system across the entire destination.

### **4.3. Industrial integration is not deep, and there are shortcomings in the industrial chain**

The “Red+” integrated development remains in its infancy, with industrial synergy yet to be fully unlocked. The integration of Hainan’s distinctive resources—including red cultural tourism, tropical landscapes, and folk traditions—has been insufficient, failing to establish a cohesive “Red+Green+Blue+Cultural” product ecosystem. The industrial chain suffers from multiple gaps: upstream lacks high-quality red-themed content creation, midstream experiences remain underdeveloped, and downstream derivative products like red-themed music albums and commemorative items are scarce. This structural imbalance makes it challenging to deliver the promised value extension of “one visit, diverse consumption” through cultural tourism.

### **4.4. Weak brand influence and imperfect operation mechanism**

Hainan’s red cultural tourism has yet to establish nationally recognized brands. Compared with red tourism destinations like Yan’an and Shaoshan, its brand recognition and market competitiveness remain underdeveloped. The operational mechanism suffers from fragmented management, as red cultural resources are overseen by

multiple departments, including culture and tourism, Party history, and veterans affairs, lacking unified planning and coordination. Market-oriented operations remain underdeveloped, with low social capital participation and lagging talent development—particularly in areas such as red cultural creation and immersive product design.

#### **4.5. The infrastructure lags behind and the service quality needs to be optimized**

Some red tourism sites are located in remote areas. For instance, the Muzhishan Revolutionary Base Memorial Park has long faced transportation isolation issues. Although improvements have been made, supporting facilities remain inadequate. The service professionalism in these scenic areas is insufficient, with tour guides lacking systematic training and interpretations of revolutionary history remaining superficial. Smart services are underdeveloped, as a unified red cultural tourism data platform has yet to be established. Digital capabilities in ticket booking, route planning, and cultural dissemination remain weak.

### **5. Path construction of high-quality development of Hainan's cultural tourism industry driven by red culture**

#### **5.1. Resource activation: Consolidating the foundation for the development of red culture and tourism**

The provincial Department of Culture and Tourism, in collaboration with the Party History Department, has launched a comprehensive survey and tiered protection system for red cultural resources across the region. This initiative establishes a database documenting the current status, historical significance, and conservation needs of heritage sites, implementing a management framework that prioritizes “core resources under strict protection and general resources through adaptive reuse.” For key sites like the First Congress of the Communist Party of China in Qiongya and the Red Women's Army Memorial Park, restoration work strictly adheres to the “original preservation” principle. Meanwhile, scattered revolutionary sites are being revitalized through digital documentation and immersive scene reconstructions to ensure sustainable utilization.

To deeply explore cultural connotations, researchers formed a research team comprising Party history experts and cultural scholars. This team delved into the contemporary significance of the Qiongya Column's “Unyielding Red Flag” spirit, the women's valor in the Red Women's Army, and the historical essence of multi-ethnic revolutionary collaboration. By compiling materials such as “Hainan Red Culture Oral History” and “Qiongya Revolutionary Story Collection”, researchers provided theoretical foundations for product development, transforming red culture from “historical narratives” into “spiritual products.”

By establishing a digital archive and dissemination system, Hainan is building a digital repository of revolutionary heritage, digitizing cultural artifacts, historical photographs, and oral histories. The province has launched the “Digital Qiongya Revolutionary Memorial Hall” online platform. Through innovative media formats like short videos and live broadcasts, it has created viral content such as “Exploring Hainan with the Red Women's Army” and “Mushan Mountain's Revolutionary Tales”, effectively expanding the reach of revolutionary culture.

#### **5.2. Product innovation: Building a diversified experience supply system**

To upgrade traditional venue experiences, officials are transforming red memorial sites from mere exhibition halls into immersive experience centers. At venues like the Muzhishan Revolutionary Base Memorial Park, holographic projection and naked-eye 3D technology are employed to recreate historical scenes such as the anti-encirclement campaigns. Building on the success of the live-action production “The Legend of Dabie Mountain”, officials

are creating immersive performances at sites like the Coconut Village Battle Site and Lingaojiao Landing Point, allowing visitors to experience revolutionary historical moments firsthand.

To develop youth-oriented experiential products catering to Generation Z's consumption demands, officials have created interactive offerings such as Red-themed murder mystery games and real-scene escape rooms. These immersive activities feature themes like the Qiongya Column's espionage stories and Red Women's Army reconnaissance missions, including tasks like "Passing Secret Messages" and "Cracking Codes." The "Red Education + Technology" initiative collaborates with institutions like Hainan Software Vocational College to integrate VR-based revolutionary-themed classes with scenic area tours, creating premium educational routes for youth. The distinctive product matrix centers on revolutionary IPs, forming a "performance + education + cultural innovation" ecosystem. Officials have expanded the scale of "Red Women's Army" resident performances and developed "Ballet + Education" experience camps. Leveraging 18 revolutionary model villages, officials are building culturally distinctive red-themed communities, such as the Ethnic Unity-themed study village near Baisha Uprising Memorial Park. Additionally, officials are developing red-themed cultural products, including musical instruments inspired by "Wanquan River's Clear Waters" and red story picture books, extending the consumption chain.

### **5.3. Industrial integration: Building a pattern of coordinated development across the whole region**

Deepen the cross-sector integration of "Red+" initiatives by promoting deep fusion between revolutionary culture and ecological, marine, and folk resources. Develop integrated routes such as "Red+Green" (revolutionary scenic areas + tropical rainforests), "Red+Blue" (revolutionary memorial sites + coastal resorts), and "Red+Folk" (revolutionary stories + Li and Miao ethnic cultures). For example, connect the Red Women's Army Memorial Park, Boao Forum for Asia's permanent venue, and Nanqiang Village in Boao Town to create a composite route combining "revolutionary education + modern development + rural leisure." Improve the full industrial chain development by establishing a complete ecosystem covering "revolutionary cultural creation—performance arts—product development—education and training", while setting up a Red Culture Creation Fund to support local artists in producing revolutionary-themed works. Cultivate leading enterprises in revolutionary cultural tourism by integrating performance planning, route operations, and cultural product development to achieve "one-time creation, multiple transformations" value-added. Strengthen collaboration with duty-free shopping by establishing dedicated revolutionary cultural zones in island duty-free stores to enhance product conversion rates.

To build a cross-regional brand matrix that breaks down administrative barriers, officials will connect Haikou, Qionghai, Wenchang, and Wanning—key hubs of revolutionary heritage—through the Qiongya Revolutionary History as the central theme, creating the "Qiongya Red Cultural Tourism Belt." By collaborating with neighboring provinces like Guangdong and Guangxi, officials will launch the "Southern Three-Year Guerrilla War Red Tourism Route", integrating into the national red tourism network to enhance Hainan's brand influence in red cultural tourism.

### **5.4. Ecological construction: Improving the guarantee system for high-quality development**

To strengthen policy and institutional safeguards, the Provincial Department of Tourism and Culture, Department of Education, and Department of Finance will jointly formulate a special development plan for red cultural tourism, integrating it into the Free Trade Port's key cultural industry initiatives. A dedicated red cultural tourism

development fund will be established, offering preferential support in funding, land allocation, and tax incentives to attract private capital investment. A cross-departmental coordination mechanism will be implemented to comprehensively manage the protection, development, and operational management of red cultural resources.

To strengthen talent development, universities, including Hainan University and Hainan Normal University, are establishing specialized programs such as “Red Cultural Tourism Management” and “Red Cultural Creation”, while creating dedicated training bases. The institution implements a “dual-mentor system” that combines lectures from Party history experts with industry professionals. Additionally, skill competitions for tour guides are organized to cultivate a team of professionals who master both historical knowledge and effective communication, thereby enhancing service quality.

Optimize infrastructure and services by increasing transportation investments in remote revolutionary heritage sites. Launch dedicated “Red Tourism Express” buses to connect core scenic areas with transportation hubs. Develop Hainan’s Smart Cultural Tourism Platform, integrating ticket booking, route recommendations, and cultural interpretation features, enabling “Explore Red Hainan with One Mobile Phone.” Enhance visitor facilities by establishing red-themed homestays and specialty dining zones at sites like Muer Mountain and Baisha Uprising Memorial Park, significantly improving tourist comfort.

## **6. Conclusion**

### **6.1. Research conclusions**

Hainan boasts abundant and distinctive red cultural resources, with its revolutionary spirit of “23 years of unyielding red flags” and iconic IPs like the Red Women’s Army possessing inherent advantages to drive high-quality development in the cultural tourism industry. While Hainan has explored integration paths through venue upgrades and performance innovations, it still faces practical challenges, including insufficient resource conversion, lagging product innovation, shallow industrial integration, and weak brand influence. To propel high-quality development of Hainan’s cultural tourism industry through red culture, a four-dimensional approach should be established: Resource Activation—Product Innovation—Industrial Integration—Ecosystem Construction. This involves revitalizing resources through systematic protection and in-depth exploration to lay foundations for industrial growth; driving product innovation via technological empowerment and youth-oriented designs to meet diverse consumer demands; building industrial ecosystems through cross-sector integration and supply chain optimization; and ensuring sustainable development through policy support, talent cultivation, and infrastructure upgrades. This framework effectively addresses current challenges, achieving a win-win outcome in both red cultural heritage preservation and tourism industry upgrading.

### **6.2. Research outlook**

As Hainan Free Trade Port approaches its customs-free operation and the development of an international tourism and consumption hub intensifies, the red culture-driven high-quality growth of the cultural tourism industry faces new opportunities and challenges. Three key research directions emerge: First, focusing on international expression of red cultural tourism by exploring tailored communication strategies and product designs for overseas visitors to facilitate cultural openness in the Free Trade Port. Second, advancing the deep integration of digital technologies through innovative applications of metaverse and AI-generated content (AIGC) in creating immersive red-themed experiences and cultural dissemination. Third, establishing an integrated development evaluation system that

combines cultural heritage preservation, economic benefits, and ecological conservation into a comprehensive assessment framework. By continuously deepening the fusion of red culture with tourism industries, Hainan is poised to establish a nationally influential red cultural tourism brand, injecting robust cultural momentum into the Free Trade Port's development.

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