

# Innovative Development of Regional Cultural Tourism Projects in Hainan

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**Abstract:** *With the rapid development of the world economy, the continuous progress of science and technology, and the gradual expansion of international cooperation and exchanges, the cultural tourism industry has become the most dynamic emerging industry and "sunrise industry" in the world today. Hainan is the southern gate of the motherland. Due to its unique natural endowment, the tourism industry has developed into a pillar industry. Especially after the "International Tourism Island" development strategy was put forward, the government fully realized that culture is the soul of tourism development. Therefore, in view of the low level of tourism development in Hainan Province, serious homogeneity, lack of cultural connotation and other issues, suggestions for the innovative development of Hainan regional cultural tourism projects are put forward. The purpose of this article is to study the innovative development of Hainan's regional cultural tourism projects. This article designs a questionnaire based on literature research and interview research. The questionnaire is divided into four parts: a survey of the recognition of Hainan's regional cultural tourism projects, a survey of the satisfaction of Hainan's regional cultural tourism projects, a survey of consumers' purchase behavior intentions of Hainan's regional cultural tourism products, and basic personal data of consumers. Research shows that in the Hainan regional non-material genetic cultural tourism development projects, the traditional skills, traditional music, and traditional dance are more popular among tourists. Among them, traditional skills account for the highest proportion, accounting for 72.5%; the building blocks are relatively low at 25.8%.*

**Keywords:** *Tourism Industry, Regional Culture, Tourism Projects, Innovative Development*

## 1. Introduction

With the continuous improvement of people's income and living standards with the development of social economy, the demand for spiritual culture will become stronger and stronger, and tourism can satisfy people's demand for spiritual culture. At the same time, the development of the tourism industry can improve the economic and industrial structure, promote economic and social development, and increase social employment [1-2]. In contemporary society, people go out for leisure travel more and more times, especially the situation that urban people go to the countryside to experience rural natural beauty, rural cultural landscape and leisure vacation is becoming more and more common [3-4]. The importance of the innovative development of Hainan's regional cultural tourism projects has become increasingly prominent [5-6].

In the study of the innovative development of tourism projects based on Hainan's regional culture, many scholars have studied it and achieved good results. For example, Butova E O, through the research on the current situation of the tourism product market in Kaifeng city, analyses the problems existing in its current tourism products, combines the historical regional culture and aims at the design and application of Kaifeng's special tourism products to promote the development of the local tourism industry and the cultural level of the city [7]. For example, in Japan and others, their recreational fishing refers to an industry that includes the use of fishing facilities and original resources to promote the sustainable development of the fishing industry within certain waters, using various resources of the fishing industry in combination with tourism development. This not only protects marine ecological and environmental resources, but also satisfies the demand of tourists for leisure and recreational experiences in fisheries, and fishermen also gain certain economic benefits from the development of fisheries [8].

This article involves many related disciplines such as tourism, tourism economics, and human geography [9-10]. Taking Hainan as the research object, using the method of combining theoretical research and practical application to analyze and research the tourismization of intangible genetic

culture in Hainan, and then put forward constructive suggestions for the development of Hainan's regional cultural tourism project innovation [11-12].

## 2. Innovative Development of Regional Cultural Tourism Projects in Hainan

### 2.1. Innovations in Hainan's Traditional Crafts and Non-Material Genetic Cultural Tourism Projects

(1) Hainan Li nationality and traditional cotton weaving technology inheritance, protection and innovation

1) Hainan Li nationality and traditional cotton weaving technology inheritance protection

To do a good job in the protection and inheritance of the traditional brocade technique and culture of the Li nationality in Hainan, the following basic principles must be followed.

The first is the protection of authenticity. Authenticity is to protect the original face of culture, the historical and cultural information and historical originals contained in it. The protection of the traditional brocade technique and culture of the Li nationality must be based on the original living environment, historical and cultural information, characteristics, characteristics, and cultural connotations of the five branch brocade cultures of the Li nationality: Ha, Qi, Mei fu, Run, and Zhai. Adhere to the correct protection concept of cultural authenticity and prevent fabrication, distortion and distortion.

The second is overall protection. The technique and culture of Li brocade live in a specific environment and a specific area, including villages, villagers, inheritors (brocade artists), brocade materials, textile tools, brocade products, etc. It is a complex, not a fragmented culture. Therefore, it is necessary to take the village ecological environment, villagers and brocade artists, raw materials, skills, patterns and cultural information, textile tools, embroidery products, etc. as the objects of inheritance protection, and it is necessary to adhere to the overall protection of the correct protection concept. "The protection of specific cultural matters must respect the richness of their content and the characteristics of their lives. Not only must the intangible cultural heritage itself and its tangible appearance be protected, but also the constructive environment on which they depend and respond."

Next is sustainable protection. Ethnic traditional brocade technique More than 3,000 years ago, the Li people invented and created a handicraft technique. It is one of the outstanding human cultures. It has been passed down for thousands of years and involves various factors. Its protection is a systematic and complex long-term project. Projects that can be completed overnight must be persevered for a long time. We must continue to protect and care from generation to generation, so that this excellent traditional cultural heritage of the Li nationality can be effectively inherited and carried forward to become the common wealth of mankind. To protect the traditional brocade technique of the Li nationality, to achieve sustainability requires us to fully understand the long-term, continuity, and arduous nature of protecting this technique, firm the concept of protection, and persevere in the protection and inheritance of the Li brocade technique.

Finally, there is interpretability protection. The Li nationality is a nation with only language but no written words. Its cultural inheritance is carried out in the way of "verbal transmission and teaching by example". The pattern on the Li brocade is a carrier that records the history and cultural heritage of the Li nationality. It can be said that Li brocade is a historical picture scroll of the living social development of the Li nationality contains rich historical and cultural information, and carries the unique way of thinking, values, religious beliefs, aesthetic concepts and artistic expressions of the Li nationality. From a certain perspective, the Li Jin culture is the core of the Li nationality's traditional culture and one of the important symbols of the Li nationality's representational culture. Therefore, we must adhere to the principle of readability protection for protection to be meaningful and valuable.

2) Hainan Li nationality and the innovation of traditional cotton weaving technology

Doing a good job in the innovation of the traditional brocade technique of the Li nationality in Hainan mainly includes the following aspects.

The first is talent innovation. The first is the training of existing talents, mainly research institutions and community people and inheritors; the second is the introduction of a large number of specialized talents in ethnology, folklore, and arts and crafts from universities.

Then there is technological innovation. More than 3000 years ago, various embroidery products of the Li nationality came out one after another, such as clothes, quilts, headscarves, belts, etc. However, the styles, styles, patterns, colors, and artistic characteristics of Li brocades in different periods are different. These brocades are from different dynasties. Historical witnesses are the crystallization of the wisdom of the Li people. It can be innovated from various aspects such as Li Jin's style, style, pattern, color, and artistic characteristics.

## (2) Protection, inheritance and innovation of the bone hairpin art of the Li nationality in Hainan

Due to the impact of the environment, the Li people have traveled through tropical rain forests with abundant animals and plants since they were young. Developed the virtues of Li people who are brave and good at fighting and live in harmony with nature. They are good at hunting and use bones in a variety of ways. Entering Li's house, the most eye-catching thing is the rows of wild boar mandible bones in the house, indicating that there is a respectable good hunter in this house; the pillars are tied with red vines with red and red yellow ape skulls. On the horns hung a small basket made of Li tribesmen, filled with seeds and salt; the dog teeth necklaces on the necks of the elderly and children, which are used to drive away ghosts and cure diseases; women have beautiful flowers on their heads. Carved bone hairpins, silk ribbons hanging down, green beads creaking, are very affectionate in the blue sky and green trees.

1) The research department should discuss and learn more from the bone pin inheritors and change their traditional thinking vision. A common phenomenon in China, most of the folk art inheritors are a -some native farmers, lower culture, for the inheritance of folk art without much innovation, are in accordance with the previous generation handed down how to do, with what to do, thinking has been fixed. The author believes that everything starts with a change in thinking. Government funding and opportunities for the inheritors to see more of the outside world, more communication with the outside, unconsciously will affect their views and perceptions of folk art. Learning from more mature "cases" abroad, seeing and learning more is destined to grow in insight. This will not only change their perception of what is old, but also make them understand that the decline of the old is an inevitable fact. This will allow them to break through, to break through to innovation, to break through to applying elements of the old to the new product, to "take the best and leave the worst".

2) Improving the Li nationality folklore tourism route in the middle of Hainan Island. As Hainan's international tourist island, tourism is an important part of Hainan's economic construction. At present, the tourist attractions in the eastern route of Hainan Island and the sea area of Sanya are relatively mature, while the tourist routes of the Li people inhabited areas in the middle route are not yet perfect. As Hainan Li people mainly gather in Baisha County, Qiongzong County, and Wuzhishan City in the central part, and the mountains in these areas complement the sea in Sanya and Baoting counties, it is more suitable for the development of tourist routes with Li characteristics. The tourism of the Li nationality's own characteristics can not only promote the development of the local economy. At the same time, the government will also vigorously support and promote the traditional culture of the Li nationality to attract tourists.

3) Expand the elements of the Li nationality and develop a series of tourism products. The Li nationality is rich in folk. Only the "run dialect" Li nationality has bone art, embroidery art, brocade art, weaving art, etc., which are all elements for the development of tourism products. If these Li elements are added to modern products, this is also a magic weapon to protect the Li nationality bone hairpin culture. The current bone hairpins of the Li ethnic group still continue their previous functions and are used for hairpins. There is no other development and use. The art of bone hairpin can also be combined with modern crafts. For example, the bone hairpin can be enlarged and made into ornaments, which can be used as decorations for home decoration. The heroic patterns, geometric patterns, and moiré patterns on the bone hairpins of the Li ethnic group can be extracted and transformed into a series of new products, such as clothing, bed sheets, bags, and a series of lifestyle products. Combining tradition and modernity, allowing more people to familiarize themselves with traditional culture through modern products, thereby promoting the new development of the bone hairpins of the Li nationality. It also continuously expands the extension of the art of bone hairpins of the Li nationality, adds new value-added output, and allows traditional culture to enter the market, which is more conducive to its transformation and growth in modern society.

## **2.2. Hainan's Music and Dance Non-Material Genetic Cultural Tourism Project Innovation**

### (1) Hainan Li Nationality Music Resource Tourism Project Innovation

There are several specific forms of Hainan Li nationality music resource tourism project innovation:

1) Mass performances in public places such as parks

Communities are the basic structural unit of urban residents, and villagers are the basic structural unit of a village. The relevant authorities should make good use of the time and space for public activities of the residents, and invite experts to choreograph programmes like square dances and musical instrument performances, incorporating relevant elements of Li music, which, after rehearsal and polishing, can be developed into musical tourism products for tourists to enjoy and participate in, on the basis of self-entertainment.

2) Real-life performances in scenic spots

On the basis of existing related programs, major scenic spots should continue to introduce new ones. In particular, combining the characteristics of scenic spots, differentiated and misplaced development of products, and strengthened personalized services, in order to enhance the cultural quality of scenic spots and increase revenue. For example, Tianya Haijiao Scenic Spot can develop the wedding customs of the Li nationality, combining Chinese and Western, combining ancient and modern, focusing on the theme of marriage and love, while Luhuitou Scenic Spot develops related programs with similar themes of the fairy deer song.

3) The original ecological performing arts of rural tourism

The proposal of the rural revitalization strategy has injected vitality and impetus into the development of Hainan's rural areas. The rise of rural tourism has also created conditions for the development of Li nationality music. The landscape is the background, and the villagers' work is the performance, authentically recreating the production and life of the Li people. It can be said that through careful planning, dedicated organization, and artistic creation, the development of folk music tourism based on rural tourism is just the right time.

4) Thematic theater performances

Due to space constraints, the development of music tourism in thematic theaters is subject to many restrictions, but modern stage technology can be better applied, so it often presents highly concentrated and staged products with high prices.

(2) The development and innovation of bamboo pole dance in Hainan's tourism industry

1) Develop various forms of bamboo pole dance, which is conducive to tourists' experience

In the scenic spots where Hainan's folk culture is displayed, the bamboo pole dance is generally displayed as an ornamental song and dance performance. It is learned from the survey and visits that only in the off-season will tourists be organized to experience the performance after enjoying the performance. Due to the large number of tourists during the peak season, performances generally continue to the next show after 15 minutes, and there is almost no time and venue for tourists to participate in personally. Tourism is an experience-based economic product, especially tourism that focuses on experiencing local folk customs and customs, focusing on the experience itself. Tourists will choose Hainan to travel between October of that year and May of the following year. During this period, Hainan is the peak tourist season. Many tourists cannot personally participate in the activities of traditional folklore projects. This is also a pity for the tourism itself.

2) Cultivate bamboo pole dancing talents

Talents are the wealth of the country, and national culture is the symbol of the nation. In order to adapt to the development of the market economy and support the integration and growth of the bamboo dance and tourism industry, it is necessary to speed up the training of professional talents. The current national traditional sports professional training model is out of balance between theory and practice, and has lost its traditional cultural connotation.

3) Special bamboo pole dance products launched in the scenic area

At present, most of the bamboo pole dance performed in tourist and cultural scenic spots are very similar in form and content. Tourists will ignore the importance and representativeness of bamboo pole dance as the intangible cultural heritage of the Li nationality when choosing scenic spots, which is not conducive to the further spread and development of bamboo pole dance. Major scenic spots should highlight their own product characteristics, and develop distinctive and targeted bamboo pole dance products. The ultimate goal of the integration of the two is to spread the pole dance in the major scenic

spots of Hainan Island, promote national culture, and strengthen cultural confidence. Make full use of the resources of scenic spots and bamboo dance, and strive for the maximum use of resources.

### 3. Research Experiment on the Innovative Development of Hainan's Regional Cultural Tourism Projects

#### 3.1. Questionnaire Distribution and Survey Results

This article mainly selects Hainan cultural tourism area as the research object. Through the analysis of the tourist market in the scenic spot, as well as field research, interviews, questionnaire distribution and SPSS analysis, we can understand and analyze the tourist characteristics of the intangible genetic cultural tourism market in the scenic spot and the intangible genetic cultural tourism. The attitude preferences and cognitions of Hainan provide a reference for further analysis of the research on the innovation and development of Hainan's regional cultural tourism projects.

The total number of sample cases planned for this questionnaire survey is 250, a total of 235 questionnaires were returned, and 0 invalid questionnaires such as unanswered questions. Therefore, the actual number of completed survey cases was 235, and the effective response rate of the survey was 94%. Both the response rate and the effective response rate of the questionnaire are relatively high, which meets the requirements of the questionnaire survey. Using SPSS software to analyze the reliability of the questionnaire data, it can be seen that the overall reliability of the questionnaire is 0.962, which is higher than 0.8, and the reliability is high, which can be used for text analysis.

#### 3.2. Statistics

This article conducts a T test on the reliability of the questionnaire, and the T test formula used is as follows:

$$t = \frac{\bar{X} - \mu}{\frac{\sigma X}{\sqrt{n}}} \quad (1)$$

$$t = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{(n_1 - 1)S_1^2 + (n_2 - 1)S_2^2}{n_1 + n_2 - 2} \left( \frac{1}{n_1} + \frac{1}{n_2} \right)}} \quad (2)$$

$$t = \frac{\bar{d} - \mu_0}{s_d / \sqrt{n}} \quad (3)$$

### 4. Research and Experiment Analysis on the Innovative Development of Hainan's Regional Cultural Tourism Projects

#### 4.1. Tourists' Preference for the Types of Non-Material Genetic Cultural Tourism Projects in Hainan

In order to more accurately analyze tourists' preference for representative item types and product types of Hainan's non-material genetic cultural tourism (multiple choices are available), a survey of item type preference and consumption propensity type is set up in the questionnaire. The results are shown in Table 1.

Table 1: Tourist preference statistics for the types of non-material genetic cultural tourism projects in Hainan

Type	Traditional Music	Traditional Dance	Traditional Skills	Building Blocks
Number of People	137	84	170	60
Proportion (%)	58.2	35.4	72.5	25.8

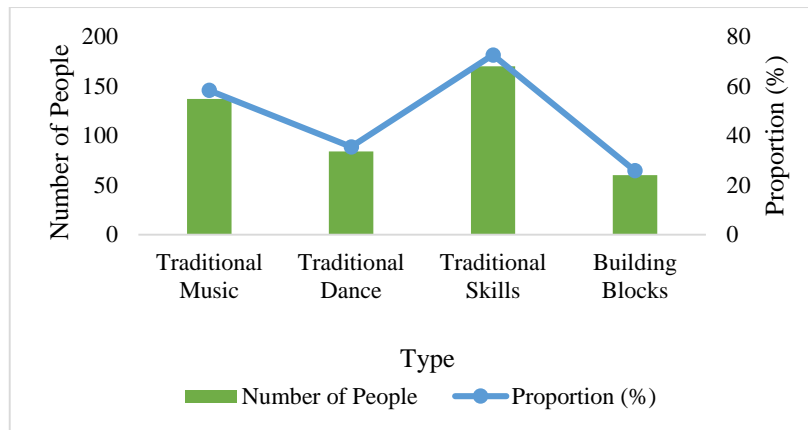


Figure 1: Tourist preference statistics for the types of non-material genetic cultural tourism projects in Hainan

The traditional music shown in Table 1 mainly refers to the folk songs of the Li nationality and the bamboo and wood instrumental music of the Li nationality in the large-scale live performance "Betel Nut • Ancient Rhyme"; traditional dances mainly refer to the spring rice dance of the Li nationality in "Betel Nut • Ancient Rhyme"; traditional techniques mainly refer to the Li nationality traditional spinning, dyeing, weaving and embroidery skills and tools, rattan and bamboo weaving and other traditional skills are displayed in the non-woven hall, linen textile hall, dragon quilt hall, cotton spinning hall, and Li Jin Exhibition and Sales Center in the scenic spot.

According to the statistics shown in Figure 1, the non-material genetic cultural tourism projects of traditional skills, traditional music, and traditional dance in the Hainan regional non-material genetic cultural tourism development project are more favored by tourists, of which traditional skills account for the highest proportion, accounting for 72.5% ; Building blocks are relatively low, with 25.8%. Of course, this is also related to the development focus of the scenic spot itself. There are actually many displays and exhibits on the intangible genetic culture of the Li nationality in the scenic spot, but due to the lack of dynamic visual experience, the impression left to tourists is not as deep as that of performances.

#### 4.2. Tourists' Attitudes towards the Innovative Development of Non-Material Genetic Cultural Tourism Projects in Hainan

The results of a survey on the attitude of tourists are shown in Figure 2.

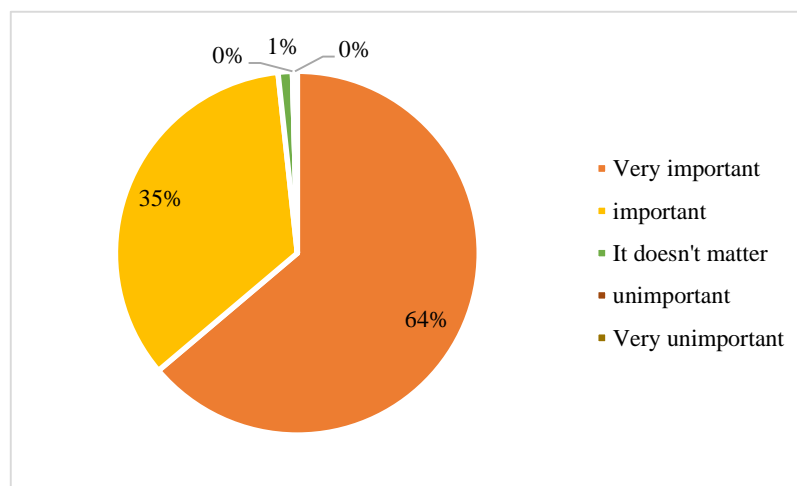


Figure 2: Tourists' perception of the importance of cultural protection of non-genetic materials

According to the survey results shown in Figure 2, the vast majority of tourists believe that it is very important to take relevant measures to protect non-material genetic culture. The protection of non-material genetic culture has been universally recognized by the public. Among them, it is considered very important to take measures to protect non-material genetic culture. It accounts for 64%

of the total, 35% think it's important, only 1% think it's indifferent, and 0 think it's unimportant and very unimportant.

## 5. Conclusions

Hainan has a beautiful natural environment, a pleasant climate, and abundant non-material genetic cultural resources, making it very suitable for the development of cultural tourism. In recent years, with the joint efforts of all volunteers and workers in the protection of non-material genetic culture in Hainan Province, Hainan Province has achieved certain results in the protection and development of non-material genetic culture, but Hainan's non-material genetic cultural tourism products have innovative research is still a long-term and unremitting development process. Hainan's Li nationality is rich in intangible genetic cultural tourism resources. In the settlements of the Li nationality in the south-central and western parts of Hainan Island, there are still many local Li nationality's ancient productions, lifestyles, folklore and stories, etc., waiting to be in-depth contact, dig out and understand these unrecognized Li nationality cultures, and carry out more in-depth research and discussion on the cultural and cultural tourism innovation issues of South Africa's material, genetics, and culture.

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