
Research on Sino Thai Cultural Tourism Design Resources Integration and Brand Going to Sea under the Framework of Hainan Free Trade Port

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Abstract: Since the establishment of Hainan Free Trade Port and the 51st anniversary of China-Thailand diplomatic relations, the cultural and tourism sector has become a critical connecting point between people and offers new collaborative options. With the use of policy opportunities including extensive openness of the free trade zones, the lack of visa requirements, and strong cultural tourism promotion, Hainan Free Trade Port has become one of the main centers of cultural tourism cooperation between China and Thailand. Nevertheless, specific cultural tourism design opportunities of the two countries remain poorly integrated and synergized. This work uses the policy environment of the Hainan Free Trade Port of zero tariffs and minimum intervention and the China-Thailand experience in innovative digital cultural tourism design to propose cultural tourism resource integration strategies and solutions to cultural tourism brand globalization. The proposed recommendations are intended to enhance the process of constant improvements in Sino-Thai cultural tourism cooperation and develop cross-regional cultural tourism brands.

Keywords: Hainan Free Trade Port; China-Thailand Cultural Tourism Design; Resource Integration; Brand Internationalization

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1. Introduction

With the economic globalization and the upgrading of tourism consumption, China's cultural tourism brand "going out" has become a new way of cultural transmission and socio-economic development. Hainan free trade port is one of the important windows for China to open to the international market. Its cultural and tourism opening policies and measures provide conditions for the integration of Chinese and Thai cultural and tourism design resources. The folk art, digital culture, tourism landscape and other resources in China and Thailand have a strong complementary effect. However, at present, there are some problems in the design scheme of culture and tourism between the two sides, such as fighting on their own, weak brand influence, and few overseas market expansion channels. In view of this situation, this paper aims to solve the difficulties existing in the resource integration of Sino Thai cultural and tourism design scheme, and explores the brand strategy to go to sea in line with the national conditions of the two countries under the support of Hainan free trade port policy, so as to promote the two sides' cultural and tourism industry development to win each other.

2. Hainan free trade port promotes the integration of Sino Thai cultural tourism design resources and brand going to sea

2.1. Policy empowerment to break down barriers to cooperation and consolidate the foundation for resource integration

Taking advantage of the system of “zero tariff and low regulation”, Hainan free trade port has formulated a series of cultural and tourism opening policies, gradually liberalized the threshold of restrictions on foreign capital entering the tourism industry, piloted Sino foreign joint ventures and wholly foreign-owned travel agencies that meet the regulations, carried out cross-border travel business, and provided institutional support for the sharing of cultural and tourism design resources between China and Thailand. At the same time, it has implemented the visa free policy of 59 countries, chartered airline subsidies and other measures to facilitate the exchange of cultural and tourism design talents and mutual exhibition of works between China and Thailand, and reduce the time and money spent on resource integration. The free trade port’s support for cultural and tourism innovation projects has helped China and Thailand cooperate in the fields of folk custom and landscape design, solve the problems of dispersion and lack of linkage in the past, and build a platform for the sharing of cultural and tourism design resources between the two countries system platform^[1].

2.2. Build a two-way linkage platform to promote the efficient integration of resources

Hainan free trade port is an important center for cultural exchanges between China and Thailand. It holds exhibitions such as the Asia Pacific Tourism Association Conference and Hainan International Film Exhibition, and opens a variety of theme exhibition areas such as the Thailand pavilion to provide targeted cooperation platforms for Chinese and Thai cultural and creative institutions and enterprises. Haikou signed a cooperation agreement with the National Tourism Administration of Thailand to strengthen cooperation in product research and development, mutual sending of tourists, and mutual visits of online celebrities; The integration of Hainan Li and Miao culture and sea scenery with Thai folk culture and tourism design concepts will further deepen the degree of cultural integration between China and Thailand. In addition, the tourism promotion platform provided by the free trade port has prompted China and Thailand to jointly build “Thailand+Hainan” intermodal tourism products, making both sides more competitive after the integration of cultural and tourism design resources.

2.3. Broaden the channel of brand going to sea and improve the international communication efficiency

Hainan free trade port, taking advantage of the international tourism consumption center, promotes the joint promotion of Chinese and Thai cultural tourism design brands by means of platform strength such as one-way travel, online publicity, joint participation and other forms to improve brand awareness. As an important transit port for international tourism, the free trade port includes cultural and creative design goods with Thai characteristics in the list of duty-free goods to help Chinese and Thai cultural and creative brands enter the international market. Finally, Hainan has opened a tourism promotion office in Bangkok and established a long-term overseas sales channel to enable Sino Thai cultural and creative design brands to more accurately reach the Asia Pacific region and the entire world market by taking the huge ship Hainan free trade port, solve the bottleneck problem of cultural and creative brand internationalization, and realize mutual promotion and common development of the tourism industry^[2].

3. Challenges faced by Sino Thai cultural tourism design resources integration and brand going to sea under the framework of Hainan free trade port

3.1. Serious homogenization of resource integration and insufficient identification of characteristics

Although the design resources of Chinese and Thai cultural tourism are complementary to each other, most of the integration at this stage just stays on the surface. Most of them adopt the simple stacking method of “coastal+folk

customs”, and fail to fully explore the internal essence of Hainan Li Miao culture and Thai folk and religious culture, and fail to achieve the differentiated combination. In addition, there is no good cooperation between the design teams of China and Thailand, and they operate separately, which makes the integrated products too similar, unable to highlight the unique advantages and features, unable to meet the personalized and diverse consumption needs of different groups in the global cultural tourism market, and limits the quality and efficiency of resource integration.

3.2. There are faults in policy convergence, and the cooperative security system is not perfect

The policy of opening up the tourism industry in Hainan free trade zone is not well connected with the development policies of Thailand’s related industries. The two countries have different standards for market opening, personnel interaction and intellectual property protection, resulting in policy barriers to the exchange and cooperation between China and Thailand’s tourism design companies; In addition, the tourism island has insufficient special preferential policies for the integration of Sino Thai tourism design resources, insufficient financial subsidies, risk prevention and other supporting facilities, which increases the risks and costs of enterprises in resource integration and brand going out^[3].

3.3. The brand influence is weak, and the overseas communication is insufficient

Most of the cultural and tourism design brands jointly developed by China and Thailand are still in their infancy. They do not have a certain international influence and influence. The direction of the brand is not clear, and they lack the characteristics of brand identity. In addition, the communication channels are relatively conservative, mainly based on traditional offline exhibitions. Emerging new media communication, overseas opinion leaders’ linkage and other forms of communication are rarely used, making it difficult for the brand to attract the attention of the target consumer groups at the first time when it goes to sea. The lack of influence in the international market affects the pace of the brand going abroad.

3.4. Talent reserve is insufficient, and professional ability needs to be improved

The integration of Chinese and Thai cultural tourism design resources and brand going to sea require talents with Chinese and Thai cultural knowledge, design ability and international market promotion ability. At present, Hainan free trade port lacks such talents. Domestic designers do not have a deep understanding of Thailand’s folk culture and needs. Thai designers do not have a clear understanding of the rules and consumption patterns of the Chinese cultural and tourism market. There are few personnel exchanges between China and Thailand. The lack of talents is a major problem hindering the efficiency of resource integration and utilization and the quality of brand going to sea.

3.5. Lack of synergy in the cultural tourism design industry chain and weak value transformation ability

At present, in the process of Sino Thai cultural tourism design integration and brand going to sea, the lack of industrial chain coordination is very prominent, which seriously affects the value conversion rate. The cultural and tourism design links between China and Thailand are separated from the downstream industries such as tourism, cultural and creative industries and marketing. The design scheme cannot be effectively implemented as a commodity acceptable to the market to realize the value of resource sharing. The whole cultural and tourism industry chain in Hainan free trade zone is not perfect, and there is a lack of transformation platform and supporting supply chain for design results. The links of production, promotion and sales of design products cooperated between China and Thailand are disorderly. The product design does not meet the actual market demand, and the transformation cost is too high. In addition, there is no concept of industrial chain coordination between the two companies, each of which only cares about its own part of the links, resulting in the broken chain of “design transformation promotion sales”, which makes the value of cultural tourism design resources integration unable to be maximized, and limits the long-term development of the brand to the sea.

4. Suggestions on the integration of Sino Thai cultural tourism design resources and brand going to sea under the framework of Hainan free trade port

4.1. Dig deep into the cultural core to create differentiated integrated products

Based on the advantages of Sino Thai cultural and tourism design resource sharing, and on the basis of avoiding the shallow integration of stacking each other, this paper fully explores the cultural heritage of Hainan Li Miao culture and marine culture, Thai folk culture and religious culture, and tropical landscape design, explores the unique features of their respective cultures, creates unique fusion products, and breaks through the current dilemma of cultural and tourism design convergence. With the policy support of Hainan free trade port, promote the long-term and in-depth integration and cooperation between Chinese and Thai design enterprises, jointly establish a project team, determine their respective responsibilities, pool design forces, and develop personalized and diversified cultural and tourism design products with the main axis of “culture+experience” and “culture+technology”. For example, create an experience activity integrating the Li Miao culture and the Thai songgan Festival, and set up interactive elements with the characteristics of the festivals of both sides during the activity^[4]. Build a leisure resort combining Hainan coastal landscape and Thai architectural style, and pay attention to the combination of coastal scenery and Thai style. In addition, we should establish and improve the selection and optimization system of resources, select representative and scarce cultural and tourism design resources, prevent blind follow-up design and development, specifically meet the personalized and diversified needs of the international market, and improve the ability to integrate resources, so as to enhance the core competitiveness of products and build a product foundation for high-quality Chinese and Thai cultural and tourism design brands to go to sea.

4.2. Improve policy cohesion and build an all-round cooperative security system

Taking advantage of the development opportunity of the port of Hainan free trade zone to promote the policy exchange and linkage between China and Thailand in terms of culture and tourism, set up a Sino Thai cultural tourism design cooperation working group, clarify the division of responsibilities and operation procedures of the two countries' cooperation, unify the provisions on the threshold of mass market entry, talent exchanges, copyright protection, etc., fill the policy gaps in bilateral cooperation, and break through the institutional barriers of transnational cooperation. The port of Hainan free trade zone should specially formulate support policies for the integration of Chinese and Thai cultural and tourism design resources and brand going to sea, provide financial subsidies, establish a special support fund pool, and focus on supporting high-quality joint design projects, brand publicity projects, innovative cultural and tourism design product development, so as to reduce the economic burden of enterprise cooperation and going to sea. At the same time, we should improve the comprehensive risk prevention mechanism and provide a series of supporting services such as international risk early warning, legal services and compliance training for Sino Thai cooperative enterprises through cooperation with professional companies, so as to effectively avoid cross-border risks in political, economic and legal aspects; Make full use of the preferential policy of “zero tariff, low intervention and high efficiency” of the free trade port, simplify a series of procedures such as the exchange of visits between Chinese and Thai designers, the import and export of works, and the settlement of funds, improve customs clearance facilities, speed up the settlement process, effectively reduce the cost of resource integration and brand going out, and provide a good environment, smooth channels, and fast service support for Sino Thai cultural exchanges and design cooperation.

4.3. Strengthen brand building and broaden diversified communication channels

Determine the brand image design of Sino Thai joint cultural and tourism design, on this basis, integrate the cultural differences between the two countries and the advantages of Hainan free trade port, form unique product image design characteristics, emphasize the main characteristics of “Sino Thai integration, free trade support, and cultural co construction”, build a transnational cultural and tourism design brand with international recognition, and prevent the problems of unclear brand image positioning and product convergence. With the help of the international tourism consumption center platform of Hainan free trade zone (Hong Kong), the online and offline media channels are integrated

to form a composite overseas brand promotion mechanism^[5]. Offline participation in international cultural and tourism exhibition or International Design Expo and other exhibition activities, the establishment of China Thailand Joint Pavilion, the centralized display of good works completed by integration, and the expansion of offline exposure of the brand; Build a multilingual new media communication matrix online, actively use short videos, live broadcasts, overseas KOL interactions, social platform publicity and other means to carry out new communication channels, accurately reach potential customer groups in the Asia Pacific and even the world, vividly show the story of cultural integration between the two countries, and convey the brand concept; In addition, the brand is deeply integrated with duty-free shopping and cross-border tourism in Hainan, so that excellent tourism design schemes can be included in the duty-free shopping list. With the advantage of the huge international passenger flow of the free trade port, the international popularity and reputation of the brand will be expanded, and the Sino Thai Tourism design brand will gradually enter the world market and enhance international recognition.

4.4. Strengthen talent cultivation and build a two-way communication platform

Based on the actual needs of talents for the integration of Chinese and Thai cultural tourism design resources and the brand going to sea, we should create a compound talent training mechanism of “training+introduction+cooperation” to effectively solve the talent gap. Hainan free trade zone should cooperate with mainland universities, scientific research institutions and Thailand’s excellent design companies to set up courses related to cultural and tourism design, international marketing, cross-cultural exchanges, cross-border brand operation and other majors, and cultivate a group of interdisciplinary talents who are familiar with the culture of China and Thailand, have professional knowledge of design ability and strong international marketing ability, so that the talent training direction is consistent with the needs of the market. On the other hand, we should formulate a targeted talent introduction plan, create a good talent cultivation environment, introduce Thai talents in the field of design, international cultural tourism marketing and cross-border brand operation from the trade zone, and encourage domestic talents to go to Thailand for investigation and exchange and learn lessons. Establish a mutual training mechanism for cultural and tourism design talents between the two places, and often carry out interactive forms such as talent training courses, design lectures, and work sharing meetings, so as to achieve a win-win situation, improve the design level and cross-cultural understanding of designers from both sides, broaden international vision, so as to reserve rich talent resources for the integration of design resources in the cultural and tourism industries of the two places and the successful overseas dissemination of brand image, and further expand the cooperation between the two sides.

4.5. Improve industrial chain collaboration and build a platform for achievement transformation

With regard to the situation that the cooperation of Sino Thai cultural tourism design joint operation is not close enough and the realization of value is weak, relying on Hainan free trade port, we should create a whole process linkage mechanism of “design transformation promotion sales” to maximize the value of cultural tourism design resources. On the one hand, we should promote the strategic cooperation between Sino Thai cultural tourism design units and downstream tourism companies, cultural and creative units and marketing channels, clarify the responsibilities of all parties, combine the design needs with the actual market, and timely convert the design results into products and cultural and creative derivatives that meet the market demand; On the other hand, with the help of the policy dividend of Hainan Free Trade Zone, a Sino Thai cultural tourism design resource integration platform was set up in Hainan free trade port to coordinate resources such as the supply chain, manufacturers and sales channels, and carry out a series of service actions such as incubation, production and promotion of the jointly designed works of both parties, so as to reduce the cost of conversion and improve the conversion rate. At the same time, urge the design units of both sides to enhance the awareness of upstream and downstream collaboration, build a win-win development model, support the enterprises of both sides to jointly build the cultural and tourism design industry alliance, increase the cooperation of technology, personnel, information and other resources, improve the relevant supporting infrastructure, open up the circulation path of cultural and tourism design resources from the “creative end” to the “consumer end”, enhance the value creation efficiency of

resource integration, and provide a continuous industrial foundation for brands to enter the international market.

5. Summary

To sum up, Hainan free trade zone has favorable conditions in terms of policies, platforms, channels and other aspects for the design integration and brand output of Sino Thai cultural tourism. However, there are also problems such as similar resources, inadequate policy docking, lack of brand potential, lack of talents and so on. To promote the smooth output of Sino Thai cultural tourism design resources and brands, we must rely on the available value of the two resources, while mining the cultural connotation, improve the relevant policy support system, create a strong brand effect, supplement high-end talent resources, and make full use of the role of the opening window of Hainan free trade Zone, so as to realize the process from simple mutual cooperation to mutual penetration of the design of Sino Thai cultural tourism. Promoting the high-quality development of China Thailand Cultural and tourism industry and enhancing the people's communication and cultural exchanges between the two countries can also set an example of China ASEAN cross-border cultural and tourism exchanges and cooperation on the basis of the free trade port.

Disclosure statement

The author declares no conflict of interest.

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