

Research on Integration Development Path and Practical Strategies of Hainan Red Culture Tourism Industry from the Perspective of New Quality Productivity

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Abstract: Against the dual backdrop of Hainan Free Trade Port development and emerging productive forces advancement, the red cultural tourism industry has emerged as a pivotal vehicle for promoting Qiongya's revolutionary spirit and boosting local economic growth. Its high-quality integrated development has become a critical challenge. Hainan possesses a 23-year legacy of revolutionary history marked by "the red flag never falling" and nearly 1,000 red cultural resources, laying a solid foundation for red cultural-tourism integration. However, the sector faces practical challenges, including product homogeneity, insufficient technological empowerment, shallow industrial convergence, and low digitalization levels. This study adopts emerging productive forces as a theoretical framework to analyze the current development status and bottlenecks in Hainan's red cultural tourism industry^[1,2]. Through six dimensions, digital technology empowerment, cross-industry integration, resource system optimization, business model innovation, talent ecosystem support, and institutional safeguards, it explores effective pathways for industrial convergence driven by emerging productive forces. Targeted practical strategies are proposed to enhance the quality and efficiency of Hainan's red cultural tourism, providing theoretical references and operational guidance for serving the Free Trade Port's cultural power-building initiatives and rural revitalization efforts^[3].

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

Online publication: March 26, 2026

1. Introduction

With the rapid advancement of cutting-edge technologies such as digital technology, artificial intelligence, and virtual reality, new quality productivity, defined by innovation-driven approaches and high-tech efficiency with superior quality, is emerging as the core driver for socioeconomic transformation and industrial restructuring. The Ministry of Culture and Tourism has explicitly stated its commitment to leveraging this new productivity model to deepen the integration of cultural and tourism sectors, facilitating their transition from traditional resource-dependent models to innovation-driven frameworks.

As China's largest special economic zone and free trade port, Hainan boasts unique red cultural heritage and tropical tourism resources. The glorious journey of the Qiongya Revolution, characterized by "the red flag remaining unfurled for twenty-three years," has given rise to nearly a thousand red resources, including the Red Women's Army, the Muerishan Revolutionary Base, the Wuzhishan Revolutionary Base, the site of the First Congress of the Communist Party of China in Qiongya, and Hainan Liberation Park, forming a distinctive regional red cultural system. During his inspection of Hainan in 2022, General Secretary Xi emphasized the need to "make good use of red resources such as the Qiongya Column Memorial Site and the Red Women's Army Memorial Park to guide Party members and officials in strengthening their ideals and convictions, inheriting the red gene, and continuing the red bloodline," providing guidance for the development of Hainan's red cultural tourism^[4].

Hainan is currently accelerating its development into an international tourism and consumption hub, driving comprehensive integration and high-quality growth in the cultural tourism sector. However, traditional red tourism predominantly relies on static visits and didactic tours, featuring monotonous product formats, limited experiential engagement, and insufficient industrial synergy, making it less appealing to younger consumers and modern tourism demands. Against this backdrop, leveraging new productive forces as an engine, Hainan must foster deep integration between red culture and tourism with technology, ecology, rural development, wellness, and educational travel. By innovating business models, optimizing product offerings, and enhancing service quality, the province can overcome developmental bottlenecks and achieve sustainable high-quality growth in its red cultural tourism industry.

2. Core concepts and theoretical foundations

2.1. Definition of core concepts

(1) New-type productive forces

Refers to an advanced form of productive forces characterized by technological innovation as the dominant driver, moving away from traditional economic growth models, and featuring high technology, high efficiency, high quality, and high added value, in alignment with the new development philosophy. Core elements include digital technology, artificial intelligence, big data, virtual reality, new materials, and green low-carbon technologies, emphasizing innovation-driven development, integrated development, and quality-efficiency enhancement.

(2) Red Cultural Tourism Industry

A comprehensive industry centered on revolutionary historical sites, memorial venues, red spirit, and red culture, integrating functions such as tourism sightseeing, cultural experience, educational research, leisure vacations, and cultural and creative development. It possesses political value, cultural value, economic value, and social value.

(3) Industrial convergence

Industrial convergence refers to the dynamic development process where different industries or various sectors within the same industry interpenetrate and overlap, gradually giving rise to new industries, business models, and operational frameworks. This study specifically focuses on the deep integration of red cultural tourism with industries such as technology, ecology, rural development, health care, educational tours, and cultural innovation^[5].

2.2. Theoretical basis

(1) Innovation-driven development theory: Emphasizes that scientific and technological innovation serves as the core driving force for industrial upgrading and economic development, providing theoretical foundations for empowering new-quality productive forces through the integration of red culture and tourism. It guides industries to achieve high-quality development via technological innovation, model innovation, and business model innovation.

(2) Industrial Integration Theory: This framework elucidates the inherent patterns of blurred boundaries, mutual penetration, and convergent innovation among industries, providing theoretical foundations for cross-sector integration between red cultural tourism and diverse industries, as well as for establishing comprehensive industrial

chain systems.

- (3) The Theory of Cultural-Tourism Integration: It clarifies the core logic of “shaping tourism through culture and highlighting culture through tourism,” emphasizing that culture is the soul of tourism and tourism serves as the vehicle for culture. This theory provides theoretical guidance for the deep integration of red culture and the tourism industry, facilitating value co-creation.
- (4) Sustainable development theory: Emphasizes the coordination between resource protection and utilization, as well as the integration of economic and social benefits, providing theoretical guidance for the conservation-oriented development of Hainan’s red cultural tourism resources and green low-carbon development.

3. Current status and basic conditions of red cultural tourism industry development in Hainan

3.1. Superior endowment of red cultural resources

Hainan boasts abundant, diverse, and distinctive red cultural resources. The province is home to nearly 1,000 revolutionary sites and memorial venues, including revolutionary bases, historic meeting sites, battlefields, martyrs’ residences, and memorial parks. Key landmarks include the Red Women’s Army Memorial Park (Qionghai), Muerui Mountain Revolutionary Base Memorial Park (Ding’an), Wuzhishan Revolutionary Base Memorial Park, the First Congress of the Communist Party of China in Qiongya (Haikou), Hainan Liberation Park (Lingao), and the Baisha Uprising Memorial Park (Qiongzong). Notably, the First Congress site of the Communist Party of China in Qiongya has been recognized as a national model for red tourism development, while the exhibition “Twenty-Three Years of Unyielding Red Flags: Cultural Relics and Historical Materials of the Qiongya Column” was selected as a national premium exhibition. The Red Women’s Army and Qiongya Column have become influential cultural IPs, laying a solid foundation for integrated industrial development ^[6].

3.2. Continuous improvement of policy support systems

The national and Hainan provincial governments have introduced a series of policies to safeguard the development of red cultural tourism. At the national level, documents such as the “14th Five-Year Plan for Tourism Development” and the “Opinions on Promoting High-Quality Development of Red Tourism” explicitly support innovative integration and quality upgrades in red tourism. At the Hainan provincial level, red cultural tourism has been incorporated into the Free Trade Port International Tourism Consumption Center construction plan. The province has launched 15 premium red tourism routes, completed 40 revolutionary cultural heritage protection and utilization projects, and issued the “Hainan Red Tourism Development Plan.” Increased financial investment and policy support have been implemented to promote the protection and utilization of red resources alongside industrial integration.

3.3. Initial achievements in industrial integration and development

Hainan has actively explored the “Red+” integration model, achieving initial success:

- (1) Red+ Ecotourism: Combining revolutionary heritage sites with tropical rainforests, coastal landscapes, and pastoral scenery. For instance, Wuzhishan’s revolutionary resources are integrated with the Tropical Rainforest National Park to create “Red + Green” eco-tourism routes.
- (2) Red + Rural Tourism: Leveraging revolutionary villages like Fanxiang Village (Qiongzong), blending revolutionary culture with Li and Miao ethnic traditions and rural resources to develop revolutionary-themed rural tourism.
- (3) Red + Study Tours: Establishing educational bases at sites like the Red Women’s Army Memorial Park and Muerui Mountain Memorial Park, offering study programs and Party Day activities. In 2023, Hainan’s revolutionary tourism attracted over 12 million visitors.
- (4) Red + Cultural Innovation: Developing “Little Qionghua” (Red Women’s Army) IP merchandise, including

notebooks, bookmarks, and blind boxes, to extend the revolutionary cultural tourism industry chain.

- (5) Red + Regional Collaboration: Ding'an and Qionghai jointly launched revolutionary tourism routes, integrating two core IPs, Muerui Mountain and the Red Women's Army, to address resource fragmentation challenges^[7].

3.4. Free trade port dividends highlight empowerment advantages

The Hainan Free Trade Port's policy advantages in duty-free shopping, cross-border services, talent recruitment, digital economy, and cultural tourism openness provide unique support for the integrated development of red-themed cultural tourism. Cross-border e-commerce facilitates the international sales of red-themed cultural and creative products; digital economy policies drive the digital transformation of red-themed cultural tourism; talent attraction policies draw high-end professionals in cultural tourism technology, IP development, and operational management; while the construction of an international tourism consumption center enables red-themed cultural tourism to connect with global markets and enhance brand influence.

4. Bottleneck constraints on the integrated development of Hainan's red cultural tourism industry from the perspective of new quality productivity

4.1. Insufficient empowerment by digital technologies and lagging application of new-quality productive forces

- (1) Low digitalization level: Most red tourism sites still rely on traditional exhibitions, with limited adoption of new technologies such as VR/AR, holographic projection, digital twins, and AI-guided tours, resulting in a scarcity of immersive and interactive experience products.
- (2) Weakness in intelligent construction: Incomplete smart ticketing systems, intelligent navigation systems, big data analytics, and digital management systems in scenic areas result in low operational efficiency and service quality.
- (3) Insufficient online dissemination and marketing: Weak digital content creation for red cultural tourism, inadequate promotion through new media platforms such as short videos, live streaming, and online virtual tours, and insufficient coverage of younger tourist demographics^[8].

4.2. The level of industrial integration is relatively shallow, with more “physical superposition” than “chemical reactions”

The integration model remains simplistic, predominantly limited to basic combinations like “revolutionary heritage + ecology” or “revolutionary heritage + rural tourism,” with insufficient deep integration with industries such as technology, healthcare, performing arts, sports, cultural innovation, and commerce. There is a notable lack of innovative business formats and operational models. The industrial chain structure is incomplete, focusing mainly on sightseeing and ticket revenue while underdeveloping high-value-added segments, including cultural product development, entertainment performances, immersive experiences, and wellness resorts. This results in a fragmented supply chain with low added value. Resource integration faces challenges due to the scattered distribution of revolutionary heritage sites, inadequate regional coordination, and insufficient cross-jurisdictional collaboration, failing to establish a province-wide integrated revolutionary cultural tourism brand and route network.

4.3. Low-end homogeneous product supply with weak innovation capability

The product offerings remain monotonous, primarily consisting of static tours, text-and-image displays, and didactic explanations that lack experiential elements, interactivity, and entertainment value, failing to meet the demands of younger consumers. Homogenization is severe, with red tourism sites across regions exhibiting similar product structures and repetitive content, lacking regional distinctiveness and competitive differentiation. IP development remains superficial, with core IPs, like the Red Women's Army and Qiongya Column, achieving surface-level engagement. In-depth initiatives

such as IP commercialization, cultural product design, content creation, and immersive scene development are insufficient, resulting in underutilized brand influence ^[9].

4.4. Lack of talent support systems constrains industrial innovation and development

Shortage of interdisciplinary talents: There is a lack of professionals with expertise in red culture research, tourism operation management, digital technology applications, IP development, and cultural creative design. Insufficient technical specialists: Significant gaps exist in specialized fields such as VR/AR technology development, digital content creation, smart scenic area operations, and new media marketing. Lagging talent cultivation and recruitment: Local universities and vocational colleges offer inadequate programs in red culture tourism-related disciplines, resulting in a disconnect between talent development and industry demands. Insufficient talent attraction policies in the free trade port: Current policies show inadequate focus on red culture tourism sectors, limiting the appeal to high-end professionals ^[10].

4.5. Inadequate institutional mechanisms and insufficient support for integrated development

- (1) Lack of coordinated mechanisms: The red cultural tourism sector involves multiple departments, including culture and tourism, publicity, Party history, development and reform, and finance. The absence of a unified coordination mechanism leads to fragmented management and resource dispersion.
- (2) Inadequate investment and financing mechanisms: Limited government funding, low social capital participation enthusiasm, and single financing channels fail to meet funding demands for digital upgrades, industrial integration, and project development.
- (3) Unbalanced interest alignment mechanisms: Irregular profit distribution among government entities, enterprises, village collectives, and farmers results in insufficient corporate motivation and low returns for village collectives and households, hindering collaborative development efforts ^[11].

5. Integration development path of Hainan's red cultural tourism industry from the perspective of new quality productivity

5.1. Digital technology empowerment path: Driving digital transformation of red cultural tourism through technological innovation

Digital technology-driven new productive forces serve as the key engine for innovative integration of red culture and tourism, propelling the sector's transformation from traditional sightseeing to immersive digital experiences, smart interactions, and intelligent operations. Immersive digital experience scenarios are being developed through technologies such as VR/AR, holographic projection, digital twins, and AI interaction to recreate revolutionary historical scenes. For instance, the Red Women's Army Memorial Park features a VR experience hall showcasing the army's combat history. At the same time, the Muerui Mountain Revolutionary Base offers an AR interactive route called "Retracing the Red Army's Path." Additionally, a digital Party history museum has been established at the site of the First National Congress of the Communist Party of China in Qiongya, allowing visitors to immerse themselves in revolutionary history.

- (1) Building a Smart Red Tourism Scenic Area System: Promote the construction of smart ticketing, intelligent navigation, AI tour guides, digital security, and big data analysis systems for red tourism sites to achieve "one smartphone for red tourism tours"; establish a provincial red cultural tourism big data platform to accurately analyze tourist needs, optimize resource allocation, and improve operational efficiency. Constructing a Digital Communication and Marketing System: Create short videos, live streams, online virtual tours, and digital collectibles related to red cultural tourism, leveraging new media platforms such as TikTok, Kuaishou, WeChat, and Xiaohongshu to expand coverage; develop the "Hainan Red Cultural Tourism Cloud Platform" to provide integrated services including online reservations, virtual tours, online shopping, and online educational tours.
- (2) Promoting digital preservation of red cultural tourism: Utilizing digital technologies for the digitization, storage,

restoration, and exhibition of red cultural relics, historical materials, and sites, establishing a digital resource repository for Hainan's red culture to achieve permanent preservation and revitalized utilization of red resources.

5.2. Cross-industry integration path: Building a “Red + N” full industrial chain integration ecosystem

Breaking industrial boundaries to facilitate deep integration of red cultural tourism with multiple industries, we aim to cultivate innovative business models and economic ecosystems while establishing a comprehensive industrial chain development system. The “Red + Eco-Tourism” initiative leverages Hainan's tropical rainforest National Park, coastal landscapes, and pastoral scenery to create synergistic routes blending “red heritage with greenery” and “red culture with blue tourism.” Key examples include connecting the Wuzhishan Revolutionary Base with tropical rainforests, linking Qionghai's Red Women's Army Memorial Park with Wanquan River ecosystems, and integrating Lingao's Hainan Liberation Park with coastal vistas. These projects develop diverse offerings such as eco-tourism experiences, hiking adventures, and leisure resort packages^[12].

- (1) **Red Culture + Rural Revitalization:** Leveraging red villages as platforms, we integrate revolutionary heritage, Li and Miao ethnic traditions, pastoral landscapes, and distinctive agricultural resources to develop red-themed rural tourism. Model red villages such as Fanxiang Village and Hongse Muruishan Village are being established, featuring revolutionary-themed homestays, farmhouse dining experiences, cultural immersion activities, agricultural picking opportunities, and agricultural product sales, thereby boosting income and prosperity for residents in these historic revolutionary areas.
- (2) **Red-themed Study Tours and Education:** Aligned with the ideological and political education requirements for primary and secondary schools, Party history learning programs in universities, and training needs for Party members and officials, we establish red-themed study bases and premium courses. We develop thematic study tour routes such as “Inheriting the Qiongya Revolutionary Spirit,” “Retracing the Qiongya Red Army Route,” and “Exploring the Spirit of the Red Women's Army,” offering immersive study experiences, practical teaching methods, and scenario-based learning programs to build an integrated system combining study tours, education, and tourism.
- (3) **Red-themed Cultural Performances:** Deepen the development of core IPs such as the Red Women's Army and Qiongya Column, creating red-themed cultural products, live performances, stage plays, and microfilms. Examples include staging the live performance “Red Women's Army” and the immersive play “Mother's Sacrifice in Flames,” while developing red-themed cultural merchandise, blind boxes, and digital collectibles to extend the industrial chain and enhance value-added products.
- (4) **Red Culture + Wellness Tourism:** Leveraging Hainan's tropical climate, ecological environment, and wellness resources, we develop integrated “Red Culture + Wellness” products. We establish red culture wellness bases and offer comprehensive offerings, including red culture experiences, eco-wellness programs, hot spring therapies, traditional Chinese medicine treatments, and leisure vacations to meet the needs of middle-aged and elderly populations as well as wellness travelers.
- (5) **Red-themed + Free Trade Port Features:** Integrating distinctive sectors such as duty-free shopping, cross-border e-commerce, international exhibitions, and cruise tourism within the free trade port, we will develop “Red-themed + Duty-free,” “Red-themed + Exhibitions,” and “Red-themed + Cruise” products to promote the internationalization and high-end development of red-themed cultural tourism.

5.3. Pathway for resource system integration: Promoting comprehensive and brand-oriented development of red cultural tourism

To overcome regional barriers and resource fragmentation challenges, we will integrate Hainan's red cultural resources across the province to establish a development framework featuring comprehensive regional coordination and brand-driven strategies. The provincial red cultural resources planning initiative includes drafting the “Hainan Red Cultural Tourism Integrated Development Plan,” which delineates spatial layouts, industrial positioning, and development objectives for

red tourism. Centered on the theme “The Red Flag Standing Unshaken for 23 Years,” the plan consolidates red cultural resources from Haikou, Qionghai, Ding’an, Wuzhishan, Qiongzong, and Lingao to create a spatial structure characterized by “one core, three belts, and multiple zones.”

- (1) Developing cross-regional premium tourism routes: Launch province-wide integrated red cultural tourism routes, including the “Qiongya Revolutionary Heritage Tour” (Haikou–Ding’an–Qionghai), “Tropical Rainforest Red Tourism Route” (Wuzhishan–Qiongzong–Baisha), and “Coastal Liberation Red Tourism Route” (Lingao–Chengmai–Haikou). Promote resource sharing, route connectivity, and joint brand development across cities and counties to address the challenge of fragmented tourism resources.
- (2) Building Hainan’s Red Cultural Tourism Brand: Establish the provincial-level “Qiongya Red Flag·Hainan Red” red cultural tourism brand, enhancing the influence of three core IPs: the Red Women’s Army, Mother Ruishan, and Qiongya Column. Conduct brand promotion campaigns, participate in national red cultural tourism exhibitions, and organize the Hainan Red Cultural Tourism Festival to elevate brand recognition and reputation.
- (3) Promoting the integration of red culture with multiculturalism: By combining red culture with Hainan’s distinctive cultural elements, such as Li and Miao folk customs, maritime culture, Dongpo culture, and Nanyang culture, we aim to develop comprehensive cultural tourism products and enrich the connotations of red cultural tourism.

5.4. Pathway for business model innovation and upgrading: Cultivating new drivers and advantages for high-quality development

Guided by the development trends of new quality productivity, we will innovate red cultural tourism business models, enhance product quality and service standards, and strengthen the core competitiveness of the industry.

- (1) Develop immersive experience formats: Establish immersive red culture experience centers, scenario theaters, and interactive experience parks. Through role-playing, scenario reenactment, and interactive participation, visitors can deeply engage with and immerse themselves in red culture. Examples include developing projects such as “Immersive Experience of Qiongya Revolutionary Soldiers” and “Red Women’s Army Battlefield Life Experience.”
- (2) Fostering new digital business models: Develop innovative formats such as red cultural tourism metaverse, online virtual tours, digital collectibles, virtual idols, and AI-powered red-themed tour guides; leverage live-streaming e-commerce and cross-border e-commerce to promote online sales of red-themed cultural and creative products, thereby expanding consumer markets.
- (3) Developing high-quality resort formats: Promote the transformation of red tourism sites from sightseeing-oriented to resort-oriented models by constructing red culture-themed hotels, vacation homestays, wellness towns, and leisure campsites. Enhance supporting facilities, including dining, accommodation, shopping, entertainment, and healthcare services, to prolong visitor stays and boost comprehensive consumption.
- (4) Developing nighttime economic formats: Create nighttime performance products featuring red culture, such as live shows, light shows, night markets, and immersive night tours, including the Red Women’s Army Memorial Park nighttime live performances and the Muerui Mountain red light night tour, to enrich nighttime cultural tourism offerings and stimulate the nighttime consumption market.

5.5. Support pathway for talent system: Building a high-quality compound talent team

Talent serves as the cornerstone for integrating revolutionary culture with tourism through new-quality productive forces. By refining talent cultivation, recruitment, and incentive systems, we can provide intellectual support for industrial development. To strengthen local talent development, institutions such as Hainan University, Hainan Normal University, and Hainan Vocational University of Science and Technology should be encouraged to establish specialized programs in revolutionary cultural tourism, cultural-tourism integration, digital tourism, and creative design. Promoting university-industry collaboration and industry-education integration through joint training bases and customized talent development programs will enhance practical competencies.

- (1) Enhance high-end talent recruitment: Leveraging the talent attraction policies of the Free Trade Port, prioritize recruiting top professionals and teams in fields such as red cultural tourism research, digital technology, IP development, operational management, cultural design, and new media marketing. Establish flexible talent acquisition mechanisms by engaging national experts in red cultural tourism and digital technology as consultants. Strengthen workforce training: Implement regular training programs for tour guides, operational managers, and service staff at red cultural sites to enhance their cultural literacy, professional skills, and service quality. Conduct specialized workshops on digital cultural tourism, creative product development, and smart operations to boost practitioners' capabilities in applying innovative productivity solutions.
- (2) Improve talent incentive mechanisms: Establish evaluation, incentive, and support mechanisms for talents in red cultural tourism, provide policy preferences, rewards, and commendations to high-end talents and outstanding practitioners, and stimulate their innovative and creative vitality.

5.6. Institutional mechanism support path: Improving the institutional support system for integrated development

We will strengthen institutional mechanisms encompassing coordinated planning, investment financing, interest alignment, and policy support to provide solid foundations for the integrated development of red-themed cultural tourism.

- (1) Establishing a coordinated mechanism: A provincial-level Leading Group for Red Cultural Tourism Integration will be established to integrate responsibilities across departments, including culture and tourism, publicity, Party history education, development and reform, finance, natural resources, and agriculture and rural affairs, addressing issues of fragmented management and resource dispersion to enhance collaborative efforts.
- (2) Optimizing investment mechanisms: Government fiscal allocations will be increased through dedicated funds for red cultural tourism integration; private capital participation will be encouraged via PPP models, industrial funds, equity investments, and bond issuance to diversify financing channels; financial policies of the free trade port will be aligned to provide credit support for red cultural tourism projects.
- (3) Optimize the benefit-sharing mechanism: Establish a multi-stakeholder win-win distribution framework involving government, enterprises, village collectives, and farmers, with clearly defined rights, responsibilities, and benefits for all parties. Promote the "enterprise + village collective + farmer" collaboration model to enable villagers' participation in tourism operations, services, and profit-sharing, allowing them to reap the benefits of integrated industrial development.
- (4) Strengthen policy support systems: Introduce specialized policies for red cultural-tourism integration, offering preferential measures in land allocation, project approval, tax incentives, and subsidy rewards. Improve supporting policies for red heritage preservation, cultural-tourism synergy, and digital transformation to foster a conducive development environment.

6. Practical strategies for integrated development of Hainan's red cultural tourism industry from the perspective of new quality productivity

6.1. Implementing the digital cultural tourism empowerment project to establish benchmark smart red tourism sites

- (1) Key Project Development: Support core scenic areas, including the Red Women's Army Memorial Park, Muerui Mountain Revolutionary Base Memorial Park, and Wuzhishan Revolutionary Base Memorial Park, by constructing digital immersive experience centers and smart scenic area management systems. Establish 1-2 nationally leading digital demonstration sites for red cultural tourism.
- (2) Digital Resource Library Development: Create a comprehensive digital repository of Hainan's red culture resources, completing digitization and archiving of key provincial red relics, historical materials, and heritage sites. Develop a

provincial-level big data platform for red cultural tourism to enable data sharing, precision marketing, and intelligent operations.

- (3) New Media Promotion Initiative: Implement the “Hainan Red Cultural Tourism New Media Campaign” by forming professional creative teams to produce over 100 annual short videos, live streams, and virtual tour content. Collaborate with leading platforms to launch “Hainan Red” themed campaigns targeting younger consumer demographics.

6.2. Implement the “Red+” industrial integration project to build a full-industry chain ecosystem

- (1) Red-Ecological Integration Initiative: Develop five premium “Red Culture + Ecology” routes and establish three red eco-tourism demonstration zones. Promote coordinated development between revolutionary heritage sites and tropical rainforests/coastal attractions through joint ticketing systems to facilitate cross-regional visitor exchange and resource sharing.
- (2) Red Rural Revitalization Initiative: Create 10 provincial-level model villages for red-themed rural tourism, upgrading infrastructure and service facilities. Develop diverse offerings, including heritage homestays, cultural immersion programs, farm-to-table experiences, and agricultural product processing to boost income for over 5,000 households in revolutionary base areas.
- (3) Red Study Tour Enhancement Initiative: Establish 8 provincial-level red study tour education bases and develop 20 premium red study tour courses. Connect with the national study tour market to build the “Hainan Red Study Tour” brand, aiming to attract over 3 million study tour visitors annually.
- (4) Red Cultural Creative Performance Initiative: Deeply develop IPs of the Red Women’s Army and Qiongya Column, creating 2–3 immersive red-themed live performances. Host a red cultural creative design competition, develop more than 100 distinctive red-themed cultural products, establish a red cultural creative exhibition and sales center, and expand online and offline sales channels.

6.3. Implementing resource integration and brand-building projects to enhance regional development capabilities

- (1) Comprehensive Route Integration Initiative: Launch five cross-county red tourism routes to connect provincial red resources into interconnected networks, while promoting integrated development of regional red tourism routes such as Ding’an-Qionghai, Wuzhishan-Qiongzong, and Haikou-LinGao.
- (2) Brand Enhancement Campaign: Establish the provincial brand “Qiongya Red Flag · Hainan Red,” conduct nationwide promotional campaigns, participate in the National Red Tourism Expo and cultural tourism exhibitions, and host the Hainan Red Cultural Tourism International Forum to boost global brand recognition.
- (3) Red Culture Revitalization Initiative: Deeply explore the historical and cultural connotations of Qiongya revolutionary heritage, compile and publish a series of red culture publications, produce red-themed documentaries, and create red-themed artistic works; carry out red culture outreach activities in communities, schools, enterprises, and rural areas to inherit and promote the Qiongya revolutionary spirit.

6.4. Implement the talent-driven tourism support project to strengthen the foundation of intellectual support

- (1) Talent Development Base Construction: Support Hainan universities and enterprises in jointly establishing 2–3 provincial-level red cultural tourism talent training bases; introduce specialized programs, such as digital cultural tourism, creative design, and smart operations, to cultivate over 200 interdisciplinary professionals annually.
- (2) High-end Talent Recruitment Program: Annually attract more than 10 top-tier red cultural tourism experts and 5 professional teams; establish a provincial-level expert database and engage nationally renowned scholars for intellectual support.
- (3) Staff Training Initiative: Conduct over 5 annual training sessions for red cultural tourism practitioners, serving more

than 1,000 participants; prioritize enhancing tour guides' red cultural literacy, digital technology proficiency, and service quality.

6.5. Implementing institutional innovation projects to optimize the environment for integrated development

- (1) Mechanism Enhancement Initiative: Establish a provincial-level joint conference system for integrated development of red culture and tourism, convene regular meetings to coordinate solutions for major issues, and clarify municipal and county-level primary responsibilities by incorporating red culture tourism development into performance evaluations.
- (2) Investment Innovation Initiative: Set up a provincial-level industrial fund for integrated red culture tourism development with a minimum scale of 500 million yuan; encourage financial institutions to launch specialized credit products for red culture tourism and support private capital participation in project development.
- (3) Policy Support Strengthening Initiative: Issue the "Implementation Opinions on Empowering High-Quality Integration Development of Hainan's Red Culture Tourism Industry through New Productivity Forces," specifying supportive policies including land use, taxation, subsidies, and project approvals; improve supporting systems for red resource protection, digital development, and industrial integration.

7. Conclusion

Hainan possesses superior red cultural resources, comprehensive policy support, preliminary integration foundations, and the policy dividends of a free trade port, creating favorable conditions for integrating red culture and tourism through new productive forces. However, it faces prominent challenges, including insufficient digital technology empowerment, shallow industrial integration levels, low-end homogeneous product offerings, talent shortages, and incomplete institutional mechanisms. To drive the integration of red culture and tourism under new productive forces, Hainan must follow six key pathways: digital empowerment, cross-industry collaboration, resource integration, business model innovation, talent support, and institutional safeguards. This will establish a "Red Culture + N" full industrial chain ecosystem, facilitating industrial transformation from traditional resource dependence to innovation-driven development, from single-sightseeing experiences to diversified engagements, and from low-end supply to high-quality offerings.

At the practical level, five major initiatives must be implemented: digital empowerment of cultural tourism, "Red+" industrial integration, resource consolidation and brand building, talent-driven tourism support, and institutional mechanism innovation. Through key project development, targeted action campaigns, and policy system refinement, we aim to overcome developmental bottlenecks, stimulate industrial vitality, and achieve high-quality integrated development of red cultural tourism.

In the future, as new productive forces rapidly evolve and the Hainan Free Trade Port construction advances, the integration of red-themed cultural tourism will exhibit emerging trends: Digital technologies will be more deeply embedded throughout the entire red cultural tourism ecosystem, with cutting-edge innovations like the metaverse, AI, and virtual idols gaining widespread adoption. The convergence between red cultural tourism and the Free Trade Port's distinctive industries, along with international consumer markets, will become increasingly tight, continuously elevating its global competitiveness and premium positioning. Red cultural tourism will play a more prominent role in rural revitalization, cultural empowerment, and ideological-political education, emerging as a key growth driver for the high-quality development of Hainan Free Trade Port's cultural tourism sector.

Future research could further focus on specific application cases of new quality productivity in red cultural tourism scenarios, international development pathways of red cultural tourism under the free trade port context, and performance evaluation systems for integrated red cultural tourism development. This would enable more in-depth empirical studies and practical explorations, providing precise theoretical support and practical guidance for the high-quality development of

Hainan's red cultural tourism.

Funding

2026 Hainan Provincial Higher Education Scientific Research Project, "Research on Empowering High-Quality Development of Hainan's Red Cultural Tourism Industry with New Productivity Forces" (Project No.: Hnky2026-62)

Disclosure statement

The authors declare no conflict of interest.

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