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Research on the Marketing Strategy of Hainan Tourism Cultural and Creative Products from the Perspective of Brand Culture

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Abstract: With the rapid development of tourism and the diversification of consumer demand, cultural and creative products, as an important part of the tourism market, and their marketing strategies are increasingly attracting attention. Based on the perspective of brand culture, this paper studies the marketing strategy of Hainan tourism cultural and creative products. Firstly, it analyzes the current situation and market environment of the tourism cultural and creative products in Hainan; secondly, the marketing strategy of cultural and creative products is discussed from the perspective of brand culture; finally, the specific marketing strategy suggestions and the future development trend are discussed.

Keywords: Brand culture; Hainan tourism; Cultural and creative products; Marketing strategy

1. Introduction

As a tropical tourist resort in China, Hainan is rich in natural resources and has a unique national culture. In recent years, with the vigorous development of tourism, the market of tourism cultural and creative products in Hainan has also shown a rapid growth trend. However, in the case of increasingly fierce market competition, how to develop effective marketing strategies to improve the brand value and market competitiveness of Hainan tourism cultural and creative products has become an urgent problem to be solved. From the perspective of brand culture, this paper will study the marketing strategy of Hainan tourism cultural and creative products, in order to provide useful reference for relevant enterprises and departments.

2. Analysis of the market status quo of Hainan tourism cultural and creative products

2.1 Market overview

In recent years, the market of tourism cultural and creative products in Hainan has shown a rapid growth trend, with increasingly rich products, including souvenirs, handicrafts, cultural derivatives and other forms. These products not only have ornamental and collection value, but also allow tourists to have a deep understanding of Hainan's culture and history during traveling, and find the value mining of Hainan Li and Miao culture^[1].

As an important part of the diverse and integrated culture of the Chinese nation, Hainan Li and Miao culture has a unique charm and profound heritage. In the development of cultural and creative products, first of all, in-depth research and excavation of Li and Miao culture, and extract representative and unique cultural elements, such as totem of Li nationality, Miao silver ornaments, Li brocade skills, etc^[2]. These cultural elements not only have historical value, but also are the crystallization of the wisdom and creativity of the Li and Miao people, which can provide rich design inspiration for cultural and creative products.

2.2 Market characteristics

In the process of developing cultural and creative products, the integration of brand culture and Li and Miao culture is the key. Brand culture represents the core values and business philosophy of an enterprise, while Li and Miao culture provides unique design elements and sources of inspiration. Through the organic combination of the two, the cultural and creative products with both local characteristics and in line with the brand concept can be created. This integration can not only enhance the cultural added value of the product, but also enhance the awareness and reputation of the brand.

The market characteristics are diverse, and there are a wide variety of Hainan tourism cultural and creative products, covering many fields ranging from traditional handicrafts to modern cultural derivatives^[3]. At the same time, geography needs to be considered. Hainan's unique geographical location and ethnic culture provide rich design inspiration and unique regional characteristics for cultural and creative

products. With the continuous change of consumer demand, Hainan tourism cultural and creative products are also constantly innovating, striving to stand out in the market.

2.3 Market problems

Brand construction lags behind. At present, there is a lack of well-known brands and star products in Hainan tourism cultural and creative products market, and brand construction lags behind the market development. Product quality is uneven. Due to the fierce market competition, some enterprises and businesses ignore product quality and brand construction in order to pursue profit maximization, resulting to the existence of a large number of uneven quality products in the market. Marketing channel is single. At present, the marketing channels of Hainan tourism cultural and creative products mainly focus on the traditional channels such as tourist attractions and specialty stores, and lack of diversified marketing means and innovative marketing strategies.

3. Marketing strategy of Hainan tourism cultural and creative products from the perspective of brand culture

3.1 Brand culture positioning

Brand culture positioning is the basis of the marketing strategy of Hainan tourism cultural and creative products. In the brand culture positioning, we should pay attention to the following aspects:

Highlight regional characteristics: Hainan's unique geographical location and national culture are important sources of design inspiration for cultural and creative products, etc. These resources should be fully utilized to create brands of cultural and creative products with regional characteristics.

Emphasizing cultural value: cultural and creative products are not only commodities, but also carriers of culture. In terms of brand cultural positioning, the cultural value of cultural and creative products should be emphasized to enhance consumers' cultural identity and brand loyalty.

Build brand image: through carefully designed product packaging, unique brand logo and slogan, create a unique brand image, improve brand awareness and reputation.

3.2 Product innovation strategy

Product innovation is an important means to enhance the market competitiveness of Hainan tourism cultural and creative products. In the product innovation, we should pay attention to the following aspects:

From the perspective of brand culture, the design and innovation of cultural and creative products is very important. Design innovation not only includes the innovation of appearance and modeling, but also includes the innovation of function, material, technology and other aspects. In the development of cultural and creative products of Li and Miao, modern design concepts and technical means can be used to re-create and redesign the traditional cultural elements, so as to glow them with new vitality and vitality. At the same time, cultural and creative products can also be developed by combining the aesthetic needs and consumption habits of modern consumers.

Combined with market demand: in-depth understanding of consumer needs and preferences, according to the market demand for product innovation design, improve the practicality and aesthetics of products.

Integrate traditional culture and modern elements: on the basis of retaining traditional cultural elements, integrate modern design concepts and fashion elements, to create cultural and creative products with a sense of fashion and modern sense.

Cross-border cooperation and innovation: Cooperate with brands or institutions in different fields, jointly develop innovative and unique cultural and creative products, and expand the product line and market scope.

4. Specific marketing strategy recommendations

4.1 Strengthen brand building

Formulate brand development strategy, define brand development goals and positioning, and formulate long-term and stable brand development strategy. Strengthen brand publicity, through media publicity, advertising and other ways to improve brand awareness and reputation. Strengthen the brand management, establish a sound brand management system, to ensure the stability and consistency of the brand image. Identify the brand's target audience, core values, unique selling points, and brand personality. According to the market development situation and the enterprise's own development positioning, develop a clear brand positioning strategy. Establish the brand logo, design the brand name, logo, slogan, color and other visual elements that are easy to identify and in line with the brand positioning. Make sure these elements are impressed to consumers and consistent with brand positioning and value. Provide high quality products or services that ensure they can meet the needs of consumers and are competitive in quality, function, design, etc.

Continuous improvement and innovation to keep the brand in a leading position. Build brand stories, tell the history, culture, values of the brand, to help consumers better understand the brand. Build emotional connections with consumers through brand stories and improve brand loyalty. Use social media for brand communication, use social media platform to interact with consumers, and spread brand information. Through precise positioning and content marketing, improve brand awareness and reputation. Establish interaction with consumers, hold activities, provide discounts, reply to consumer comments and establish interaction with consumers. Understand consumer needs and feedback, and improve brand satisfaction and loyalty.

4.2 Improve product quality

Strengthen raw material control, select high-quality raw materials, to ensure the quality and safety of products. Strict production process, establish a perfect production process and quality testing system, to ensure the quality and stability of products.

Strengthen the after-sales service, establish a perfect after-sales service system, and improve consumer satisfaction and loyalty.

4.3 Expand marketing channels

Expand online sales channels, use e-commerce platforms, social media and other online platforms to carry out sales activities, and improve the market coverage rate and sales volume of products. Strengthen the construction of offline physical stores: set up physical stores or exclusive stores in tourist attractions, commercial areas and other places to improve the exposure of products.

5. Conclusions and outlook

From the perspective of brand culture, the development of cultural and creative products can find that the development of cultural and creative products is not only the mining and utilization of local cultural resources, but also the in-depth discussion of brand value and cultural communication. In the future development, we can further strengthen the research and mining of the Li and Miao culture, and extract more representative and unique cultural elements; at the same time, we can strengthen the integration of brand culture and Li and Miao culture, create more cultural and creative products with local characteristics and brand concept; in addition, strengthen the design innovation and marketing promotion of cultural and creative products, enhance the competitiveness and market share of the products. In short, it is of great theoretical significance and practical value to study the development of cultural and creative products in Hainan Li and Miao from the perspective of brand culture.

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