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Research on the Development of Hainan Rural Tourism and Cultural Handicrafts Under the Background of Rural Revitalization

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Abstract: Under the background of rural revitalization strategy, Hainan has become a hot spot of rural tourism development by virtue of its unique natural scenery and rich ethnic cultural resources. This paper aims to explore the development path and strategy of rural tourism cultural handicrafts in Hainan, analyze the development status of rural tourism in Hainan, put forward specific development strategies and policy suggestions, in order to provide theoretical support and practical guidance for the upgrading and development of rural tourism industry in Hainan.

Keywords: Rural revitalization; Rural tourism industry; Cultural handicrafts

Introduction

The report to the 19th National Congress of the CPC clearly put forward the task of poverty alleviation and the strategy of rural revitalization, and stressed the need to establish and improve systems, mechanisms and policies for integrated urban and rural development, and accelerate the modernization of agriculture and rural areas. As the only tropical island province in China, Hainan has the unique natural conditions and rich ethnic cultural resources, and has become an important area for the development of rural tourism. However, the development of rural tourism and cultural handicrafts in Hainan is still in the initial stage, and there are problems such as lack of brand awareness, limited design innovation ability and imperfect industrial chain. Therefore, this paper will study the development path and strategy of Hainan rural tourism cultural handicrafts from the perspective of rural revitalization.

1. Hainan rural tourism and cultural handicrafts overview

1.1 Development status of rural tourism in Hainan

Rural tourism in Hainan has developed rapidly in recent years. Relying on its unique tropical scenery and ethnic cultural resources, it has attracted a large number of tourists from home and abroad. The Hainan Provincial government attaches great importance to the development of rural tourism, and has introduced a series of policies and measures to support the construction of rural tourism infrastructure, product development and market promotion. At present, Hainan rural tourism has initially formed a number of rural tourist spots and boutique routes with local characteristics, such as the Li nationality Cultural Village in Sanya, Wanning Xinglong Tropical Botanical Garden, etc.

1.2 Definition and type of Hainan rural tourism and cultural handicrafts

Hainan rural tourism cultural handicrafts refer to the provision of tourists with goods or services with cultural experience and tourism value by means of creative design, production and marketing, based on the unique regional culture and natural environment of Hainan. These cultural handicrafts integrate Hainan's unique national culture, regional characteristics and tourism resources, and have the characteristics of uniqueness, artistry, practicality and memorial. Common Hainan rural tourism cultural handicrafts include coconut carving, Li brocade, Miao embroidery, Hainan coffee, coconut sugar and other handicrafts and special food.

2. Advantages of Hainan rural tourism and cultural handicraft development

2.1 Rich cultural resources

Hainan has rich ethnic cultural resources, such as the traditional culture and folk customs of Li, Miao and other ethnic minorities, which provide rich materials and inspiration for the development of cultural handicrafts. These cultural resources are unique and different, which can attract the attention and interest of tourists.

2.2 Policy support and guarantee

The Hainan Provincial government attaches great importance to the development of rural tourism, and has introduced a series of policies

and measures to support the development of cultural and creative products for rural tourism. The government has increased its support for rural tourism, provided preferential policies such as financial subsidies, tax breaks and preferential land policies, and attracted more enterprises and individuals to invest in rural tourism.

2.3 Market demand continues to grow

With the continuous expansion of the domestic tourism market and the improvement of people's requirements for tourism quality, the rural tourism market has gradually become a new consumption hotspot. Hainan's rural tourism market has great potential for domestic and foreign tourists. Tourists' demand for tourist souvenirs and handicrafts with local characteristics and cultural connotation is increasing, which provides a broad market prospect for the development of cultural handicrafts.

3. Development status and problems of rural tourism and cultural handicrafts in Hainan

3.1 Development status quo

The development of rural tourism and cultural handicrafts in Hainan has made some achievements, but it is still in the primary stage. At present, a number of cultural handicrafts with local characteristics have appeared on the market, such as coconut carving, Li Jin, etc. However, these products have limited design innovation ability, lack of brand awareness, and less market influence.

3.2 Existing problems

Lack of brand awareness: many cultural handicrafts lack of brand awareness, unable to form market competitiveness. Limited design innovation ability: product design innovation ability is insufficient, lack of innovation and difference. Imperfect industrial chain: the industrial chain of cultural handicrafts has not yet been formed, and there are shortcomings in the design, production, sales and other links. Lack of talent reserve: the lack of professional design, production and marketing talents restricts the development and development of cultural handicrafts.

4. Hainan rural tourism cultural handicraft development strategy

4.1 Strengthen government guidance and policy support

The government should introduce a series of preferential policies, including financial subsidies, tax reduction, preferential loan interest rate, etc., to mobilize the enthusiasm of enterprises to develop rural tourism cultural handicrafts. At the same time, the government should increase the investment in the infrastructure construction in rural areas, improve the transportation, accommodation, catering and other conditions, and improve the quality of tourism experience.

4.2 Dig deep into the cultural connotation

In-depth investigation and research on the cultural resources in rural areas of Hainan to understand the local history, folk customs, handicrafts and other cultural characteristics. Combine traditional culture with modern elements, innovate the form of cultural expression, enrich the connotation of the product, and improve the attractiveness of the product. For example, the traditional cultural elements of the Li nationality can be integrated into the design of handicrafts such as coconut carving and Li brocade to form tourist souvenirs with unique cultural connotations.

4.3 Diversified marketing strategies

Adopt diversified marketing strategies, such as the combination of online and offline, experiential marketing, community marketing, etc., to improve the visibility and reputation of products. Sell rural tourism cultural handicrafts through e-commerce platforms, offline physical stores, tourist attractions, and other channels, and expand the scope of sales. Cooperate with tourism companies and hotels to jointly promote rural tourism cultural handicrafts and improve the market share.

4.4 Improve the industrial chain support

Improve the industrial chain support of cultural handicrafts, including design, production, sales and other links. Establish a professional design team and production workshop, improve the product design innovation ability and production level. Strengthen the cooperation with relevant enterprises and institutions, and form a coordinated development mechanism for the upstream and downstream of the industrial chain. At the same time, the establishment of a sound sales network and channels to ensure that products can smoothly enter the market.

5. Specific implementation plan

5.1 Establish a cultural handicraft research and development center

Objective: Concentrate resources and improve the design innovation ability.

The first step is to build a team and invite well-known designers, national art experts and craftsmen to form a research and development team to ensure that the design has both modern aesthetic and profound cultural connotation. Market research: Regular market research to

understand the changes of tourist demand, provide data support for product design, technical innovation, introduce advanced design software and production technology, such as 3D printing, digital pattern design, etc., to improve the uniqueness and added value of products.

5.2 Implement the “One Village, one product” plan

Objective: To build a brand of rural tourism and cultural handicrafts with local characteristics.

The first step of the implementation step is the resource inventory. A detailed inventory of the cultural resources of each village in Hainan is made to clarify the cultural characteristics and resource advantages of each village. The second step is to design the brand planning, based on the cultural characteristics of the village, the unique brand image and story line of the design, to create a “one village one product” rural tourism cultural handicraft brand. The third step is to promote the brand through various online and offline channels, such as social media, travel websites, TV advertising, etc., to improve the brand awareness and influence.

5.3 Carry out the training plan for craftsmen

Objective: To improve the skills and income level of craftsmen and promote cultural inheritance.

Skill training: hold handicraft skills training courses regularly, invite experienced craftsmen to teach their skills, and improve their skill level.

Entrepreneurship guidance: Provide entrepreneurial guidance and financial support for craftsmen who intend to start a business, and help them transform their traditional skills into commercial products.

Exchange platform: establish a communication platform for craftsmen, promote skills exchange and experience sharing, and stimulate innovation inspiration.

5.4 Establish a handicraft e-commerce platform for cultural crafts

Objective: To expand sales channels and improve market coverage.

Platform construction, the establishment of a special Hainan rural tourism cultural handicrafts e-commerce platform, set display, sales, communication and integration. Logistics distribution, cooperation with logistics companies, establish a perfect logistics distribution system, to ensure that products can be timely delivered to consumers. Marketing and promotion, through search engine optimization, social media marketing, live streaming with goods and other ways, to improve the visibility and user engagement of e-commerce platforms.

5.5 Hold cultural handicraft creative competition

Objective: To stimulate creative inspiration and explore excellent design talents.

Event planning, clear the theme, participants, selection criteria, etc., to ensure the fairness and professionalism of the competition. Publicity and promotion, through media publicity, network recruitment and other ways, to attract the majority of designers and craftsmen to participate. Achievement display, the display and promotion of the award-winning works, to provide a platform for excellent designers to show their talents, and to promote the innovation and development of cultural handicrafts.

6. Conclusion

To sum up, the development of rural tourism and cultural handicrafts in Hainan is a systematic project, which requires the joint efforts of the government, enterprises and the society. Through the implementation of the above specific plan, we are expected to promote the leapfrog development of Hainan rural tourism and cultural handicraft industry, inject new impetus into rural revitalization, and let more people understand and love the unique culture and charm of Shanghai South.

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