

# Analysis on the Integrated Development of Forest Ecological Culture Tourism and Rural Revitalization in Hainan

**Yude Jiang**

Hainan Vocational University of Science and Technology, Haikou 571126, Hainan, China

DOI: 10.32629/asc.v5i5.3068

**Abstract:** With the deepening of the construction of Hainan Free trade Port, the integrated development of forest ecological and cultural tourism and rural revitalization in Hainan has become an important way to promote the sustainable development of the local economy and society. By analyzing the unique advantages of forest ecological resources in Hainan, this paper discusses its role in promoting the development of rural tourism, the construction of civilized ecological villages and rural revitalization, and puts forward the corresponding integrated development mode and countermeasures. By strengthening eco-tourism management, environmental protection, infrastructure improvement and personnel training, Hainan aims to realize the coordinated development of forest ecological culture tourism and rural revitalization, and contribute to the overall progress of Hainan's economy and society.

**Keywords:** Hainan; forest ecological culture tourism; rural revitalization; integrated development; sustainable development

## 1. Introduction

As the only tropical island province in China, Hainan is rich in forest ecological resources and unique natural landscape, which provides unique conditions for the development of forest ecological and cultural tourism. In recent years, with the acceleration of the construction of Hainan Free trade Port, how to make good use of these resource advantages and promote the integrated development of rural tourism and rural revitalization has become the focus of attention from all sectors of society. This paper will discuss the development status of Hainan forest eco-culture tourism and discuss the development mode and strategy of its integration and rural revitalization.

## 2. Analysis of the status quo of forest ecological culture and tourism in Hainan

### 2.1 Resource advantage

The ambient air quality of Hainan province is excellent, maintaining the first level, and the proportion of good days is extremely high. In terms of water environment, the water quality of major rivers and reservoirs meets the national surface water environment quality standards, and the groundwater quality is also maintained well, and the seawater quality of coastal waters also meets the national first-class standards. These high-quality ecological environment provide a solid foundation for the development of forest ecological culture tourism. Hainan's warm and humid climate breeds rich tropical animal and plant species. The island has more than 5,000 species of tropical and subtropical plants, of which more than 630 species are unique to Hainan, including rare plants such as tree fern, slope base and Hainan cycads, which are known as the "thirteen Pacific protection" of tropical rain forests. In addition, Hainan also has rich animal resources, including black crown gibbon, peacock pheasant, coconut cat and other rare animals. These unique animal and plant resources add infinite charm to the forest ecological culture tourism. The mountainous area of Hainan occupies a large proportion of the total area of the province. Most of the geomorphological geology is granite, with many strange peaks, deep ravines and strange rocks, forming many charming natural landscapes, such as Wuzhi Mountain, Limei Mountain and Dangluo Mountain. These mountains not only have beautiful natural scenery, but also have rich ecological diversity, which is an excellent place to carry out ecological tourism. In addition, Hainan is rich in water resources. More than 150 rivers and streams radiate into the sea, and countless lakes and artificial reservoirs, providing favorable conditions for the development of water tourism.

### 2.2 Development status quo

In recent years, Hainan forest ecological culture tourism has developed rapidly, attracting a large number of domestic and foreign tourists to come for sightseeing. Especially with the construction of Hainan international tourism consumption center, forest ecological culture tourism has become an important part of Hainan tourism. However, with the rapid development, some problems are also exposed, such as a single tourism development mode, lagging infrastructure, increasing

environmental protection pressure and so on.

### **3. Integrated development mode of forest ecological culture tourism and rural revitalization in Hainan**

#### **3.1 Relying mode of scenic spot**

Developing rural tourism by combining the scenic spots around civilized ecological villages is one of the main modes for the integrated development of forest ecological culture tourism and rural revitalization in Hainan. By separating some of the service functions of the tourist attractions, we will attract the surrounding farmers to participate in the tourism reception and service, and integrate into the local customs, and develop the corresponding tourism products. For example, some civilized ecological villages in The Bawangling of Changjiang River have developed “old rain forest houses” featuring tropical rain forests, which not only promote the development of local tourism, but also increase farmers’ income.

#### **3.2 Relying mode of central city**

Relying on the central city to develop rural tourism is another effective integrated development model. As an important tourist source market for rural tourism, urban residents can drive the development of tourism in surrounding villages through the aggregation effect and radiation effect of central cities. Civilized ecological villages such as Sanya Penang River and Haikou Yanfeng rely on Sanya and Haikou to vigorously develop rural tourism, which not only promotes the sustainable development of local economy and culture, but also improves the living standards of farmers.

#### **3.3 Industrial integration model**

The industrial integration model emphasizes the combination of forest ecological culture tourism with agriculture, forestry and other industries to form a diversified development pattern. For example, in Shihui Village, Tongshi Town, Wuzhishan City, relying on the neighboring Hainan tropical rain forest National Park, it not only increases the income of villagers, but also effectively protects the wild plant resources in the national park. In addition, relying on the good ecological environment, Maa Village, Shuiman Township, Wuzhishan City, has developed an integrated development route of Li culture, tropical rain forest and tea tourism, which has become a demonstration model of rural revitalization.

### **4. Challenges and countermeasures for integrated development**

Lack of reasonable concept of development and capital investment, at present, the development of forest ecological and cultural tourism in some areas of Hainan is blind and disorderly, and lack of scientific planning and reasonable layout. At the same time, the lack of capital investment is also one of the important factors restricting the development. With the rapid development of tourism, the pressure of environmental resource protection increases. Some tourism projects have excessive development and damage to the ecological environment, which affects the sustainable development of forest ecological and cultural tourism. The lagging infrastructure is another important factor restricting the development of forest ecological culture tourism in Hainan. Problems such as inconvenient transportation and poor accommodation conditions affect tourists’ travel experience and limit the further development of tourism.

We will strengthen the tourism management system and capital investment, strengthen the tourism management system, and formulate scientific and reasonable plans, policies and measures for tourism development. At the same time, we will increase funding to support key links such as tourism infrastructure construction, environmental protection and product development. We will strengthen environmental protection, follow the principle of sustainable development, adhere to the concept of green development, and give top priority to ecological protection. We will strengthen the environmental impact assessment of tourism projects and strictly control the intensity and scale of development. At the same time, we will strengthen environmental supervision and law enforcement to severely crack down on activities that damage the ecological environment. We will accelerate the construction of tourism infrastructure, and improve the tourism reception capacity and service level. Emphasis will be placed on strengthening infrastructure construction such as transportation, accommodation and catering to improve tourists’ tourism experience. At the same time, we will strengthen the construction of the tourism public service system to improve the convenience and comfort of tourism services. Strengthen personnel management and quality education, improve the professional quality and service level of tourism practitioners, and strengthen the training and introduction of tourism management personnel. At the same time, strengthen the publicity and education of civilized tourism, enhance their awareness of environmental protection and civilized quality. Strengthen the innovation and development of tourism products, and build a tourism brand with local characteristics.

## 5. Conclusions and prospects

The integrated development of forest ecological culture tourism and rural revitalization in Hainan has broad prospects and great significance. By strengthening the tourism management system, strengthening environmental protection, improving infrastructure, strengthening personnel management, quality education and product innovation, the coordinated development of Hainan forest ecological culture tourism and rural revitalization can be realized. In the future, with the deepening of the construction of Hainan Free Trade Port and the comprehensive implementation of the rural revitalization strategy, Hainan forest ecological culture tourism will usher in a broader development space and a better development prospect.

## References

---

- [1] Hong-min Lin. Adhere to the principle of ecological culture to develop Hainan forest tourism suggestions [C] // Hainan Federation of Social Sciences. Contemporary Hainan Forum 2011 Autumn Summit — Collection of Cultural System Reform and Hainan Cultural Development. Hainan Provincial Construction Project Planning Institute, 2011:5.
- [2] Wei-wei guo. Composition and evaluation of forest cultural value from the perspective of ecological culture — Review of Research on forest Cultural Value and Evaluation Methods [J]. World Forestry Research, 2023,36 (03): 138-139.
- [3] Guo Yanqing, Li Weihui, Yuan Lin, et al. Evaluation of the ecological and cultural influence of forest cities in Guangdong Province [J]. Forestry and Environmental Science, 2024,40 (03): 109-113.