



Study on the Construction of Hainan's Urban Culture under the Background of Free Trade Port

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Abstract: The construction of Hainan Free Trade Port is inseparable from the prosperity and development of the cultural field, and culture must develop in synergy with economic and social progress. Hainan boasts abundant cultural resources; promoting cultural innovation is not only an inherent requirement for the construction of the Free Trade Port but also an inevitable choice for Hainan to become a province with strong cultural strength. Based on a systematic analysis of the necessity of cultural construction in Hainan Free Trade Port, this study sorts out the difficulties in urban cultural construction of Hainan Free Trade Port and puts forward corresponding strategies and suggestions, aiming to provide strong support for relevant theoretical research and practice.

Keywords: Hainan Free Trade Port; cultural construction; morphological evolution; industrial value

1. Introduction

Against the backdrop of the Globalization 4.0 era, free trade ports, as strategic pivots for countries to deepen reform and opening up, are undergoing a paradigm shift from traditional trade hubs to composite carriers of civilization[1]. The establishment of Hainan Free Trade Port marks that while China is building a higher-level open economic system, it has also launched a new practice in the modernization of regional cultural governance. This strategic process not only involves innovative breakthroughs in economic systems but also contains the dual propositions of the evolution of civilizational forms and the reconstruction of cultural spaces[2]. As the core field for the accumulation of cultural capital, the quality of urban cultural ecosystem construction directly affects the achievement of the Free Trade Port's strategic goals. How to enhance the vitality of cultural innovation and creation, develop and expand the cultural industry, provide cultural soft power for Hainan to promote innovative cultural development, accelerate the construction of a province with strong cultural strength, and support the construction of the Free Trade Port has become an issue that must be addressed in the new era.

2. Analysis of Construction Difficulties

2.1 Obstacles to Cultural Resource Integration and Insufficient Impetus for Innovation Mechanisms

Hainan's cultural resources exhibit the characteristics of multi-dimensional heterogeneity, with elements such as historical context, ethnic traditions, and marine civilization facing the problem of fragmented spatial distribution. Administrative barriers have led to the absence of cross-regional cultural resource integration mechanisms, and there is a lack of effective linkage between cultural relic protection units, intangible cultural heritage (ICH) inheritance bases, and cultural industrial parks. The integration of culture and technology shows a tendency of "technological hollowness"; the application of digital technologies such as virtual reality and blockchain in the cultural field is still in the stage of superficial integration. The insufficient cultivation of the cultural consumption market has hindered the transformation of innovative achievements, and a positive interaction between supply-side reform and demand-side upgrading has not yet been formed.

2.2 Cultural Identity Crisis and Decline in Economic Transformation Efficiency

The construction of the Free Trade Port has accelerated the influx of international cultural elements, putting the local cultural symbol system under deconstruction pressure. The recognition of traditional customs such as Li and Miao ethnic cultures and the Junpo Festival among young groups continues to weaken, and carriers of historical memory in urban spaces are gradually replaced by modern buildings. The value chain of cultural products is insufficiently extended, and there is a lack of an internationally competitive cultural IP matrix. The integration of new formats such as night economy and experience economy with traditional culture has not yet broken through the scenario-based reproduction model. The cultural financial support system is incomplete, and the incentive mechanism for social capital to participate in cultural investment

has not yet been improved, which restricts the large-scale development of the cultural industry[3].

2.3 Delayed Modernization of Governance Systems and Structural Imbalances in Spatial Production

A collaborative governance mechanism involving multiple subjects has not yet been fully established, and there is ambiguity in the division of rights and responsibilities between the government-led model and the participation of social organizations[4]. There is an institutional vacuum in the connection between cultural heritage protection laws and the special policies of the Free Trade Port, and the digital transformation of cultural market supervision lags behind the development of emerging formats. The spatial linkage between the coastal urban belt and the inland ethnic cultural areas is insufficient, and land and marine cultural elements have not formed an organic whole. The layout of public cultural facilities shows a tendency of "emphasizing hardware over operation", and the daily activation and utilization rate of community cultural spaces is lower than the design expectation. The construction of cultural landmarks overpursues visual spectacles, leading to conflicts in spatial narrative with the continuation of urban context[5].

3. Strategic Suggestions

3.1 Constructing a Collaborative Development Mechanism for Cultural Resources and Improving the Innovation Ecosystem

Establish a provincial-level cultural resource data center and use GIS technology to realize the visualization of cultural heritage spatial maps. Implement a hierarchical management system for "cultural ecological protection zones" and set up an inter-departmental cultural resource coordination office. Innovate the "cultural relic protection compensation" mechanism to guide social capital to participate in heritage protection through cultural bonds. Cultivate productive protection bases for ICH and build a collaborative innovation network of "inheritors + designers + enterprises". Pilot the trading system for cultural resource development rights to balance the distribution of protection responsibilities and utilization benefits. Construct a cultural consumption demand monitoring system and establish a dynamic adjustment mechanism on the supply side.

3.2 Implementing the Cultural Identity Enhancement Project and Promoting the Upgrade of Industrial Value

Compile urban cultural gene maps and integrate cultural identification systems into urban planning guidelines. Establish community cultural memory museums and use oral history methods to activate local cultural cognition. Develop immersive cultural experience projects and use extended reality technology to reconstruct traditional festival spaces. Build an integrated industrial chain operation platform for cultural IP and implement the "one county, one product" cultural brand cultivation plan. Develop the cultural equipment manufacturing industry and focus on breaking through the core technical bottlenecks of digital exhibition equipment. Innovate cultural crowdfunding models and pilot financing channels for cultural asset securitization. Build a cultural industry "brain system" to realize intelligent decision-making for resource matching and risk control.

3.3 Innovating the Modernization Model of Cultural Governance and Optimizing the Pattern of Cultural Spatial Production

Promote the "list-based" decentralization reform in cultural governance and establish a mechanism for matching powers and responsibilities of government departments. Develop a digital twin platform for cultural governance to realize policy simulation and pre-evaluation of effects. Construct a rating system for cultural social organizations and improve the competitive selection mechanism for purchasing cultural services. Innovate the "micro-renewal" model for historical blocks and implement a protection strategy that combines property rights replacement and cultural function implantation. Build marine cultural corridors to connect port heritage sites, fishing villages, and modern art parks. Promote the "cultural complex +" model and transform facilities such as libraries and theaters into composite cultural and social spaces. Establish an evaluation system for the utilization efficiency of cultural spaces and implement a last-place elimination mechanism for facility operation.

4. Implementation Guarantee

The implementation of this strategic system requires the construction of a "three-dimensional support mechanism": Policy Dimension: Issue the *Regulations on Promoting Cultural Development of Hainan Free Trade Port* to clarify the legal framework for cultural governance. Funding Dimension: Establish a special fund for cultural development to form a

synergistic amplification effect between financial investment and social capital. Talent Dimension: Implement the "Cultural Elite Program" to build a composite talent echelon covering creativity, technology, and management. By establishing a dynamic monitoring system for strategy implementation and regularly conducting evaluations of cultural development quality, it is ensured that various measures maintain strategic synergy with the construction process of the Free Trade Port, and ultimately form a "Hainan Model" of cultural governance with demonstration value.

5. Conclusion

The innovative model of cultural governance reflects the organic integration of the institutional advantages of the Free Trade Port and cultural characteristics, and resolves the contradictory relationship between protection and development in traditional governance through mechanism innovation. In the future, it is necessary to focus on exploring the connection mechanism of cross-border cultural trade rules and building a culturally open platform with international influence, so as to provide a reference for the cultural governance paradigm in the construction of a free trade port with Chinese characteristics.

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