

Tourism Dance in Cultural Tourism in Hainan Province

-- Based on the Policy Vision of Hainan's Free Trade Harbour Construction

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Abstract: With the implementation of China's free trade port policy for Hainan province, cultural tourism will usher in new development opportunities. As an important part of cultural tourism, tourism dance is also facing many opportunities and challenges in this context. The impact of the free trade port policy of Hainan province on tourism dance and the current development of tourism dance in Hainan province be taken as one of the research focuses. Cultural tourism resources and local dance tourism resources in Hainan be briefly organised, and the integration of cultural tourism resources and tourism dance be studied from the aspect of performance creation. Tourism dance be explored in terms of policy support, cultural exchanges and co-operation, market expansion and other opportunities. And it is studied how to cope with the problems of increased competition in the industry, homogenisation of performance works, talent training and quality requirements faced in the process. This paper will fully consider the domestic and international markets to cope with the changes in tourists' aesthetic demand and policy environment, and then to study the creation and development of tourism dance ontology in Hainan province.

Keywords: Free trade port in Hainan province, cultural tourism, tourism dance, intercultural communication.

1. Opportunities and Challenges for the Development of Tourism Dance under the Free Trade Policy of Hainan province

The free trade port policy of Hainan province is an important initiative of China to deepen reform and opening up and promote regional economic development. After the implementation of the policy, Hainan will become the region with the highest degree of opening to the outside world and the strongest policy support in China. In this context, cultural tourism will usher in rapid development, providing a good development environment for tourism dance (Jiang Lulu, 2019) [1]. Tourism belongs to the economic category, dance belongs to the cultural category, in the context of the era of cultural and tourism integration, the two are the same is to use their own way to show people the cultural connotation of a country, a nation, a region and the unique spirit of the nation, and the combination of the two to promote the exchange and integration of economic and cultural exchanges. Under the support of the free trade port policy of Hainan province, paying attention to the creation and development of tourism dance in Hainan province is conducive to presenting to the world a cultural tourism business card with Hainan flavour characteristics.

1.1. Opportunities of Hainan province's Free Trade Port Policy for Tourism Dance

1.1.1. Policy support

The free trade port policy provides strong policy support for tourism dance. The government will increase investment in the tourism dance industry and support the development of tourism dance creation, performance and talent training. In addition, the policy will encourage enterprises to invest in the tourism dance industry, promote the improvement of the industrial chain, and provide a good development

environment for tourism dance.

1.1.2. Cultural exchanges and co-operation

The implementation of the free trade port policy will promote cultural exchanges and co-operation at home and abroad. Hainan province actively hold all kinds of cultural, sports and tourism activities and events, such as the Hainan National Film Festival, Hainan Consumption Exhibition, Hainan Provincial Cultural Expo and other internationally renowned conventions and exhibitions, and tourism dance, as a carrier of cultural exchanges, will play an important role in this process. Not only can it show the Hainan flavour of tourism dance, but also through the cooperation with international dance groups, tourism dance will absorb foreign excellent cultural elements, enrich its own connotation and improve the international level. At the same time, tourism dance will also become an important window to display China's national culture and enhance the national cultural soft power.

1.1.3. Market Expansion

The free trade port policy will drive the development of cultural tourism and bring a broader market for tourism dance. With the increase in the number of tourists, the market demand for tourism dance will continue to rise. Tourism dance industry can take this opportunity to expand the market space and improve the scale of the industry. At the same time, tourism dance enterprises can combine online and offline to broaden the publicity channels, improve brand awareness and further expand market share.

1.2. Challenges of the development status of tourism dance in Hainan province

To sum up, the free trade port policy of Hainan province brings unprecedented opportunities for tourism dance. The tourism dance industry should seize this historic development opportunity, actively respond to the challenges, and promote the high-quality development of the industry. Only in this way can tourism dance achieve prosperous development and add

colour to China's tourism industry under the background of the free trade port policy.

1.2.1. Increased competition in the industry and urban infrastructure to be improved

With the implementation of the free trade port policy, the competition in the tourism dance industry will become more intense. How to stand out in the competition and achieve industrial upgrading has become a major challenge for the tourism dance industry. At present, Hainan province, urban transport equipment is not developed, imperfect city roads are congested, the quality of urban tourism services, to be improved, which will lead to the slow development of the entire tourism market, but also indirectly impede the development of the tourism dance and tourism performing arts industry. Compared with the Chinese market, Hong Kong, Macao, Shenzhen Weihai and other well-developed and mature tourism city is a good case to learn, on the international level, the Hawaiian Islands, the Maldives, Thailand, Southeast Asia and other tropical areas of international visibility relative to Hainan that is higher is also worth learning from. In addition, tourism dance enterprises need to deal with the problem of homogeneous competition and improve their core competitiveness through innovation and differentiation.

1.2.2. Tourism dance talent training and quality requirements

Due to the expansion of the market, the aesthetic demand of people at home and abroad has increased, and the free trade harbour policy has put forward higher quality requirements for tourism dance talents. The government and schools need to cultivate tourism dance talents with professional skills, intercultural communication ability and innovative spirit. Hainan province, the university faculty, teaching level needs to be improved and local colleges and universities dance professional settings are limited, resulting in a lack of high-quality tourism dance talent. The cultivation of tourism dance talents is directly related to the quality of tourism dance works, which should be inherited in innovation.

2. Prospects for the Development of Tourism Dance in Hainan Province

"Tourism dance" refers to a form of cultural expression in which tourists experience cultural exchanges and spread ethnic customs during tourism activities. Chinese scholar Wang Yongge defines the general theory of tourism dance: "Tourism dance is the tourism as the primary creative element, through the common characteristics of body movements to express the personality characteristics of ethnic and folklore in tourism and tourism, mainly with the support of the art of dance under the influence of the tourism industry." (Wang Yongge, 1997) [2]. It not only has a far-reaching impact on the dance industry, but also has an important impact on the cultural tourism industry, and it is of great significance for the transformation and upgrading of Hainan's tourism industry to promote the comprehensive integration and development of dance culture and cultural tourism industry. However, in the landing of the free trade port policy, the development of tourism dance in Hainan province is still facing many difficulties, such as the small scale of the industry, the low degree of innovation of works, and the lack of specialisation. American scholar M.H. Abrams mentioned in "Mirror and Light - Romantic Literary Theory and Critical Tradition" that literary activities are composed of an organic system by the

world's authors works readers, who interdependently penetrate each other and interact with each other. Tourism dance is also the same, from the objective world, dance workers, dance art works and then to the tourists, this time between all constitute a relatively complete two-way flow and feedback organic system (Yimingtao, 2023) [3]. Therefore, the following author will be from the above four aspects to the development of tourism dance in Hainan province to study countermeasures.

2.1. Adapt to local conditions and fully integrate cultural and tourism resources

Hainan province is located in a unique geographical position, not only has the ancient tropical forest parks and beautiful coastal scenery, 5A scenic spots countless. It also has a rich history and culture, such as: monuments and sites culture, folk song and dance culture, folk skills, folk culture, religious culture, red culture, Tianya culture, celebrity culture, etc.". Because of language barriers and understanding cognitive dilemmas and so on, tourism dance developers stay on the imitation of superficial movements and costumes, for example, the Li dance in the hiatus product "Begonia Show" and "Romantic Sky" and other works, precisely ignoring important cultural connotations and spirituality, will greatly cut down on the cultural and artistic value of the dance culture itself. Creative developers should improve the love and reverence for national culture, which is the premise of creative development. Under the background of the integration of culture and tourism, the integration between tourism and culture needs to be closer, the development of cultural tourism resources is not deep enough, if the tourism dance can be excavated from the depth of cultural tourism resources, not only to enrich the cultural connotation of the tourism dance works, but also to improve the visibility of cultural resources, protection and inheritance of traditional culture. At present, the tourism dance is more focused on the development of "folk songs and dances", for other types of culture rarely asked, resulting in serious homogenisation of tourism dance products. When tourism dance is created, it should be integrated with other cultures, such as red culture, celebrity culture, folk culture and so on. This approach can not only alleviate the problem of homogenisation of tourism dance, but also enrich the innovation in the form and content of tourism dance.

2.2. Cultivation of "Composite" Talents in Tourism Dance

In recent years, the national level, "to culture shaping travel, to travel manifest culture" instructions have been very clear, but Hainan province, the successful integration of culture and tourism dance product cases are not many. Shortage of composites should be one of the main reasons. "Composite" talent training Imminent, the industry to develop, talent is the key. For the cultivation of talents for this problem from the government, colleges and universities, enterprises to give three aspects of the proposal (Shi Lilin, 2022) [4].

First, the cultivation of dance talents can not be separated from the support of the national government, adhere to the leadership of the party, and cultivate tourism dance talents in line with the construction of socialist road of China's modern characteristics. The government set up a special fund, in the context of sufficient funds and stable policy support, the training of tourism dance composite talents will be like a spring breeze. Government departments at all levels to

strengthen the organisational leadership for the training of composite talents to create a good environment for the use of evaluation for the development of tourism industry in Hainan Free Trade Port to attract outstanding foreign talents while retaining the local high potential talents.

Second, universities and colleges of tourism dance complex talent training to results-oriented, should shoulder for the construction of the free trade port to train a batch and batch of tourism dance complex talents to bear. College dance professional training objectives if limited to training a single type of talent, not only easy to derail the development of market demand, will also lead to graduates of their own competitiveness is not strong enough. Colleges and universities in the training of dance students should be closely related to the needs of society, results-oriented, a curriculum should pay attention to the implantation of national songs and dances culture, so that students in the subconscious to improve the national cultural confidence, deepen the students' understanding of the local national customs. Secondly, we should strengthen the co-operation with relevant enterprises, create a work-study platform for students, let students accumulate practical experience, and strengthen the competitiveness of students' comprehensive ability. Third, The construction of college teacher team should be paid attention to, and the teaching concept to the teaching method should be innovated. Colleges and universities provide more training and learning opportunities for college teacher teams in order to improve the level and ability of teacher teams. In addition, colleges and universities to cultivate tourism dance "complex" talent is not only for students majoring in dance, but also for students majoring in culture and tourism related disciplines to know how to combine the theory and practice of different fields, and to cultivate a wide range of knowledge and professional proficiency of complex talents.

Third, Hainan province, the major cultural tourism enterprises to develop, talent is the key, to quote today's headline Zhang Yiming said a sentence: "to attract talent of the four elements: short-term returns, long-term returns, personal growth, spiritual life." Enterprises themselves should continue to enhance their own market competitiveness, which is the key to attracting and retaining excellent talents. Hainan region of major cultural tourism group enterprises can draw reference to the author of the above summary of the advantages and disadvantages of the Sanya Atlantis as an example to optimise their own qualities of the talent plan, from training "i" specialised talents to training "t" comprehensive talent transformation.

2.3. Cross-border integration in the search for "innovation"

The author elaborates on the creation of tourism dance in Hainan province from two aspects, namely, the content of the work and the way of dissemination of the work. There are problems of "serious homogenisation" and "single product" in the creation of tourism dance. Rich cultural tourism resources and long history of resources to be developed by the tourism dance to make full use of and explore. The cultural spirit, artistic value and tourism economy of tourism dance are created in the process of communication and integration. The two industries of "culture" and "tourism" are being organically integrated in the process of transformation and upgrading. How can tourism dance be "innovative" in this era of rapid change of information and hot traffic? It is worthwhile to think about the problem of "homogenisation"

and "single product" in the creation of tourism dance.

First, the starting point for the creation of tourism dance works from the audience's aesthetic needs and aesthetic level, to create a popular aesthetic of the tourism dance, can not be a single old-fashioned, should be in the cross-border integration of innovation. Tourism dance is fused with sister arts such as music and acrobatics. This can make the acceptance of the audience groups higher and wider, which can also make the works more attractive. At this stage, tourism dance creation in Hainan province is mainly on the development of national song and dance culture, and the output is similar. Tourism dance is less developed and integrated with other types of culture, such as Hainan's local red culture and celebrity culture are worthy of in-depth exploration, allowing works to be endowed with regional cultural connotations and national spirit. Tourism ip plays an active role in making tourism dance works more "new" gravity.

Second, tourism dance content development in the "tide" path. In recent years, China's international status continues to improve as well as policies at all levels to increase the importance of the outstanding traditional Chinese culture, so that China's national cultural self-confidence continues to grow, the "national tide" in the major areas of sustained momentum, especially in the field of art. Classical dance works such as "Tang Palace Banquet", "Only Green" and "Five Stars Out of the East" have been positively and enthusiastically received on the global Internet. "China's national heart" intercepted countless positive reviews, and traditional Chinese culture stirs up the empathy of contemporary Chinese people. Hainan region has great potential to create a national tide of tourism dance works. The combination of virtual technology and dance performance represented by VR/MR has weakened the symbolic representation or abstract reference of the dancer's body compared to traditional dance performance, and instead emphasised the "embodiment" of the body in the environment (the body and the social environment are shaped by each other), and the dance performance is made more concrete and realistic under the support of cross-media. Dance performances are joined by cross-media to make the environment of the performance more concrete and realistic, and to make the dance characters more life-like and spatial. In addition, it also allows the audience to "immersive" feel the works, enriching the audience experience. For example, in 2021, May 4 Youth Day Xinhua launched MR Art Dance Show "Dance Hundred Years of Fame" is preferred by the general public, taking the audience through a hundred years of time and space tunnels on a 100 square metres of stage, about 120 million broadcasts so far. The Henan Spring Festival Gala dance work "Tang Palace Night Banquet" was performed using AR, 5G and other digital media to synthesise the performance environment, with dancers playing a group of cute and lively "Tang Dynasty girls". This dance piece was highly viewed and forwarded on the Internet (Hou Junhu, 2021) [5].

The dance performance, with the support of cross-media, gives "wings" to Hainan tourism dance under cross-media fusion. Hainan province tourism dance popularity is relatively low. Tourism dance has been studied in terms of its mode of communication. First, Hainan has a strong tourist volume and a huge domestic and foreign source market. The travel dance video was placed in high traffic areas such as airport duty free shops, high speed train stations, shopping malls, etc. After the

performance to watch, let tourists Wechat circle of friends forward the article of the public number for ticket reduction, and invite the audience to publish the relevant after-viewing of the circle of friends for lucky draw activities. On the one hand, tourism dance works gain popularity from it, and the creation team also collects tourists' opinions to create better works. Secondly, it is to improve the participation of tourists in the viewing process. Taking into account the richness of the audience's sight, sound, smell, taste and touch, such as learning the corresponding dance clip movements under real-time AR prompts, not only enriches the tourists' experience, but also enhances the tourists' knowledge of tourism dance.

2.4. Tourism dance: half art, half market

Taking the economics as a perspective, the tourism dance is treated as an industry. Then it is studied from these two aspects. The first is the strategic needs of the enterprise. For example, social good and business expansion, in tourism dance is embodied in the artistic and cultural values, such as to be the visibility of urban areas and local culture needs to be increased, tourism performance industry needs to be enriched. The second is profit. The tourism dance industry is being built around maximising profits in order to have the capital to be able to produce more work, which is the commercial and economic value of tourism dance. Tourism dance needs to satisfy and stimulate market demand (diversified and individualised market demand). From the age ratio of the population and the birth rate of the country, it can be seen that the demand of the market will be contracted in the future, and it will start to change from being satisfied to being created. Firstly, from the market demand to be satisfied to study, tourism dance service object is the people. The creation of culture and art industry is not the creator's self-appreciation to satisfy, it is more important to consider how to resonate with the public consumers. Therefore, when creating works, dance creators have to combine the public perception and understanding. However, artists must not produce vulgarised and pan-entertaining works that are in line with contemporary values. In fact, what the artist has to do to satisfy the demand is the balancing of mass pan-entertainment and niche art. Secondly, how to let the market demand be created? It can also be called stimulating demand. From the perspective of dance creation, attention should be paid to "quality" and

"personality". The work has to be unique enough and rare enough to be pulled for consumption. "Quality" is not about luxury, but about works that are worthy of recognition. "Individuality" is the creator's refusal to converge and create new dimensions. Now is the era of traffic, artists should make more use of digital media platforms, so that the audience's experience is intelligent and informative.

3. Conclusion

Under the support of the free trade policy of Hainan province, the development potential of tourism dance in Hainan province is large and there is much room for improvement. The present situation of tourism dance in Hainan province is objectively analyzed and studied from the professional perspective of dance artists and the needs of tourists. Free Trade Policies in Hainan Province as the Background of the Study. Under the influence of good foreign policy environment, the future development prospects of Hainan tourism dance are explored. Tourism dance is studied from four aspects of creation, and feasible suggestions are put forward. This has contributed to the development of tourism dance and cultural tourism in Hainan province. The development of tourism dance in Qionghai province is not overnight, overnight, the need for local governments, colleges and universities and related professionals to work together to add bricks and mortar, to create a unique Hainan flavour tourism dance business card and cultural tourism business card!

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