

Integration Strategy of Haikou City Cultural Business Card Construction and Cultural Mission in the New Era

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Abstract: This article mainly discusses the integration path of the cultural business card of Haikou city and the cultural mission of the new era, with a view to providing practical guidance and theoretical support for the cultural construction of Haikou and other cities. This article deeply analyzes the present situation, challenges and development opportunities of urban culture in Haikou, and deeply understands its cultural connotation and characteristics by visiting many cultural landmarks and cultural heritage in Haikou. Through research, this article systematically puts forward the implementation strategies and safeguard measures such as strengthening cultural self-confidence, innovating cultural expressions, strengthening cultural exchanges and cooperation, and promoting the deep integration of culture and multi-fields. The research shows that under the guidance of the cultural mission of the new era, Haikou city cultural business cards have initially formed a series of representative cultural brands and cultural activities, but there is still much room for improvement in terms of cultural connotation mining, brand characteristics concise and international popularity promotion. By implementing a series of strategies and measures, Haikou is expected to create a cultural business card with more international influence and enhance the overall cultural soft power of the city.

1. Introduction

In today's wave of globalization, the city is an important carrier of economic development, but also the forefront of cultural inheritance and innovation [1]. As a bright pearl in the South China Sea of China, Haikou's unique geographical location and historical accumulation endow the city with rich cultural heritage and distinctive regional characteristics [2]. Haikou is the capital of Hainan Province, and its urban culture is deeply influenced by the blending of marine culture, tropical customs and multiculturalism [3]. From the old arcade to the modern international tourist island construction, the cultural landscape of Haikou not only retains the traditional charm, but also continuously incorporates new elements [4]. Haikou also has a wealth of intangible cultural heritage, such as Qiong Opera and Li Brocade, which are important components of Haikou's urban culture and together constitute Haikou's unique cultural business card [5]. In the face of the impact of globalization and modernization, how to protect these precious cultural heritages and make them glow with new vitality in the new era is an important topic facing the urban cultural construction of

Haikou.

In the new era, China put forward the grand goal of building a socialist cultural power, emphasizing cultural self-confidence and cultural innovation [6]. For Haikou, this is both a challenge and an opportunity. The cultural mission of the new era requires Haikou to inherit and carry forward its own traditional culture, at the same time, be brave in innovation, actively absorb the beneficial elements of foreign culture and promote the diversified development of culture [7]. This means that while protecting cultural heritage, Haikou should pay attention to the cultivation of cultural and creative industries, improve the efficiency and breadth of cultural communication through scientific and technological means, and make Haikou's cultural business cards more distinctive and attractive [8]. Haikou should also actively participate in international cultural exchanges, enhance the international influence of urban culture, and contribute to building a community of human destiny.

Combining the construction of Haikou's urban cultural business card with the cultural mission of the new era is the need of Haikou's cultural development and an important measure to respond to the national cultural strategy. The purpose of this study is to explore the construction strategies of Haikou city cultural business cards, and how to combine these strategies with the cultural mission of the new era, promote the innovative development of Haikou culture, enhance its international influence, and provide reference experience for cultural construction in other cities.

2. The present situation and challenges of the construction of Haikou city cultural business cards

Haikou, a tropical coastal city, with its unique natural scenery and profound cultural heritage, has initially formed a series of representative urban cultural business cards. With its long history of Nanyang architectural style, Qilou Old Street has become the first choice for tourists to experience the history and culture of Haikou. Strolling in the meantime, we seem to have crossed back to that prosperous business era [9]. The night view of Haikou Bay is famous for its bright lights and gentle sea breeze. It is an excellent window to show the modern urban features of Haikou. Haikou has also further enhanced the visibility and attractiveness of the city by holding activities such as the International Tourism Island Happy Festival and Cycling Race around the Island. Although these cultural business cards show the charm of Haikou to a certain extent, there is still much room for improvement in terms of cultural connotation, brand characteristics and international popularity.

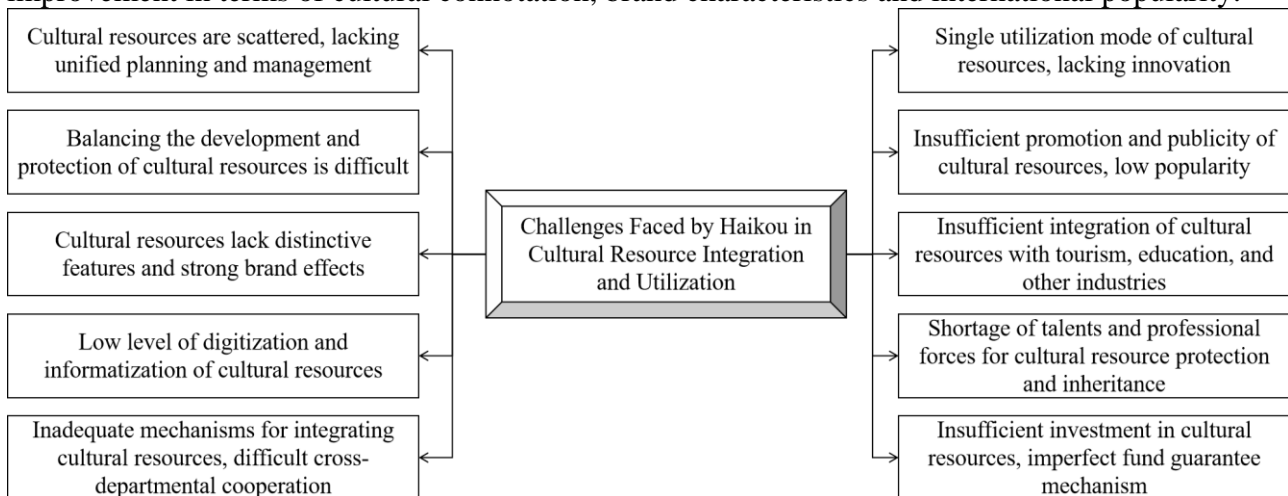


Figure 1 Challenges faced by the integration and utilization of Haikou cultural resources

Haikou has made some efforts in the integration and utilization of cultural resources, but it still

faces many challenges (Figure 1). How to better integrate and utilize the rich cultural resources of Haikou and maximize its value is an urgent problem to be solved in the urban cultural construction of Haikou.

Under the background of globalization, the construction of Haikou city cultural business card is facing multiple challenges. On the one hand, with the in-depth construction of an international tourist island, Haikou needs to cope with fierce competition from cities at home and abroad. How to attract more tourists and international attention while maintaining its own characteristics has become a big challenge. On the other hand, the development of new technologies such as digitalization and networking has put forward higher requirements for the dissemination mode and content innovation of Haikou urban culture. How to keep pace with the times and improve the efficiency and influence of cultural communication by using new technologies is also a problem that Haikou must face. With the promotion of the "Belt and Road Initiative" and the acceleration of the construction of Hainan Free Trade Port, Haikou has also ushered in unprecedented development opportunities. By strengthening international cultural exchanges and cooperation, Haikou can further broaden its horizons and enhance the international influence of urban culture. By deepening the reform and innovation of cultural system, Haikou can stimulate the endogenous power of cultural development and inject new vitality into the construction of urban cultural business cards.

3. The integration path of Haikou city cultural business card and the cultural mission of the new era

(1) Strengthen cultural self-confidence and tap deep cultural connotation.

Guided by the cultural mission of the new era, Haikou should first strengthen cultural self-confidence and deeply realize the unique value and charm of his own culture. This requires Haikou to protect the existing cultural heritage, but also to dig deep into the deep cultural connotation behind it and tell the story of Haikou well. By strengthening the research on the history, folklore and art of Haikou, the core elements of Haikou culture are extracted and integrated into urban planning, architectural design, public art and other fields. In this way, Haikou's cultural business card is more vivid and profound. Haikou can also hold cultural festivals, exhibitions, lectures and other activities to enhance citizens' sense of identity and pride in local culture and form a good atmosphere for the whole society to participate in cultural construction.

(2) Innovating cultural expressions and creating distinctive cultural brands.

Facing the cultural needs of the new era, Haikou needs to constantly innovate cultural expressions and build a cultural brand with distinctive features and high recognition. This includes using modern scientific and technological means to put on "new clothes" for traditional culture, so that tourists can feel the cultural charm of Haikou in the interactive experience. Haikou should actively cultivate cultural and creative industries, and encourage and support local artists and designers to create more works that reflect Haikou's cultural characteristics, including film and television works, music works and handicrafts. Show the unique style of Haikou to the world through these cultural products.

(3) Strengthen cultural exchanges and cooperation and broaden international horizons.

Under the background of globalization, Haikou should actively expand international cultural exchanges and cooperation and broaden the international vision of the city. This includes establishing friendly relations with cities at home and abroad, carrying out cultural exchange activities and enhancing mutual understanding and friendship. Haikou can actively participate in international cultural organizations and projects. For example, UNESCO's world heritage protection and international cultural diversity protection. In order to enhance Haikou's voice and influence in international cultural affairs. Through these exchanges and cooperation, Haikou can learn from the

advanced experience of other cities, push its own cultural characteristics to the world, and promote cultural pluralism and common development.

(4) Promote the deep integration of culture with science and technology, education and tourism.

In the new era, the deep integration of culture with science and technology, education and tourism has become an important trend to promote cultural development. Haikou should keep up with this trend and actively explore a new mode of integration of culture and technology, as shown in Figure 2.

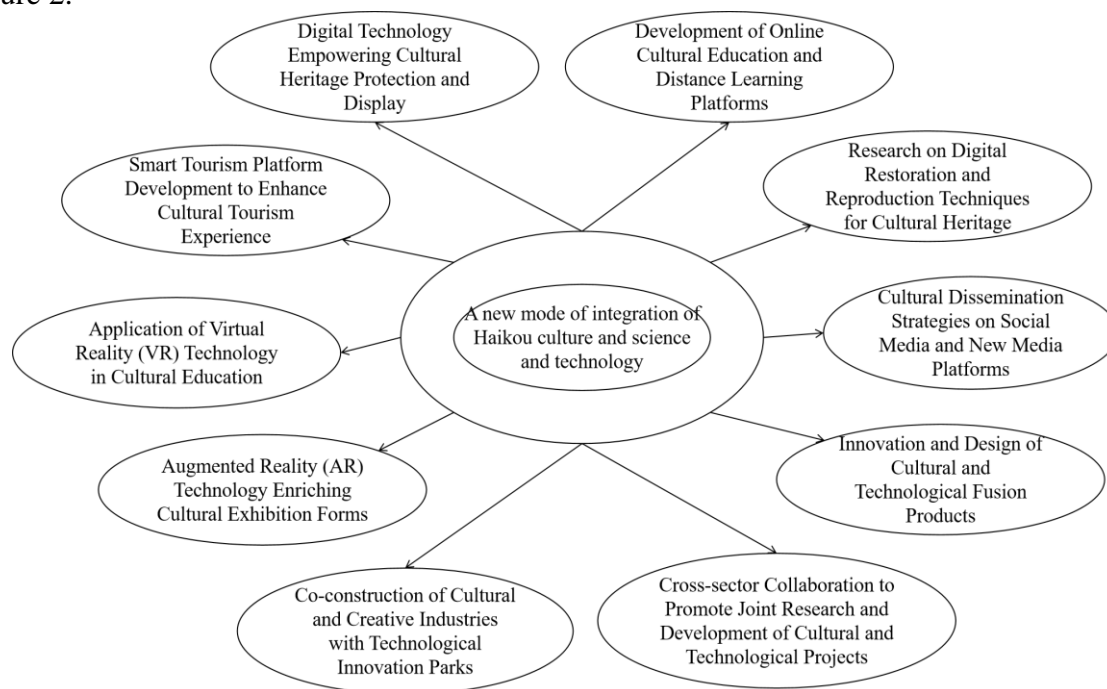


Figure 2 Exploration on the new mode of integration of Haikou culture and science and technology

Haikou should incorporate cultural education into urban development planning, and improve citizens' cultural literacy and aesthetic ability by building cultural facilities and carrying out cultural education activities. Haikou should also deepen the integration and development of culture and tourism, and create tourism products and routes with cultural connotations. In this way, tourists can feel the cultural charm of Haikou during the tour and realize the win-win development of culture and tourism.

4. Implementation strategy and safeguard measures

(1) Policy support and planning guidance.

In order to ensure the effective integration of Haikou's urban cultural business card with the cultural mission of the new era, the government should play a leading role and introduce a series of targeted and operational policies and measures. These policies should cover the protection of cultural heritage, the development of cultural and creative industries, cultural exchanges and cooperation, and provide a solid institutional guarantee for the cultural construction of Haikou. The government should also formulate a long-term cultural development plan, clarify the objectives, paths and key tasks of Haikou cultural construction, and ensure that all cultural work is carried out in an orderly manner. Planning should pay attention to foresight and operability, not only consider the uniqueness of Haikou culture, but also keep up with the development trend of the times. This will draw a clear blueprint for the long-term development of Haikou culture.

(2) Strengthen the construction of talent team.

Talent is the core element of cultural development. Haikou should attach great importance to the cultivation and introduction of cultural talents and establish a team of high-quality and professional cultural talents. These include setting up a special fund for cultural talents and providing preferential policies to attract outstanding cultural talents at home and abroad to start businesses and obtain employment in Haikou. Haikou should also strengthen cooperation with universities and research institutions to jointly cultivate cultural innovative talents and provide continuous talent support for the cultural construction of Haikou. This article holds that Haikou should also strengthen the training and education of existing cultural workers to enhance their professional quality and innovation ability.

(3) Improve infrastructure and service system.

Haikou should increase investment in the construction of cultural facilities and build a number of cultural venues and facilities with international standards to provide high-quality cultural services for citizens and tourists. At the same time, we should also strengthen the construction of public cultural service system, promote the extension of cultural resources to the grassroots level, and let more people enjoy the fruits of cultural development. Perfect infrastructure and service system are important supports for the cultural construction of Haikou. Haikou should pay attention to improving the convenience and intelligence of cultural services, and use the Internet, big data and other technical means to build a smart cultural service platform. The intelligent cultural service platform can provide citizens and tourists with a more convenient and personalized cultural service experience.

(4) Monitoring, evaluation and continuous improvement.

In order to ensure the effective implementation and continuous optimization of the measures of Haikou cultural construction, a scientific monitoring and evaluation mechanism should be established. This includes formulating a clear evaluation index and system, regularly evaluating and analyzing the progress of Haikou cultural construction, and finding problems and deficiencies in time. We should also establish a feedback mechanism to collect opinions and suggestions from citizens and tourists, so as to provide a strong basis for the continuous improvement of cultural construction. On this basis, Haikou constantly adjusts and optimizes cultural construction strategies to ensure that all measures can keep pace with the times and meet the growing cultural needs of the people. We hope to push the cultural cause of Haikou to a new level.

5. Conclusions

In this study, a series of implementation strategies and safeguard measures are put forward through in-depth discussion on the integration path of Haikou city cultural business cards and the cultural mission of the new era. This article analyzes the present situation and challenges of urban culture in Haikou, and clarifies the importance of strengthening cultural self-confidence, innovating cultural expressions, strengthening cultural exchanges and cooperation, and promoting the deep integration of culture with science and technology, education and tourism. The paper also emphasizes the key role of policy support and planning guidance, strengthening the construction of talent team, improving infrastructure and service system, and monitoring, evaluation and continuous improvement in promoting the construction of Haikou culture. These research results provide theoretical support and practical guidance for the future development of urban culture in Haikou, and provide useful reference for cultural construction in other cities.

In the future, under the guidance of the cultural mission of the new era, Haikou urban culture will usher in a broader development space and richer cultural connotation. With the continuous strengthening of policy support and the growing talent team, Haikou will be able to better explore and display its own cultural characteristics and build a cultural brand with international influence.

Through deep integration with science and technology, education and tourism, Haikou will be able to provide citizens and tourists with more diverse, convenient and high-quality cultural services and enhance the overall cultural soft power of the city. We expect Haikou to become a tropical coastal city full of cultural vitality and international charm, and contribute more "Haikou experience" to China's cultural construction.

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