

The Evolution and Optimization of Tourism We-Media Marketing: A Case Study of the Hainan Free Trade Port

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Abstract: Against the backdrop of the accelerated construction of Hainan Free Trade Port (Hainan FTP), tourism, as Hainan's core pillar industry, is achieving leapfrog development by leveraging the communication advantages of we-media. Characterized by universal participation, diverse content, and efficient dissemination, tourism we-media has become a key carrier for shaping Hainan's tourism image, promoting culture, and expanding the market. Based on the policy dividends and market trends of Hainan FTP's tourism development, this paper systematically analyzes the core characteristics of tourism we-media marketing in terms of creative subjects, content expression, and communication channels. It summarizes practical experiences through typical cases, delves into the current practical dilemmas such as the proliferation of low-quality content, cultural discount, and content homogenization, and proposes targeted solutions from four dimensions: thematic innovation, narrative optimization, platform adaptation, and international communication. Additionally, it predicts future development trends. The research aims to provide theoretical support and practical reference for the high-quality development of tourism we-media marketing in Hainan FTP, contributing to the construction of Hainan International Tourism Consumption Center and the international upgrading of the cultural and tourism industry.

Keywords: Hainan Free Trade Port; tourism we-media; cross-cultural communication; integration of culture and tourism

1. Policy Empowerment and Market Landscape of Tourism Development in Hainan Free Trade Port

1.1. Multi-dimensional Release of FTP Policy Dividends

As a landmark project of China's reform and opening-up in the new era, Hainan Free Trade Port has established a comprehensive policy support system covering taxation, customs clearance, finance, and talent introduction since the issuance of the "Overall Plan for the Construction of Hainan Free Trade Port". In the taxation field, tourist-related enterprises enjoy a 15% corporate income tax preference, and value-added tax (VAT) is levied and refunded immediately for high-end tourism consumption, significantly reducing industrial operation costs and consumption thresholds. In terms of customs clearance facilitation, visa-free entry policies have been implemented for 59 countries and regions, simplifying procedures and shortening processing time, which greatly facilitates the entry of foreign tourists. At the level of financial opening-up, cross-border tourism consumption payment channels have been continuously expanded, supporting multiple foreign currencies and mobile payments to enhance consumption convenience.[1]

These policies not only activate the endogenous driving force of the tourism market but also create a unique environment for tourism we-media marketing. Tax incentives reduce the cooperation costs between we-media creators and tourism enterprises; visa-free policies attract a large number of foreign tourists and international creators, providing abundant international content and audiences; financial opening-up opens up new paths for we-media commercialization, such as cross-border e-commerce cooperation and international brand endorsements.

1.2. Two-way Growth Trend of Tourism Development

Benefiting from the continuous advancement of FTP policies, Hainan's tourism industry presents a

dual-driver development pattern driven by both domestic and international markets. Data shows that from January to October 2025, Hainan received 1.1071 million inbound overnight tourists, a year-on-year increase of 29.5%, among which tourists from Russian-speaking countries accounted for nearly 40%, becoming the core source group, as shown in Figure 1. This phenomenon stems not only from the natural advantages of geographical proximity and climatic complementarity but also from in-depth cooperation such as air route openings and cultural-tourism exchanges. In addition, the number of tourists from Southeast Asia, Japan, South Korea, Europe, and America is steadily increasing, highlighting the diversification of the source market.

In the domestic tourism market, Hainan has become the preferred leisure and vacation destination for domestic tourists, relying on its tropical island scenery, high-quality ecological environment, and FTP-exclusive advantages such as duty-free shopping and high-end vacations. During the same period in 2025, Hainan received 68.2345 million domestic overnight tourists, a year-on-year increase of 15.3%, and the total tourism income reached 124.568 billion yuan, a year-on-year increase of 18.7%. Niche markets such as family tours, parent-child tours, health-preserving tours, and high-end customized tours are in strong demand, and tourists' requirements for quality and personalized experiences are constantly improving, providing broad space for tourism we-media marketing.[2]

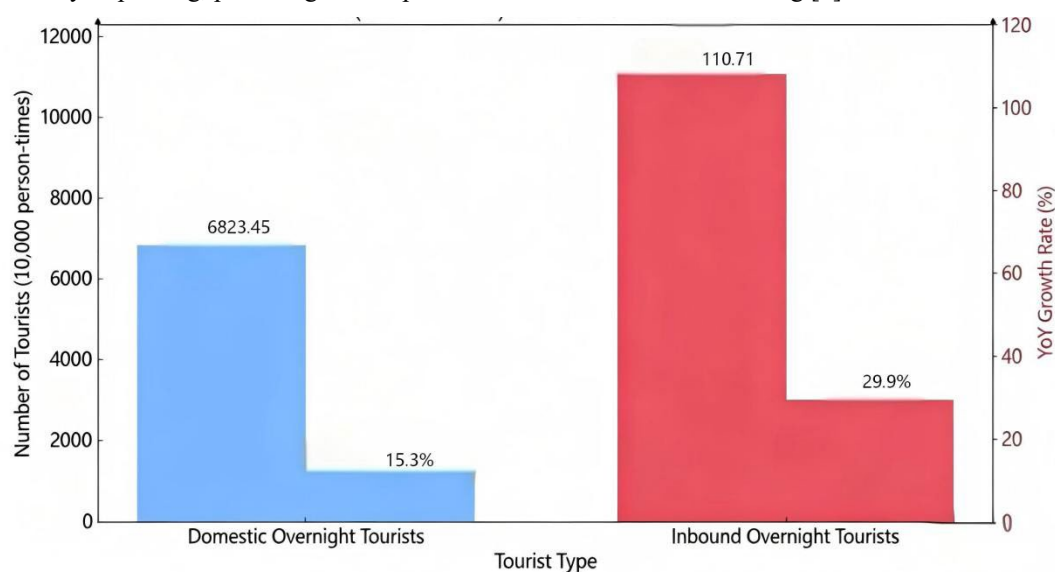


Figure 1: Domestic and Inbound Overnight Tourists in Hainan (Jan - Oct 2025) with YoY Growth Rates

1.3. Development Opportunities for Tourism We-Media Marketing

Against the background of FTP construction, the rapid development of Hainan's tourism industry and the upgrading of market demand have brought unprecedented opportunities for tourism we-media marketing. At the policy level, departments such as the Hainan Provincial Department of Tourism, Culture, Radio, Television, and Sports have actively guided and supported the development of tourism we-media by organizing short video competitions and promotion activities. At the market level, tourists' information acquisition channels have changed, and traditional promotion methods can no longer meet their demand for authentic, vivid, and personalized information. In contrast, tourism we-media has become an important reference for tourists' decision-making due to its advantages of authentic content, strong interactivity, and efficient communication.

Meanwhile, Hainan's rich cultural and tourism resources provide an inexhaustible source of content for we-media creation. From tropical island scenery to ethnic minority cultures, from characteristic cuisine to high-end tourism facilities, as well as new scenarios emerging in the construction of the FTP, such as new duty-free shopping policies, cruise tourism, and low-altitude flights, all inject fresh vitality into we-media marketing, promoting it to become the core force of Hainan's cultural and tourism communication.[3]

2. Current Characteristics of Tourism We-Media Marketing in Hainan Free Trade Port

2.1. Diversification of Creative Subjects: A Communication Ecosystem with Universal Participation

Driven by both the attraction of FTP policies and the popularization of internet technology, the creative subjects of Hainan's tourism we-media have broken the traditional single pattern, forming a diversified characteristic of universal participation. The discourse power of communication has shifted from official institutions to the public, constructing an open and inclusive communication ecosystem.

2.1.1. Local Residents

As native spokespersons of local culture, they include ethnic groups such as Han, Li, and Miao. They have a profound understanding of and emotional identification with their hometown's history, culture, folk customs, characteristic cuisine, and niche scenic spots. Their creations focus on real-life scenes such as fishermen's fishing, Li people's textile weaving, and rural farming, full of life vitality. For example, Douyin blogger "Hainan Amei" centers her content on the Li ethnic group's "March 3rd" Festival, the production of bamboo tube rice, and Li brocade weaving. Her simple and unadorned style has attracted over 1.5 million followers, making her an important window for local cultural communication.

2.1.2. Migrant Residents

With the construction of the FTP, many "new Hainanese", seasonal elderly caregivers, and entrepreneurial investors have flocked to Hainan. They create from the fresh perspective of "outsiders", with unique comparative perspectives and personalized interpretations, accurately meeting the needs of specific source markets. For example, "Lao Yang in Hainan", a retired resident from Northeast China, focuses on the differences between northern and southern lifestyles and the recommendation of niche scenic spots around Sanya. His humorous style has attracted over 2 million northern followers, making him an important promotion force for winter vacation and elderly care tourism.

2.1.3. Tourism Review Bloggers

With a high degree of professionalism, they act as "professional experiencers" to conduct in-depth visits to scenic spots, hotels, restaurants, duty-free shops, etc., providing detailed consumption guides and evaluations. Their content is highly practical and guiding, directly influencing tourists' decisions. In Hainan, they show obvious segmentation characteristics: some focus on scenic spot strategies, some on food exploration, and others on high-end experience evaluations. For example, well-known blogger "Travel Expert Xiaomin" has over 5 million followers on Douyin. Her Hainan review content covers multiple fields, and the likes of her videos generally exceed 100,000, making her a vanguard of tourism consumption.

2.1.4. Ordinary Tourists

As the most extensive creative group, they record real scenes such as scenic spot check-ins and food tastings through mobile phones during travel and share them in the form of pictures, texts, and short videos. Although their content is not highly professional, it is authentic and time-sensitive, easily resonating with audiences. On Xiaohongshu, many travel strategies shared by tourists include itinerary arrangements and pitfalls to avoid. Some high-quality strategies have received over 100,000 likes and collections, becoming an important reference for traveling to Hainan.

2.1.5. Foreign Short Video Creators

With the optimization of visa-free policies and the expansion of the international market, more and more creators from Russian-speaking countries, Southeast Asia, Europe, and America have come to Hainan. They observe Hainan's scenery, cultural customs, and lifestyle from the perspective of "cultural others" and conduct global communication through international platforms. For example, Russian blogger "Anna in Hainan" has 3.372 million followers on Douyin and 2.793 million followers on Kuaishou. She shares her daily life and travel experiences through videos with Chinese and Russian bilingual subtitles, attracting followers at home and abroad and becoming an important bridge for cultural exchanges between Hainan and Russian-speaking countries.[4]

2.2. Differentiated Content Expression: Presentation of a Multi-dimensional Cultural and Tourism Landscape

The diversification of creative subjects has promoted the differentiated expression of content. Based

on their own perspectives and needs, different creators focus on different fields of Hainan's cultural and tourism industry, forming a content system covering food culture, commercial scenic spots, local culture, and urban landscapes, comprehensively showcasing Hainan's charm.

2.2.1. Food Culture

Hainan's cuisine integrates diverse cultural characteristics. We-media communication covers both well-known delicacies and niche flavors. Residents focus on cultural inheritance and the explanation of production processes; review bloggers focus on consumption experiences and store recommendations; ordinary tourists share their real tasting feelings; foreign creators experience Hainan's food from a curious perspective, and their genuine reactions help international communication, allowing overseas audiences to intuitively understand Hainan's food culture.

2.2.2. Commercial Scenic Spots

Including natural scenic spots, cultural scenic spots, theme parks, and duty-free shops. The creation of natural scenic spots not only shares practical information but also shows beautiful scenery, and some integrate historical legends; cultural scenic spots focus on exploring cultural connotations, introducing historical backgrounds and architectural features; commercial scenic spots focus on consumption experiences and product recommendations to meet tourists' needs for travel and shopping.

2.2.3. Local Culture

Taking ethnic minority customs, overseas Chinese hometown culture, and marine culture as important materials, this study systematically explores the unique cultural connotations and contemporary values of Hainan's regional cultural system. The communication of ethnic minority culture focuses on the Li ethnic group's "March 3rd" Festival and the production of Miao silver ornaments, recording the inheritance process through short videos and live broadcasts; the communication of overseas Chinese hometown culture visits Qilou Old Street and Puqian Ancient Town, exploring historical stories to enhance appeal; the communication of marine culture records fishermen's lives, marine organisms, and marine sports, showing vitality and charm.

2.2.4. Urban Landscapes

Focusing on urban changes in the construction of the FTP, the paper systematically records landmark buildings, urban infrastructure and dynamic shifts in the ecological environment. When presenting urban styles, it shows the charm of landmark buildings from multiple angles; pays attention to infrastructure such as the island-wide high-speed railway and modern airports, showing transportation advantages and a livable environment; films natural landscapes and ecological protection actions, conveys ecological concepts, and attracts eco-tourism enthusiasts.

2.3. Multi-platform Communication Pattern: Construction of an All-round Communication Network

The communication platforms of Hainan's tourism we-media present a multi-polarized and all-round characteristic, covering mainstream domestic and international social platforms. With their unique advantages, different platforms construct an all-round communication network to achieve coverage of different audiences.

2.3.1. Mainstream Domestic Short Video Platforms

Douyin and Kuaishou serve as core positions with large user bases, powerful algorithm recommendations, and high communication efficiency. Douyin's users are mainly young people, and creators focus on content creativity, fun, and visual impact, attracting attention through cool shooting techniques, humorous plots, and challenges, and algorithms achieve precise reach; Kuaishou's users value authenticity and daily life, and creators' content tends to be down-to-earth. The "Laotie Culture" enhances fan stickiness.

2.3.2. Domestic Social and Content Platforms

Weibo, Xiaohongshu, and WeChat Official Accounts have become carriers for in-depth communication. As a social public opinion field, Weibo creators focus on content timeliness and topicality, attracting attention through topic discussions and hot search lists, and sharing by celebrities and KOLs drives tourism popularity; Xiaohongshu's users are mainly young women, and creators focus on content refinement and practicality, publishing beautifully typeset and detailed strategies; WeChat Official Accounts focus on content depth and professionalism, publishing long articles such as industry analysis and cultural interpretation, and enhancing user stickiness through private domain traffic

operation.

2.3.3. International Social Platforms

TikTok, Instagram, and YouTube have become key channels for international communication. TikTok covers more than 150 countries and regions, and creators focus on internationalization and cross-cultural communication, using multilingual subtitles and attracting global users through challenges; Instagram mainly focuses on pictures and short videos, and creators pay attention to visual presentation, publishing exquisite scenery and food pictures to attract young and fashionable audiences; YouTube supports long videos and live broadcasts, and creators publish in-depth content such as travel documentaries and cultural interpretations to meet the needs of overseas users for an in-depth understanding of Hainan.

3. Practical Dilemmas Faced by Tourism We-Media Marketing in Hainan Free Trade Port

3.1. Proliferation of Low-Quality Content: Quality Shortcomings behind Scale Expansion

With the reduction of creation thresholds and the upsurge of universal participation, the number of Hainan's tourism we-media content has experienced explosive growth, but the quality is uneven, and the problem of the proliferation of low-quality content is prominent. Firstly, the content lacks targeting. Some creators ignore audience differences, fail to consider the needs of niche markets such as family tours and health-preserving tours, and the content is stereotyped; in international communication, they do not fully consider the cultural backgrounds and aesthetic preferences of overseas audiences, resulting in poor communication effects. Secondly, the use of narrative symbols is immature. Some creators have crude shooting skills, with blurred images and unreasonable composition; the copy lacks logic and attractiveness, with grammatical errors; the background music does not match the content, affecting the viewing experience. Thirdly, there is a lack of professional support. Non-professional creators such as ordinary tourists and local residents account for a large proportion, lacking professional creation knowledge and skills, and their abilities in content planning, shooting and editing, and fan operation are insufficient; some professional bloggers have to take on multiple roles alone due to the lack of team support, making it difficult to ensure content quality and update frequency.

3.2. Cultural Discount: Communication Barriers in Cross-Cultural Communication

Cultural discount is an important challenge faced by the international communication of Hainan's tourism we-media. Firstly, cultural background differences lead to understanding barriers. Content with strong local characteristics such as the Li ethnic group's "March 3rd" Festival and the historical legends of Tianya Haijiao is difficult for overseas audiences to understand its connotation and generate emotional resonance due to the lack of relevant cultural background knowledge; differences in aesthetic preferences among different countries also lead to low acceptance of some content in overseas markets. Secondly, language barriers are prominent. Some creators have limited English expression ability, with grammatical errors and inappropriate word usage; the creation of multilingual content lacks professional translation support, and the translated content is inaccurate and unauthentic, affecting information transmission. Thirdly, differences in expression methods lead to cognitive deviations. Some domestic we-media content is implicit and euphemistic, preferring to use rhetorical devices, while overseas audiences tend to be direct and straightforward, making it impossible for them to accurately understand the content intention; at the same time, the fast-paced style of domestic short videos is inconsistent with the preferences of users on some overseas platforms, limiting the communication effect.[5]

3.3. Content Homogenization: Repetitive Competition under Insufficient Innovation

Content homogenization has become a key factor restricting the development of Hainan's tourism we-media. Firstly, excessive reliance on traditional "Hainan business cards". Some creators focus on traditional elements such as tropical island scenery, duty-free shopping, and characteristic cuisine, lacking the exploration of emerging fields such as niche scenic spots, cultural experiences, and high-end tourism products, resulting in a lack of new ideas in content. Secondly, the expression form is single. Most content is in the form of short videos and pictures with texts. Short videos mostly adopt the simple form of "shots + music + subtitles", and pictures with texts are mostly "pictures + text descriptions", lacking the exploration of new forms such as live broadcasts, Vlogs, and interactive

videos; the content style is mainly entertaining and daily, lacking professional and in-depth content. Thirdly, the content depth is insufficient. Some creators pursue traffic excessively, and the content only stays on the surface, lacking in-depth interpretation of Hainan's history and culture, ecological environment, and FTP policies, unable to provide users with valuable information and having low practicality.[6]

4. Optimization Paths of Tourism We-Media Marketing in Hainan Free Trade Port

4.1. Thematic Strategy: Exploring Characteristic Resources and Accurately Matching Audience Needs

4.1.1. Integrating Popular and Niche Fields to Expand Content Boundaries

We consistently focus on hot themes such as FTP policies, duty-free shopping and island scenery, and develop timely content to attract mass audiences. Meanwhile, we study niche market demands to create personalized tourism content for family trips, wellness tours, high-end customized travel and cultural excursions, launching targeted tourism products and services to meet diverse visitor needs.[7]

4.1.2. Breaking Traditional Limitations to Create Differentiated Themes

Hainan's tourism industry should break away from excessive reliance on the traditional single "Hainan business cards" represented by sun, sea and beach, and fully and deeply explore the province's unique and diversified characteristic tourism resources. To enrich Hainan's multi-dimensional tourism service system and build distinctive and sustainable market competitive advantages, the industry can carry out classified and targeted tourism content development from three core dimensions. In terms of natural resource development, Hainan can tap into niche and distinctive natural landscape resources and create themed tourism content centering on volcanic craters, mountain waterfalls, coastal wetlands and other characteristic landscapes that are less popular in conventional tourism development. In terms of humanistic resource development, Hainan can dig into local profound cultural heritage and launch characteristic themed tourism routes, including the "Overseas Chinese Hometown Cultural Tour" and the "Li Ethnic Intangible Cultural Heritage Inheritance Series", so as to highlight the unique humanistic charm of Hainan. In terms of free trade port characteristic industry development, Hainan can rely on the institutional advantages of Hainan Free Trade Port to layout emerging tourism formats, focusing on developing cross-border e-commerce shopping tours, international medical and health tourism, and characteristic educational tourism projects. Through the systematic development of targeted and differentiated tourism products, Hainan can effectively avoid the homogeneous competition of regional tourism, further enrich the connotation of local tourism, and continuously strengthen the core competitiveness of Hainan's regional tourism industry.

4.1.3. Integrating Entertainment Elements and Using Popular Language

We will appropriately integrate funny plots, fun challenges, trending internet slang and other entertaining elements into all promotional content to boost its fun factor and watchability. We opt for casual, everyday spoken language instead of obscure industry jargon, leveraging viral buzzwords to draw closer to audiences and strengthen content affinity.

In addition, we deploy a wide range of immersive presentation formats to liven up Hainan tourism marketing and attract audiences of all age groups. For instance, we tell vivid, heartwarming travel stories about Hainan through lighthearted situational skits, paired with online and offline interactive events, which will significantly lift user stickiness and active participation.

4.2. Narrative Strategy: Improving Expression Quality and Enhancing Content Appeal

4.2.1. Optimizing the Use of Narrative Symbols and Strengthening Visual Impact

We will upgrade our visual expression capacity by deploying professional filming gear and adopting shooting techniques including aerial photography, slow motion and time-lapse shooting, so as to deliver footage with sharp frames, well-balanced composition and vivid, bright tones. Meanwhile, we will polish copy-writing quality: guarantee coherent logic and smooth wording, properly apply rhetorical devices like metaphors and personification, and craft striking, attention-grabbing headlines. We will also select background music that matches the thematic tone of each piece, blending ambient natural sounds such as waves and birdsong to build fully immersive viewing experiences.[8]

4.2.2. Optimizing Content Connection and Controlling Narrative Rhythm

We will rationally design the overall content structure: we grab audiences' attention at the opening with stunning landscape shots and intriguing questions; in the main body, we arrange materials in chronological, spatial or logical sequence while highlighting core key information; at the end, we raise open-ended questions and add calls to action to drive audience interaction. Besides, we flexibly adjust the narrative pace based on each work's theme and emotional tone — we adopt a brisk rhythm for light, entertaining content and a moderate, unhurried pace for profound cultural features, so as to optimize users' overall viewing experience.

4.2.3. Exploring Cultural and Tourism Resources to Construct Warm Narratives

We will fully tap into Hainan's natural and cultural resources, narrate eco-environmental protection stories tied to nature as well as cultural inheritance tales including fishermen's bond with the sea and Li brocade inheritors' journeys, to strike an emotional chord with users. Through these stories, we will spread Hainan's ecological philosophy, unique cultural charm and sincere human warmth, making our content more attractive and shareable.

4.3. Platform Strategy: Accurately Adapting to Platforms and Constructing an All-Round Communication Matrix

4.3.1. Customizing Exclusive Content According to Platform Characteristics

We will customize differentiated content for various mainstream platforms: We create snappy, engaging short videos ranging from 15 to 60 seconds for Douyin and Kuaishou; for Xiaohongshu, we release well-typeset posts featuring refined images alongside detailed graphic articles and short video guides; on WeChat Official Accounts, we compose long-form content including in-depth analyses and cultural interpretations. For international platforms like TikTok and Instagram, we produce multilingual works tailored to overseas audiences' aesthetic preferences, so as to boost the overall adaptability of our content.

4.3.2. Strengthening Multi-Platform Linkage to Expand Communication Scope

We will adapt the same core content into diverse formats and release them simultaneously across multiple platforms to realize comprehensive communication coverage. We will also carry out cross-platform traffic diversion: for example, we guide audiences from short-video platforms to follow our WeChat Official Accounts for full detailed travel guides, and lead overseas followers on international platforms to follow our domestic official accounts, so as to complete user conversion and expand in-depth content reach.

4.3.3. Utilizing Algorithm Advantages to Improve Precise Communication Effects

We will thoroughly study the algorithm rules of each platform, optimize content tags, headlines and keywords, and properly leverage trending topics and long-tail keywords to boost content exposure. We will also analyze user data to grasp the interests and behavioral habits of target audiences, and adjust content creation and promotion strategies based on data feedback to realize accurate content distribution.

4.4. International Communication Strategy: Crossing Cultural Barriers and Enhancing International Influence

4.4.1. Respecting Cultural Differences and Adjusting Expression Methods

We will select universally appealing themes including natural landscapes, local delicacies and family affection, and steer clear of overly region-specific content with obscure profound cultural meanings. We will respect the cultural traditions and aesthetic tastes of various countries: adopt straightforward, unrestrained expression styles for European and American audiences, employ subtle, reserved narrative approaches for Southeast Asian markets, and exclude all sensitive elements when creating content for Islamic regions. Meanwhile, we will integrate globally popular elements and reference world-famous cultural symbols to strengthen the cross-cultural attractiveness of our content.

4.4.2. Strengthening Multilingual Creation to Eliminate Language Barriers

We will attach great importance to producing content in international common languages represented by English. We will engage professional translators and copywriters to guarantee the

accuracy, authenticity and fluency of all texts. In response to the demands of target markets, we will develop multilingual materials covering Russian, Malay, Thai and other languages. In addition, we will add multilingual subtitles and provide multilingual dubbing for videos to lift overall language adaptability and satisfy diverse user demands.

4.4.3. Deepening Sino-Foreign Cooperation and Leveraging Local Strengths

We will invite renowned overseas travel bloggers and KOLs to visit Hainan and co-produce content with domestic creators for distribution via their personal accounts. We will also cooperate with overseas media organizations and travel platforms to jointly plan promotional campaigns. In addition, we will organize exchange events for Chinese and foreign creators to facilitate experience sharing, leveraging local overseas resources to boost the effectiveness of international communication.[9]

5. Future Development Trends of Tourism We-Media Marketing in Hainan Free Trade Port

5.1. Content Professionalization and Refinement Become Core Competitiveness

In the future, the competition in the tourism we-media market will shift from quantity competition to quality competition, and extensive and low-quality content will be eliminated. Users' demand for professional, practical, and in-depth content will continue to increase, which will force creators to improve their professional quality and creative capabilities; at the same time, professional MCN institutions will increase their investment in Hainan's tourism we-media, integrate high-quality resources, provide professional guidance, create a number of professional and refined accounts, form brand effects, and in-depth content creation focusing on niche fields will become the mainstream.

5.2. Continuous Deepening of International Communication

With the in-depth construction of the FTP and the advancement of the construction of the International Tourism Consumption Center, the international market share of Hainan's tourism will continue to expand, and the internationalization level of tourism we-media will be further improved. The optimization of visa-free policies and the facilitation of customs clearance will attract more foreign tourists and international creators, providing abundant materials for international communication; we-media will pay more attention to the international market, accurately meet the needs of different national markets through multilingual content and Sino-foreign cooperation, and enhance the international popularity and influence of Hainan's tourism.

5.3. Technological Innovation Drives the Upgrade of Marketing Models

The continuous innovation of internet technology will inject new vitality into tourism we-media marketing. VR/AR technology will be widely used in virtual tourism experiences, allowing users to immerse themselves in Hainan's beautiful scenery through VR devices; live broadcast technology will become more mature, and forms such as real-time tours and interactive experiences will become mainstream; artificial intelligence and big data technology will realize automatic content generation, intelligent editing, and precise recommendation, improving creation and communication efficiency; blockchain technology may be applied to copyright protection and commercialization to protect the legitimate rights and interests of creators.

5.4. Business Models Transform to Diversification

The business models of tourism we-media will develop from single advertising placement to diversification. In-depth brand cooperation and customized content creation will become the mainstream of advertising cooperation; new monetization models such as e-commerce live streaming, knowledge payment, tourism service booking, and IP derivative development will continue to emerge, such as selling Hainan's characteristic agricultural products and tourism souvenirs through live broadcasts, launching paid travel strategies and online courses, and carrying out air ticket and hotel booking businesses to maximize commercial value.

5.5. Continuous Increase in Policy Support

As Hainan's core pillar industry, tourism will continue to receive policy support. The government

may introduce targeted support policies, providing financial subsidies and promotion support for high-quality we-media accounts; organize more tourism we-media competitions and promotion activities to build display platforms; strengthen market regulation and management, crack down on bad phenomena such as false propaganda and vulgar content, and create a healthy and orderly development environment; at the same time, the government will strengthen cooperation with internet enterprises and MCN institutions, integrate resources, and promote the high-quality development of tourism we-media.[10]

6. Conclusion

The construction of Hainan Free Trade Port has brought unprecedented development opportunities for tourism we-media marketing. With the advantages of diversified creative subjects, differentiated content, and multi-polarized communication platforms, tourism we-media has become the core force of Hainan's cultural and tourism communication and market promotion. However, it still faces practical dilemmas such as the proliferation of low-quality content, cultural discount, and content homogenization, which restrict its sustainable development.

To advance the high-quality development of tourism self-media marketing in the Hainan Free Trade Port, we shall carry out targeted optimization and upgrading across four dimensions: theme, narrative, platform, and international communication. In terms of theme positioning, we tap into local characteristic tourism resources and precisely align content with the diverse demands of target audiences. In terms of narrative design, we refine presentation techniques to greatly boost the attractiveness and infectiousness of tourism content. In terms of platform operation, we tailor content to the operational traits of different media channels and establish an all-round, multi-level communication matrix. In terms of international communication, we break down cross-cultural barriers and advance high-level Sino-foreign tourism exchange and cooperation.

In the future, with the professionalization of content, internationalization of communication, innovation of technology, diversification of business models, and strengthening of policy support, Hainan's tourism we-media will play a more important role in promoting international cultural exchanges, enhancing Hainan's international image, and driving the development of the tourism industry, providing strong momentum for the construction of Hainan International Tourism Consumption Center.

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