

Strategies for Integrating Danzhou Jiadan Paper (Intangible Cultural Heritage) with Cultural Tourism Industry from the Perspective of Hainan Free Trade Port Construction

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Abstract: Hainan FTP Construction has brought unprecedented development opportunities for the activation of local ICH and the upgrading of cultural tourism industry. As an ICH project that embodies local folk traditions and artisanal ingenuity, the craftsmanship of Danzhou Jiadan Paper serves as the core cultural resource for the integrated development of tourism and culture in Danzhou. Currently, the Jiadan Paper is facing several practical challenges, including intergenerational transmission gaps, underdeveloped industrialization, and superficial integration with cultural tourism industry. Consequently, it has failed to harness the policy incentives, visitor flows, and market advantages of FTP Construction for effective value transformation. Grounded in the FTP Construction, and aligned with the cultural traits and current transmission status of the Jiadan Paper, this paper analyzes the feasibility and current challenges of its integration with the cultural tourism industry, and proposes targeted integrated development strategies from four dimensions—transmission system refinement, innovative development of products, deep integration of scenarios, and precision brand communication—to promote the activation of Jiadan Paper and the high-quality development of cultural tourism industry in Danzhou, achieving the bidirectional enablement of cultural protection and economic development.

Keywords: Free Trade Port Construction (FTP Construction); Danzhou Jiadan Paper; Intangible Cultural Heritage (ICH); Culture-Tourism Integration; Integration Strategy

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1. Introduction

ICH serves as the living heritage vessel for regional culture, and the core essence and unique competitive edge of the cultural tourism industry. Culture-tourism integration is an important pathway for achieving the activation of ICH and unleashing its cultural value. Hainan FTP Construction places great emphasis on cultural confidence and culture-tourism integration. It has explicitly stated that it is necessary to protect and transmit ICH, advance the creative transformation and innovative development of traditional culture, and develop characteristic cultural tourism industry. As the core city in the western region of Hainan Free Trade Port, Danzhou boasts a rich historical and cultural heritage. As a local municipal-level ICH project, the craftsmanship of Jiadann Paper embodies the culture, local folk traditions and artisanal ingenuity of the fishermen in Danzhou, serving as a unique cultural symbol that distinguishes it from other regions. However, current transmission of Jiadan Paper is facing numerous challenges, and its integration with the cultural tourism industry still remains at the early stage, failing to fully explore cultural connotation and industrial value. Under the continuous advancement of Hainan FTP Construction, it has become an important issue that needs to be urgently addressed at present how to break through the bottlenecks in the transmission and development of the Jiadan Paper, and promote its deep integration with the cultural tourism industry to achieve a win-win situation among cultural transmission, industrial upgrading and local development. Based on this background, this study delves deeply into the pathways for the integration of Jiadan Paper and the cultural tourism industry, providing practical reference for the activation of local ICH and the high-quality development of the cultural tourism industry from the perspective of Hainan FTP Construction.

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2.The Cornerstone for the Integration of Danzhou Jiadan Paper and Cultural Tourism Industry from the Perspective of Hainan FTP Construction

2.1 The Cultural Traits and Industrial Potential of Jiadan Paper

The craftsmanship of Danzhou Jiadan Paper was inspired by the local fishermen's shipbuilding technology. Its name is closely related to its materials, and it is an indispensable part of the local folk life. Jiadan Paper is characterized by its unique raw material combination and complex handicraft arts. It is made through multiple meticulous procedures with strong-tensile white paper as the base, combined with red lead powder, alum, starch, and cowhide glue. The final products have a bright color and are not easy to fade, integrating practicality and ornamental value, which are suitable for writing couplets, congratulatory messages and other folk customs purposes, and have ornamental value and cultural connotation as creative cultural products [1]. The Jiadan Paper embodies the customs and habits, aesthetic taste and cultural memories of Danzhou people. It is deeply integrated with the local Couplet culture and Chinese New Year traditions and customs, and serves as an important vessel for showing the regional culture of Danzhou. From the perspective of industrial potential, the handmade Jiadan Paper aligns with the current demands of the cultural tourism market for individualized, experiential, and culture-oriented consumption. The scarcity of its unique cultural connotation and manual skills can inject fresh energy into the cultural tourism industry, becoming the core cultural symbol that distinguishes Danzhou from other tourist destinations. It possesses inherent advantages to deeply integrate with the cultural tourism industry.

2.2 The Opportunities Brought About by the FTP Construction for the Cultural Tourism Industry

Since the Hainan Free Trade Port begins to construct, a series of favorable policies have been successively introduced, providing solid safeguards for the development of the cultural tourism industry and the activation of ICH. The FTP Construction has advanced the continuous improvement of transportation infrastructure in Hainan, enhanced the accessibility of Danzhou and attracted more domestic and foreign tourists, providing vast market space for the integration of the Jiadan Paper and the cultural tourism industry. Meanwhile, the Free Trade Port emphasizes the deep integration of culture and tourism, encourages to explore local cultural resources, and develops new business forms of ICH tourism, providing policy support for the protection and development of the Jiadan Paper. Furthermore, the cultural exchange opportunities brought about by the FTP Construction can promote the Jiadan Paper to go beyond Danzhou, and spread throughout China and even the world, enhance its global visibility and influence, laying a solid brand foundation for its integration with the cultural tourism industry. With the continuous improvement of tourists' cultural consumption demands nowadays, cultural tourism products related to ICH have gained great popularity. This has provided favorable market environment for the integration of the Jiadan Paper into the cultural tourism industry and for achieving its activation and value transformation.

3.Current Challenges in the Integration of Danzhou Jiadan Paper and Cultural Tourism Industry from the Perspective of FTP Construction

3.1 Intergenerational Transmission Gaps in ICH and Insufficient Talent Support

The craftsmanship of Danzhou Jiadan paper involves multi-stage, labor-intensive and time-consuming processes with low economic returns, making it challenging to attract younger generations for apprenticeship and transmission. Currently, the number of successors who master this craftsmanship is scarce, and most of them are middle-aged and elderly. The problem of transmission gaps is particularly prominent. The younger generations are more inclined to choose jobs with higher economic returns and less workload, unwilling to engage in traditional manual skills, which has led to the predicament that the craftsmanship of Jiadan Paper is on the verge of extinction. Concurrently, there is a lack of professional cultivation systems for successors. There is neither a systematic training mechanism for the craftsmanship, nor any support policies for the successors. Current successors lack innovation consciousness and industrial mindset, struggling to effectively integrate Jiadan Paper with cultural tourism industry. They are unable to meet the demands in the integrated development of tourism and culture, thus restricting the depth

and breadth of the integration between the two [2].

3.2 Deficiencies in Product Innovation and Pervasive Homogenization Phenomena

Currently, the product forms of Jiadan Paper are rather monotonous, mainly traditional Spring Festival couplets paper. The products are confined to folk customs scenarios, lacking in-depth exploration and innovative development of cultural connotation, and thus unable to meet the diversified and personalized consumption demands of the cultural tourism market. In terms of product design, Jiadan Paper does not integrate with modern aesthetics and fashionable elements, and still follows traditional styles, disconnecting from the aesthetic demands of current tourists and lacking attractiveness. Concurrently, the products related to the Jiadan paper lack differentiated competitive edge and exhibit pervasive homogenization phenomena. They have not developed experiential and commemorative cultural and creative products based on the cultural tourism consumption scenarios. The added value of products is relatively low, unable to effectively transform cultural value into economic value, struggling to develop a core competitive edge in the cultural tourism market.

3.3 Superficial Integration and Deficient Contextual Embedding

Currently, the integration of Jiadan Paper with cultural tourism industry remains at the early stage. The integration forms are relatively monolithic, mainly consisting of basic product display and skill demonstration. There is a lack of deep integration and scenario-based creation. In the existing cultural tourism projects in Danzhou, the integration of the Jiadan Paper is rather scattered. It has not been effectively integrated with cultural tourism scenarios such as scenic spots, guesthouses, and folk activities, making it difficult for tourists to have an immersive experience of the ICH. Furthermore, the integration of Jiadan Paper and the cultural tourism industry lacks systematic planning, failing to forge a complete industrial chain of “ICH + cultural tourism”. Each part is disconnected from each other across product development, experience design to market sales, failing to fully leverage the cultural value of Jiadan Paper and the vessel role of cultural tourism industry, and resulting in that the integration effects are not obvious.

3.4 Deficient Brand Influence and Inadequate Dissemination Efficacy

Compared to other well-known ICH projects in Hainan, the brand awareness of Jiadan Paper is relatively low. Whether within the province or in China, its brand awareness is not high. There is a lack of effective brand communication and promotion. It employs relatively traditional communication methods, and mainly relies on offline folk activities and oral transmission, lacking the application of new media, unable to precisely reach the target tourist group [3]. Concurrently, the dissemination content is rather monotonous, mainly focusing on the introduction of the craftsmanship itself, lacking the exploration and dissemination of the cultural connotation and folk stories behind the Jiadan Paper, failing to evoke the emotional resonance of tourists and effectively enhance its brand influence and market recognition, thereby hindering the advancement in the integration of Jiadan Paper and cultural tourism industry.

4. Integration Strategies for Danzhou Jiadan Paper and Cultural Tourism Industry from the Perspective of FTP Construction

4.1 Refining the Transmission System and Strengthening Talent Support

To advance the integration of the Jiadan Paper and cultural tourism industry, the primary task is to address the issue of the transmission gaps and strengthen talent support. On the one hand, it is imperative to establish a sound successor cultivation system, strengthen cooperation with local universities and training institutions, offer courses related to the craftsmanship of Jiadan Paper, integrate ICH transmission with vocational education and quality education to attract younger generations to learn the skills, and cultivate a group of young successors who possess both skills and industrial mindset. On the other hand, it is necessary to increase support efforts for the existing successors, encourage them to carry out technological innovation and product R&D, and organize them to engage in

various cultural tourism exchange and skill demonstration activities to enhance their professional skills and innovation capabilities. Concurrently, we should exploit the resources of local folk artists, encourage experienced artists to train new apprentices and pass on the craftsmanship, and form a transmission team consisting of “elderly, middle-aged and young” members, providing talent safeguards for the integrated development of the two.

4.2 Developing Innovative Products to Enhance the Additional Value of Products

Product innovation is the core driving force for the integration of Jiadan Paper and cultural tourism industry. Only by grounding in the unique cultural characteristics of Jiadan Paper and the multidimensional demands of the current cultural tourism consumption market, and promoting the multidimensional and innovative development of products, can the bidirectional transformation between the cultural value and industrial value of ICH be achieved. On the one hand, it is necessary to deeply exploit the local cultural connotation and folk stories in Danzhou hidden within the Jiadan Paper, integrate elements such as the simplicity of the fishermen culture in Danzhou, the elegance of the couplet culture, and the joyfulness of the New Year customs into every detail of the product design, transcend the constraints of traditional spring couplet paper and develop a series of practical cultural and creative products, including Jiadan paper notebooks, bookmarks, scrolls, decorative paintings, and ornaments to precisely meet the different needs of tourists, such as commemoration, gift-giving, and home decoration, enabling Jiadan Paper to transform from folk products into vessels for cultural tourism memories that can be taken away and collected. On the other hand, it is imperative to actively align with the aesthetic demands of modern consumers, integrate modern minimalist aesthetics and fashion trends, optimize the design of product shapes, colors and packaging, launch simplified, personalized and youthful products that are suitable for different age and consumption groups, account for the unique characteristics of handmade Jiadan Paper to provide customized services, create exclusive cultural and creative products based on tourists’ needs, and further enhance the product’s personalization and rareness, thereby intensifying product attractiveness. Furthermore, we should extend the industrial chain of the Jiadan Paper products, promote the deep integration of Jiadan Paper with other ICH projects and characteristic cultural tourism products in Danzhou, develop combined cultural and creative sets, enrich the product systems, increase the additional value of products, and enhance the core competitive edge of Jiadan Paper cultural and creative products in the cultural tourism market [4].

4.3 Deepening the Contextual Embedding to Create Immersive Experience

Contextual Embedding is an important pathway for achieving the activation of the Jiadan Paper and the upgrading of the cultural tourism industry. It is necessary to transcend monolithic display modes and promote the deep integration of the Jiadan Paper with various cultural tourism scenarios, creating immersive experience. On the one hand, it is necessary to establish an experience base for the Jiadan Paper based on the existing scenic spots and folk villages in Danzhou, set up various sections such as skill display, hands-on experience, and cultural explanations to enable tourists to engage in the production processing of Jiadan Paper, experience the charm of manual skills and deepen their understanding of the Jiadan Paper and the culture of Danzhou. On the other hand, it is imperative to promote the integration of Jiadan Paper with guesthouses, catering, and folk activities, incorporate Jiadan Paper decorative elements into guesthouses and launch Jiadan Paper-themed guesthouses, introduce Jiadan Paper packaging for special delicacies in dining venues to create cultural dining experience, integrate Jiadan Paper into local folk activities and festivals, and organize events such as Jiadan Paper Culture Festivals and Spring Scroll Writing Competition to enrich the cultural tourism experience content and enhance tourists’ sense of engagement and experience. At the same time, we should integrate cultural tourism resources, create an “ICH + cultural tourism” special route to connect the Jiadan Paper Experience Bases with other scenic spots and ICH projects, forging distinctive cultural tourism products and promoting the large-scale development of the cultural tourism industry.

4.4 Strengthening Brand Communication to Expand Influence

Under the background of FTP Construction, it is necessary to strengthen the brand building and communication

of the Jiadan Paper, expand its visibility and influence, and create favorable market environment for the integrated development of the two. On one hand, it is imperative to create a distinctive brand for the Jiadan Paper, clearly define the brand positioning, explore the core value of the brand, highlight the manual skills of Jiadan Paper and the cultural characteristics of Danzhou, and form a unique brand identity. On the other hand, it is necessary to innovate the dissemination methods and integrate traditional and new media resources, rely on offline skills demonstrations, cultural tourism activities, exhibitions, etc. to enhance the brand's visibility, fully utilize new media platforms such as short videos, live streaming, WeChat official accounts, and Retnote to explore the cultural stories and production processes behind the Jiadan paper, shoot high-quality communication content, precisely reach the target tourist group, evoke emotional resonance, and expand the brand influence [5]. Concurrently, we should take advantage of the cultural exchange opportunities provided by the free trade port to promote Jiadan Paper beyond Danzhou, and engage in various international and domestic exhibitions and cultural tourism exchange activities to enhance its brand awareness and international influence, attract more tourists to experience it, and promote the deep integration of Jiadan Paper with the cultural tourism industry.

5. Conclusion

Hainan FTP Construction has brought unprecedented policy, market and communication opportunities for the integration of the Danzhan Jiadan Paper and cultural tourism industry. As a unique cultural resource of Danzhou, the Jiadan Paper has inherent advantages to deeply integrate with the cultural tourism industry. Currently, the integrated development of the two still faces several practical problems such as transmission gaps, deficiencies in product innovation, deficient contextual embedding, and deficient brand influence, which restrict the full realization of the integration effects. In the context of the continuous advancement of the FTP Construction, it is necessary to ground ourselves in the cultural characteristics and current status of the Jiadan Paper to promote the deep integration of Jiadan Paper and the cultural tourism industry by refining the transmission system, developing innovative products, deepening the contextual embedding, and strengthening brand communication. This not only enables the activation and value transformation of Jiadan Paper, enriches the cultural connotation of Danzhou's cultural tourism industry, enhances the core competitive edge of Danzhou's cultural tourism industry, but also catalyzes to promote the cultural construction of the Hainan Free Trade Port and the high-quality development of the cultural tourism industry, achieving a win-win situation of cultural protection, economic development and local revitalization.

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