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Original Research Article

## Research on local cultural integration and characteristic creation in the development of green hotels in Hainan

Yu Qi

School of Tourism and Hotel management, University of Sanya, Sanya, Hainan, 572000, China

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**Abstract:** With the booming global tourism industry, the concepts of environmental protection and sustainable development are increasingly deeply rooted in people's hearts. Hainan, with its abundant natural resources and unique geographical advantages, has become a popular tourist destination for domestic and foreign tourists, and has also provided fertile soil for the development of green hotels. This article focuses on the development of green hotels in Hainan, deeply analyzing their practical path of integrating local culture and creating unique characteristics, while examining the current challenges and potential opportunities. Through comprehensive analysis and research, a series of targeted strategies and suggestions have been proposed to promote the more stable and sustainable development of green hotels in Hainan. The research results of this article also hope to provide useful references and inspirations for the construction of green hotels in other regions of China, and jointly promote the green transformation and upgrading of the tourism industry.

**Keywords:** Hainan Green Hotel; Local cultural integration; Characteristic creation; Sustainable development

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### 1. Introduction

Hainan Island is known as the "Oriental Hawaii" for its charming tropical scenery and magnificent beach landscapes, attracting the attention of tourists from all over the world. However, with the rapid development of the tourism industry, environmental pressure and resource consumption issues have gradually emerged, posing challenges to the sustainable development of Hainan. In this context, the importance of green hotels as a key force in promoting the green transformation of the tourism industry is becoming increasingly prominent. Green hotels not only focus on environmental protection and resource conservation, but also emphasize deep integration and characteristic creation with local culture to enhance the cultural connotation of tourism experience. This article aims to explore in depth the current development status of green hotels in Hainan, analyze their achievements and challenges in integrating local culture and creating unique features, and propose effective strategies and suggestions based on this, in order to promote the healthy development of green hotels in Hainan and provide reference and guidance for green tourism practices in other regions.

### 2. The Development Status of Green Hotels in Hainan

#### 2.1. Concept and evaluation of green hotels

Green hotels, as an important component of the green development of modern tourism, have a core concept of achieving a win-win situation between environmental protection and economic benefits. This type of hotel not only pursues harmonious coexistence with the natural environment in architectural design, but also strictly follows the principle of sustainable development in operation and management. Through measures such as energy conservation, emission reduction, and resource recycling, the impact on the environment is minimized to the greatest extent possible. Based on the comprehensive performance of hotels in conserving resources,

protecting the ecological environment, and providing safe and healthy services, green hotels are divided into five levels, marked by ginkgo leaves. From one leaf to five leaves, the five leaf level represents the hotel's outstanding achievements and highest standards in green development. This evaluation system not only provides a clear direction for the development of green hotels, but also promotes the entire hotel industry to move towards a more environmentally friendly and sustainable direction. In Hainan, with the booming development of the tourism industry, green hotels are gradually becoming an important window to improve tourism quality and showcase the achievements of ecological civilization construction.

## **2.2. The development achievements of green hotels in Hainan**

In recent years, the development of green hotels in Hainan Province has been rapid, with a new batch of green hotels added. As of 2015, there were 68 green hotels in the province, of which 22 hotels were rated as five leaf national green hotels. These hotels have achieved significant results in energy conservation, water resource management, waste disposal, etc., saving 15% electricity and 10% water annually. On the government side, the tourism administrative department of Hainan Province actively promotes the development of green hotels. In 2006, the Ministry of Commerce, the National Development and Reform Commission, the State Environmental Protection Administration, the Tourism Administration, and the National Standards Committee began to formulate national standards for green hotels. The China Hotel Association, together with relevant units, participated in the drafting of the standards. In 2006-2007, the tourism administrative department of Hainan Province held multiple training courses to promote the concept of green hotels. In June 2007, with the promulgation and implementation of the national "China's National Plan to Address Climate Change", Hainan also formulated and implemented the "Comprehensive Work Plan for Energy Conservation and Emission Reduction", requiring hotels and guesthouses to carry out technological transformation or directly eliminate equipment that does not meet energy-saving requirements. In terms of enterprises, many hotels have integrated green standards into their business management. For example, the Datong Hotel in Hainan has replaced diesel fired hot water boilers with solar powered hot water systems, saving an annual cost of 170000 yuan; Sanya Jingwei Hotel has replaced the diesel fired boiler hot water supply system with a new technology of air conditioning heat with hot water, saving an annual cost of 400000 yuan. Other hotels have also adopted green standards to save energy and reduce consumption, and minimize their impact on the environment.

## **2.3. The problems faced by the development of green hotels in Hainan**

Although Hainan Green Hotels have made significant progress in recent years, they still face a series of challenges in their development process<sup>[1]</sup>. Some hotels have a biased understanding of ecological protection, simply equating "green" with "reduction", and neglecting the improvement of product and service quality in the pursuit of environmental protection and energy conservation, even sacrificing customer experience to reduce costs. This approach clearly deviates from the original intention of green hotels. The hotel industry in Hainan still appears to be relatively crude in terms of marketing models. Many hotels still prioritize stimulating consumption and increasing profits, rather than focusing on energy conservation, consumption reduction, and resource optimization. This traditional marketing approach undoubtedly hinders the sustainable development of green hotels. According to monitoring data from the tourism management department of Hainan Province, the energy utilization rate of most hotels has not yet reached an advanced level, mainly reflected in low equipment operating efficiency and incomplete equipment control systems. These problems not only increase the operating

costs of hotels, but also restrict their pace of green transformation. Finally, based on market feedback, customers' awareness of green hotels is generally low, and only a few customers consider whether a hotel is a green hotel as an important factor when choosing a hotel. This reflects that the popularity of the green hotel concept among consumer groups still needs to be improved. The existence of these problems undoubtedly casts a shadow over the further development of green hotels in Hainan, and it is urgent to solve them through effective strategies and measures.

### **3. Integration of Hainan Green Hotels and Local Culture**

#### **3.1. The embodiment of local culture in green hotels**

Local culture refers to the unique historical, traditional, customary, artistic and other cultural phenomena of a certain region. In the development of green hotels, the integration of local culture can not only enhance the cultural connotation of the hotel, but also enhance the cultural experience of tourists. Hainan Green Hotel integrates local culture into its business management through various aspects. In terms of architectural design, Hainan Green Hotel emphasizes the integration with the local natural environment, using local characteristic building materials and decorative styles. For example, some hotels are built along the terrain and cleverly integrated into the surrounding tropical vegetation; The hotel lobby and guest rooms are extensively made of local natural materials such as wood, bamboo, and stone, creating a simple yet warm atmosphere. Hainan Green Hotel combines local cultural characteristics and carries out a series of characteristic activities and products that are in line with environmental protection concepts. For example, organizing tourists to visit local Li Miao cultural villages and learn about the traditional crafts and customs of the Li Miao ethnic group; Organize tropical plant viewing activities to allow tourists to have close contact with Hainan's rich tropical plant resources. These activities not only enrich tourists' vacation experiences, but also promote the inheritance and development of local culture. Hainan Green Hotel focuses on promoting local specialty ingredients and dishes in the catering industry. For example, most of the ingredients on the menu come from local organic farms and seafood markets, ensuring the freshness and environmental friendliness of the ingredients; The restaurant advocates "Clean Your Plate Campaign" to encourage tourists to save food and reduce waste. These measures not only enhance the dining experience for tourists, but also promote the sustainable development of local agriculture and fisheries<sup>[2]</sup>.

#### **3.2. The impact of local cultural integration on the development of green hotels**

The integration of local culture plays a crucial role in the development of green hotels, with far-reaching and multifaceted impacts. Firstly, integrating local culture into hotel management not only enriches the cultural connotation of green hotels, but also significantly enhances their attractiveness. Tourists can not only enjoy the high-quality services provided by green hotels, but also deeply experience the rich local cultural atmosphere and unique regional characteristics. This unique cultural experience greatly enhances tourists' sense of identity and loyalty to the hotel, and helps establish a good reputation effect. Secondly, as an indispensable part of the tourism industry, the deep integration of green hotels with local culture helps promote the inheritance and development of local culture. By organizing cultural visits and holding characteristic cultural activities, green hotels not only provide tourists with a window to understand local culture, but also actively promote and propagate local culture, enhance tourists' awareness and interest in local culture, and make positive contributions to the protection and development of local culture. Finally, the integration of local culture also helps green hotels achieve sustainable development goals. By adopting local characteristic building materials and promoting local specialty ingredients

and dishes, green hotels can not only effectively reduce operating costs and improve resource utilization efficiency, but also highlight their differentiated advantages in market competition, thereby enhancing their sustainable development capabilities and laying a solid foundation for the long-term development of green hotels.

## **4. The Characteristic Creation of Hainan Green Hotel**

### **4.1. Practice of green ecological concept**

Hainan Green Hotel focuses on the practice of green ecological concepts in feature building, and the hotel embodies green ecological concepts through multiple aspects. Hainan Green Hotel focuses on energy conservation, emission reduction, and resource recycling. For example, hotels use energy-saving materials and technologies during the construction and decoration stages, such as adding insulation layers, using solar water heaters, LED lighting, etc; Implement a garbage classification and recycling system during operation to reduce the generation and discharge of waste; Promote the use of water-saving devices and collect rainwater for watering green plants. Hainan Green Hotel pays attention to the use of environmentally friendly materials. For example, the toiletries provided in the guest rooms are packaged in biodegradable and environmentally friendly materials; Bedding is made of environmentally friendly and recyclable fabrics; The tableware and kitchen utensils used in the restaurant are also made of environmentally friendly materials. These measures not only reduce environmental pollution, but also enhance tourists' environmental awareness and satisfaction. Hainan Green Hotel focuses on ecological protection and community cooperation. For example, hotels collaborate with local communities to carry out environmental protection activities, such as cleaning up beach garbage, planting trees, etc; Invite local residents to participate in the operation and management activities of the hotel, such as providing specialty catering, handicrafts, etc. These measures not only help protect the local ecological environment, but also promote the development of community economy and increase residents' income.

### **4.2. Strengthening faculty development to enhance teaching quality**

Hainan Green Hotel places particular emphasis on providing diverse and distinctive services in its feature building. These services not only enhance the accommodation experience for tourists, but also further strengthen the hotel's unique charm and market competitiveness. Firstly, Hainan Green Hotel values the provision of personalized services. The hotel provides customized accommodation and dining services by gaining a deep understanding of tourists' needs and preferences, such as adjusting menus according to tourists' tastes and arranging pick-up and drop off services based on their itinerary. The hotel also sets up a dedicated travel information desk to provide detailed travel advice and itinerary planning for tourists, ensuring that every tourist can enjoy a thoughtful and personalized service experience. Secondly, Hainan Green Hotel focuses on promoting cultural experience services. The hotel actively collaborates with local cultural attractions and museums, organizing visitors to visit and explore, allowing them to not only enjoy the beautiful scenery but also gain a deeper understanding of Hainan's rich historical and cultural heritage. At the same time, the hotel also invites local artists and cultural celebrities to hold lectures, performances and other activities at the hotel, bringing cultural feasts to tourists, enriching their cultural experience and promoting the inheritance and development of local culture. Finally, Hainan Green Hotel also emphasizes the provision of leisure and entertainment services. The hotel is equipped with comprehensive leisure facilities such as a swimming pool, gym, SPA center, etc., providing an ideal place for tourists to relax and unwind. The hotel also organizes various outdoor adventures and water sports activities, such as diving, surfing, sea fishing, etc., allowing tourists to enjoy nature while also

experiencing excitement and fun<sup>[3]</sup>. The provision of these distinctive services not only meets the diversified needs of tourists, but also greatly enhances the attractiveness and market competitiveness of Hainan's green hotels.

### **4.3. The shaping of brand image**

Hainan Green Hotel also pays attention to the shaping of brand image in terms of feature creation, and the hotel shapes its brand image through multiple aspects. Hainan Green Hotel focuses on brand positioning and promotion. For example, hotels determine a clear brand positioning based on their own characteristics and advantages; Promote and advertise the brand through advertising, social media, and other means. These measures not only help to enhance the hotel's visibility and reputation, but also strengthen tourists' awareness and trust in the hotel. Hainan Green Hotel focuses on service quality and customer relationship management. For example, hotels enhance employees' service awareness and skills through training and education; Establish a comprehensive customer relationship management system to track and provide timely feedback on tourists' opinions and suggestions. These measures not only help improve tourist satisfaction and loyalty, but also enhance the competitiveness and market position of the hotel. Hainan Green Hotel emphasizes social responsibility and sustainable development. For example, hotels actively participate in public welfare and environmental protection activities; Develop and implement sustainable development strategies and plans. These measures not only help enhance the social image and brand value of hotels, but also promote harmonious coexistence and sustainable development between hotels and society.

## **5. Strategies and Suggestions for the Development of Green Hotels in Hainan**

### **5.1. Strengthen policy guidance and support**

The government should further strengthen its policy guidance and support for the development of green hotels in Hainan. Specifically, it is necessary to refine and optimize the evaluation system for green hotels, ensuring that the standards are both forward-looking and practical, and guiding the hotel industry towards a higher level of green development<sup>[4]</sup>. At the same time, a special fund should be established to provide strong financial support for the renovation, upgrading, and technological innovation of green hotels, accompanied by economic incentives such as tax reductions and low interest loans, to alleviate the burden on enterprises and accelerate their green transformation pace. In addition, the government should give appropriate tilt in land supply, prioritize the land demand for green hotel projects, and encourage hotels to incorporate more green elements into their planning and design. Through the strong promotion of these comprehensive policies, not only can the hotel industry actively embrace green development, but it can also effectively promote the standardization and normalization process of the entire industry, laying a solid policy foundation for the vigorous development of green hotels in Hainan, and leading the hotel industry in China towards a more environmentally friendly and sustainable direction.

### **5.2. Enhance the environmental awareness and capability of enterprises**

Enterprises should deeply recognize the importance of enhancing their environmental awareness and capabilities, which is the key to achieving green development<sup>[5]</sup>. Hainan Green Hotel should deeply embed environmental protection concepts into its corporate culture, and enhance employees' awareness and sense of responsibility for environmental protection through regular environmental training lectures, workshops, and other

activities, so that they can consciously practice green behavior in their daily work. At the same time, establish a scientific and comprehensive environmental management system, clarify environmental goals, develop specific and feasible implementation plans, and incorporate environmental performance into the employee assessment system to ensure effective implementation of various environmental measures. In terms of technological application, enterprises should actively seek and adopt advanced environmental protection technologies such as energy conservation, emission reduction, and resource recycling, and introduce high-efficiency equipment such as solar hot water systems and intelligent energy management systems to reduce energy consumption and emissions during operation. Through these efforts, enterprises can not only significantly improve their own environmental protection level and enhance market competitiveness, but also establish a good social image, promote harmonious coexistence with all sectors of society, and jointly promote the sustainable development of Hainan and even the whole country.

### **5.3. Strengthen the excavation and inheritance of local culture**

Enterprises should deeply explore and inherit the unique local culture of Hainan, as a key to enhancing the cultural connotation and attractiveness of hotels. Hainan, this tropical island, is rich in historical culture, traditional customs, and folk customs, all of which are valuable resources that hotels can fully utilize. Through in-depth research and exploration, enterprises can integrate elements of Hainan's historical stories, traditional art, folk festivals, etc. into the architectural design of hotels, such as using totem decorations with Li ethnic characteristics and designing interior spaces with Qiong opera elements, making hotels a window to showcase Hainan culture. At the same time, in terms of service projects and catering features, hotels can also integrate local characteristics, provide authentic Hainan cuisine, and hold Li Miao cultural experience activities, allowing tourists to deeply understand and experience Hainan's local culture through tasting food and participating in activities. In addition, the hotel can regularly hold a variety of cultural activities and experiential projects such as cultural lectures and handicraft workshops, further enhancing tourists' cultural identity and sense of belonging. These measures can not only enhance the cultural taste and attractiveness of hotels, but also promote the inheritance and development of local culture invisibly, achieving a deep integration of culture and tourism.

### **5.4. Innovative characteristic services to enhance tourist experience**

Hainan Green Hotels should continuously innovate their distinctive services to meet the growing personalized needs of tourists and enhance their overall experience. Hotels can accurately grasp tourists' preferences and needs through big data analysis, and provide customized accommodation services such as themed rooms, special room types, etc., so that every tourist can find a suitable accommodation environment that meets their preferences. In terms of catering, hotels can combine Hainan's abundant seafood resources and local specialty ingredients to launch creative dishes and themed dining activities, allowing tourists to experience Hainan's food culture while tasting delicious food. In addition, hotels can also rely on Hainan's unique natural scenery and cultural landscapes to develop a series of distinctive tourism products and routes, such as tropical rainforest exploration, island cultural experience tours, etc., to bring new tourism experiences to tourists. At the same time, hotels should actively introduce advanced technologies such as virtual reality and augmented reality to create immersive cultural experience projects, such as virtual oceanariums and historical and cultural reproductions, allowing tourists to gain a deeper understanding of Hainan's cultural heritage through interactive experiences. These innovative measures can not only significantly improve tourist satisfaction and loyalty, but

also effectively enhance the competitiveness and market position of hotels, laying a solid foundation for their long-term development.

### **5.5. Strengthen brand building and marketing promotion**

In the fiercely competitive tourism market, Hainan Green Hotel must strengthen brand building and marketing promotion efforts in order to stand out. Hotels need to clarify their brand positioning and build a distinctive brand image around core features such as green, ecological, and cultural. Through precise brand positioning, hotels can clearly convey their core value proposition and establish a unique brand image in the minds of consumers. In the process of shaping brand image, hotels should establish a comprehensive brand identity system, including unique and recognizable logo design, harmonious and unified color matching, and font selection that conforms to the brand's temperament. These elements together form the foundation of the brand's visual image, ensuring that the hotel can maintain consistency and attractiveness in various communication channels. Hainan Green Hotels should fully utilize diversified marketing channels for brand promotion. Advertising, social media, travel exhibitions, and other effective brand promotion tools. Hotels can showcase their unique green concepts and cultural characteristics through creative advertising, attracting the attention of target customers. At the same time, utilizing the interactivity and dissemination of social media platforms, publishing exciting content, establishing close connections with consumers, and enhancing brand awareness and reputation. In addition, participating in tourism exhibitions can not only directly face potential customers, but also attract more partners and media attention by showcasing hotel features and services. Strengthening deep cooperation with tourism agencies, online travel platforms, etc. is also an important way for Hainan Green Hotels to enhance their market influence. By sharing resources and expanding channels with these institutions, hotels can further broaden their sales channels and attract more tourists to come and experience. For example, collaborating with well-known online travel platforms to launch exclusive discount packages and customized services, attracting more online users to pay attention and make reservations. At the same time, we will collaborate with tourism agencies to launch joint tourism products, making hotels an important part of the tourism route and enhancing their exposure and attractiveness<sup>[6]</sup>. The implementation of these measures can not only significantly enhance the visibility and reputation of Hainan's green hotels, but also lay a solid foundation for the long-term development of hotel brands, attracting more tourists to come and experience the unique charm of Hainan's green hotels.

### **5.6. Promoting industrial integration and collaborative development**

As an important engine for regional economic development, Hainan Green Hotels should actively explore deep integration and collaborative development paths with other industries. Through close cooperation with local tourism, agriculture, culture and other industries, hotels can jointly develop a series of tourism products and cultural projects with distinct local characteristics, providing tourists with richer and more diverse experiences. For example, hotels can collaborate with local agricultural departments to launch rural experience tours that combine agriculture and tourism, allowing tourists to enjoy natural scenery while personally experiencing agricultural culture, tasting green agricultural products, and experiencing the tranquility and beauty of rural life. In addition, hotels can also collaborate with cultural institutions to hold cultural themed festivals and events, such as traditional handicraft exhibitions and folk performances, which not only enrich tourists' cultural experiences but also promote the inheritance and development of local culture. Hainan Green Hotel should strengthen cooperation with surrounding scenic spots, resorts and other tourism resources to achieve resource

sharing and complementary advantages. By jointly promoting tourism routes and organizing events, hotels and surrounding tourism resources can form a synergy to enhance the overall attractiveness and competitiveness of regional tourism. This cooperation model not only helps attract more tourists to experience, but also drives the development of related industries, forming a positive interaction and win-win situation. Promoting alliances and collaboration in the green hotel industry is also an important way to promote industry integration and collaborative development. By establishing an industry exchange platform, hotels can share successful experiences, exchange market trends, and jointly address market challenges. At the same time, the hotel industry can also jointly establish service standards, improve the overall service quality and level of the industry, and enhance market competitiveness. This alliance and collaboration not only contribute to the sustainable development of hotels themselves, but also promote the progress of the entire green hotel industry, setting an example for the development of green tourism industry in Hainan and even the whole country. Through the implementation of these measures, Hainan Green Hotel will not only promote its own development, but also contribute significantly to the coordinated development of the regional economy.

## **6. Conclusions**

As an important component of sustainable development in the tourism industry, the integration and characteristic building of Hainan's green hotels with local culture are particularly important. This article analyzes the current development status, local cultural integration, and characteristic building of green hotels in Hainan, and proposes corresponding strategies and suggestions. Hainan Green Hotels should strengthen policy guidance and support, enhance the environmental awareness and capabilities of enterprises, strengthen the exploration and inheritance of local culture, innovate characteristic services and improve tourist experience, strengthen brand building and marketing promotion, and promote industrial integration and coordinated development. These measures will help promote the sustainable development of green hotels in Hainan, enhance their competitiveness and influence in domestic and international markets, and provide reference and guidance for the development of green hotels in other regions. In the future, with the continuous development of the tourism industry and people's increasing awareness of environmental protection and sustainable development, Hainan Green Hotels will usher in broader development space and opportunities. Hainan Green Hotel should continue to adhere to the concepts of green, ecological, and cultural, constantly innovate and develop, provide tourists with higher quality, distinctive, and environmentally friendly accommodation and service experiences, and make greater contributions to promoting the high-quality and sustainable development of the tourism industry.

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