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# Research on the Development Strategy of Sports Health and Wellness Tourism in Haikou City under the Background of Hainan Free Trade Port

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**Abstract:** Under the overlapping strategies of construct a China, a sports powerhouse. And the Hainan Free Trade Port, sports and wellness tourism has turn a key driver for Haikou to cultivate its core function as an international touristry and usance centerfield and advertise the integrating of finish; touristry, sport. And wellness, hence haikou fundamentally feature tropical mood, coastal bionomics, urban base. And the vantage of an international transportation hub, providing condition for the maturation of play and wellness tourism. In building a "sports city" and a "water sports year" to consistently canvass the resource endowment. Policy advantages, infrastructure foundation, and industrial position of sports and wellness tourism in Haikou, this newspaper, corroborate by theory of industrial desegregation, health promotion, thereby and sustainable ontogeny, mix the policy dividends of the free trade port with Haikou's praxis. It canvas practical bottleneck such as a individual product supply, insufficient integration of and wellness services, a shortage of professional gift, an uncomplete industrial chain. And low brand recognition. From nine dimensions; found on the locating of the destitute trade port, the composition advise development strategies : layout optimisation, product system innovation, integrating of and wellness avail, event economy empowerment. Policy and conception, infrastructure and impertinent raise, talent team building, external brand marketing. And ecologic unripe development, thereby providing theoretical credit and virtual pathways for Haikou to become a benchmark metropolis for variation and wellness tourism in the gratuitous trade port and a mankind-renowned sports and wellness destination, it too make five major safeguard systems:. Insurance, fiscal, standard; and regulatory.

**Keywords:** Hainan Free Trade Port; Haikou city; variation and wellness tourism; desegregation of mutation and touristry; integration of healthcare and athletics; eminent-quality development

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## 1. Introduction

With the growing public health awareness, elevate consumption patterns, thereby and the tourism market's chemise toward health-orientate, sports-ride. And style, the - integration of "sport + health + tourism" has emerge as a new frontier for gamey-quality development in the advanced tourism industry; on health promotion through forcible activeness, and sports wellness tourism; concentrate, combines seaworthiness, rehabilitation therapy, leisure vacations, thereby and ethnical experience, and it volunteer health benefits, participatory employment. Entertainment value, and effects, supply to health needs across all age groups and life stages [1], and as the core city of Hainan Free Trade Port, the political--ethnic hub, thereby and an transportation nexus, Haikou feature resources include the 19.6-klick Haikou Bay coastal leisure belt, holiday beaches, Mission Hills, and volcanic crater. Leverage policy advantages such as streamline trade port access, low tariffs. And event support, the metropolis is further its "Sports Event Capital" and

"Water Sports Year" opening, make immense chance for the growth of sports wellness tourism [2].

, Haikou's variation and wellness tourism rest in its nascent stage, look challenge such as product homogenization, help, disjuncture between healthcare and play, a unforesightful chain. And low internationalisation. Against the background of the trade port's fabric, thereby accelerating the growing of fun and wellness tourism toward scale, specialization, premiumization. And internationalisation make substantial theoretic and virtual value, thereby this initiative is for revitalize urban consumption vitality, enhance the metropolis's brand image, refining the trade port's tourism product system. And sustain the structure of an international tourism consumption hub [3].

## **2. Core Concepts and Theoretical Foundations**

### *2.1. Definition of Core Concepts*

Sports Wellness Tourism: A miscellaneous tourism model that leverage athletics as a vehicle for health promotion, utilizing ecosystem, sports facilities, and aesculapian rehabilitation resources to proffer serve including fitness activities, rehabilitation therapy, health management, leisure vacations. And event experiences, thereby it punctuate the principle of "aliment wellness through move. Desegregate mutant with medicine, and and meld wellness with touristry." Hainan Free Trade Port Context: This mention to the island-broad custom-functioning. Zero tariffs, low tax rates, convenient entree and outlet for force, exposed thwartwise-service trade, and instauration in healthcare and sports sectors [4]. Haikou Sports Wellness Tourism: Construction on the metropolis's coastal resource, it incorporate manufacture such as water sports, refreshment, fitness events, Chinese medicine therapy, sports rehabilitation, and wellness tourism, answer as a constituent of Haikou's eminent-quality ethnic and tourism development.

### *2.2. Theoretical Basis*

Industrial Integration Theory: The crabbed-sector integration of sportsman, healthcare. Health. And tourism widen chain and heighten value chains, hence giving emanation to new business models such as sports rehabilitation, result-based wellness, health, hence and forest wellness. Sports-Healthcare Integration Theory: This theory combines sports medicine. Rehabilitation medicine. And health management, achieve integrated bar, intercession. And rehabilitation through scientific exercise, thereby supply professional reinforcement for sports wellness [5].

The hypothesis of tourism destination competitiveness: Imagination, insurance, facilities, servicing; endowment. And brands collectively work the core competitiveness, while innovations in loose trade ports produce specialize reward. The theory of sustainable growth: Emphasizing both bionomical protection and maturation, it afterward achieve unified growing in coastal bionomics, sports activities. And wellness tourism.

## **3. Advantageous Conditions for the Development of Sports and Wellness Tourism in Haikou City**

### *3.1. Resource Endowment: Dual Advantages of Tropical Coastal Areas and Urban Facilities*

Haikou boasts an wide coastline and beach. Where Haikou Bay, the West Coast, the East Coast, Guanlan Lake, volcanic landscapes, and wetland greenways create a "puritanical-green interwoven" wellness space; fix it ideal for outside activeness year-round; serving as a training ground for health, the monsoon climate is mild and humid. With parks, walking paths, cycling greenways, hence and, the metropolis is fit public fitness facilities. [6], and rich in traditional southerly and Li medicative herb as comfortably as geothermic hot springs, Haikou render a strong understructure for Formosan medicine wellness and sports rehabilitation [7].

### *3.2. Policy Dividends: Dual Empowerment from Free Trade Port and Municipal Policies*

The home governance intrinsically patronise Hainan's development in healthcare, sports tourism, thereby and wellness industries. The trade port's zero-tariff policy foreshorten import costs for sports equipment and rehabilitation devices, while facilitating entry for strange nationals, simplifying event approvals, and opening up the sports service market. Offering up to 1 million yuan in subsidy for outside events. At the level, incentive policies have been introduced. Movement are afoot to base a "Water Sports Year" and a "Sports Event Capital," encouraging the execution of sports-tourism-wellness projects with discriminatory policies in land use, financing. And approvals [8].

### *3.3. Facilities Foundation: Sports Venues and Urban Supporting Facilities Are Being Improved*

The area boasts facilities include the Wuyuan River Cultural and Sports Center, Guanlan Lake Sports Industrial Park, West Coast Water Sports Base; and Yacht Marina. To create a twelvemonth-rotund sports and leisure bang. The Haikou Bay Connectivity Project join coastal watershed. DoT is indorse by Meilan International Airport, the island eyelet eminent-speed rail; and urban expressway networks. Premium hotels, wellness communities, duty-free shopping. And medical resource meet to form a complete ecosystem of "sports-wellness-consumption-residence".

### *3.4. Industrial Basis: Rapid Development of Sports Economy and Sports-Tourism Integration*

Haikou has hosted high-end sporting events including the Asian Table Tennis Cup, World Beach Volleyball Tour, World Surfing Championship, Haikou Marathon, and International Dragon Boat Race. The city has actively developed water sports facilities such as sailing, paddleboarding, and surfing, along with winter training bases for football and basketball. A preliminary 'spectator + experience + vacation + consumption' model has taken shape, rapidly converting sports tourism traffic into health and wellness consumption momentum.

### *3.5. Location Advantages: Core Hub of Free Trade Port and Passenger Source Radiation*

As the provincial gateway hub, Haikou increasingly serves as a key terminus for core tourist sources from the Yangtze River Delta, Pearl River Delta, and Beijing-Tianjin-Hebei regions, while strain its influence to Southeast Asia and external markets. Adopt the execution of customs clearance operations, -border health tourism, outside sporting events, abroad athlete training, and the debut of gamy-end clientele have become more commodious. Alleviate the internationalization of mutant and wellness tourism [9].

## **4. Existing Issues in the Development of Sports, Wellness, and Tourism in Haikou City**

### *4.1. Single product supply with insufficient health and wellness attributes*

Most intersection remain at the leg of "weewee-based experience + endure + sightseeing," with a scarceness of specialized wellness offerings such as sports rehabilitation, disease management, seaworthiness, elderly health care, postpartum recovery. And stress-relief therapy. Lacking Haikou's individuality and, customized serve, the intersection exhibit terrible homogenisation.

### *4.2. Low integration of sports, medicine, and elderly care, with weak professional services*

With coastal sports bases and country lack sports rehabilitation centers, health management stations. And emergency aesculapian pointedness, hence the gulf between aesculapian resources and sports scenarios is evident. The mellow-timber resourcefulness of Boao Lecheng break to adequately function Haikou. Lacking professional reservation in reclamation, nursing, nutrition. And psychology, ensue in low normalisation of overhaul, most practician are sports coaches or tourism service personnel.

#### 4.3. *The industrial chain is short, and the integrated business formats are not diverse.*

In sports experience, accommodation, and catering, the diligence is digested with imperfect segments such as R&D, education. And equipment, midstream segments like health management and rehabilitation services. And segments include athletics and industries. Wellness and wellness insurance. And travel and estate. The thwartwise-desegregation of "variation + health and wellness + tariff+ exhibitions + educational enlistment" is, lead in low consumer stickiness and supply value [10].

#### 4.4. *Shortage of professional talent and insufficient support capacity*

Sports wellness course span multiple demesne include sport, healthcare. Touristry, hence language, and process, yet face a critical dearth of interdisciplinary professional. Local university and vocational asylum miss program offerings, and the training system remains. There is a scarcity of high-end sports rehabilitation physicians, event operators, thereby and wellness management experts. Haikou miss a "Sports Wellness" city branding. While marketing efforts direct mass markets, external precision promotion predictably remain inadequate, thereby event traffic has not been efficaciously commute into -term wellness clientele. And brand recognition as intimately as planetary competitiveness need enhancement; some sports wellness facilities lack transportation connectivity, approachability feature. And /kid-favorable conveniences. Maritime rescue, exigency, and safety assurance systems want farther cultivation. Mutation and wellness development look bionomical protection pressures, and sustainable development mechanisms involve farther ecesis.

### **5. General Approach and Development Objectives**

#### 5.1. *General Approach*

To the precept of sportswoman-medical integration, -green mutualism, event empowerment, coordination. And outside nakedness, hence guided by the development of Hainan Free Trade Port, we will cohere, hence progress on Haikou's model of "port-bay-urban-park-," we will show a sports-health tourism system characterized by "one centre take, two belts supporting, hence and dot interconnected." From tourism to scientific seaworthiness, sports rehabilitation, premium residential touristry. And holistic health management, this enterprise will upgrade sports wellness. Our goal is to make a coastal sports-wellness tourism destination in the Free Trade Port and an hub for sports event wellness.

#### 5.2. *Development Goals*

Short-term (2025-2027): The product system will be largely perfected, with the establishment of an integrated sports-health-care system. Flagship projects will be implemented, a sports wellness brand will take shape, and service standardization will see significant improvement. Medium-term (2028-2030): The industrial chain will be fully matured, with a substantial increase in internationalization. Haikou will become a national demonstration city for sports wellness tourism, and inbound wellness visitors will grow steadily. Long-term (2031-2035): Haikou will be developed into an internationally renowned tropical coastal sports wellness destination, forming a distinctive free trade port industrial ecosystem. It will become a city brand and a new economic growth pole for Haikou.

### **6. High-quality Development Strategies for Sports, Wellness, and Tourism in Haikou City**

#### 6.1. *Optimizing Spatial Layout to Establish a Comprehensive Sports and Wellness Framework*

One Core, One Axis: Centre on Haikou Bay's urban nucleus, we will produce a hub for coastal sports, wellness, and event-get ingestion. Two Whack: The West Coast Water

Sports & Wellness Belt (featuring sailplaning, surfriding, beach activities. And rehabilitation facilities) and the Guanlan Lake-Volcano Leisure Belt (with hot leaping, winter football training. Sports rehabilitation, and and forest wellness programs). Multi-Point Synergy: The East Coast Wetland Cycling, Nandu River Greenway Jogging, Rural Wellness, and Industrial Park Fitness networks will expand across the region, form an incorporate sports-wellness ecosystem.

#### *6.2. Innovate Product System to Build a Comprehensive Sports and Wellness Supply Chain*

Water Sports Wellness: Sailing; paddleboarding, surfing, thereby kayak; beach volleyball. Complemented by athletics reclamation and marine therapy. Scientific Fitness Wellness: Jogging, cycling; yoga, Pilates, education. And fitness courses for -aged and aged soul. Sports Rehabilitation Wellness: Sports injury rehabilitation, work intervention for disease, postoperative reclamation, posture correction, and pain management. Traditional Chinese Medicine + Sports Wellness: herbal physiatrics. Hot spring wellness, and massage and moxibustion, play cuisine, and constitution regulation. Replete Life Cycle Wellness: Youth sports study tours, stress-reduction wellness for untried and center-senior adult, travelling-establish health for -ripened and individual. And womanhood's pregnancy and accouchement sports wellness; event Experience Wellness: "See competitor + grooming + rehabilitation + vacation" bunch merchandise, produce a consecrate event wellness route.

#### *6.3. Deepening the Integration of Sports, Medicine, and Elderly Care to Enhance Professional Service Capabilities*

Promote coaction between public infirmery, rehabilitation institutions, sports venues, smear, and and hotel to demonstrate sports rehabilitation stations; establish an service system comprehend "exercise prescription-health monitoring-rehabilitation therapy-nutritional diet"; tie with the Boao Lecheng Pilot Zone to introduce internationally advanced rehabilitation technologies and devices; construct the Haikou Sports Health and Wellness Management Big Data Platform to attain personalized record and scientific health management.

#### *6.4. Strengthening the Event Economy to Empower Wellness Tourism*

We will keep to develop signature events including the Asian Table Tennis Cup, Volleyball Tour, Surfing World Cup, and Haikou Marathon. Mix with tourist attractions, hotels, duty-shop. And transportation networks; the 'Event Pass' wellness package will be establish. Winter sports training and youth development bases will be established to promote foresightful-term wellness tourism; by change event traffic into wellness resources, we aim to raise the metropolis's brand value and consumer appeal.

#### *6.5. Leveraging Free Trade Port Policies to Drive Institutional Integration and Innovation*

Unstrain market access for overseas summercater and wellness institutions to appeal outside brands; implement zero tariffs on sports equipment and rehabilitation devices; optimize professional practice facilitation for alien jock, motorbus, and rehabilitation therapists; search -border insurance settlement and acknowledgment of health records; simplify event approval and water sports venue opening procedures.

#### *6.6. Improve Infrastructure and Establish a Smart Sports and Wellness System*

Raise transportation accessibility to mutant and wellness facilities in coastal areas, rural neighborhood, and industrial parks; amend emergency stations, rescue boats, hence roadblock-readiness. And age-and tike-favorable amenity; shew a impertinent program to allow services include online reservation. Exercise guidance, health monitoring, interview. And emergency rescue; further the adoption of wearable twist, AI-establish fitness testing; and digital training and reclamation systems. Support universities in

extend major such as sports rehabilitation, and sports wellness, hence and health management; instal training bases and certification systems; pull external rehabilitation physicians, event operators. And wellness management professionals; spring an expert think tank to allow technological counseling and standard-setting.

#### 6.7. Building an International Brand and Targeting Global Customers

Constitute the 'Haikou-Bayfront Sports and Wellness' city IP; deport outside exhibition promotions and precision marketing; cooperate with outside travel agencies, high-end clubs. And aesculapian mediator to appeal traffic; utilize new spiritualist to disseminate to domestic gamey-net-deserving individuals and external tourist markets.

Rigorously bond to the ecologic red argumentation, protecting beaches, wetland, and mangroves; advertise low-carbon sports, eco-favorable coastline, and wellness models; found an bionomical judgement and restoration mechanism for projection to ensure a win-win situation between development and preservation.

### 7. Safeguard Measures

Ground a -level interconnected and multi-department collaborative working mechanism, invent design, elucidate responsibility divisions. And organize a force for progression.

extra support policies for summercater and wellness tourism, providing help in land use. Taxation, funding, piss, electricity, and gas supply.

To encourage individual capital participation, institute an development fund; unattackable support from gamey assurance to affirm corporate funding and bond issuance. To raise standardized and branded industry development, uprise service standards. Base certification, safety management, and quality evaluation criteria, hence ensuring the health and logical rights of tourer, found a cross-departmental supervision mechanism to tone grocery, guard. And service quality oversight.

### 8. Conclusion

As a core city of the Hainan Free Trade Port, Haikou possesses five major advantages in developing sports and wellness tourism: resources, policies, facilities, location, and industry. Under the dual opportunities of the free trade port's customs closure and consumption upgrading, the industry has broad prospects. However, it still faces practical challenges such as products, services, talent, industrial chains, brands, and ecology. It must focus on the integration of sports, medicine, and wellness, use the event economy as an engine, leverage institutional innovation as a driving force, and maintain ecological greenness as a baseline, pursuing a development path that is professional, integrated, high-end, international, and digital. Through spatial optimization, product innovation, facility upgrades, talent support, brand building, and the establishment of a safeguard system, Haikou can cultivate sports and wellness tourism into a new benchmark for cultural and tourism in the free trade port, creating an internationally renowned tropical coastal sports and wellness destination. This will provide Haikou's practices and models for the construction of Hainan as an international tourism and consumption center, as well as for the implementation of the strategy of building a sports powerhouse and a healthy China.

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