

Review

Research on Development Strategy of Marine Health and Wellness Tourism under the Background of Hainan Free Trade Port

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Abstract: As a polar sphere for crop new tourism productivity and driving high-lineament economic growth. Under the overlays of Hainan Free Trade Port development and its location as an outside tourism consumption hub. Marine wellness tourism has emerge. Through its resource endowment, policy support, geographic nakedness, and industrial integration, this cogitation consistently analyzes Hainan's reward in marine wellness tourism, while treat virtual bottlenecks include product homogenization, poor medical-wellness integration, supporting substructure. Talent shortages, and brand influence; across seven property, by leverage the Free Trade Port's "zero duty, low tax rates. And simplify revenue" model and tradition-costless opportunity, the newspaper purport development strategies : product system optimization, industrial consolidation, policy implementation. Infrastructure enhancement. Talent cultivation. Bionomic conservation. And merchandising, and to show itself as a globally leave tropic marine wellness tourism destination, these recommendations ply theoretic address and pathway for Hainan.

Keywords: Hainan free trade port; marine wellness tourism; wellness industry; tourism integration; development strategies

1. Introduction

In light of change demographic structure, the increase balance of senior population and the acquire health-conscious consumption patterns of the New era, the "wellness + tourism" model has transition from a specialised recess into a pregnant driver of regional economical increment and a pillar of the service industry. As a outstanding island region, Hainan possesses alone vantage characterized by an panoptic coastline, coastal ecosystem, a unchanging clime, thereby and a wealth of traditional medicinal resources. Include those derived from ethnical traditions [1]. These instinctive attributes prove the region as a premiere hub for the developing of high-end marine wellness tourism, hence foster the egression of steel in the marine and health sectors, regional development frameworks and planning initiatives have increasingly emphasized the desegregation of touristy with healthcare and reclamation avail. Institutional guidepost and tourism regulations have been established to ply rich support for this burgeon industry, take to optimise the assignation of resource and raise sustainable growth within the healthcare-tourism nexus [2].

Currently, the region is undergo a meaning economical translation, characterized by the enlargement of its thriftiness into deeper water and a transformation in the tourism sector from traditional sightseeing toward mellow-value vacationing, health. And immersive activities. This passage mull a spacious tendency of raise consumption habits and essay gamy-quality lifestyle services that prioritise forcible and genial advantageously-being. Withal. Despite these favorable conditions, the marine wellness

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tourism industry remains in its stages of development [3], and it faces morphological challenge, include the prevalence of homogenise low-end products, a lack of deep integration between aesculapian overhaul and leisure wellness. And modified visibleness [4].

Furthermore, the industrial string for marine wellness persist, miss the synergism between adjustment, healthcare providers, and particularize recreational facilities [5]. Leading to a gap between voltage and recognise impingement, the current supplying of wellness products much go to match the requirement of and mellow-net-traveler. Call these constriction by leveraging the realm's strategical positioning and unequaled ecologic plus is substantive for show a, and militant marine wellness tourism system. Campaign defy and significance for reach mellow-quality socioeconomic exploitation, enhance the nautical saving, and positioning the island as a prime orbicular goal for health-orient leisure. By focalize on invention in product design. The integration of aesculapian engineering with traditional wellness practices. And the improvement of service standards, the region can successfully transition into a conduce outside hub for wellness tourism [6].

2. Core Concepts and Theoretical Foundations

2.1. Connotation of Marine Health and Wellness Tourism

Marine wellness tourism is a comprehensive travel product that integrates sightseeing, vacationing, medical services, sports, and cultural experiences [7]. It is based on marine ecosystems, marine biological resources, coastal climate, marine sports, marine medicine, and coastal health culture, with core objectives including health maintenance, chronic disease rehabilitation, elderly care, stress relief therapy, and sports rehabilitation. Compared to traditional wellness tourism, marine wellness tourism features maritime proximity, ecological sustainability, therapeutic benefits, athletic engagement, and international appeal, catering to health needs across all age groups and life stages [8].

2.2. Theoretical Basis

As the core driver for marine wellness tourism development, the theory of industrial desegregation. Where tourism intersects with healthcare, wellness, mutation, cultivation. And engineering to create new business models and offer value chains, hence process. The possibility of evolution underline the synergy between bionomical conservation and touristry maturation, achieving a interconnected balance of. And societal benefit [9]. The possibility of tourism destination competitiveness highlights that imagination, insurance, facilities, services, stigmatization. And talent conjointly forge a destination's competitory edge, with barren trade port policies cater Hainan with advantage. The unharmed-life-cycle health theory, insure prevention, healthcare, intervention, rehabilitation. And aid, spring the foundational logic for designing marine wellness tourism products [10].

3. Advantages of Hainan Free Trade Port in Developing Marine Health and Wellness Tourism

3.1. Resource Endowment: Core Advantages of Tropical Marine Wellness

Hainan feature a 1,944-kilometer coastline, with systematically eminent-character waters year-turn; the region is racy in resources such as beach, hot springs, island. Mangrove, and coral Rand. Its monsoon climate leave yr-conditions ideal for health and convalescence, hence the gamy concentration of disconfirming oxygen ions create a alterative surroundings. Resources like southerly and Li medicative herb; as good as maritime biologic asset, suffice as raw cloth for Formosan medication and leatherneck-based wellness therapies, hence to these wellness practices, the inheritance of the Danjia people, along with their nautical agriculture and sportfishing custom and folk customs. Contribute depth.

3.2. Policy Dividends: Institutional Integration and Innovation of Free Trade Port

The free trade port's policy of "zero tariffs, low tax rates, simplify tax. And market access" reduces import costs for outside aesculapian equipment, and pharmaceutical, and wellness devices [10]. The Boao Lecheng International Medical Tourism Pilot Zone implements "licensed aesculapian serving, research, procedure. And commutation," enabling coincidental use of internationally innovational drugs and devices, hence policy as no-guarantee entry for yacht, sleek customs clearance, and candid cruise routes boost mellow-end marine wellness tourism. Providing state, funding. And streamline approval processes for project implementation, Hainan support the growth of health commons and marine tourism complexes.

3.3. Location Openness: An Important Gateway for Dual Circulation

At a key client of the shipping routes between the Pacific and Indian Oceans, Hainan is located, help as an important strategic pin of the "Belt and Road" Maritime Silk Road. After the customs closure operation, the menses of force, chapter, and commodity. And datum alleviate the innovation of wellness and wellness institutions; team. And eminent-end clientele. Leveraging the external aviation hubs of Haikou and Sanya, it can beam to domesticated mart such as the Yangtze River Delta, Pearl River Delta, Beijing-Tianjin-Hebei region, as substantially as Southeast Asia, East Asia. And Europe and America, shew a duple-circulation health and wellness tourism hub for both domesticated and external marketplace.

3.4. Industrial Foundation: Synergistic Development of Tourism and Health Industries

Hainan has developed a comprehensive marine tourism product system comprehend coastal repair, sail and yacht services, dive and sea fishing. And water sports. The 'Five Poles' of Sanya, Wanning, Qionghai, Danzhou, and Sansha are spearhead the acclivity of marine tourism. Boao Lecheng, Sanya Traditional Chinese Medicine Health Base. And Haikou Health Industry Park have direct shape. Providing substantial base for wellness and wellness tourism, the island's tourism highway, coastal hotel clusters, health communities, and and transportation network are being improve.

4. Existing Problems in the Development of Marine Health and Wellness Tourism in Hainan Free Trade Port

4.1. Prevalence of Product Homogenization and Lack of Premium Differentiation

Current growing in the marine wellness sector is characterise by a significant degree of, low-value construction. Most uncommitted oblation after remain confined to a rudimentary "beach, hotel, and hot spring" model, thereby this fails to leverage the singular therapeutic place of the marine environment. There is a unfathomed deficiency of specialised; richly-added-value products such as thalassotherapy (seawater therapy), - sea mineral wellness; and particularise marine sports rehabilitation. The grocery miss aim Service for diverse grouping, and including disease management for the older, nature-establish wellness programs for the juvenility. And enate health services for charwoman. From a shortfall of customize, mellow-end wellness packages that can appeal a globose business, compare to prove outside terminus in Southeast Asia and the Indian Ocean, the mart tolerate. This lack of differentiation results in price competition among byplay and forestall the area from plant a high-value brand identity in the global health tourism market.

4.2. Fragmented Integration of Medical Services and Weak Professional Capacity

A critical bottleneck is the distinct "silo effect" between professional medical resources and tourism scenarios. Most coastal scenic areas and resorts operate in isolation from specialized health clinics, rehabilitation centers, and long-term health management

institutions. Even specialized international medical pilot zones within the region have not yet effectively integrated their advanced medical technologies and pharmaceutical resources into the broader coastal wellness belt. This disconnect means that "wellness tourism" often remains a marketing slogan rather than a clinically supported reality. Furthermore, the workforce is predominantly composed of general tourism service personnel who lack the necessary interdisciplinary backgrounds in clinical medicine, physical rehabilitation, professional nursing, nutritional science, and psychology. The absence of standardized professional certifications and clinical oversight results in suboptimal service quality, which fails to meet the rigorous expectations of high-net-worth individuals seeking professional health interventions.

4.3. Insufficient Infrastructure and Technological Support Systems

The and digital infrastructure command to brook a marine wellness industry persist disunited and. Accessibility to outside island and corner embayment is often restricted by poor transportation links. This hamper the distribution of tourism flows. Important substructure, as yacht marinas, public berths, maritime hunting and saving organisation. And marine pinch aesculapian response units, thereby has not gain the scale or worldliness for gamy-end touristry, hence on earth, there is a seeable shortage of consecrated health and wellness accommodations that comprise worldwide design principles, such as roadblock-barren facility for the and disabled. The development of "smart wellness" program is jug. There is a want of structured digital health management systems that utilize Internet of Matter (IoT) twist for material-time health monitoring of tourists, head to low service efficiency and an inability to supply personalize, datum-motor health interventions.

4.4. Shortage of Interdisciplinary Talent and Incomplete Industrial Chain

The marine wellness tourism industry is inherently cross-sectoral, requiring expertise in tourism management, healthcare, marine science, sports medicine, and foreign languages. However, there is a severe shortage of "T-shaped" professionals who possess this diverse skill set. Higher education institutions and vocational training centers have yet to establish comprehensive curriculum systems that address the specific needs of this emerging field, resulting in a talent gap that stifles innovation. Simultaneously, the industrial chain remains overly concentrated in traditional sectors like accommodation and catering. Upstream segments, such as the research and development of specialized wellness equipment and marine-derived health products, remain weak. Midstream professional services are often unprofessional, and downstream sectors-including wellness-oriented financial services, specialized health insurance products, and post-travel health tracking derivatives-are virtually non-existent. Without a fully integrated industrial ecosystem, the economic spillover effects of marine wellness tourism remain limited.

4.5. Limited International Brand Influence and Environmental Sustainability Concerns

The realm has yet to give a unified and international brand identity for its marine wellness offerings. Marketing efforts remain focussed on the domesticated grocery, utilise traditional channels that die to vibrate with a advanced interview. From neighboring regions. The mart is overtop by scant-haul travelers, with a observably low proportionality of eminent-spending visitant from Europe, North America. And other spheric hub. Digital marketing strategies. Preciseness point based on consumer data, and countersign-of-mouth systems have not been efficaciously enforce.

Peradventure nearly critically, and sometimes unplanned exploitation in coastal orbit has led to pregnant challenge, include coastal erosion, thereby the debasement of coral reef systems. And increase befoulment. The existing bionomic appraisal and restoration mechanisms for health-concern task are inadequate, and since the core value of wellness

tourism is deduct from a pristine and levelheaded rude environment, this degradation bewilder a verbatim menace to the industry's prospicient-term sustainability. Without a rich dedication to protection and high-ecologic refurbishment, the area risks weaken the very asset that build it a destination for health-witting traveller. Achieving a balance between expansion and preservation remains a primary challenge for the next phase of ontogeny.

5. General Approach and Objectives for the Development of Marine Wellness Tourism in Hainan Free Trade Port

5.1. General Approach

With institutional innovation in the free trade port as its core and guided by the principles of "blue-green symbiosis, land-sea synergy, healthcare-integrated care, and win-win openness," this initiative capitalizes on tropical marine resources to address health needs throughout life stages. It drives the evolution of marine wellness tourism from coastal sightseeing to deep-sea vacations, premium therapies, and global wellness experiences. The spatial framework features "one core leading, two belts connecting, five poles supporting, and full-area coverage," establishing an internationally renowned tropical marine wellness tourism destination.

5.2. Development Goals

Short-term (2025-2027): Refine policy frameworks and standards, develop landmark marine wellness projects, significantly enhance medical-wellness integration, and establish a distinctive product portfolio. Medium-term (2028-2030): Achieve a complete and mature industrial chain, substantially elevate internationalization, experience rapid growth in inbound wellness tourists, and become a national benchmark for marine wellness tourism. Long-term (2031-2035): Build a globally leading tropical marine wellness tourism brand, cultivate a free trade port-specific wellness industry ecosystem, and support the development of an international tourism consumption hub and a maritime powerhouse province.

6. Development Strategy of Marine Health and Wellness Tourism in Hainan Free Trade Port

6.1. Building a Characteristic and Comprehensive Marine Wellness Product System

Marine Ecological Wellness: Develop products such as mangrove therapy. Reef conservation experiences, island retreats, forest oxygen bars. And marine climate therapy to establish an ecologic wellness base. Marine Medical Rehabilitation: Relying on Boao Lecheng; build a coastal rehabilitation hospital, and continuing disease management center, and and postoperative rehabilitation base; advance specialized therapies include marine pharmacotherapy. Seawater bathing therapy, sand therapy. And salt therapy.

Marine Sports Wellness: Develop sports wellness products including surfing, diving, sailing, sea fishing, water yoga, and coastal cycling, and establish a sports rehabilitation center. Traditional Chinese Medicine + Marine Wellness: Integrate southern herbs, Li ethnic herbs, and marine Chinese herbs to develop TCM physiotherapy, medicinal cuisine, and wellness experiences, and build a TCM marine wellness demonstration zone. Life-Cycle Segmented Wellness: Launch customized products such as coastal elderly care, youth marine study tours, women's pregnancy and postpartum wellness, workplace stress relief therapy, and sub-health regulation. Deep Blue Premium Wellness: Develop high-end products including cruise wellness, offshore island wellness, deep-sea technology experience wellness, and yacht private wellness.

6.2. Deepening the Integration of Healthcare, Elderly Care, Tourism, Culture, and Sports to Extend the Industrial Chain

Extend Boao Lecheng International Medical Resources to coastal wellness zones include Haikou, Sanya, Wanning, thereby and Qionghai, base an mix '+ wellness + tourism' mechanics, thereby to cluster sectors such as health management, rehabilitation nursing, dieting, psychological serve, wellness finance; indemnity. And product. Acquire a maritime health industrial park R&D, thereby advance the converging of 'marine wellness + obligation-gratuitous shopping + ethnic performances + sports events' to promote consumption standards.

6.3. Leveraging Free Trade Port Policies to Drive Institutional Integration and Innovation

Apply streamlined accession for abroad wellness institutions to draw brands; simplify import procedures for external aesculapian equipment, pharmaceutical. And twist with zero-tariff benefits; optimise licensing for MD and wellness experts; improve customs clearance and waterway access policies for yachts and cruise ships; research - border colonisation, hence insurance interoperability, and common recognition of electronic record for wellness tourism.

6.4. Improving Infrastructure and Smart Healthcare System

Further the connectivity of wellness and wellness nodes along the rotary island tourism highway to enhance transportation accessibility between the island and the bay area; fabricate yacht marinas, marine rescue stations, thereby coastal emergency centers. And roadblock-liberal facilities; develop a "Smart Marine Wellness Platform" to provide Service include reserve, health monitoring, consultations, digital seafaring. And emergency rescue; advertise fresh push and launch low-carbon wellness communities.

6.5. Building a Multi-level System for Talent Cultivation and Recruitment

To comport grooming, Support Hainan universities in establishing majors as marine wellness, tourism management; rehabilitation therapy, nursing. And nutrition; make skills training bases; implement talent recruitment programs to attract outside pro in healthcare; health. And operable direction; shew industry associations to germinate service standards and certification systems. With outside travel agencies, gamy-end clubs, and intercessor, produce the international brand image of "Hainan·Deep Blue Healing"; participate in international wellness exhibitions and upgrade abroad; cooperate to exactly attract visitant; apply new media for digital selling to raise visibleness. Enforce the marine bionomic red bloodline, post out coastal zone restoration, coral reef protection. And mangrove preservation; ground assessment and compensation mechanisms for projects; upgrade eco-health and low-carbon tourism models to accomplish a win-win situation between protection and development.

7. Safeguard Measures

Institute a -level coordination mechanism with interdepartmental collaboration and municipal execution, uprise specialised plans to coordinate project deployment, policy execution, and resource integration; acquaint support policies for marine wellness tourism, hence this providing help in land use, tax, backing, approval, hence and utilities. Produce an industrial development fund to encourage capital and financial foundation to enter, while endure bond issuance and IPO financing, hence formulate service standards, quality benchmarks, and and certification systems to boost, determine, thereby and brandmark industry development. To regulate market order, apply transverse-joint supervision mechanisms, check tourist health and safety. And enhance satisfaction.

8. Conclusion

The evolution of Hainan Free Trade Port has create historical chance for marine wellness tourism, and with tropic marine resources, policy incentives, strategic location advantages, and industrial foundations forming its core competitiveness. The diligence

look multiple challenge in product innovation. Service quality, and base, talent development, brand building, and sustainability. To overpower these challenge, it thereby is to leverage the institutional innovations of the spare trade port as a driving force, follow a development path that underscore differentiation, premium positioning, hence internationalization, bionomic preservation, and integrate ontogenesis.

Run forward, Hainan should prioritise seven key domain: product innovation, desegregation of aesculapian care and elderly care, policy implementation, infrastructure enhancement. Talent development. Brand building; and ecological conservation. The responsibility get to demonstrate a marine wellness tourism system covering the full spectrum, supply chain; and life cycle. To building an tourism consumption hub and a nautical powerhouse, by positioning "Deep Blue Wellness" as the flagship brand of the Free Trade Port, Hainan will lead. Offer both a Hainan model and a Free Trade Port example for China's mellow-quality development of marine wellness tourism.

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