

Article

Communication Value and Practical Observation of New Scenario Integration of Coconut Culture from the Perspective of High-Quality Development of Hainan's Culture and Tourism

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Abstract: Against the backdrop of the parallel advancement of the Hainan Free Trade Port and the high-quality development of culture and tourism, the cross-border integration of local industrial brands with the cultural and tourism sector has become a key pathway for constructing new cultural-tourism scenarios. The factory tour and check-in activity launched by Coconut Palm Group breaks the traditional boundary between industrial production and tourism consumption. By creating an immersive, nostalgic, garden-style visiting route, it integrates entertainment, knowledge acquisition, and everyday accessibility, thereby forming a distinctive cultural-tourism experience space. This initiative not only attracts external tourists to engage deeply with Hainan's representative coconut culture and local brands, but also activates brand memories and regional identity among local residents, facilitating broad communication across different age groups and social strata. Based on on-site investigation and participatory observation, and drawing on the core connotations of high-quality cultural and tourism development, this paper systematically analyzes the construction logic of new scenarios and the characteristics of cultural-tourism cross-border integration embodied in Coconut Palm Group's factory check-in model. Furthermore, it explores the initiative's diverse communication values in terms of brand communication, destination image shaping, and cultural identity construction. Finally, the study summarizes practical highlights and policy implications, providing a reference case for Hainan's local brands to empower the cultural and tourism industry and to promote innovation in cultural-tourism formats and product supply.

Keywords: cultural-tourism integration; industrial tourism; brand communication; coconut culture; hainan free trade port

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1. New Scenario-Based Cultural and Tourism Integration Context

Currently, Hainan is actively promoting the development of an international tourism and consumption center, transitioning its cultural and tourism industry from a traditional sightseeing-focused model to one emphasizing quality experiences, diversified integration, and region-wide sharing. The essence of high-quality cultural and tourism development lies in breaking industrial boundaries, enriching scenario offerings, utilizing local resources, addressing the needs of both international visitors and local residents, and creating innovative cultural and tourism formats that evoke warmth, distinctiveness, and emotional resonance. Historically, Hainan's cultural and tourism industries have concentrated on core areas such as coastal landscapes, folk customs, and leisure vacations [1]. As a new avenue for the cross-sector integration of culture and tourism, industrial culture and tourism in Hainan remains in its early exploratory phase [2, 3]. Transforming local established industrial enterprises into cultural and tourism assets can not only revitalize existing resources but also address gaps in Hainan's industrial cultural and

tourism offerings, achieving dual objectives of brand revitalization and enhanced cultural and tourism quality.

Coconut Palm Group is a prominent light industry enterprise that has been rooted in Hainan for over six decades [4, 5]. Originating from a canned food factory established in 1956, the company has navigated the challenges of the planned economy era and contributed to the growth of Hainan's light industry following economic reforms. After facing significant financial difficulties, the enterprise successfully resolved the global technical challenge of aseptic production for fresh coconut juice, earning recognition for its superior quality. It has since evolved into a modern group with employee stock ownership, becoming a cultural symbol of Hainan's local brands [5, 6]. The factory tour and visitor activity introduced by the group has moved away from the monotonous and rigid format of traditional industrial visits. Instead, it adopts a nostalgic garden tour model that integrates production line exploration, brand history and cultural displays, interactive experiences, product tastings, and gift redemptions. This approach has created a unique cultural and tourism scenario that combines everyday vitality with rich cultural heritage. A firsthand visit to the Coconut Palm Group factory revealed that this initiative is far more than a simple factory opening. It represents a high-quality cross-sector effort that blends brand heritage, accessible cultural and tourism experiences, and emotional resonance with the public [7].

2. Inherent Requirements for the High-Quality Development of Hainan's Culture and Tourism

New cultural and tourism scenarios serve as the core carrier for the iterative upgrading of the cultural and tourism industry [8]. These scenarios refer to a new type of cultural and tourism space and activity form that transcends the limitations of traditional spaces and business formats. They are reconstructed and innovated based on existing resources, integrating multiple functions such as experience, social interaction, culture, and consumption, while meeting tourists' personalized, immersive, and emotional needs. Their core characteristics lie in the empathy of scenarios, the integrity of experience, and the integration of business formats [1, 9]. These features enable tourists to gain a comprehensive visual, auditory, gustatory, and tactile experience, fostering emotional resonance and memory retention [10, 11]. Communication value represents the core extended value of cultural and tourism activities and brand practices, encompassing multiple dimensions such as brand communication, regional cultural promotion, and the dissemination of cultural and tourism formats. This includes not only the immediate traffic and word-of-mouth generated by the activities but also the long-term promotion of brand image, regional identity, and industrial concepts, serving as a critical metric for evaluating the effectiveness of cultural and tourism integration practices.

The high-quality development of Hainan's culture and tourism does not merely aim for an increase in tourist numbers or revenue but emphasizes four key aspects: quality improvement, format innovation, all-region sharing, and local empowerment. These align with the broader goals of the Hainan Free Trade Port. The specific inherent requirements are reflected in three dimensions: first, scenario diversification, which involves moving beyond a sole focus on coastal sightseeing to explore diverse resources such as industry, rural areas, science and technology, and folk customs. This approach creates differentiated and distinctive cultural and tourism scenarios to cater to various age groups and needs. Second, industrial integration promotes deep collaboration between the cultural and tourism sectors and local industries, activating local enterprises and cultural resources [4, 12]. This makes the cultural and tourism industry a driving force for local economic development, achieving mutual empowerment between the cultural and tourism sectors and the broader economy. Third, audience universalization addresses the needs of both foreign tourists and local residents, creating cultural and tourism products that are both appealing and inclusive. This enables local residents to actively participate in and benefit from cultural and tourism development, while high-quality experiences foster positive word-of-mouth, enhancing the overall reputation of Hainan's culture and tourism.

The factory check-in activity launched by Coconut Palm Group exemplifies the three inherent requirements for the high-quality development of Hainan's culture and tourism. It establishes a garden-style cultural and tourism scenario rooted in industrial resources, achieving seamless integration of industry with culture and tourism. This initiative appeals to audiences across all age groups, both local and international, serving as a practical model for the high-quality development of Hainan's culture and tourism [13, 14].

The on-site visit revealed that the factory check-in activity of Coconut Palm Group has completely departed from the traditional framework of industrial visits [3]. Centered around the nostalgic garden tour concept embedded in public memory, and integrating the brand's extensive development history and cultural heritage, the activity has created a relaxed, lively, accessible, inclusive, and meaningful new cultural and tourism scenario [9, 15]. This innovative approach has rapidly gained widespread popularity, attracting tourists across all age groups [1, 3].

By discarding the solemnity and distance often associated with industrial factory areas, the overall scenario layout seamlessly connects standardized production workshops, brand history and culture exhibition halls, interactive game zones, product tasting areas, and popular check-in spots [9]. This design fosters a warm, lively atmosphere brimming with vitality [2]. It not only recreates the joyful essence of garden tours but also highlights Coconut Palm's evolution from its origins as a local canned food factory to a renowned beverage brand. Through historical displays, old factory photographs, and relief carvings, visitors gain insight into the brand's commitment to reform and craftsmanship while enjoying a relaxed and engaging experience.

The scenario layout features a distinctive check-in spot at the factory entrance, where vibrant brand logos and historical slogans create a visually appealing contrast, immediately engaging visitors [10]. The core visiting passage employs a fully transparent design, allowing tourists to observe the entire production line, including coconut peeling, meat extraction, juicing, filling, and packaging [12]. This intelligent production line, maintained over decades, exemplifies the brand's dedication to overcoming technical challenges and adhering to the principles of fresh juicing without additives. The workshop's cleanliness, standardized management, and the natural coconut fragrance in the air combine to offer an experience that is both visually and intellectually enriching.

An interactive area within the scenario features classic garden games such as arrow throwing, ring tossing, and basketball shooting, all arranged in an orderly manner. These games are simple, engaging, and accessible to participants of all ages, requiring no advanced skills. Visitors can exchange brand products for free without any mandatory purchases or marketing tactics, ensuring that everyone leaves with a sense of fulfillment. The tasting and souvenir distribution areas cater to public preferences, offering fresh coconut embryos, coconut meat, classic coconut juice, and other products. This setup showcases the brand's evolution from a single product to a diversified portfolio. After participating in games and activities, visitors can redeem gifts, maximizing inclusivity and enhancing the overall experience [4].

The staff throughout the factory area provide exceptionally warm and friendly service. From guiding visitors through the route, explaining the brand's history and production techniques, to assisting with games and distributing gifts, every interaction is thoughtful, considerate, and patient [6]. This level of service reflects the brand's core values of integrity, pragmatism, innovation, and striving for excellence [11]. Combined with the rich cultural heritage of the brand, this attentive service leaves a lasting positive impression on visitors.

The scenario's core strengths lie in its adaptability for all age groups and its high level of inclusiveness [14]. For elderly visitors, the nostalgic garden tour evokes fond memories of collective activities from earlier years, while the familiar interactive games and warm service create a comfortable and welcoming environment. Additionally, witnessing the production capabilities of a long-established local enterprise fosters a sense of regional pride.

For young and middle-aged visitors, the scenario satisfies their desire for social sharing and internet-famous check-ins while offering a deeper understanding of the production process behind the products they have enjoyed since childhood. The inclusion of night sessions accommodates the schedules of working professionals [15]. For children, the engaging display of the production process, interactive games, and coconut tastings provide an educational and entertaining experience, seamlessly blending learning with leisure [15].

The entire scenario is designed without any consumption thresholds, offering free participation and gift redemption [1, 4]. This approach minimizes commercial elements and emphasizes the experiential and emotional aspects [1]. Combined with the excellent corporate culture demonstrated by the staff, every visitor can enjoy the harmonious integration of culture, tourism, and industry in a relaxed and pleasant setting. This unique feature sets it apart from other industrial tourism projects [1].

3. Multiple Communication Values of Coconut Palm's New Scenario Integration from the Perspective of High-Quality Development of Hainan's Culture and Tourism

Coconut Palm Group's factory check-in activity represents a multidimensional integration of industrial production, cultural and tourism experience, brand communication, and livelihood services [3]. This initiative has dismantled barriers between industrial enterprises and the cultural and tourism industry, brands and consumers, as well as foreign tourists and local residents [2]. It has established a distinctive integration model that aligns seamlessly with the industrial integration requirements for the high-quality development of Hainan's culture and tourism [2, 3].

Coconut Palm Group has long been recognized for its high-quality products made from fresh coconut juice without additives, a commitment maintained for over three decades [3, 10]. From overcoming core technical challenges in its early years and revitalizing a struggling factory to becoming a benchmark brand in Hainan's light industry, the brand's public perception has largely centered on its products [1, 14].

The enterprise's extensive history of reform, craftsmanship culture, and development heritage has often been overlooked, leading to some one-sided perceptions of the brand. The factory check-in activity has effectively bridged the information gap between the brand and consumers through an immersive, transparent, and culture-driven experience model. This initiative has enabled a comprehensive communication of the brand's image and historical culture [13]. Observations during the visit revealed that both local residents and foreign tourists expressed high regard for Coconut Palm Group's decades-long commitment to quality, its innovative development journey, its standardized and intelligent production processes, and its meticulous quality control system [12]. Early misconceptions about the brand have been replaced by recognition and trust in its craftsmanship and core strengths as a prominent local enterprise [14].

For local residents, the activity has fostered a deeper appreciation for Coconut Palm Group [14]. The nostalgic memory of "growing up drinking it" has evolved into pride in the enterprise's decades-long journey of reform, perseverance, and craftsmanship. Middle-aged and elderly residents, in particular, have rekindled emotional connections with the legacy of the old Haikou Canned Food Factory through the garden-style experience, becoming loyal advocates of the brand's history and reputation. For foreign tourists, Coconut Palm has transformed from a simple Hainan specialty into a benchmark enterprise with a rich history, compelling stories, exceptional craftsmanship, and genuine warmth. They have gained insights into the brand's inspiring evolution from near bankruptcy to industry leadership, as well as the pragmatic spirit of Hainan's local enterprises. This has significantly enhanced brand favorability and strengthened its regional relevance, while also contributing to a more distinct historical and cultural identity for Hainan's local light industry brands.

This form of communication transcends short-term popularity, establishing a lasting reputation rooted in historical culture and authentic experiences. It not only preserves Coconut Palm's corporate culture and spirit of perseverance but also reinforces the brand's

local identity and national presence. This foundation supports the sustainable development of this well-established local enterprise [6].

4. Conclusion and Prospects

Through careful observation and analysis of the activity, it becomes evident that the success of the factory check-in initiative is not coincidental but a result of effectively addressing market demand, aligning with the cultural and tourism development of the region, and integrating the brand's historical legacy with public emotional engagement. Its core practical highlights can be summarized in six aspects: first, the people-centered experience design. By replicating a nostalgic garden tour model familiar to the public, the activity eliminates participation barriers with a zero-consumption threshold, making it accessible to all age groups. Visitors can exchange brand products for free by engaging in simple mini-games, combining entertainment with intellectual value, thereby ensuring that "everyone is willing to come, everyone can play, and everyone is satisfied." Second, the warm service culture. Front-line staff provide thoughtful, patient, and meticulous services, embodying the core corporate values of integrity, pragmatism, innovation, and striving for excellence. This transforms industrial visits from being perceived as cold and rigid to experiences rich in human warmth and cultural depth. Third, the unique resource offering. The full access to core workshops in a functioning production facility is a rare model in the industry. Leveraging decades of heritage and standardized production capabilities, the initiative stands out with strong market appeal. Fourth, the optimized visitor reception. The reception process is tailored to accommodate the high popularity of the activity, with peak daily visitor numbers exceeding tens of thousands. Night sessions are also introduced to cater to diverse schedules, ensuring comprehensive and flexible visitor engagement. Fifth, the localized historical connection.

By deeply integrating historical elements such as the restructuring of a local factory, the certification of premium beverages, and the preservation of traditional craftsmanship, the activity effectively captures the chronological memories and regional sentiments of local residents while addressing the curiosity of external visitors. This dual approach connects emotional touchpoints for both local and foreign participants, infusing the activity with cultural vitality and everyday relevance. Sixth, the organic communication effect. The combination of high-quality experiences and cultural depth inspires visitors to share their experiences spontaneously. Without relying on extensive commercial promotion, the initiative achieves a ripple effect of communication across online and offline platforms, characterized by low costs, positive word-of-mouth, and enduring cultural resonance.

Looking ahead, the continued development of the region's cultural and tourism sectors will require more innovative practices akin to this factory check-in initiative. Encouraging local enterprises to transcend traditional industry boundaries, leverage their unique resources and cultural heritage, and create differentiated, people-centered, and distinctive cultural and tourism experiences will be essential. This approach will foster deeper integration between the cultural and tourism industries and the local economy. Additionally, building on the current success, further optimization of experience details, diversification of cultural offerings, and appropriate extension of activity durations could enhance the initiative's impact. Such efforts will contribute to establishing the region as a prominent hub for tourism and cultural consumption, driving the cultural and tourism industries toward higher quality, greater distinctiveness, and broader public benefit.

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