

## Article

# Exploration of the Cultural Value of Qiong Opera and the Construction of Hainan Cultural Brand from the Perspective of Intangible Cultural Heritage

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**Abstract:** This paper delves into the cultural value of Qiong Opera from the perspective of intangible cultural heritage. Qiong Opera, as an important intangible cultural heritage in Hainan, carries rich historical, artistic, and social values. It reflects the unique cultural traditions and local characteristics of Hainan. By exploring its cultural value, this paper analyzes how to utilize Qiong Opera to construct a unique Hainan cultural brand, aiming to promote the inheritance and development of Qiong Opera and enhance the cultural influence of Hainan. The research methods include literature review, field investigation, and case analysis. The results show that highlighting the cultural value of Qiong Opera can effectively contribute to the construction of Hainan cultural brand, and put forward corresponding countermeasures and suggestions.

**Keywords:** Qiong Opera; intangible cultural heritage; cultural value; Hainan cultural brand

## 1. Introduction

In the context of the increasing emphasis on intangible cultural heritage protection and cultural brand building in contemporary society, Qiong Opera, as a unique local opera in Hainan, holds significant cultural value. It is an important part of Hainan's cultural heritage, carrying the long-standing history, unique customs, and profound cultural connotations of Hainan. Exploring the cultural value of Qiong Opera and using it to construct a distinctive Hainan cultural brand not only contributes to the inheritance and development of Qiong Opera as an intangible cultural heritage but also promotes the overall cultural construction and economic development of Hainan. This paper will delve into the cultural value of Qiong Opera from multiple aspects and discuss strategies for constructing a Hainan cultural brand based on Qiong Opera.

## 2. An Overview of Qiong Opera

### 2.1. Origins and Development of Qiong Opera

Qiong Opera has a long history, with its origins dating back to the Ming Dynasty. It gradually formed and developed through the integration of local folk music, dances, and ballads in Hainan, as well as the influence of external operatic forms such as Kunqu and Yiyang Opera. During the Qing Dynasty, Qiong Opera entered a period of prosperity. With the growth of the local economy and the increase in population, Qiong Opera performances became more frequent, and the art form continued to be refined. In modern times, Qiong Opera has also actively adapted to social changes, absorbing new elements and concepts, and has maintained its vitality to this day [1].

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## *2.2. Artistic Characteristics of Qiong Opera*

### *2.2.1. Melody and Singing*

The melody of Qiong Opera is rich and unique, mainly composed of the Qiongzhou tune, which is characterized by its smooth and euphemistic nature. The singing style combines elements of local dialect pronunciation and intonation, giving it a strong local flavor. The use of falsetto and nasal sounds in singing is also a characteristic feature, adding a sense of grace and expressiveness to the performance. For example, in some tragic arias, the singer can use a high-pitched falsetto to convey deep-seated emotions, which can deeply touch the hearts of the audience.

### *2.2.2. Acting and Makeup*

The acting in Qiong Opera is vivid and diverse, with performers trained in various skills such as hand gestures, body postures, and facial expressions. These skills are used to vividly depict different characters and their emotions. The makeup in Qiong Opera is also an important part of its artistry. It follows traditional Chinese opera makeup patterns but also incorporates local characteristics. The colors and patterns of the makeup are used to represent the characters' personalities, identities, and fates. For instance, red-painted faces often represent loyalty and bravery, while white-painted faces may imply treachery.

### *2.2.3. Costume and Stage Set-up*

The costumes in Qiong Opera are exquisitely made, following the traditional Chinese opera costume styles but with some Hainan-specific designs. They are often made of high-quality fabrics and are decorated with intricate embroidery, reflecting the rich cultural heritage and aesthetic standards of Hainan. The stage set-up in Qiong Opera is relatively simple yet highly symbolic. Through the use of simple props such as tables, chairs, and curtains, combined with the performers' acting, different scenes can be vividly presented, allowing the audience to immerse themselves in the story.

## **3. Cultural Value of Qiong Opera from the Perspective of Intangible Cultural Heritage**

### *3.1. Historical and Cultural Value*

Qiong Opera serves as a living textbook of Hainan's history. It records the historical development of Hainan from different periods, including the evolution of social systems, the changes in people's lifestyles, and the exchanges between different ethnic groups. For example, some Qiong Opera scripts are based on historical events that occurred in Hainan, such as the immigration history of the Han people to Hainan and the cultural integration process with local ethnic minorities. These operas provide valuable historical materials for researchers to study Hainan's past.

### *3.2. Social and Folk Custom Value*

It is deeply intertwined with the social life and folk customs of Hainan. Qiong Opera performances are often an important part of local festivals, temple fairs, and other traditional cultural activities. Through the stories and images presented in the operas, the values, beliefs, and moral concepts of the Hainanese people are transmitted. For example, many Qiong Opera stories advocate loyalty, filial piety, and justice, which play an important role in shaping the social values of the local people. Moreover, the operas also reflect various folk customs in Hainan, such as marriage customs, funeral customs, and traditional festivals, providing a window for people to understand Hainan's folk culture.

### *3.3. Artistic and Aesthetic Value*

Qiong Opera has high artistic and aesthetic value. Its unique melody, beautiful singing, vivid acting, and elaborate makeup and costumes together create a unique aesthetic

experience. The harmonious combination of music, dance, and drama in Qiong Opera represents the high-level integration of different art forms in Hainan's traditional culture. The aesthetic concept reflected in Qiong Opera, which pursues the unity of form and content, beauty and morality, has a profound influence on the aesthetic education and artistic appreciation of the Hainanese people.

### *3.4. Cultural Identity and Cohesion Value*

Qiong Opera plays an important role in enhancing the cultural identity and cohesion of the Hainanese people. As a unique local art form, it is deeply rooted in the hearts of the people in Hainan. When people watch Qiong Opera performances or participate in related cultural activities, they can feel a strong sense of belonging and identity. This common cultural identity helps to strengthen the unity and cohesion of the Hainanese people, promoting the harmonious development of Hainan society.

## **4. The Significance of Constructing a Hainan Cultural Brand Based on Qiong Opera**

### *4.1. Promoting Cultural Inheritance and Development*

Constructing a Hainan cultural brand based on Qiong Opera can effectively promote the inheritance and development of Qiong Opera. The brand-building process requires in-depth exploration and publicity of Qiong Opera's cultural value, which can attract more people, especially the younger generation, to pay attention to and get involved in Qiong Opera. This can ensure the sustainable development of Qiong Opera in the modern era.

### *4.2. Enhancing Hainan's Cultural Soft Power*

A well-constructed cultural brand based on Qiong Opera can significantly enhance Hainan's cultural soft power. Qiong Opera, with its unique cultural connotations and artistic charm, can represent Hainan's unique culture on a national and international stage. By promoting the Qiong Opera-based cultural brand, Hainan can enhance its cultural influence, attract more cultural exchanges, and improve its overall cultural image [2].

### *4.3. Boosting the Development of the Cultural Industry*

The construction of a Qiong Opera-based cultural brand can also boost the development of Hainan's cultural industry. It can drive the development of related industries such as cultural tourism, cultural and creative products, and performing arts market. For example, Qiong Opera-themed cultural tourism routes can be developed, attracting tourists to experience Hainan's unique cultural charm. Cultural and creative products such as Qiong Opera-themed handicrafts, souvenirs, and digital products can also be created, bringing economic benefits while promoting cultural dissemination.

## **5. Strategies for Constructing a Hainan Cultural Brand Based on Qiong Opera**

### *5.1. Strengthening Cultural Research and Exploration*

In-depth cultural research on Qiong Opera is essential. Scholars, cultural workers, and relevant institutions should collaborate to conduct comprehensive research on the history, art, and cultural connotations of Qiong Opera. This includes collecting and sorting out historical documents, oral traditions, and folk stories related to Qiong Opera, as well as analyzing its artistic characteristics and cultural values. By deepening the understanding of Qiong Opera, more accurate and profound cultural elements can be extracted for brand construction.

### *5.2. Innovation in Performance Forms and Content*

To meet the needs of modern audiences, innovation in the performance forms and content of Qiong Opera is necessary. In terms of performance forms, modern stage technology can be introduced, such as lighting, sound, and multimedia, to enhance the visual and auditory effects of the performance. In content, Qiong Opera can combine modern themes and values while maintaining its traditional essence. For example, modern-day social issues, Hainan's development achievements, and the spirit of the times can be incorporated into the opera scripts, making Qiong Opera more relevant and appealing to contemporary audiences.

### *5.3. Promoting Brand Marketing and Promotion*

Effective brand marketing and promotion are crucial for the construction of a Qiong Opera-based cultural brand. A comprehensive marketing strategy should be formulated, including using traditional media such as television, radio, and newspapers, as well as new media platforms such as social media, short-video platforms, and online live-streaming. Cultural events such as Qiong Opera festivals, competitions, and exhibitions can be organized to increase the popularity of Qiong Opera. Moreover, cooperation with cultural institutions, tourism agencies, and commercial enterprises can be strengthened to promote the brand through various channels [3].

### *5.4. Talent Cultivation and Team Building*

Talent is the key to the development of Qiong Opera and the construction of its cultural brand. Higher vocational colleges, universities, and professional art schools in Hainan should strengthen the cultivation of Qiong Opera-related talents, including actors, directors, composers, and cultural managers [4]. At the same time, an incentive mechanism should be established to attract and retain talented people in the field of Qiong Opera. A professional and creative team should be built to promote the continuous innovation and development of Qiong Opera and its cultural brand.

## **6. Case Studies of Qiong Opera-based Cultural Brand Construction**

### *6.1. Case 1: Cultural Brand Construction Practices of a Qiong Opera Troupe*

A certain Qiong Opera troupe has made significant strides in constructing a distinctive cultural brand. The troupe began by conducting in-depth research on the historical narratives and cultural connotations of Qiong Opera. Building on these foundations, they developed a series of original productions that incorporate contemporary social themes. One notable example is an opera centered on ecological protection in Hainan, which blends traditional Qiong Opera singing and acting with modern stage effects. To broaden audience engagement, the troupe actively promoted their work through new media platforms, which helped the production gain considerable public attention. In addition, they collaborated with local tourism agencies to launch Qiong Opera-themed cultural tourism products—such as live performance tours and interactive workshops—that enhanced both the visibility of Qiong Opera and the growth of regional cultural tourism.

### *6.2. Case 2: Promotion of the Qiong Opera Brand through a Cultural Festival*

A certain cultural festival has played a vital role in promoting the Qiong Opera brand. Centered on Qiong Opera as its thematic focus, the festival features a range of activities such as live performances, cultural exhibitions, and academic seminars. During the event, Qiong Opera troupes from various regions across Hainan converge to present their distinctive styles and representative works. Moreover, by collaborating with both domestic and international media outlets, the festival has attracted significant attention from tourists and cultural enthusiasts around the world. These efforts have not only amplified the

visibility and cultural appeal of Qiong Opera, but also contributed meaningfully to the construction and dissemination of its cultural brand identity.

## **7. Challenges and Countermeasures in the Construction of a Qiong Opera-based Cultural Brand**

### *7.1. Challenges*

#### **7.1.1. Competition from Modern Entertainment Forms**

In the modern era, Qiong Opera faces fierce competition from various modern entertainment forms, such as movies, television dramas, and online games. These modern forms of entertainment are more in line with the fast-paced lifestyle and entertainment preferences of modern people, attracting a large number of audiences, especially the younger generation. As a result, the audience base of Qiong Opera has been shrinking.

#### **7.1.2. Lack of Adequate Financial Support**

The construction of a Qiong Opera-based cultural brand requires a large amount of capital investment, including funds for research, innovation, marketing, and talent cultivation. However, currently, there is a lack of adequate financial support for Qiong Opera. Government subsidies are often limited, and it is difficult for Qiong Opera troupes and related cultural institutions to obtain sufficient funds from the market due to the relatively small scale of the Qiong Opera market.

#### **7.1.3. Shortage of Professional Talents**

As mentioned before, there is a shortage of professional talents in the field of Qiong Opera. The training system for Qiong Opera talents is not perfect, and the income and development prospects of Qiong Opera practitioners are relatively limited, which leads to a lack of young people willing to engage in Qiong Opera. This shortage of professional talents restricts the innovation and development of Qiong Opera and the construction of its cultural brand.

### *7.2. Countermeasures*

#### **7.2.1. Adapting to Modern Entertainment Trends**

Qiong Opera should actively adapt to modern entertainment trends. It can learn from the successful experience of modern entertainment forms, such as the use of more vivid storytelling methods, faster-paced plots, and interactive elements. By integrating these elements into Qiong Opera, it can attract more modern audiences. For example, some Qiong Opera troupes have started to use live-streaming platforms to broadcast their performances, and interact with the audience in real-time, which has achieved good results.

#### **7.2.2. Diversifying Funding Sources**

To solve the problem of lack of financial support, it is necessary to diversify funding sources. The government can increase its investment in Qiong Opera, especially in areas such as cultural research, talent cultivation, and brand promotion. At the same time, Qiong Opera troupes and related cultural institutions should actively explore market-based financing channels, such as attracting private investment, applying for cultural industry development funds, and carrying out commercial cooperation.

#### **7.2.3. Improving the Talent Cultivation System**

To address the shortage of professional talents, it is necessary to improve the talent cultivation system. Educational institutions should optimize their Qiong Opera-related curricula, combine theoretical teaching with practical training, and provide students with more opportunities to participate in actual performances and cultural projects. In addition, improving the treatment and development prospects of Qiong Opera practitioners, such

as providing better salaries, career development opportunities, and social recognition, can attract more young people to engage in Qiong Opera.

## 8. Conclusion

Qiong Opera, as an important intangible cultural heritage in Hainan, has rich cultural value. Exploring its cultural value and constructing a Hainan cultural brand based on it is of great significance for the inheritance and development of Qiong Opera, the enhancement of Hainan's cultural soft power, and the promotion of the cultural industry. Although there are challenges in the process of brand construction, through strengthening cultural research, innovating performance forms and content, promoting brand marketing, and cultivating talents, we can effectively promote the construction of a Qiong Opera-based cultural brand. In the future, continuous efforts should be made to make Qiong Opera shine in the modern cultural stage and contribute to the cultural prosperity of Hainan.

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