

Strategies to Promote the Development of Tourism through Qiong Cuisine Culture

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Abstract:

Qiong cuisine, also known as Hainan cuisine, is one of the distinctive local cuisines outside the eight major traditional Chinese culinary schools. Over a development period of more than two thousand years, it has formed a unique and diverse culinary culture with distinct characteristics. This paper aims to explore how to leverage the Qiong cuisine culinary culture to promote the development of Hainan's tourism industry, proposing a series of strategic recommendations to achieve deep integration and common development between Qiong cuisine and tourism.

Keywords:

Qiong cuisine
Food culture
Tourism development

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1. Introduction

Hainan, as China's youngest province, attracts numerous domestic and international tourists with its unique natural scenery and abundant tourism resources. In recent years, with the booming development of the tourism industry, culinary culture has become an indispensable part of the tourist experience, playing an increasingly prominent role ^[1]. Qiong cuisine, as a distinctive culinary cultural heritage of Hainan, not only carries the history and culture of Hainan but also serves as a significant driving force for the development of Hainan's tourism industry. This article will delve into the characteristics of Qiong cuisine, its connection to the tourism industry, and strategies for promoting the development of the tourism industry

through Qiong cuisine ^[2].

2. Overview of Qiong vegetable food culture

2.1. Historical origin of Qiong vegetable

The development history of Qiong cuisine can be traced back to the late Yuan and early Ming dynasties ^[3]. At that time, Hainan Island, as an important node on the Maritime Silk Road, attracted merchants and immigrants from all directions. The culinary techniques from coastal provinces of Fujian and Guangdong blended with the dietary cultures of the Li, Miao, and local indigenous peoples, gradually forming a Qiong cuisine system

characterized by its sour, sweet, salty, fresh flavors, and a slight hint of spiciness ^[4]. Additionally, Qiong cuisine has incorporated distinctive dishes from Southeast Asia and other regions, creating a unique Hainanese culinary tradition ^[5].

2.2. Characteristics of Qiong vegetables

Rich in ingredients, Hainan boasts an excellent natural ecological environment and abundant green produce, earning it the reputation of “a myriad of seafoods and a thousand varieties of land products” ^[6]. The cuisine is predominantly based on seafood, complemented by various land-based ingredients such as Wenchang chicken, Jiaji duck, Dongshan mutton, and Le crab, all of which are classic dishes in Hainanese cuisine ^[7].

Focusing on the original flavor and maintaining the original taste of food ingredients is the traditional feature of Qiong dishes. In the cooking process, Qiong dishes pay attention to highlighting the taste of the ingredients themselves, with simple seasonings and a combination of color, aroma and taste ^[8].

There are various flavors of Qiong dishes. There are both light and delicious seafood dishes and delicious land products. At the same time, Qiong dishes are also good at adding fruits to dishes, paying attention to health preservation, forming a unique Hainan flavor ^[9,10].

3. The relationship between Qiong vegetables and tourism

3.1. Qiong vegetable is an important part of Hainan’s tourism culture

Hainan boasts a rich and diverse array of tourism resources, including beautiful beaches, unique tropical charm, and abundant historical and cultural heritage ^[11]. As a distinctive culinary cultural legacy of Hainan, Qiong cuisine is an essential part of the province’s tourism culture. When tourists visit Hainan, tasting Qiong cuisine not only satisfies their taste buds but also deepens their understanding of Hainan’s history and culture ^[12].

3.2. Qiongcai can improve tourists’ travel experience

Travel experiences are a crucial part of tourists’ overall impressions of their destinations. Food, as an essential

component of these experiences, significantly impacts tourists’ travel satisfaction and loyalty ^[13]. Hainan cuisine, with its unique flavors and diverse varieties, offers visitors a fresh taste experience, thereby enhancing their satisfaction and loyalty ^[14].

3.3. Qiongcai can promote the development of tourism-related industries

The development of the Qiong cuisine industry not only boosts the catering sector but also promotes the growth of related industries such as agriculture, food processing, and retail. For instance, most of the ingredients for Qiong cuisine come from Hainan itself, and the development of the Qiong cuisine industry will enhance local agriculture ^[15]. At the same time, it will also drive the growth of related industries like food processing and retail, forming a complete industrial chain ^[16].

4. Strategies to promote the development of tourism by Qiongcai food culture

4.1. Explore the connotation of Qiong cuisine culture

Organizing the historical origins and cultural stories of Qiong cuisine, as a unique culinary cultural heritage of Hainan, Qiong cuisine has a rich history and cultural narrative ^[17]. By organizing the historical origins and cultural stories of Qiong cuisine, we can delve deeper into the essence of its culinary culture, enhancing its cultural value and recognition ^[18]. For example, we can explore the origins, development processes, and related historical figures and events of classic dishes in Qiong cuisine, compiling them into books or producing promotional videos for dissemination ^[19].

Unearthing the regional characteristics and ethnic flavors in Qiong cuisine, Hainan is a province with a diverse population of multiple ethnic groups. The dietary cultures of minorities, such as Li *et al.* have had a significant impact on the formation and development of Qiong cuisine. By exploring these regional features and ethnic flavors, we can showcase the unique charm of Hainan’s culinary culture. For example, traditional delicacies and eating customs of ethnic minorities like the Li *et al.* can be integrated into Qiong cuisine, creating new dishes with distinctive characteristics ^[20].

4.2. Build a brand of Qiong cuisine and food culture

Establishing brand awareness is essential for the development of the Qiong cuisine industry. It requires clarifying brand positioning, image design, and service extension directions. Registering trademarks, geographical indications, and patent applications in the catering industry it strengthens intellectual property protection for specialty dishes, safeguarding the brand image of Qiong cuisine catering enterprises.

Cultivating representative Qiong cuisine brand restaurants, through organizing Qiong cuisine selection events and launching new Qiong dishes, can nurture a batch of representative Qiong cuisine brand restaurants. These brand restaurants will become important carriers and disseminators of Qiong cuisine culinary culture, promoting Qiong cuisine brands to broader markets. For example, Haikou Longhua Riverside Hotel and Hainan Longquan Group have already gained a certain level of recognition both domestically and internationally.

Conducting Qiong cuisine cultural promotion activities, such as hosting Qiong cuisine food festivals, Qiong cuisine cultural exhibitions, and Qiong cuisine cooking skills performances, can enhance the promotion of Qiong cuisine culture. At the same time, utilizing self-media and social media channels to spread and promote Qiong cuisine culture can increase its recognition and influence.

4.3. Innovate Qiong cuisine, food and cultural tourism products

Developing a Qiong cuisine food tourism route, in conjunction with Hainan's tourism resource distribution and the regional characteristics of Qiong cuisine, can create a unique Hainan-themed Qiong cuisine food tourism route. For example, a tour route centered on classic Qiong dishes such as Wenchang chicken, Jiaji duck, Dongshan mutton, and Le crab could be designed. This would allow visitors to savor delicious food while also enjoying Hainan's beautiful natural scenery and distinctive cultural charm.

Introducing Qiong cuisine-themed restaurants and food streets in major tourist cities and scenic areas of Hainan, these establishments will blend Qiong cuisine culture with modern dining concepts to create distinctive

Hainanese culinary brands. For example, "Qiongzhou Family Feast" on Haikou's Qilou Old Street is a restaurant themed around Qiong cuisine that has attracted many visitors to savor its flavors.

Developing Qiong cuisine cultural experience activities, in addition to tasting the delicacies, visitors can also gain a deeper understanding of Qiong cuisine culture by participating in these activities. For example, organizing tours to visit Qiong ingredient planting and breeding bases, as well as the inheritance sites of Qiong cooking techniques, allows visitors to personally experience the production process and the cultural significance behind Qiong dishes.

4.4. Strengthen the training of talents in Qiong cuisine and food culture

Conducting training on Qiong cuisine cooking techniques, through organizing Qiong cuisine cooking classes and inviting Qiong cuisine masters to give lectures, can cultivate a group of professionals who master the skills of Qiong cuisine cooking. These talents will become important inheritors and innovators of Qiong cuisine culinary culture, promoting the continuous development of the Qiong cuisine industry.

Strengthen the research and education of Qiong cuisine culture, encouraging universities and research institutions to enhance their studies and teaching in this field. This will cultivate a group of versatile talents who are proficient in both culinary skills and cultural knowledge. These individuals will be better equipped to explore and preserve the culinary culture of Qiong, promoting its innovation and development.

Establishing a system for the inheritance of Qiong cuisine culture can protect and pass on the essence of Qiong cuisine culinary culture. These inheritors will be responsible for passing down the cooking techniques and cultural knowledge of Qiong cuisine to the next generation, ensuring the continuous development and inheritance of Qiong cuisine culinary culture.

4.5. Promote international exchanges and cooperation in Qiong cuisine culture

Participate in international culinary exchange activities, encouraging Qiong cuisine catering enterprises to join such events to showcase the unique charm and cultural

essence of Qiong cuisine. Through exchanges and cooperation with the international culinary community, we can learn from advanced practices and experiences of other countries and regions, promoting innovation and development in Qiong cuisine culture.

Introducing advanced international catering concepts and technologies can enhance the quality and competitiveness of Qiong cuisine while preserving its traditional characteristics. For instance, introducing advanced international food safety management systems and cooking equipment can ensure the quality and hygiene safety of Qiong dishes.

To promote Qiong cuisine to the international market, we can enhance cooperation and exchange with the international tourism market. For example, we can open Qiong cuisine restaurants overseas or promote activities such as the Qiong Cuisine Food Festival, so that more people can learn about and taste the deliciousness of Qiong cuisine.

5. Case analysis

5.1. Haikou Longhua Riverside Hotel

Haikou Longhua Riverside Hotel is an old-established brand renowned for its Hainanese cuisine. The hotel is famous for its generations-old technique in cooking Wenchang Chicken, a famous dish from Hainan. In recent years, while maintaining its traditional characteristics, the hotel has continuously innovated and developed, introducing a series of new Hainanese dishes and specialty foods. At the same time, the hotel actively participates in the promotion and dissemination of Hainanese cuisine culture, enhancing its recognition and influence through events such as Hainanese Food Festivals and Hainanese Culture Exhibitions.

5.2. Hainan Longquan Group

Hainan Longquan Group is a Qiong cuisine brand with a 30-year history. The group has been deeply involved in the Qiong cuisine sector for many years and enjoys considerable fame both on and off the island. In recent years, the group has continuously expanded its culinary territory, developing several star dishes of Qiong cuisine that have received excellent market feedback. At the same time, the group actively participates in promoting and

spreading Qiong cuisine culture through activities such as Qiong cuisine cooking demonstrations and cultural lectures, enhancing the recognition and influence of Qiong cuisine culture. Additionally, the group places great emphasis on the cultivation and selection of talent in Qiong cuisine culinary culture, providing strong support for the development of the Qiong cuisine industry.

The group's business covers food, entertainment, accommodation, fitness, and related industries, specifically including: the catering industry, which owns brands such as Longquan Seafood Restaurant, Longquan Fishing Village, Longquan People's Hainan Cuisine, and Longquan Family Flavor, offering a variety of dining services including Chinese, Western, fast food, and coffee. The accommodation industry, operating under hotel brands like Longquan Hotel, Longquan Garden Hotel, and Longquan Grand Hotel, providing guest room services. Food processing, Longquan Food Co., Ltd. produces various foods, including New Year's products, mooncakes, sausages, and more. The Wenchang Chicken industry, Longquan Wenchang Chicken Industry Co., Ltd. is the largest Wenchang chicken breeding base in Hainan, producing over 8 million chickens annually, with products sold to mainland China, Hong Kong, Macao, and Southeast Asian countries. Agri-tourism, Wenchang Wending Leisure Ecological Agriculture Co., Ltd. (Longquan Rural Park Leisure Resort) integrates joyful travel, specialty dining, leisure health care, and agritourism, serving as a model project for rural tourism in Hainan. Education and training, Longquan Technical School cultivates professional technical talents for both the group and society.

Corporate Culture and Spirit, Service Philosophy: "Guests First, Service Foremost," dedicated to providing society with "sincere, simple, and warm" services. The corporate spirit is "willing to learn, diligent in thinking, brave in practice, and courageous in innovation," inspiring employees to continuously strive for excellence. Social Responsibility is the group's commitment to shareholders, employees, customers, and society, aiming to become a benchmark among local enterprises in Hainan.

In the early days of entrepreneurship, in 1993, seven entrepreneurs, with a capital of 500,000 yuan, opened an inconspicuous seafood stall on Longkun South Road. After more than two decades of hard work, the

group has evolved from a single catering business into a large enterprise group spanning multiple industries. The “Longquan” brand has become one of the most legendary, credible, approachable, and competitive brands recognized in Hainan’s industry. Rooted in Hainan and looking to the world, the group is committed to growing stronger in global competition. Embracing an innovative spirit, it continuously drives industrial upgrading and business expansion. It continues to shoulder social responsibilities, making greater contributions to Hainan’s economic and social development.

6. Conclusion

Qiong cuisine, as a unique culinary and tourism cultural

heritage of Hainan, plays a crucial role in promoting the development of Hainan’s tourism industry. By delving into the essence of Qiong cuisine, building its brand, innovating cultural tourism products, enhancing the cultivation of talent in Qiong cuisine, and facilitating international exchanges and cooperation, we can promote the deep integration and common development of Qiong cuisine with the tourism sector.

Looking ahead, with the deepening construction of Hainan Free Trade Port and the vigorous development of tourism, Qiong cuisine will embrace even broader prospects for growth. We have every reason to believe that in the near future, Qiong cuisine will become a shining card for Hainan’s tourism industry, attracting more and more visitors to savor and experience it.

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