



## SWOT analysis and countermeasures of talent introduction in Baoting County

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### ABSTRACT

This study explores the policies and implementation of talent attraction and retention in Baoting County, China, through in-depth offline interviews and data analysis. The study first used the SWOT analysis method to identify Baoting County's advantages and opportunities in talent introduction, such as the attractiveness of the natural environment and low competitive pressure. At the same time, the study also revealed some weaknesses and threats in Baoting County, including deficiencies in salary levels and infrastructure. This article also proposes relevant countermeasures to address these issues to improve and strengthen the conditions for attracting talent. Drawing from an analysis of interviews, the study summarizes the main factors that attract and retain talent, including physical environment, salary levels, infrastructure and personalized policies. The data also shows that different talent groups respond differently to policies, necessitating the development of individualized policy measures. In addition, the study explores the relationship between local industry and economic development and talent introduction, emphasizing the need to coordinate these factors to achieve better economic growth. Overall, this study provides policy recommendations based on field interview data for Baoting County to better address the challenges of talent introduction. In an environment of fierce competition and globalization, attracting and retaining talent will continue to be a key task for Baoting County,

**Keywords:** SWOT Analysis, Talent Introduction, Baoting County

### 1. Introduction

Due to our nation's substantial increase in national strength and rapid economic growth, its industries have consistently evolved, leading to heightened competition for human resources. We've witnessed a shift from the belief that "science and technology is the primary productive force" to the recognition that "talent resources stand as the foremost

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resource." Our perspective has transitioned from "honouring knowledge and respecting talents" to embracing a more scientific approach to talent and adopting a "people-centred" approach. The party and the country increasingly prioritize the significance of talent. In 2003, our nation convened its inaugural talent work conference, emphasizing the strategy of fortifying the nation through talent. In 2007, our country elucidated three fundamental strategies for advancing socialism with Chinese characteristics. One of these strategies is fortifying the nation through nurturing talents, as outlined in the report of the 17th National Congress of the Communist Party of China. The significance of talent has become increasingly conspicuous in today's socio-economic landscape, particularly with the rapid advancement of economic globalization and the knowledge economy. Human resources have evolved into a determining factor in a nation's economic development and can be considered a pivotal strategic element affecting a country's rise or decline. Human resources have gradually surfaced as the most influential asset in international competition. In international contests, countries boasting abundant human resources exhibit heightened competitiveness. Consequently, not only countries but also provinces, cities, and regions are actively engaged in a fierce talent competition. This rivalry continues to intensify, underscoring the indispensable role of talent in shaping the contemporary social and economic terrain. Undoubtedly, only regions and countries with an ample supply of human resources can distinguish themselves in international competition and achieve sustainable social and economic prosperity. On April 13, 2018, during the celebration of the 30th anniversary of Hainan province, Xi Jinping declared the CPC Central Committee's decision to support the development of the Hainan Island free trade pilot zone, the establishment of the Hainan free trade pilot zone and free trade port with distinctive Chinese characteristics (referred to as "free trade zone (port) construction" hereinafter). This represents a significant stride taken by China to open up further and deepen reforms. It exemplifies China's unwavering commitment to actively promote globalization and share development benefits with the global community. During a meeting of academicians of the Chinese Academy of Sciences on May 28, 2018, he emphasized, "We are now closer than ever in history to achieving the grand goal of the great rejuvenation of the Chinese nation, and our need for talent is greater than at any point in history." Human resources have emerged as a significant driving force for advancing regional economic and social development and facilitating the transformation of economic structures. To realize this ambitious talent strategy and put the Hainan Free Trade Port construction into practice, the Hainan Provincial Party Committee unveiled the Action Plan for Attracting One Million Talents to Hainan (2018-2025) in 2018, marking a new chapter in talent recruitment efforts. Scholars and relevant departments have actively engaged in research related to talent recruitment. Scholars such as Xu Huayu and Zhang Yuanyuan (2020) have noted that despite Hainan's special economic zone status, its international tourism island designation, and the "free trade area" title, the province still faces challenges such as talent shortages, high labour costs, a reliance on a single industry, which hinder its long-term development—these are the "pain points" that must be addressed during the talent recruitment process for Hainan Free Trade Port. Zheng Ting (2019) proposed that in practical implementation, policies should be tailored to local circumstances and current realities to harness talent effectively and make the most of their contributions. For instance,

scholar Li Xiangyu (2020) suggested adhering to a "one place, one policy" approach to implementing differentiated talent recruitment strategies. Additionally, the work of scholars like Lu Shengjie (2022) who advocated for a two-way talent recruitment and training approach in the construction of the Hainan Free Trade Port has yielded noteworthy accomplishments, serving as a valuable reference and source of inspiration for talent recruitment in various regions. Baoting Li and Miao Autonomous County are located in the central and southern part of Hainan Island, in the global golden resort belt north latitude of 18 degrees, with Lingshui County in the east, Sanya in the south, Ledong County in the west, and Wuzhishan in the north. It is an important part of the "Big Sanya" economic circle. Its GDP ranks 16th among 18 cities and counties in Hainan province, which is underdeveloped compared with other cities and counties. In 2022, the average disposable income per resident in Baoting County reached 24,381 yuan, marking a 4% increase from the previous year. This income was composed of various sources, including a salary income of 12,950 yuan (up by 3.2%), net operating income of 6,871 yuan (up by 6.5%), net property income of 1,659 yuan (up by 3.5%), and net transfer income of 2,901 yuan (up by 2.1%). Breaking down the data further, the average disposable income for urban residents amounted to 36,677 yuan, with a modest increase of 0.9%. This income included a salary income of 25,510 yuan (up by 2.4%), a net operating income of 3,833 yuan (a decrease of 2.3%), a net property income of 1,103 yuan (a decrease of 4%), and a net transfer income of 6,231 yuan (a decrease of 2%). In contrast, rural residents experienced a more significant increase in their average disposable income, which amounted to 16,881 yuan, representing a growth of 7.6%. Their income sources included a salary income of 5,008 yuan (up by 3.9%), net operating income of 9,801 yuan (up by 9.2%), net property income of 181 yuan (up by 11%), and net transfer income of 1,891 yuan (up by 9.2%).

Indicator name	Per capita disposable income of residents (yuan)	Salary income (yuan)	Net operating income (yuan)	Net property income (yuan)	Transfer net income (yuan)
County	24381	12950	6871	1659	2901
Town	36677	25510	3833	1103	6231
Rural area	16881	5008	9801	181	1891

Source:

## 2. Literature review and research related

### 2.1 Definition of talent

The quest for national strength is largely contingent on proficiency and expertise. In the pursuit of competitiveness, an increasing number of countries are enhancing their endeavours in human resource research. Some scholars initiated the study of talent recruitment and development at an early stage, and a multitude of academics have since conducted extensive research in this area, continuously refining and enhancing it. The 1989 edition of "Cihai" underscores the importance of "both political integrity and talent" in

individuals, implying that talents should possess not only technical skills but also moral values. Jiang Yangsheng (1996) in his book "Talent and Economic Development" characterizes talents as "individuals who have demonstrated remarkable accomplishments in real-world endeavours," thereby emphasizing their actual achievements. Meanwhile, the book "Future Talent Science" defines talents as individuals capable of providing societal advantages through knowledge and information-based activities, highlighting the positive impact of their knowledge and actions on society. According to the Outline of the National Medium-and Long-term Talent Development Plan (2010-2020), talent is defined as individuals possessing specialized knowledge or skills, enabling them to engage in creative work and contribute to society. These individuals are highly capable and exhibit exceptional qualities within the realm of human resources. In the context of this document, "talents" encompass junior college students, undergraduate students, and graduate students who have completed full-time educational programs, as well as those who hold intermediate or higher professional and technical titles and professional qualifications. This definition aligns with the criteria outlined in the Action Plan for One Million Talents in Hainan (2018-2025) and the Hainan High-level Talents Classification Standard (2017). It includes master talents, outstanding talents, leading talents, top-notch talents, and other high-level talents recognized by provincial authorities, as well as full-time master's, undergraduate, and junior college graduates who hold intermediate or higher professional and technical titles or professional qualifications as technicians or above.

Liu Lihong (2018) raises a crucial point, distinguishing between high-skilled talents and high-skilled workers. The primary distinction hinges on whether their work is characterized by creativity and whether it contributes to human progress and social development.

## 2.2 Definition of Talent Introduction

Countries have long recognized the pivotal role of talent development in fostering national economic and social advancement. Consequently, industrialized nations have diligently explored and executed strategies to attract and nurture talent. Several notable examples of these strategies include The United States, which prioritizes employment-based immigration, particularly for highly skilled professionals. It frequently adjusts its immigration policies to allocate quotas for this purpose. The United Kingdom implements a talent-friendly movement policy to extend the stay of foreign talent in the country and offset the loss of local talent. Japan, which actively seeks senior and professional foreign talent, fosters favourable conditions through laws like the "Third Basic Plan for Entry-Exit Management," and encourages international students. Australia deploys federal scholarship financing programs to enhance its global competitiveness in research, technology, and high-tech sectors. Singapore, which offers dual citizenship for students studying both at home and abroad, transforming itself into a world-class education hub. South Korea, has also adopted multiple talent introduction strategies to attract a diverse range of skills for innovative and entrepreneurial activities. According to David McClelland (1973), talent introduction strategies are crucial for a country's growth and are a significant component for evaluating national and regional economic progress. For instance, the United States has actively revised its immigration policies, established large

scientific research institutions overseas, and proactively attracted outstanding talents. Furthermore, Lavenex (2007) notes that industrialized nations leverage favourable economic conditions and technological advantages to attract the world's best talents. They actively encourage scientific researchers to relocate to their countries through economic incentives, immigration regulations, education, and training programs. These nations are committed to attracting the world's most valuable talent resources, which in turn enhance their economies and innovation ecosystems. Scott (2003) uncovered a connection between Japan's talent introduction program and its immigration policy. To attract talent, the Japanese government has made multiple changes to its immigration policies and created attractive conditions under its high-level talent introduction strategy. R.S. Sidhu's (2009) research primarily focuses on Asian countries. He emphasizes that Singapore successfully draws foreign students and international talents by providing world-class universities and actively encouraging them to remain in Singapore, contributing to its economic and social development. Singapore's decision has transformed it into a global education hub.

### 2.3 Hierarchy of Needs Theory

Abraham Maslow's renowned "Hierarchy of Needs Theory," proposed in 1943, categorizes human needs into five levels: physiological needs, safety needs, social needs, esteem needs, and self-actualization needs (McLeod, S., 2007). This theory posits that people's needs progress through these levels, with higher-level needs only coming into focus once lower-level needs are met. This theory has significant implications for talent management. While everyone has basic physiological needs, talents often prioritize higher-level needs, such as social needs and self-actualization. If organizations fail to address these higher-level needs, talents may seek opportunities elsewhere. To attract and retain talents, organizations must not only fulfil basic material needs but also pay attention to talents' social and career development requirements to ensure their continued engagement and contribution within the organization. This theory underscores the importance of meeting and motivating employee needs in talent management, enabling organizations to better understand and address talents' multi-level needs to enhance their competitiveness (Mathes, E. W., 1981). Many managers have been influenced by Maslow's hierarchy of needs theory. In terms of talent recruitment policies, it can be understood as follows: In the short term, factors like material rewards, money, positions, and honours can serve as initial incentives and attract people's attention. However, in the long term, to continuously motivate and retain talents, organizations must take proactive measures to ensure that their systems and procedures are designed to address intrinsic needs. This involves considering employees' diverse needs in policy formulation and corporate culture, so that they feel valued and content, thereby remaining motivated and committed (Wahba, M. A., & Bridwell, L. G., 1976). When devising talent recruitment policies, it is vital to take into account talents from different timeframes, conditions, and backgrounds to design flexible incentive programs. This helps better meet the demands of talents, stimulate their motivation for growth, and foster innovation and creativity. Such a tailored approach can effectively attract and retain diverse skill sets, contributing to economic and social development.



## Maslow's hierarchy of needs

Source:

### 2.4 Human capital theory

Human capital theory, popularized by American economist Schultz in the 1960s, has become a cornerstone of economics, emphasizing the paramount importance of human resources as the most critical form of capital. This theory revolutionized the conventional belief that only physical capital investments mattered, firmly establishing human capital as a vital driver of modern economic and social progress. According to Schultz (1960), human capital investment is recognized for its substantial role in personal income and overall economic and social growth. It is considered to outperform physical capital in terms of economic development and is directly related to national GDP. This perspective highlights the significance of human capital in the context of personal and societal advancement. Human capital investment involves the acquisition of specialized knowledge, skills, cultural understanding, and personal development to meet the labour demands of production and commercial operations. Schultz categorized capital into two forms: physical capital, represented by tangible assets, and human capital, embodied in individuals through their learning and growth. Building on Schultz's work, Gary S. Becker (2007) extended human capital theory from an economic perspective. He redefined human capital, emphasizing its three components: acquired knowledge, labour force quantity, and individual quality. Becker also conducted a comprehensive analysis of the return on investment in human capital, exploring the advantages of on-the-job training and its impact on employment and economic factors. His contributions enriched our understanding and application of human capital theory.

In the contemporary context, human capital has become a crucial element of the entire socioeconomic value chain, greatly influenced by advances in information technology and scientific and technical innovation (Theodore Schultz, 1990). As a fundamental resource, human capital plays an increasingly vital role in a country's overall competitiveness. Governments utilize various institutional structures and strategies to

invest in human capital, enhancing national strength. In China's transition from a planned to a market economy, the government actively engages in macroeconomic management to improve human capital investment through legal means. Investments in infrastructure, education, training, and material support enhance the quality and efficiency of human resource management, contributing to social and economic growth. Human capital theory provides a theoretical foundation for examining how talent policy investments influence policy performance and offers valuable insights into the role of human capital in national development and competitiveness.

### **3. Research methodology**

Literature review: First will conduct an extensive literature review to understand the relevant theories and existing research on talent introduction and SWOT analysis. This will help establish the research framework and theoretical foundation. At the same time, this article uses a survey method to conduct interviews with people who have passed the talent introduction policy in Baoting County, Hainan Province in 2022. The interviewees for this survey are no less than ten people.

### **4. Research results**

#### **4.1 Analysis of the strengths of talent introduction in Baoting County**

In terms of economic benefits, wages and benefits in Baoting County are relatively not as generous as those in developed areas. However, this is not the only key factor in attracting talent, especially when considering talent acquisition. Baoting County also has its attractions and advantages. First of all, Baoting County is full of potential and opportunities. Although developed regions are economically mature, they are also accompanied by more intense competition and high living costs. Relatively speaking, Baoting County provides more development space, and talents can more easily achieve breakthroughs and achievements here without having to face the fierce competition and high barriers to entry in developed areas. For example, in 2020, the GDP of Baoting Li and Miao Autonomous County was 5.56 billion yuan; the local general public budget revenue was 401 million yuan; fixed asset investment was 3.37 billion yuan; the total retail sales of consumer goods was 1.7 billion yuan; per capita income for urban and rural residents Disposable income increased by 5% and 8.3% respectively. Second, less developed areas generally have lower life stress. In developed areas, high prices, high housing prices, and highly competitive work environments may cause talents to endure tremendous life pressure. In contrast, Baoting County has a slower pace of life. In Baoting County, time seems to slow down. The leisurely and tranquil environment makes people feel relaxed and in harmony with nature. There are no traffic jams or time pressure here, but you can immerse yourself in the fresh air and lush vegetation. The natural environment attracts those seeking tranquillity, relaxation, and interaction with nature. In addition, agriculture and eco-tourism in Baoting County also promote the vision of slow life. People can participate in agricultural activities, experience rural life first-hand, or spend peaceful time in the rainforest and on the beach. These experiences allow people to reconnect with nature and escape the fatigue of the city. Third, government support and policies can also play a key role. Some less developed regions attract talent by offering additional incentives, such

as tax breaks and other welfare policies. These policies can close the wage gap and make working and living in the region more attractive. In short, although economic benefits may be lower in less developed areas, these areas still have unique advantages and attractions, especially for talents seeking development opportunities, reducing life pressure and lowering consumption costs. These factors together constitute the competitive advantage of underdeveloped regions in talent introduction. Finally, Baoting County has a pleasant climate. Baoting is located in the tropical monsoon climate zone, which is rich in heat and has a long summer without winter. The annual average temperature is 20.7-24.5°C. The winter is as warm as spring and the summer is not hot. It has abundant rainfall, with an annual rainfall of 1,800-2,300 mm, and a negative oxygen ion concentration of more than 8,200 per cubic centimeter. It can be described as "warm but not hot, cool but not cold, refreshing but not dry, and moist but not damp."

#### 4.2 Analysis of the weaknesses of talent introduction in Baoting County

Through interviews, we learned that most people mentioned that Baoting County does face some challenges that limit its ability to attract and retain talents. At the same time, the interviewees also put forward some of their own opinions and possible countermeasures to these challenges: Economic development is weak. Challenge: Baoting County's weak economic base limits its ability to attract and cultivate talent. The economic gap with developed cities limits opportunities for talents to develop in the region. Measures: Encourage local economic development through targeted investment and industrial diversification. Promote entrepreneurship and innovation and create new economic opportunities. Establish partnerships with surrounding areas to promote coordinated economic development. Low salary levels and benefits: Challenges: Low salary levels and limited social security benefits make Baoting County less attractive for talent than developed cities. Action: Explore ways to improve compensation and benefits for talent in the region. Create a competitive local labour market by encouraging businesses to invest in employee development and welfare. Policy promotion and information asymmetry: Challenge: Baoting County's talent introduction policy is not sufficiently publicized and lacks effective dissemination, resulting in information asymmetry. Measures: Carry out comprehensive and targeted marketing campaigns to increase awareness of talent attraction policies. Create a user-friendly online platform and resource for businesses and job seekers to obtain information about available opportunities. Limited transportation, health care, and education resources: Challenges: Inadequate transportation options, limited medical facilities, and a lack of educational options for children may hinder talent from considering Baoting County as a viable option. Measures: Invest in transportation infrastructure to improve connectivity within and with Baoting County. Expand healthcare services and facilities to meet the needs of residents and new talent. Develop educational resources and institutions to provide diverse options for families with children. To sum up, Baoting County can respond to these challenges through economic development, improvement of salary and benefits, effective policy promotion, and investment in transportation, medical care, education, etc., thereby enhancing its competitiveness in attracting talent. By strategically addressing these barriers, Baoting County can become a more attractive destination for individuals seeking opportunity and a higher quality of life.



#### 4.3 Analysis of the opportunities for talent introduction in Baoting County

In response to the question of opportunities in Baoting County, most interviewees mentioned the "Hainan Free Trade Port Construction Master Plan", which includes the following parts: Strategic positioning: Baoting County is in line with the Hainan Free Trade Port, ecological civilization pilot zone, The strategic positioning as an international tourism consumption centre is conducive to unleashing Hainan's potential. Make full use of natural resources and geographical location, focus on developing tourism, modern service industries and high-tech industries to drive economic growth and competitiveness. Free Trade Port Development: Baoting County's goals of establishing a free trade port policy system, improving the business environment, and enhancing industrial competitiveness coincide with the larger mission of the Hainan Free Trade Port. This will help improve economic efficiency, create a good investment environment, and contribute to China's open economy. Hainan Middle Line High-speed Railway: The planned Hainan Middle Line High-speed Railway is an important infrastructure project to improve Hainan's connectivity. After the high-speed rail is opened, transportation will be more convenient, which will not only benefit Baoting County but also the entire central Hainan region. This project is included in the "14th Five-Year Plan", highlighting its importance. National Comprehensive Tourism Demonstration Area: Baoting County was selected as one of the first batch of national comprehensive tourism demonstration areas, highlighting its potential as a tourist destination. The presence of important attractions within the territory heralds the development of tourism, which in turn can stimulate economic growth and create jobs. In summary, Baoting County's strategic positioning is to leverage its unique advantages and broader initiatives to build Hainan into a free trade port and tourist destination. Combining these strategies will drive economic development, create employment opportunities, and contribute to the overall development of Hainan.

#### 4.4 Analysis of the threats of talent introduction in Baoting County

The interviewees believed that small cities like Baoting County face great challenges in attracting and retaining talent, and they also expressed their own opinions. The first is competition from big cities: first- and second-tier cities have higher wages, attractive direct settlement subsidies, and fierce competition for talent recruitment. Even within the same province, a city like Sanya may have a competitive advantage due to its domestic and international influence. In response to this challenge, interviewees proposed a differentiated value proposition: highlighting the unique advantages of living and working in Baoting County, such as lower cost of living, natural beauty, and relaxed lifestyle. Focus on niche talent: Identify specific talent needs that align with county development goals and provide targeted incentives to attract experts in these areas. At the same time, interviewees believe that the policies and support for overseas talents to return home are not enough, and smaller cities often lack the legal framework and support policies to attract overseas talents to return home. When they seek to work in smaller cities, they may face resistance or limited support. They advocate the formulation of local regulations and policies to support the return of overseas talents to create a welcoming and supportive environment for returning talents, including simplifying administrative procedures and access to basic

services. Geographical location and economic development are also among the challenges mentioned more frequently by interviewees. The inherent economic disparity and limited economic development of small cities may hinder the attraction of talent. A lack of resources and opportunities may prevent talent from considering these locations. The solution can be to focus on niche industries, identify specific industries with growth potential in Baoting County, and invest in their development to create job opportunities. Cooperate with larger surrounding cities: explore partnerships and regional cooperation, integrate resources, and promote balanced development. Promote remote work and digital: Harness the potential of remote work and technology to attract talent who can work from anywhere while enjoying the county’s lifestyle. The last step is to prevent brain drain and create a supportive ecosystem: create a supportive ecosystem for local start-ups and entrepreneurs to encourage talent to stay and contribute to the local economy. Respondents believed that investment should be made in education, improving the quality of education and training opportunities, retaining local talent, and attracting talent with families. Develop cultural and entertainment facilities. Enhance cultural and entertainment functions to make Baoting County a more attractive place to live. In summary, addressing these challenges requires a strategic approach that leverages Baoting County’s unique advantages, creates a talent-support environment, and promotes regional cooperation. By doing so, smaller cities can work to reverse brain drain, boost economic growth, and create a more sustainable future for their communities.

#### 4.5 SWOT analysis model

	<b>Strength</b>	<b>Weakness</b>
External conditions Internal factors	The natural landscape and environment are unique and attractive Low competitive pressure, slow pace of life, and pleasant climate	Insufficient infrastructure relatively low salary levels improvement in talent introduction and promotion
<b>Opportunities</b>	<b>SO</b>	<b>WO</b>
Good potential for tourism development Hainan Free Trade Port Policy Hainan Middle Line high-speed railway	Use Baoting County’s unique natural scenery and environment to attract more tourists and investors and promote tourism development. Take the strength of the Hainan Free Trade Port policy to attract more investment and external cooperation and promote economic growth. Promote improvements in infrastructure and services	Improve talent introduction and promotion strategies to better utilize Baoting County’s tourism potential. Raise wages or improve other conditions to attract talent in response to external opportunities, such as free trade port policies or the construction of high-speed railways.

	to meet the needs of external investors and talent, thereby attracting more talent and investment.	
<b>Threats</b>	<b>ST</b>	<b>WT</b>
Welfare benefits are relatively low Wages are relatively high in other cities Other cities have greater publicity efforts	Take the strength of Baoting County's low competitive pressure and pleasant climate to attract talent to combat the threat of brain drain. Take the strength of Baoting County's natural resources and slow pace of life advantages to attract more talents to counter the talent introduction benefits of other cities.	Mitigating the threat of young people migrating away to seek other opportunities through improved infrastructure and services. Increase average salary levels or improve other talent introduction conditions to reduce competitive pressure from other cities.

## 5. Conclusion and discussion

### 5.1 Discussion

How to effectively introduce and retain talents, especially in areas like Baoting County. First, SWOT analysis was used to gain an in-depth understanding of Baoting County's strengths and opportunities in talent introduction. This analysis helps clarify the advantages of Baoting County, such as the attractiveness of its natural environment and relatively low competitive pressure. It also helps identify opportunities and develop long-term strategies for future growth needs. Secondly, the SWOT analysis also helped identify Baoting County's weaknesses and threats in talent introduction, including challenges such as low salary competitiveness and insufficient infrastructure. By understanding these issues, corresponding countermeasures can be formulated to improve and strengthen the conditions for attracting talent. Third, by comprehensively using the results of SWOT analysis and the information from data analysis, personalized countermeasures can be formulated. Different types of talent groups may have different needs and concerns. Data analysis reveals that young people are more concerned about career development opportunities, while those who have already purchased a home may be more concerned about financial incentives. Therefore, individualized policies can be developed based on the needs of different groups. Taken together, these paragraphs propose a systematic approach to help Baoting County address the challenges of attracting and retaining talent. Through SWOT analysis and data analysis, you can gain a more comprehensive understanding of Baoting County's competitive advantages, challenges, and opportunities. This information provides an important basis for formulating policies and strategies, helping to improve the competitiveness of Baoting County in the field of talent



introduction and promoting its economic and social development. By optimizing resource allocation, talent acquisition strategies can be implemented more effectively.

## 5.2 Conclusion

Taken together, SWOT analysis and data analysis provide Baoting County with detailed information to better understand the effectiveness of current policies to attract and retain talents and clarify the advantages and challenges of attracting talents, as well as the local conditions related to talent introduction. Industrial and economic development factors. This information provides an important basis for policy formulation and strategic planning, helping to optimize measures to attract talent, improve attractiveness, and promote economic and social development. In an environment of globalization and fierce competition, attracting and retaining talent is crucial to the competitiveness of regions and enterprises. Through a comprehensive analysis of the key factors in attracting and retaining talent, Baoting County can formulate more targeted policies to improve the success rate of attracting and retaining all types of talent. For example, increasing salary levels and offering additional benefits can increase attractiveness, especially when working with local businesses. In addition, developing personalized policies based on the needs of different talent groups can better meet their expectations and increase attraction. Formulating policies to attract and retain talents based on individual needs, such as providing more development opportunities for young people and providing financial incentives for home buyers, will help to better attract and meet the needs of all types of talents. Making full use of the natural environment and tourism resources, such as protecting and improving the natural environment, developing tourism-related employment opportunities, and utilizing free trade port policies, can help provide more economic opportunities. Baoting County can also improve the quality of life through improved infrastructure and public services, including investments in education, health care, and transportation. These improvements will help improve the chances of attracting and retaining talent, especially those with families. Finally, publicity and promotion are also key factors in attracting talent. By increasing the visibility of Baoting County and expanding the scope of influence of talent introduction policies through channels such as the Internet and social media, more potential talents can be attracted. In summary, through an in-depth analysis of the factors that attract and retain talent and relevant information on local economic and industrial development, Baoting County can take targeted measures to improve competitiveness and attract more talent. This will help drive social and economic development in the region, creating more opportunities and prosperity. In an ever-changing global environment, attracting and retaining talent will continue to be a key challenge and opportunity for Full County and other regions.



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