

Research on Construction of Cultural Tourism Brand of Scenic Spot Under the Integration of Culture and Tourism

Taking Daming Palace National Heritage Park as an Example*

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Abstract—The integration of culture and tourism industries promotes the construction of the cultural tourism brand of scenic spot. After making an analysis on the connotation of cultural tourism brand and determining the brand positioning, and based on the problem existing in brand construction of Daming Palace National Heritage Park, this paper provides a brand design on the basis of auditory element, visual element, psychological perception element and comprehensive perceptual element, and puts forward the approaches for brand marketing and brand management, in order to promote cultural revitalization and maintain the vitality of the brand of the scenic spot.

Keywords—Daming Palace National Heritage Park; integration of cultural and tourism; cultural tourism brand

I. INTRODUCTION

With the improvement of living standards, tourists have increasing demand for cultural connotation. However at present, tourism products generally lack cultural creativity and brand individuality so that tourists cannot be psychologically satisfied, resulting in a mismatch between supply and demand of products in the tourism market. Therefore, the tourism industry urgently needs to strengthen the integration with the cultural industry and create an influential cultural tourism brand.

Daming Palace National Heritage Park is one of the major historical and cultural sites protected at the national level of the first batch, and also a site of the "Silk Road" World Cultural Heritage. Since its official opening in 2010, the number of tourists in the core area has not been ideal. The reason is that the scenic spot has not formed a complete concept of brand construction; tourism products lack participation; and the value of cultural heritage has not been fully utilized. Therefore, researching on how to take advantage of the cultural heritage resources of Daming Palace National Heritage Park and create a distinctive

cultural tourism brand from the perspective of the integration of culture and tourism is of positive significance.

II. OVERVIEW OF CULTURAL TOURISM BRAND AND DAMING PALACE NATIONAL HERITAGE PARK

A. Overview of Cultural Tourism Brand

The research on tourism brands began in the 1990s. Tourism brand refers to a concept formed and integrated with the name, logo, individual image and other elements of tourism products based on the uniqueness of tourism resources or tourist destinations. It is a symbol for tourists to identify tourism products and also an important factor for motivating tourists to buy and maintain loyalty.

Cultural tourism brand is a product of the integration of culture and tourism. It is to increase the influence of cultural tourism brands on the basis of meeting the demands of tourists and realizing the goals of tourism developers, so as to improve the marketing effect and market competitiveness of cultural tourism brands and promote the development of cultural tourism destinations [1].

B. Overview of Daming Palace National Heritage Park

Daming Palace National Heritage Park is a world cultural heritage and a major site protection project of world significance as determined by the International Council on Monuments and Sites. The natural landscape in the scenic area is pleasant; and the human landscape has profound connotations. It is irreplaceable both in the landscape and in historical culture. According to national tourism resource evaluation standards, the tourism resources in the Daming Palace National Heritage Park covers 5 main categories, 14 sub-categories, and a total of 37 basic categories. The scenic spot is dominated by human resources such as the remains of the site, accounting for 78.38% of the total basic categories; and the natural resources are mainly biological landscapes, accounting for 21.62% [2]. In short, Daming Palace National Heritage Park is rich in resources and magnificent. It is the condensation of the culture of Tang Dynasty, and one of the

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largest and most magnificent palace sites in the world. Its scale and cultural status are unmatched by other scenic spots.

III. ANALYSIS ON THE PROBLEMS EXISTING IN THE CONSTRUCTION OF THE CULTURAL TOURISM BRAND OF DAMING PALACE NATIONAL HERITAGE PARK

A. Problems Existing in the Development of Tourism Products in the Scenic Spot

Tourism product development is the foundation of brand construction. Daming Palace National Heritage Park has developed popular science experience projects such as "Little Archaeologists", but the whole brand construction is still based on the site. Most sites of the palace in the Park are only residual pits so that tourists cannot take part in it and get good viewing effect. As a result, few tourists may revisit. At the same time, as a scenic spot of heritage category, it is subject to its cultural attributes and lack of entertainment. Although the scenic spot has developed many cultural activities such as the Kite Festival, the New Year Tang's Day, and the Winter Solstice Festival; but there are few activities related to Tang culture. As a result, the characteristics of the scenic spot cannot be well demonstrated.

B. Problems Existing in the Development of Tourist Souvenirs and the Construction of Associated Facilities in the Scenic Spot

Tourist souvenirs are the condensation of scenic culture and the carrier for effectively propagating the characteristics of scenic spots. Characteristic tourist souvenirs can also enhance tourists' experience while improving the economic benefits of the scenic spot, and can more actively promote propagating the brand of the scenic spot. However, tourist souvenirs of Daming Palace National Heritage Park have fewer categories, and are similar to other scenic spots. The design concept is old and lacks creativity.

In addition, the scenic spot occupies a wide area, but lack associated facilities such as rest, catering, transportation facilities, etc., which seriously affects tourists' experience. At the same time, as a heritage park, tourists are not easy to understand the heavy cultural connotation of the scenic spot; so, a good explanation system is particularly important. Although the scenic spot is equipped with corresponding system, the interpretation is guide-oriented and is boring and single, so that it is difficult to impress the tourists.

C. Problems Existing in the Marketing and Transmission of the Brand of the Scenic Spot

Marketing and communication of the brand of a scenic spot is to transform the brand concept into a specific visual image and pass it to the target group. Efficient brand marketing and communication is a necessary measure to improve the popularity of the scenic spot and increase the attractiveness. Whereas, the overall propagation and promotion of the Park is not in place so that few tourists know about it. The main manifestation is that the means of communication is single, the communication is insufficient, and there are few advertisements on various medium.

Although some festivals were held, the effect of the brand image of the scenic spot was less obvious. And the function of the scenic spot is diverse, so that tourists have a vague understanding of the positioning of the scenic spot, and most of the tourists visit here by chance or accident.

IV. ANALYSIS ON THE APPROACHES FOR CONSTRUCTING A CULTURAL TOURISM BRAND FOR DAMING PALACE NATIONAL HERITAGE PARK UNDER THE INTEGRATION OF CULTURE AND TOURISM

The construction of cultural tourism brand is a dynamic process, and needs to undergo many stages such as brand positioning, brand design and development, brand marketing and brand management.

A. Brand Positioning

The foundation of brand construction is brand positioning. The success of cultural tourism brand construction depends firstly on whether its brand positioning can highlight the core distinctive cultural value of the scenic spot and meet the cultural preferences of tourists. Daming Palace National Heritage Park is a national-level great heritage reserve. The archaeological theme is the most core and competitive characteristics of the scenic spot. It is also the core value different from other Tang cultural scenic spots such as the Big Wild Goose Pagoda. Therefore, Daming Palace National Heritage Park can be created the brand of "Tang Culture Archaeological Heritage Park on the Silk Road".

B. Brand Design and Development

The design of cultural tourism brand of a scenic spot is a process of shaping the brand image, and aims to demonstrate the core value of the brand to the tourists through many elements such as name, sign, slogan and other elements, so as to form an understanding and memory of the brand culture concept. The brand image design system includes four parts: auditory element, visual element, psychological perception element and comprehensive perception element [3] (see "Fig. 1"). The cultural tourism brand design of Daming Palace National Heritage Park should be made in combination with the four elements.

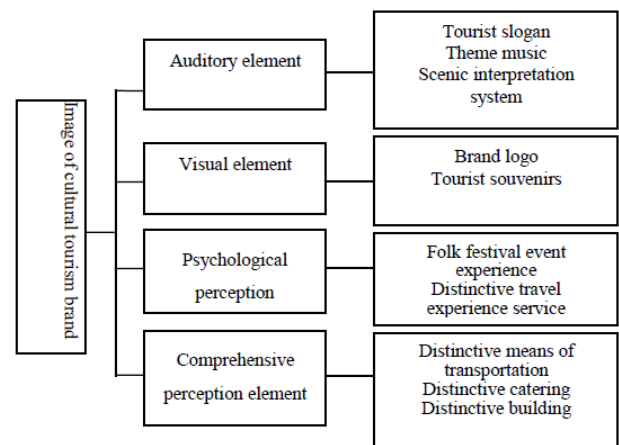


Fig. 1. Cultural tourism brand image design system.

1) Auditory element

a) *Tourist slogan*: Because Daming Palace National Heritage Park is a scenic spot of Tang cultural sites and an important site of the "Silk Road" world cultural heritage, it is possible to treat "touch the vicissitudes of life and feel the Great Tang Dynasty, the Oriental Temple on the Silk Road" as a tourist attraction slogan for the spot.

b) *Theme music*: The themed music can play the role of rendering the atmosphere, conveying the culture, deepening the feelings and memories of tourists. Daming Palace National Heritage Park can use the theme song and background music in the documentary "Da Ming Palace" as the theme music of the scenic spot, and play it in the scenic area in a circulation way, to provide a strong cultural atmosphere.

c) *Scenic interpretation system*: The scenic spot should be equipped with professional explanation personnel to specifically introduce the construction background, architecture and exhibits of the scenic spot to meet the needs of tourists for understanding the cultural culture of the scenic spot. At the same time, it is necessary to build a smart explanation system, and distribute the commentary to tourists free of charge to improve their cultural experience.

2) Visual element

a) *Brand logo*: Logo is the visual expression of the brand of a scenic spot. The current logo of Daming Palace National Heritage Park (see "Fig. 2") shows the outline of the main buildings of the Park in a layered palace shape, condensed the magnificent momentum of the Tang Dynasty; and the Chinese and English names of the scenic spot are shown below the pattern, corresponding to the pattern and very recognizable. The logo is mainly gray and the color blocks are intertwined, indicating that the Daming Palace condenses ancient civilization and modern civilization.



Fig. 2. Logo of Daming Palace National Heritage Park.

b) *Tourist souvenirs*: The tourist souvenirs of Daming Palace National Heritage Park should highlight the theme of Tang culture and form a distinctive contrast with other Tang cultural attractions. Drawing on the successful practices of the Forbidden City, it is suggested to promote cultural and creative products that conform to the culture of the scenic spot. It is also available to set up the official online store of cultural and creative products on Taobao, or set up a cultural

and creative product store at a prominent location in the scenic spot to facilitate the purchase of tourists. At the same time, souvenirs and workshops can be set up in the scenic spot in such a way that tourists can visit the processing process, and make souvenirs under the guidance of the workshop masters to enhance the experience perception.

3) *Psychological perception element*: By holding various folk festivals and special tourism experience activities in the scenic spot, cultural relics can be "lived" to better convey the brand image of the scenic spot.

a) *Folk festival event experience*: The Daming Palace National Heritage Park has regularly held a series of folk festival activities, such as the Kite Festival, the Peony Festival, the New Year Tang's Day, the Winter Solstice Festival, and other cultural events, as well as the Strawberry Music Festival and the Closing Ceremony of the Silk Road International Film Festival and other brand activities to propagate the brand image. Combined with the characteristics of the scenic spot, it is also possible to hold a series of Tang culture themed activities, such as polo performance, Tang costume design, reciting poems of the Tang Dynasty, Solitaire of poems of the Tang Dynasty, etc., to further explore the cultural deposits and enhance the visibility of the scenic spot.

b) *Distinctive travel experience service*: First of all, it is suggested to regularly hold some common performances of the Tang Dynasty court events held in the scenic spot, such as emperor's going to court, officer's pilgrimages, and emperor's tour. Tourists can be organized to perform role-playing, allowing tourists to simulate and experience the etiquette and court life of Tang Dynasty to further experience the Tang culture.

Secondly, based on the brand positioning of archaeological site, it is suggested to take fully advantage of the archaeological exploration center to highlight the archaeological theme of the scenic spot. High-tech means can be used for reproducing the archaeological process to open up some non-confidential archaeological activities to tourists, so that tourists can witness the unearthing of cultural relics, and personally experience the restoration of cultural relics and enhance the awareness of protecting cultural relics. "Little Archaeologists" activities can be held in an in-depth way to educate while entertaining, to give full play to the function of Daming Palace as a research and education base.

In addition, high technology can also be used for providing a special experience service. There is a virtual scenic panorama on the official website of the scenic spot, which can be used for having a panoramic experience; but the color is more bleak and gloomy, and the experience is not that good. The virtual panoramic experience should be further improved to enrich the color and content of the picture. IMAX 3D theater can also be utilized to play the "Legend of Daming Palace" and other Tang culture themed film and television works in a circulated way. At the same time, it is needed to commit to the construction of a smart spot and the development of scenic spot application to facilitate tourists' visit.

4) *Comprehensive perception element*

a) *Distinctive means of transportation*: At present, there have already been battery vehicles, small trains, bicycles and other means of transportation in the scenic spot, but lack of creativity; it is available to add some characteristic means of transport that can express the culture of the scenic spot, such as the yellow cover, imperial carriage and sedan chair used by the ancient kings when going outside, so that tourists can have a experience of being treated like an emperor. At the same time, an antique cruise ship instead of plastic cruise ship is set up on the Taiye Pool; and tea ceremony performances and imitation of Tang song and dance performances are held on the ship to fully demonstrate the culture of the scenic spot.

b) *Distinctive catering*: The Tang Palace banquet is a very well-known ancient court banquet, while the snacks such as the gourd head and the cool noodle of Shaanxi are all originated from Tang Dynasty. Therefore, the Shaanxi food culture and the Tang's food culture can be integrated. It is possible to build a high-grade Tang court imitated restaurant in the scenic spot, and launch a Tang court imitated feast with waiters wearing Tang court imitated costumes, so that tourists can fully appreciate the atmosphere of Tang culture. At the same time, it is available to use the vacant area of the scenic spot to build an antique food street and supply Shaanxi characteristic snacks with moderate price, thus enriching the dietary choices of tourists and fully satisfying the diverse dietary demands.

c) *Distinctive buildings*: The main palaces in the scenic spot, including Yuan Hall, Xuanzheng Hall, Zichen Hall and other palaces, have been ruined. Only simple wooden structures are built up on the original site for tourists to visit. In order to make tourists better feel the magnificence of Daming Palace, miniature landscape buildings are built in the scenic spot, truly restored the entire palace group during the heyday, so that tourists can truly appreciate the style of the former Daming Palace.

C. *Brand Marketing*

The Daming Palace National Relics Park should use various information means to analyze the target groups of the scenic spot, and carry out brand promotion in layered and focused manner. In addition to enhancing the brand communication through by adding folk customs experience, it is also needed to adopt mass medium such as radio, television, newspapers, magazines, etc. to do brand marketing. The documentary "Daming Palace" released in 2009 reproduced the prosperous Tang Dynasty and aroused strong repercussions. Nowadays, many new sites have been excavated in the scenic spot. It is available to consider re-taking the documentary to make the content richer.

At the same time, it also needed to strengthen online marketing as follows: further improve the e-commerce, virtual experience and other functions on the official website of the scenic spot, and create a link to the scenic spot website on the tourist destination website linked with the scenic spot to increase the number of clicks on the website. Through the

members' registration on official website and visitors' feedback, it is available to collect customers' information to facilitate making direct e-marketing, such as: providing preferential services, propagating the recent large-scale events to be held in the scenic spot.

In addition, it is available to take advantage of the Cultural and Natural Heritage Day to carry out propagation activities with a rich series of themes, deepen the public's recognition and understanding of archaeological and cultural heritage protection through holding Campus Talks in colleges and universities, college students' signature oaths, and other themes, while spreading the brand image of the scenic spot.

D. *Brand Management*

According to the theory of life cycle of tourism destinations, all cultural tourism brands may experience the process of transition from prosperity to decline, while brand management can maintain and create the brand image and promote its sustainable development. In cultural tourism brand, culture is the core value of the brand. Therefore, in brand management, it is needed to first strengthen the protection of Tang cultural sites resources and balance the relationship between its protection and utilization. At the same time, the cultural needs of tourists will also change with the development of the society. Therefore, after the brand is put on the market, it is needed to actively collect feedback from the tourism market, and continuously extend and create the connotation and image of the cultural tourism brand to maintain the brand's vitality.

V. CONCLUSION

In general, against the background of the integration of culture and tourism, the active construction of cultural tourism brand of a scenic spots has a non-negligible role for improving the competitiveness of scenic spot. To construct a cultural tourism brand for Daming Palace National Heritage Park, it is necessary to first determine the brand positioning, carry out brand design from auditory element, visual element, psychological perception element and comprehensive perception element, and do brand marketing through mass media, internet marketing and other means. In addition, it is also necessary to unceasingly extend and create the connotation and image of the brand, so that the culture is activated and the brand develops benignly.

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