



Research on Tourist Satisfaction with Lijiang's Ancient City Image Based on the IPA Analysis Method

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Abstract. Based on the IPA analysis method, this paper explores tourists' satisfaction with the image of Lijiang Old Town. It provides a reference for the green development of Lijiang Old Town's image. Methods This study used the questionnaire survey method to investigate tourists from different regions and ages. According to the five dimensions of MI, BI, BI, AI, and EI of the image of the Old Town of Lijiang, tourists have analyzed and compared the satisfaction and importance of 19 demand indicators. The volume and dignity of the index points have presented through the four quadrants of the IPA analysis method. Results: The analysis of 19 needs hands concluded that the disadvantaged areas include A1 ancient town positioning, B3 public services, C2 characteristic elements, D2 regional sound, and F2 architectural style, and summarizes the corresponding strategies to adapt to the image of the ancient city of Lijiang. Conclusion Tourists' satisfaction with the notion of Lijiang Old Town in Lijiang is essential to the green development of Lijiang Old Town. Only by continuously updating the image of Lijiang Old Town according to the needs of tourists and its characteristics can Lijiang Old Town develop sustainably and healthily.

Keywords: IPA analysis method; image of Old Town; passenger satisfaction, visual image design.

1 Introduction

The image of the tourist destination directly guides the direction of the tourist flow and often affects the decision-making behavior of tourists and the tourist behavior.¹ The ancient city of Lijiang faces a slightly commercial solid atmosphere, the depth of the authentic experience activities is not enough, and the business structure and space layout are unreasonable.² According to the survey data, 97.5% of the tourists in the ancient city have the impression of the ancient city of Lijiang as the "city of romantic encounters," and the popularity and attractiveness of the "city of romantic encounters" seem to

exceed the historical and ethnic cultural connotations of the ancient city.³ Tourist satisfaction affects tourists' perception of the destination's image, reflects the happiness of tourists to a certain extent, and significantly impacts the development of tourist destinations.⁴ This paper expounds on the connotation of the visual culture of the "image of Lijiang Old Town," sorts out its origins, and combines minority cultural research with visual culture (the iconic landscape of Lijiang Old Town, postcards of Lijiang Old Town, and Lijiang Old Town film and television).⁵ Hou Lihua, Wang Hui, et al. (2015) took Qingdao as an example to point out the importance of creating personalized tourism products and brands to maintain the lasting attractiveness of coastal tourism cities to tourists.⁶ This study provides a decision-making basis for developing a sustainability strategy for the cultural landscape of traditional villages by importance-performance analysis (IPA) methods.⁷

2 Study Design

The ancient city of Lijiang is one of China's four most well-preserved ancient cities. This ancient city is full of ethnic and exotic styles. The old town of Lijiang, which began at the end of the Song Dynasty and the beginning of the Yuan Dynasty, is home to 25,000 people, of which 73.86% are mainly Naxi people. The Old Town of Lijiang is not only a world cultural heritage but also a national A5 scenic spot. The Silk Road, the ancient tea-horse road, Dongba characters, and old Naxi music are the unique charms of Lijiang's ancient city culture.

However, in recent years, the development of the ancient city of Lijiang has faced this serious homogenization problem. From the perspective of tourists, study the impact of destination brand personality on destination brand attachment.⁸ First, many ancient cities give consumers the feeling that they are "similar" with few differences. Most of the four old towns in China are Langzhong Ancient Town, Lijiang Ancient Town, Pingyao Ancient Town, and Shexian County. Most tourists do not understand the geographical location, and it is difficult to distinguish the scenic spot from other ancient cities. It is also difficult to visually determine Jasper Zhouzhuang and Fututongli in Jiangnan water town. Secondly, in the ancient city of Lijiang, the mountains and rivers have their poetry, but they have often integrated into it, and there are a variety of commercialized visions. The commercialization of product vision is too heavy, and they are all labeled as "produced in Yiwu." Initially, Lijiang Old Town can position to seek "Shangri-La" for half a century, but because of the conflict with Shangri-La's local tourism development positioning. With the development of the ancient city of Lijiang, the public's perception of the image of the old town of Lijiang has also undergone a dynamic process of change. The widely recognized tourism images include "Paradise on Earth," "Xanadu," "Plateau Gusu," "Oriental Venice," "Romantic Petty Capital," "It is raining and fragrant, dreaming Lijiang," and "the world's capital of love," "the capital of romantic encounters" and so on.¹⁰ Later, tourists began to pay attention to the architectural style and exotic customs of Lijiang Old Town. However, the Naxi people left the ancient town, and many operators began building the ancient village. The ancient city of

Lijiang is full of commercialized tourism products, and the bar street with green lanterns has wholly changed the ancient city of Lijiang. Finally, Lijiang Old Town has the most representative Dongba culture, but the visual culture of Lijiang Old Town is not fresh enough.

2.1 Elements of the Image of Lijiang Old Town

The CIS (corporate identity system) of Lijiang Tourism's image mainly includes MI (mind identity), BI (behavior identity), VI (visual identity), AI (Audio identity), and EI (environment identity). MI includes the advertising slogan of Lijiang Old Town, the business philosophy of Lijiang Old Town, and the spiritual value orientation of Lijiang Old Town.

BI consists of the mental outlook of the relevant responsible persons in Lijiang Old Town, the customs and habits of the residents, and the body language and behavioral characteristics of the practitioners in the scenic spot. VI includes the visual impression of the scenic spot's logo, characteristic elements, wayfinding system, packaging style. At the same time, it also involves the voice of the picturesque location in the AI involving the characteristic regional timbre of the voice director, tour guide, and staff of the scenic area, such as Lijiang stories "Dick," "A Moment," "Meet Again" or Lijiang's characteristics. "Dancing Song," "Dongbaji Nikkei," and so on. The supporting environmental facilities of Lijiang Old Town in EI include the unique architectural style, lighting arrangement, and transportation facilities in the scenic area. (See Table 1) This study selected five first-level indicators and the corresponding 19 second-level indicators to conduct a satisfaction survey on the image of Lijiang Old Town.

Table 1. Tourist satisfaction factors of the image of the Old Town of Lijiang. (self- drawn)

Primary indicators	Secondary indicators	Refinement of indicators
MI	A1 ancient town positioning	"Southern Silk Road," "Tea Horse Road"
	A2 business philosophy	A historic Chinese residence with distinctive character and style
	A3 slogan	Ethnic customs, "Aventure Capital."
	A4 Spiritual Value	World Cultural Heritage An eclectic mix of various religions, cultures, and artistic genres
BI	B1 spirit	The Naxi people in the ancient city of Lijiang are united, dynamic, and hospitable.
	B2 Customs	Dongba ceremony, Sushen ceremony, prayer ceremony, divination culture
	B3 Public Service	Torch Festival, Sanduo Festival, Medicine King Festival, Ancestor Worship Festival
VI	C1 Scenic Spot Sign	Auspicious clouds, Lijiang snow mountains, and water combine
	C2 Featured Elements	Lijiang Baisha Murals, Dongba script
	C3 Wayfinding System	Mainly reddish-brown, integrated into Dongba characters
	C4 packaging style	Simple and natural packaging, combined with local cultural characteristics
AI	D1 Scenic Spot Director	Mainly featuring the Naxi dialect
	D2 regional tone	Lijiang ancient music, Dongba music, Baisha fine music
	D3 Featured Sounds	"Dancing Song", "Dongbaji Nikkei"
	D4 Lijiang Story	"Tick-tock," "A Moment," "From Meeting Again"
EI	F1 Environmental Facilities	Bridges are dense, and the environment is beautiful.

F2 architectural style	Surrounded by mountains and rivers, paved with no red breccia.
F3 Architecture Culture	We are beginning at the end of the Song Dynasty,.
F4 transport facilities	Convenient transportation around, horse-riding culture in the ancient city

2.2 Theoretical Analysis

In this study, the questionnaire survey method selects, and questionnaires formulate for the ancient city of Lijiang and tourists of different ages and regions. The design of effective questionnaires can tap the most primitive needs of tourists. The questionnaire survey results can effectively collect data, and the information is relatively comprehensive.

The selected importance-performance analysis (IPA) method (importance-satisfaction analysis method) for data analysis. This method expresses the satisfaction and importance of products or services in the form of intersections in two-dimensional space. The index points have divided into maintenance area (high importance, high satisfaction), advantage area (high importance, low satisfaction), improvement area (low importance, high satisfaction), weak area (low volume, low satisfaction) degrees) (See Table 2) This method clearly and intuitively analyzes the data difference between tourists' satisfaction with the scenic spot and the expected value in the form of a chart, which is beneficial to the optimization and development of the image of the ancient city of Lijiang.

Table 2. Evaluation model of Lijiang Old Town based on an IPA analysis method (self- drawn)

Second quadrant ----Advantage area	First quadrant----Holding area
Third quadrant----Improvement area	Fourth quadrant----Vulnerable area

3 Research on tourist satisfaction of Lijiang Old Town based on an IPA analysis method

3.1 Statistical population analysis of the ancient city of Lijiang

This questionnaire survey has conducted to investigate tourists' satisfaction with the image of Lijiang Old Town. Among them, the analysis and investigation t according to the four regions of "Eastern," "Central," "Western," and "Northwest" in China; 300 questionnaires has distributed, recovered 281 questionnaires, and the questionnaire recovery rate was 93.7%. Two hundred seventy useful questionnaires, excluding missing answers and identical answers. This questionnaire has divided into three parts; the first part is to master the basic information of tourists; the second part is the tourists' satisfaction survey on the elements of different dimensions of Lijiang Old Town.

The survey results show that the proportion of women among tourists is 68.89%, nearly double the 37.78% of men. In the occupation, retirees account for 34.81%, and students account for 25.92%, accounting for 60.73% of the work. The education level

shows that the overall distribution of personnel is relatively even. The general population of college or undergraduate tourism is relatively large, of which 34.81% are college or undergraduate, and 32.6% are graduate students and above. Moreover, the proportion of the personal income of 2000-4000 is higher for tourists with an individual payment of more than 8,000.

Table 3. Demographic characteristics analysis (self- drawn)

dimension	category	number of people	proportion	ranking
gender	Female	168	68.89%	1
	male	102	37.78%	2
Profession	Staff	52	19.26%	3
	skilled worker	35	12.96%	4
	service personnel	17	6.4%	5
	retired people	94	34.81%	1
	soldier	2	0.74%	7
	student	70	25.92%	2
education level	Junior high school and below	35	12.96%	4
	high school or secondary school	53	19.63%	3
	College or Undergraduate	94	34.81%	1
	Graduate and above	88	32.6%	2
Personal income (yuan\month)	Below 2000	26	9.63%	5
	2000-4000	82	30.37%	1
	4000-6000	52	19.26%	3
	6000-8000	45	16.68%	4
	Above 8000	65	24.07%	2

3.2 Analyzing questionnaire results

A comparative analysis of satisfaction and importance carries out on the data obtained from this questionnaire. Joy and significance are adopted using Likert's five-point scale, and the options are assigned a 1-5. One point "very unimportant," 2 points "not important," 3 points "general," 4 points "important," 5 points "critical." Thus, it can obtain satisfaction and elemental analysis of the image of Lijiang Old Town. Table 4 shows that tourists' attention and satisfaction with various elements of Lijiang Old Town are not the same. It can come from the data that the public analyzes the different dimensions of mean and standard deviation for 19 pieces. The average value of the C3 guide system one and A1 ancient town positioning is the highest, tourists are still more critical of the visual impression of the old city, and visual comfort can improve the satisfaction of tourists.

Table 4. Analysis of image satisfaction and importance of Lijiang Old Town (self- drawn)

element number	Satisfaction		Importance	
	mean	standard deviation	mean	standard deviation
A1 Ancient Town Positioning 4	3.82	1.12	3.50	1.04

A2 Business Philosophy 3	3.62	1.07	3.59	1.05
A3 slogan 2	3.68	1.08	3.63	1.02
A4 Spiritual Value	3.61	1.10	3.57	1.09
B1 spirit	3.68	1.05	3.70	1.00
B2 Customs	3.67	1.05	3.61	0.99
B3 Public Service	3.73	1.15	3.56	1.09
C1 Scenic Spot Sign	3.64	1.08	3.59	1.08
C2 Featured Elements	3.69	1.10	3.58	1.09
C3 Wayfinding System 1	3.84	1.07	3.68	0.98
C4 packaging style	3.75	1.03	3.64	1.00
D1 Scenic Spot Director	3.62	1.05	3.58	0.97
D2 regional tone	3.72	1.09	3.60	1.06
D3 Featured Sounds	3.60	1.08	3.69	0.96
D4 Lijiang Story	3.67	1.12	3.64	1.02
F1 Environmental Facilities	3.70	1.07	3.69	0.99
F2 architectural style	3.79	1.01	3.55	1.02
F3 Architecture Culture	3.77	1.00	3.65	0.98
F4 transport facilities	3.65	1.02	3.64	1.02

With the help of IPA analysis, the elements in Figure 1 had put into four quadrants. The specific measurement formula is priority of indicator improvement = (total score - actual satisfaction score) indicator importance.¹¹

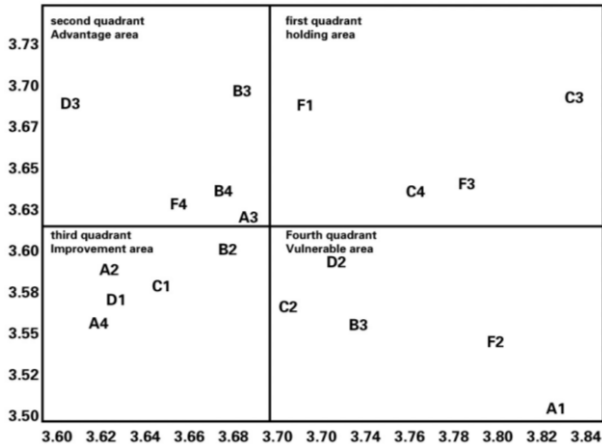


Fig. 1. IPA Analysis Quadrant (self- drawn)

The abscissa is the importance degree, the ordinate is the satisfaction degree, and the average value of the importance degree and the satisfaction degree is the dividing point of the quadrant. Display data intuitively according to data and IPA analysis display. The holding area includes the A3 slogan, B1 spirit, D3 distinct voice, and D4 Lijiang story. The image preservation area of Lijiang Old Town means that it does not require much adjustment. The excellent site includes the C3 wayfinding system, F1 environmental facilities, F3 architectural culture, and C4 packaging style F4 traffic facilities. The improvement area has A2 business philosophy, B2 customs, C1 scenic spot logo, D1 scenic spot director, and A4 spiritual value. The disadvantaged areas include A1 ancient town positioning, B3 public services, C2 characteristic elements, D2 regional sound, and F2 architectural styles. The impoverished area is an essential improvement

for the image of Lijiang Old Town, which directly reduces tourists' overall satisfaction with the idea of Lijiang Old Town.

4 Research on tourist satisfaction of Lijiang Old Town based on an IPA analysis method

4.1 Statistical population analysis of the ancient city of Lijiang

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The survey results show that the proportion of women among tourists is 68.89%, nearly double the 37.78% of men. In the occupation, retirees account for 34.81%, and students account for 25.92%, accounting for 60.73% of the work. The education level shows that the overall distribution of personnel is relatively even. The general population of college or undergraduate tourism is relatively large, of which 34.81% are college or undergraduate, and 32.6% are graduate students and above.

4.2 Refine characteristic elements and integrate brand visual image

The brand visual information of Lijiang Ancient Town is very urgent to distinguish it from other graphic details of ancient cities. For the sustainable and healthy development of the old town of Lijiang, it is necessary to tap the regional culture of Lijiang fully. Examples are the ancient Naxi sacrificial culture, Dongba rituals, Sushen rituals, prayer, and divination cultures, as well as the unique colored festivals of the Naxi people with exotic flavors. The second phase of Lijiang Baisha murals and Dongba characters are worthy of refining their visual elements. Visually apply these cultures with Lijiang regional characteristics to the guide system, product packaging, and poster promotion of the ancient city. Create new and unified peripheral products that conform to the brand image of Lijiang Old Town. For example, Naxi woodcarving and Dongba Paper's cross-media peripheral products create a good image. In railway stations, bus stations, airports, and gates of scenic spots, unified tourism electronic maps, dynamic bulletin boards, iconic sculpture landscapes, and welcome avenues will design to optimize and enhance image windows. Strengthen tourists' perception of the brand image of Lijiang Old Town and quickly capture the attention of tourists.

4.3 Combining Audio and Video to Strengthen Regional Timbre

In addition to satisfying the tourists' visual perception of the scenic spot, it also needs to meet their auditory perception. During the daytime, the radio in the picturesque area must cancel the delicate and impetuous modern music and choose Naxi ancient music and Bai minorities as the main music of the street scene. At the same time, it enhances the simple and natural sounds of running water, waterwheels, street cleaning, horseback riding, and bells. In the noisy bar at night, one can choose relatively simple folk songs to slow the pace of tourists' minds. On the square, the melodious national music of the Naxi nationality was playing, and the Naxi nationality torch dance had performed by the handsome Naxi men and women. Let the music wash the complicated heart of tourists and indeed return to inner peace.

4.4 Maintaining the Architectural Style and Avoiding Xixing Old and New

The Old Town of Lijiang has many famous architectural arts, such as the Mufu at the foot of Lion Mountain. The wooden mansion surrounded by mountains and rivers reflects the roughness and simplicity of the buildings of the Yuan, Ming, and Qing dynasties. The Mufu in the hearts of the Naxi people is the Forbidden City in the hearts of Beijingers. However, after many fires, the ancient city of Lijiang has been renovated many times, and modernist buildings around the ancient town are entirely contrary to the quaint temperament of the ancient city. The streets of the ancient village can use the old streets running through the ancient city from east to west, north, and south. Add folk crafts workshops, ethnic crafts exhibition areas, and traditional "time-honored" shops in the blocks, restoring the original scenery of Naxi folk culture in the ancient city and strictly preventing the excessiveness of Lijiang folk customs. Commercialize.¹²

5 Conclusion

The ancient city of Lijiang has a unique image of regional characteristics and cultural customs in the hearts of tourists, but it is too commercialized and "Yiwu." It is easier to lose the initial impression of the "spiritual palace" in the minds of tourists. To fully understand the image of Lijiang Old Town in the minds of tourists, questionnaires had distributed to tourists from different places and ages. The data was analyzed and sorted through the IPA model according to the corresponding strategy. This research is devoted to optimizing the image positioning of Lijiang Old Town and creating distinctive regional culture. Improve the level of public services and integrate local characteristics. The combination of audio and video enhances the regional timbre. Maintain the architectural style and avoid mixing old and new. However, the research is mainly based on local tourists and does not explicitly research foreign tourists. At the same time, the survey did not involve government and management departments, which will significantly affect the feasibility of the plan strategy. The image of the ancient city of Lijiang lays the foundation for the sustainable development of the idea of the old city in the future and provides reference.

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