

Study on the Image of Shandong Characteristic Cultural Brand

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Abstract: This study comprehensively discusses the characteristics of cultural tourism brand, and deeply analyzes the market value of cultural tourism brand image construction. By explaining the historical development and great success of Shandong cultural tourism brand image, this paper summarizes the characteristics and shortcomings of Shandong cultural tourism brand image, and provides important strategic ideas and Countermeasures for Shandong cultural tourism brand image.

1. Introduction

The world economy has entered the era of brand competition. The essence of modern tourism industry competition is brand competition. Brand creation has become an inevitable choice for the development of modern market economy[1]. As we all know, brand is the symbol of economic power and market state, which reflects the sustainable development and the expansion of competitiveness. Facing the severe external competition and self challenge, Shandong tourism industry is in the critical stage of development. How to realize the scale economy from sex to quality and efficiency, how to improve the transition from a strong tourism province to a large tourism province, and how to transform the traditional tourism industry from a modern tourism industry are the important propositions of tourism development in Shandong Province

2. The Connotation and Characteristics of Cultural Tourism Brand

Cultural tourism brand can refer to the product system and cognitive system, which embodies the personality of tourism products and the recognition of tourists with high-quality famous tourist attractions, enterprises, products and services[2]. It is an important trend for the development of cultural tourism in the world to build a unique image of regional tourism and enhance the competitiveness of cultural tourism. Please integrate cultural resources, cultural connotation and cultural connotation into the tourism process in various forms, guide and reveal the cultural connotation of tourists, so as to unify their overall tourism activities and their essence. To improve the cultural connotation, the production value of tourism industry and the quality of production and management activities are the categories of building cultural tourism brand. There are many types of cultural tourism brands. Among them, regional cultural tourism brand image signs and slogans are the essence and important signs of national and regional tourism brand image[3]. The regional culture of India and India has great market charm, unity and influence.

2.1. Basic Characteristics of Cultural Tourism Brand

The characteristics of cultural tourism brand is to provide higher quality products, and service quality brand support has become the center of market competition. Signature. Tourism brand shows unique cultural charm, which is the combination of social form and spiritual form, as well as the combination of modern social group consumption psychology and cultural value orientation. Culture supports the rich connotation of tourism brand. Without cultural connotation, it is impossible to build a tourism brand or a tourism brand. Cultural tourism brand embodies the vitality of innovation, and scientific cultural brand strategy makes the connotation and extension of the brand continue so as to maintain its vitality[4]. After the establishment of tourism brand, it is not static. Long term development depends on innovation, many famous tourism brands can be retained,

and through continuous innovation and development.

2.2. Cultural Tourism Brand Effect

Granulation effect. After the products of social and cultural tourism brand are recognized, social capital, talent, resources and even policies are brand enterprises and products. People tend to collect and develop strategic resources such as enterprises, finance and materials as the formation of core competitiveness. Magnetic field effect. After the high popularity and word-of-mouth of cultural tourism brand, it will establish high word-of-mouth in the hearts of consumers, become loyal consumers of tourism products, show extreme loyalty to tourism products, spread oral language, and influence others. Please build a cultural tourism brand. The derivative cultural tourism brand constantly accumulates enough resources to create new products and services[5]. The derivative effect of brand makes the tourism industry develop rapidly and continue to occupy the market. Gather the good image of cultural tourism brand, make the local people and enterprises feel proud and honored, form the feeling of regional culture and corporate culture, vigorously strengthen the development and unity, and improve the quality of enterprises. Driving effect cultural tourism brand has continuous radiation effect on industrial development, product sales, business management and market expansion. Tourism brand products, like major brands, can drive the development of enterprises and regional economic growth. Spillover effect cultural tourism brand has unique market influence and value, which can create higher added value and excess profit.

3. The Formation Significance of Cultural Tourism Brand

3.1. Cultural Tourism Brand is the Necessary Link and Choice for the Development of Modern Tourism Industry

Promoting the development of cultural heritage tourism industry has become a universal law at home and abroad, and also an inherent element of cultural tourism economic development. The development of China's tourism industry has experienced the competition of resources and products, and entered the era of "the third generation competition" with brands. The competition of cultural tourism brand is more and more intense. In order to gain competitive advantage, tourism cities must have famous cultural tourism brands that represent their own regional culture[6]. It is an effective way and important method to make the best use of various functional effects of tourism economic and cultural tourism brand strategy, and it is also the basic requirement for the development of tourism industry.



Figure 1 Hospitable tourism signs in Shandong

3.2. Cultural Tourism Brand, Effective Protection and Inheritance of Historical and Cultural Resources

Regional culture is the historical development and soul accumulation of a city, which endows it with vitality. The stability and uniqueness of culture determine the focus and highlight of tourism brand. Through the world tourism development cities, one of the main reasons for the long-term development of tourism in Paris, London, Athens and Beijing is that they all maintain a long history

and cultural tradition[7]. Cultural tourism brand building is bound to need the rational use and protection of historical and cultural resources and cultural landmarks. It is an important historical and cultural heritage and natural heritage, providing a unique cultural space and spiritual home.



Figure 2 Excellent works of great beauty Qinghai tourism logo

3.3. Cultural Tourism Brand Can Improve the Added Value and Competitive Advantage of Tourism Industry

Cultural tourism brand has unique market influence and independent value. Moreover, it can create high added value and bring huge benefits to the tourism industry. Cultural tourism brand includes brand effect and brand value. Brand strength refers to the ability of cultural tourism brand to obtain sustainable and differentiated competitive advantage. Brand value is the management ability to strengthen brand power, protect industrial interests and reduce industrial risks. The cultural brand strategy of tourism industry can make tourism products obtain higher added value and excess profit through its brand effect[8]. At the same time, it provides tourism brand aggregation effect of cultural heritage and financial resources aggregation for the development of tourism industry. Production factors such as business technology and technological innovation have expanded the impact of tourist attractions and tourism products, attracted tourists and consumers, and gained competitive market advantages.

3.4. Cultural Tourism Brand is the Best Way to Promote and Integrate Tourism Resources

The enrichment of cultural tourism resources is often accompanied by the decentralization of tourism products. The structure and layout of tourism industry are too biased, which hinders the process of tourism industrialization. In the distribution process of various resources including cultural tourism resources, the formation process of cultural culture continues. The accumulation and concentration of cultural tourism resources has become a successful example of Chinese cultural tourism brand, and has created a "Colorful Yunnan" national style tourism brand product.

3.5. Cultural Tourism Brand Drives the Development of Tourism Industry Chain

The image brand of tourism name office, with the nature of public products, is broader than the brand of individual enterprises and tourism products, and has a more sustainable brand effect. This is also an intangible asset that can be shared by tourism industry and enterprises to develop tourism industry. Many travel agencies and products share benefits through "freedom".

4. Shandong Cultural Tourism Brand Development and Innovation

4.1. Advantages of SHANDONG BRAND

The brand slogans "cultural holy land, holiday paradise" and "tourism Shandong", the brand image of tourist attractions, laid a solid foundation for the national tourism brand strategy. It is proposed that the spring water of Jining is located in the spring city of the world, Qingdao fans' The romance of Austria's capital, "the world of Thai incense, the world of Thailand", It forms the framework of brand image construction of tourist destination.

The regional characteristics of Shandong cultural tourism brand image are obvious. Shandong tourism brand construction has epoch-making significance in some aspects, with unique regional characteristics and culture, which meets the inherent requirements of brand culture characteristics. Qingdao ocean culture brand, Dongying Binzhou yellow riverside culture brand, Taiji Taishan culture brand, Jichun Tiannan culture brand, Jichun canal culture brand, Zoucheng Confucianism culture brand and other comprehensive tourism culture experience.

Ji Nan, Qingdao and 29 other cities were awarded the "China's most distinctive tourism city" gold card officially named by the national tourism management. The total number has leapt to the first place in the country and become the largest brand of "China excellent tourism city group". Together, the development and promotion of Shandong's tourism industry provides important experience. The market image of Shandong's tourism at home and abroad and the "hospital Shandong tourism image movie" of the state which provides an important career for improving the evaluation were established. Shandong cultural tourism brand construction is not satisfactory. It is necessary to further improve the concept of cultural tourism brand development. In the development of national tourism industry, the awareness of cultural tourism brand building has been continuously enhanced, but the short-term behavior is still changing. The understanding and application of cultural tourism brand are at a shallow level in many regions and departments. Cultural tourism brand building is blind and random. This reflects that there is no cultural tourism brand with high international influence, which can only play a cultural role. Ignoring the law of cultural tourism brand development leads to vicious and disordered competition. The advantage of cultural tourism brand to the economic development of local tourism industry is increasingly obvious[9]. Driven by economic benefits, there are various regions. A "brand lawsuit" has been held, which greatly enhances the overall image of Shandong's cultural tourism brand, and promotes the growth of tourism brands in various places without contribution. The cultural tourism brand of the economic development of the lost regions has been confiscated. Minamata culture itself is a good theme for the development of cultural tourism, but related areas filed a lawsuit in the birthplace of Minamata, which delayed the market development of Minamata tourism brand and damaged the image of Minamata tourism brand.

5. Conclusion

In addition, the cultural image of Shandong has become popular and evaluated, and further strengthen the main demonstration of the game as the main role of cultural tourism brand. Please increase the core competitiveness of Shandong's tourism industry.

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