

Analysis of the Value Promotion of Anyi Ancient Villages Tourism Destination Based on IP Concept

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Abstract: Since 2015, “IP” has been widely appeared in Chinese media, and the concept of tourism IP has been widely mentioned since 2017. In the tourism industry, there is a say "the one who has IP will win the world". Tourism IP is the element and symbol of characteristic tourism, which covers the unique aspects of tourism culture, tourism products, tourist attractions design, tourist destination, tourist experience and so on. Starting from the concept of IP, this paper takes Anyi ancient villages as the research object, through excavating its unique tourism IP, the author analyzes the thought of value promotion of tourism destination, hopes to provide a reference for the tourism development of Anyi ancient villages.

Keywords: Anyi ancient village; IP; Value promotion.

Traditional villages are one of the important parts of Chinese villages, rich in historical and cultural information and landscapes, it is a precious heritage of Chinese culture. Culture has strong spiritual power, as a part of Chinese culture, so does Gan culture, which has been based on the production, living, and activities of the people of Jiangxi for thousands of years, and has gradually become a characteristic regional culture of Jiangxi. Now, it is the most representative cultural card in Jiangxi. With a history of more than 1400 years, Anyi ancient villages are located at the foot of Xishan Meiling, a suburb of Nanchang. It has a long history, profound cultural heritage and hundreds of Gan-style ancient dwellings in the village, which are mainly distributed in Luotian, Shuinan and Jingtai villages. They are tripod-legged and stand as a model of the combination of Gan culture and Gan-Shang culture. In 2018, Anyi Ancient Villages was selected as a national 4A-level scenic spot. As one of the ten most beautiful villages in Jiangxi, how to build its unique tourism IP and enhance its tourism destination value from IP is the main content of this paper.

1. Concept Definition

1.1 IP

The term IP was first proposed by French scholar Capzo, which is the abbreviation of "Intellectual Property". In 2015, the term IP began to appear in China oftenly, such as IP games, IP movies and so on. The so-called IP means intellectual property, which refers to the creative achievements obtained through intelligence, and the legal rights enjoyed by intellectual workers to the achievements. The World Intellectual Property Organization (WIPO) concept of intellectual

property is a creation related to human brain activity, including names, images, and symbols in works, literature, and commerce.

1.2 Tourism IP

Tourism IP refers to the property rights with unique attributes and tourism market development foundation, commercial and cultural value, tourism industry development and utilization potential, and high-value potential designed with tourism destination as the core. In tourism activities, tourism IP can be applied to tourism channels, services, and products. Tourism IP can be regarded as the characteristic elements and symbols of tourism, covering the unique aspects of culture, products, attractions design, destination building, experience and so on.

2. Developing of Tourism IP in Anyi Ancient Villages

With the development of tourism, under the background of "Tourism plus", higher requirements are put forward for tourist attractions. It is necessary to constantly strengthen the integration of its resources, but also to coordinate with the development of the region. The use of IP has strong content, high recognition and unique attributes, which can enhance the effect of tourism multi-factor refining, make tourism culture, tourism products, tourism experience more thematic and characteristic, and make tourism IP vitality. Tourism IP enriches and improves the connotation and value of tourism. Through the refinement and creativity of cultural resources, it can be transformed into IP with the unique charm of tourism destination, to achieve the goal of cultural added value and good economic and social benefits.

The essence of tourism IP is a cultural tourism product with independent property rights. Anyi ancient villages need to dig deeply into the integration of cultural tourism resources to build tourism IP and enhance the value of their tourism destination. Culture is the direct and concrete manifestation of spiritual power. Gan culture is the essence of Jiangxi culture for thousands of years. It is also a well-deserved cultural card of Jiangxi. Anyi ancient villages have a long history, with a history of more than 1,400 years, profound cultural heritage and scattered ancient folk houses of Gan school. Through deep excavation, it can be shaped into a classic of the close integration of Gan culture. But at present, Anyi ancient villages cannot fully represent the Gan culture, although it covers many factors of Gan culture. We need to work hard from culture, when we can think of Gan culture, to draw an equal sign between Gan culture and Anyi ancient villages, let tourists think of Gan culture in the mind of Anyi ancient villages, think of Anyi ancient villages immediately. We can focus on excavating original cultural tourism projects and products with distinctive characteristics to seize the heights of Gan culture research, highlight the unique and irreplaceable cultural resources of Anyi ancient villages. And furthermore, to enrich the connotation of Gan culture in Anyi ancient villages, through which tourists can experience the charm of Gan culture in various forms of relaxed and comfortable tours.

On March 22, 2019, the China Gan Cultural Summit Forum "Experience the Millennium Gan villages and walk into Anyi Ancient Villages" was held in Anyi Ancient Villages, which attracted a group of top domestic cultural and experts, and then unveiled the mysterious veil of "living fossil" of Anyi Ancient Villages, highlighting the cultural value of inheriting and promoting Gan culture. It has become the core element of its tourism IP building. Anyi ancient villages are a typical village inheriting the Gan culture for thousands of years. Today, Gan culture, Gan custom, Gan architecture, and Gan cuisine are reflected in all aspects of Anyi ancient villages. With the help of the China-Jiangxi Cultural Summit Forum, Anyi ancient villages have experienced the changes brought about by tourism and cultural integration. Therefore, Anyi ancient villages should deeply excavate, carry forward and inherit the typical IP of Gan culture, firmly lock in the goal of developing cultural tourism IP, stand out from many ancient villages in Jiangxi, create a "place of experience" of Gan culture, so as to grow into a "spokesman" of Gan culture.

At the Jiangxi Cultural Summit Forum, Professor Liang Hongsheng, Director of the Research Center for Conservation and Development of Ancient Villages in South China and Jiangxi Normal University, said: "It is not their purpose for tourists to visit Anyi Ancient Villages and see houses, shopping, and flowers on a rush, they hope to see ancient villages precipitated over thousand years, which is different from that of the city" and the charm of Gan culture lies in this. The successful holding of the forum activities has pointed out the direction of efforts for Anyi ancient villages to build tourism IP to enhance the value of tourist destinations and attract tourists at the moment.

3. Thoughts on Improving the Value of Anyi Ancient Villages Tourism Destination Based on Gan Culture IP

3.1 Create Anyi Ancient Villages Characteristics to Experience Gan Culture

Under the background of "experience economy", consumption needs are experiencing the change of "cognition-participation-integration-ownership". Tourists prefer products with core attraction and theme, expecting to acquire identity in the process of tourism. On the one hand, the tourism IP represented by Gan culture has the characteristics of strong content and high exclusiveness, which can give Anyi ancient villages tourism products unique individual themes, meet the needs of tourists and cultural sharing and enhance tourists' experience; on the other hand, deep experience can make tourists understanding more cultural connotations, and is conducive to enhancing the value of tourist destinations.

Yuan Jia Village, a traditional village in Shaanxi Province, is a typical case of the combination of culture and tourism, which is called the impression experience place of Guanzhong by tourists. "Experience" has become the most attractive and unique feature of Yuanjiacun. It not only makes culture more influential but also makes tourism more attractive. Moreover, it has become a "spokesperson" for Guanzhong culture. From folk tourism to rural vacation to the

development of village agricultural by-product industry chain, Yuanjiacun has made great efforts to develop the village's superior resources and the Yuanjiacun model of "Guanzhong Folk Culture Tourism + Everything" from the starting point of "All in order to help farmers get rich", which has gained wide recognition and high popularity. Anyi ancient villages can also make tourists feel their profound cultural connotations of Gan through experience, and make experience Gan culture into tourism card of Anyi ancient villages, to enhance their tourism status and value.

Anyi ancient villages can focus on the goal of "promoting the self-confidence of Gan culture and creating the impressive highland of Gan faction", take cultural self-confidence as the cornerstone, combine the elements of Gan Shang culture, Gan faction architecture, Gan faction art, Gan faction food, Gan faction opera, Gan faction folklore, Gan faction tea art, Gan intangible cultural heritage, Gan faction farming culture and so on, and face different types, launch the activities of Gan cultural experience, through which more tourists can understand the local culture of Jiangxi, deepen the impression of Gan culture, and sing the Gan-flavor opera of ancient villages. For example, Anyi Ancient Villages Joint Education Department took the lead in Jiangxi Province in compiling a set of Gan Culture Research Travel Books, covering from primary to senior middle schools. Anyi Ancient Villages can make full use of this Gan Culture Research Travel Book to develop experience routes and projects, develop tourism market in inheritance and promotion of Gan culture, promote the development of middle-aged and old-aged markets, and form influential and tourist purposes in the minds of tourists, so as to achieve a win-win situation of cultural heritage and tourism destination value promotion.

3.2 Strengthen the "momentum" promotion and enhance the visibility of tourist destinations

"Liquor fragrance is also disappeared in a remote lane", so based on building Jiangxi cultural tourism IP, Anyi ancient villages should actively carry out "momentum" propaganda, enhance their visibility, and achieve the purpose of enhancing the value of tourist destinations. Anyi ancient villages should strengthen the marketing of scenic spots, actively participate in tourism promotion activities held by provinces and cities, carry out 2-3 large-scale marketing activities, comprehensively carry out all-media cooperation, open up a diversified platform for publicity and promotion, and establish and consolidate the image of IP spokesperson of Gan culture through multiple channels. In addition, Anyi Ancient Villages can hold a China-Jiangxi Cultural Summit Forum every year to make it settles down in Anyi Ancient Villages and form a normalization, and form a certain scale and influence, attracting professionals and tourists to enter Anyi Ancient Villages to really feel the rich connotation of Gan culture, and enhance its fame through a wide range of influence. To publicize the image of Anyi ancient village as the spokesman of Gan culture.

3.3 Enriching Business Forms and Enhancing the Attraction of Tourism Destinations

It is necessary to speed up the renovation and exhibition of core ancient houses such as Shifudi, Boudoir Tower and Huang's Ancestral Hall, and turn the typical representative scenic spots of Gan culture into tourism products. Luotian

village can be positioned as a real landscape cultural experience place by setting up excellent Jiangxi culture and building IP positioning of domestic Jiangxi cultural experience place, creating intangible cultural heritage street, Gan shopping street, Jiangyou commercial theme homestay, Lijia cultural museum, and positioning Jingtai village as a cultural and artistic Gan cultural experience place, gathering Jiangxi merchant culture, tea culture, Gan school architecture, wine culture, Academy culture, porcelain culture, Gan school art; Shuinan village will be positioned as a romantic leisure Gan school cultural experience, the introduction of Gan school diet, special snacks, tea-picking opera, so that tourists in the ancient village to eat, live, travel and other aspects of an all-round experience of Gan culture.

3.4 Widening the Media Marketing Channel of Anyi Ancient Villages

Make full use of smart marketing means such as App, Weibo and WeChat Public Number to actively promote the marketing of Anyi ancient villages and stimulate tourists motivation. For example, App, Weibo, WeChat Public Number, and other promotional content design, set the top of Gan cultural tourism IP concept, strengthen tourists' awareness. Strengthen interaction with tourists on their respective media platforms, combine the tourism IP positioning of Anyi ancient villages with tourism resources, tourism products, characteristic tourism projects, and personalized tourism services, publicize and launch corresponding project themes in the self-media, and establish the tourism image of Gan cultural spokesperson of Anyi ancient villages. In addition, Anyi ancient village can cooperate with OTA platform, portal website, such as Qunar.com, Tuniu.com, fliggy.com, etc., to carry out the marketing of tourist destination, promote the tourism information of Anyi ancient village, strengthen the brand characteristics of the ancient village culture of Anyi, and enhance the value of the tourist destination.

4. Conclusion

In conclusion, the introduction of IP concept into Anyi ancient villages tourism development planning has played a guiding role in scenic area planning, management and marketing, which is conducive to promoting the development of Anyi ancient village tourism industry, so that it can clarify the direction of tourism development, determine the development orientation, integrate tourism resources, achieve its popularity and competitiveness, and ultimately achieve the goal of enhancing the value of tourist destinations.

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