



Suggestions of Zuoling Ancient City Brand Marketing Based on Consumer Satisfaction Survey

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Abstract. Based on the fact that the consumer demand in China's domestic tourism industry has undergone a major shift after the new crown epidemic, this paper proposes strategic suggestions for brand marketing of China's historical and cultural cities based on the consumer demand survey of Zuoling Ancient City. A questionnaire was developed using the Likert Scale method, questions were designed from the dimensions of tourists' needs, feelings, recommendation values and suggestions, and correlation analyses were conducted after collecting relevant data through random intercept interviews. The overall satisfaction of tourists in Ziling Ancient City is 87.16; among them, tourists are most satisfied with the reception of the scenic spot, with a score of 93.33; the most dissatisfied is the consumption experience, with a score of 74.63; and the NPS value of tourists' recommendation is 50.75%. Suggestion: Aiming at the problems of single product structure and shallow cultural entry of attractions in most of the famous historical and cultural cities in China, it is suggested that Zuoling Ancient City should grasp the characteristics of "Liuzi Culture", which has global influence and uniqueness, to carry out rebranding and design corresponding strategies.

Keywords: famous historical and cultural city; consumer satisfaction survey; brand marketing

1 Background and Significance of the Study

1.1 Background of the Study

In February 1982, the concept of Famous Historical and Cultural Cities was formally put forward to protect important cities and their cultural relics and monuments from damage in ancient political, economic and cultural centers within China, or in places where modern revolutionary movements and major historical events took place. The state issued laws and regulations in the form of legislation, such as the Law of the People's Republic of China on Urban and Rural Planning (October 2002), the Code of the People's Republic of China on Protection Planning for Famous Historical and Cultural Cities (October 2005), the Law of the People's Republic of China on the Protection of Cultural Relics (December 2007), and the Measures for the Declaring and

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Management of National Famous Historical and Cultural Cities (for Trial Implementation) (August 2020), to establish the system for the protection and development of China's domestic famous historical and cultural cities, towns and villages.[1-3] As of December 2023, a total of 142 cities within China have been declared as National Famous Historic and Cultural Cities.

From 2020 to 2022, China's domestic travelers were affected by the new crown epidemic, and the number of travelers showed a precipitous decline compared to 2019, with 2.879 billion, 3.246 billion, and 2.530 billion domestic trips in 2022, 2021, and 2020, respectively, representing a decline of 52%, 46%, and 58%, respectively, compared to 2019. In 2023, the domestic tourism market began to recover rapidly, with 4.89 billion domestic trips for the year, an incremental increase of 93.3% from 2022, recovering to 81.4% in 2019. According to the statistical analysis of Beijing AntBeeWoo Network Technology Co., Ltd, China's travel social platform and online travel service provider, the three provinces with the highest travel fever in China in 2023 will be Guangdong Province, Zhejiang Province and Yunnan Province in order, with seaside scenery, natural landscapes and characteristic rural tours becoming the main destinations, immersive, low-priced mass Immersive, low-priced mass tourism consumption is the first to be active, and competition in the attractions market is fierce.[4-6] Famous historical and cultural cities and cultural districts are facing great market challenges due to the single product structure of cultural tourism consumption and the low degree of effective manifestation of humanistic values.

1.2 Significance of Research

Famous historical and cultural cities are the spirit and soul of a city, and the protection and development of famous historical and cultural cities not only protects the historical and cultural heritage of the city, but also further improves the cultural taste and quality of the city, and increases the attractiveness and competitiveness of the city. 2021 The People's Government of Yongzhou Municipality issued the "Outline of the Fourteenth Five-Year Plan for the National Economic and Social Development of Yongzhou City and the Visionary Targets for the Year 2035" in June. The "Tourism+" strategy with "One Center (Urban Leisure Service Center)" and "Two Nuclei (Zuling Ancient City and Jiuyi Mountain)" as the basic cultural and tourism pattern was clearly proposed. Therefore, how to effectively protect the historical and cultural city on the basis of the implementation of scientific consumer satisfaction surveys is the key to the development of differentiated marketing strategies and enhance the popularity of tourism in Zuling Ancient City.[7-8]

2 The Choice of Famous Historical and Cultural City

The historical and cultural city studied in this paper, Zuling Ancient City, is located in Zuling District, Yongzhou City, Hunan Province, which was recognized as a famous historical and cultural city in Hunan Province in 1988, and a famous historical and cultural city in China in 2016. The construction of Zuling Ancient City began in 124

B.C. Its core attraction, Liu Zi Temple, was built in the third year of the reign of Emperor Renzong of the Northern Song Dynasty (1056 A.D.) to commemorate Liu Zongyuan, a renowned thinker and writer, who was the Secretary of Yongzhou; inside the temple, there are still relatively intact preserved works such as Su Shi's "Lizi Stele," Yan Song's "Seeking the Stream of Foolishness and Visiting the Temple of Liu Zi," Huaisu's "Eight Songs of Autumn Xing," and Cao Laixun's Eight", Cao Laixun 'Yu Xi', Wang Pan 'snake catching song', Wang Rizhao 'Yu Xi Huai Gu' and other monuments and stones, is a national key cultural relics protection units. In recent years, Zuoling Ancient City has invested 7 billion RMB for commercialization, and is a key tourism project in Hunan Province, integrating ecological culture and leisure, folk culture experience, market culture consumption, and theme amusement and interaction, which is widely represented in China and has certain research value.

3 The Research Program Design

3.1 Research Sample

According to the relationship between sample size and conservative marginal error, when the sample capacity reaches 400, the reduction of sampling error is no longer very significant as the sample capacity rises (as shown in the fig. 1 below). Therefore, taking into account the convenience and effectiveness of the survey, the sample of this Zuoling Ancient City tourists research to choose 400.

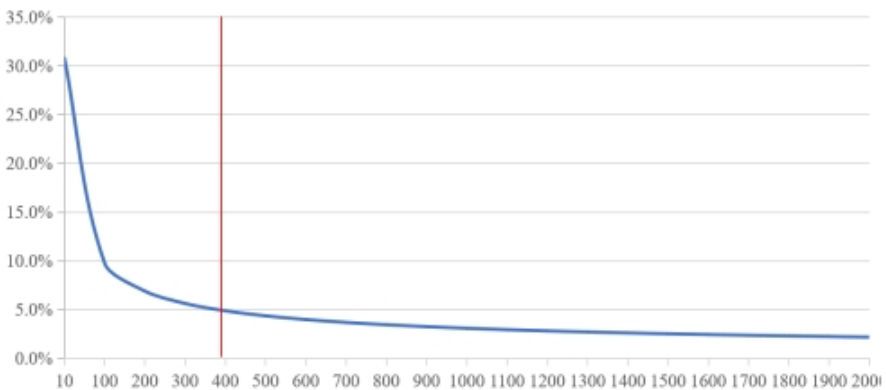


Fig. 1. Sample size versus conservative margin of error

3.2 Research Indicators

Satisfaction indicators are designed from the tourists' needs, feelings, recommendation values and suggestions of cultural attractions, and the first-level indicators include: tourists' basic information, travel itinerary, consumption needs and preferences, satisfaction, and recommendation values.

The research questionnaire questions are integrated with multiple-choice, single-choice, scale and open-ended questions, etc. Descriptive statistics, cross-tabulation analysis and other methods are used to analyze the characteristics of tourists' consumption behaviors and satisfaction, to explore the structure and relationship between the tourists' perceptions of cultural and tourism products and recommendation values, and to summarize the tourists' expectations and needs. The research questionnaire adopts Likert Scale to formulate the questionnaire, and scores and assigns values to the tourists' responses, and the assessment score of each variable is divided into five grades, with the highest score of 5 points and the lowest score of 1 point; and adopts the Net Recommendation Value (NPS), which assigns values to the tourists' responses with 0-10 points, among which 0-6 points are the derogators, i.e., those who are dissatisfied and will not be recommended; 7-8 points are the passive ones who are satisfied in general, but not necessarily recommend; 9-10 are recommenders, who will continue to visit and are willing to recommend to others.

3.3 Research Method

This research is based on intercepting questionnaires, by the interviewer in the pre-selected Zuoling Ancient City crowded places, randomly selecting the target of the visit, after obtaining their consent to visit in the form of questionnaires, inviting and guiding tourists to fill out the questionnaires truthfully to ensure that the questionnaire's validity and representativeness. At the same time, according to the results of the questionnaire, select some of the tourists to conduct in-depth interviews, to understand the specific feelings and opinions of tourists, to improve the quality and depth of the research.[9]

4 The Conclusion of the Research and Brand Marketing Recommendations

4.1 Sample Description

In order to be able to understand the perception and evaluation of tourists at different times of the day, the sample size of the daytime research is 300, and the sample size of the nighttime research is 100. 400 of the effective sample size:

- 1, gender ratio: 52% male, 48% female;
- 2, age distribution: research tourists to 61 years old and above age group, accounting for 29.5%; under 18 years old, 18-30 years old, 31-45 years old, 46-60 years old age range accounted for 14%, 21.5%, 16%, 19% respectively;
- 3, the source of tourists: Zuling District (local) tourists accounted for 64%, non-Zuling nationality of Hunan Province, 21%, outside Hunan Province, 15%.

4.2 Research Conclusions

1, visitor satisfaction: As shown in table 1, this survey reflects the overall satisfaction of tourists 87.16. Among them, the tourists are most satisfied with the scenic reception of Zuling Ancient City, with a score of 93.33; the most dissatisfied with the consumption experience of Zuling Ancient City, with a score of 74.63.

Table 1. Ziling Ancient City Sub-project Satisfaction Research (Unit: People)

sports event	very happy	more satisfied	general	unsatisfactory	unsatisfactory	sample size	Satisfaction Score
Scenic Service	80	132	143	32	13	400	71.70
Amusement Program	65	88	177	43	27	400	66.05
Cultural Experience	54	93	182	31	40	400	64.50
Public service facilities	52	83	201	53	11	400	65.60
lodging	73	74	192	42	19	400	67.00
gastronomy	57	122	182	33	6	400	69.55
shopper	37	67	207	63	26	400	61.30
transportation	58	93	207	37	5	400	68.10

Notes: 1, assigned points: very satisfied (A) is assigned 100 points, satisfied (B) is assigned 80 points, general (C) is assigned 60 points, less satisfied (D) is assigned 40 points, dissatisfied (E) is assigned 20 points; 2, satisfaction = $A/400 \times 100 + B/400 \times 80 + C/400 \times 60 + D/400 \times 40 + E/400 \times 20$. 2, the degree of tourist recommendation: the degree of tourist recommendation NPS value of 50.75%, that is, 50.75% of the tourists will recommend to others. In this survey, there were 16 times of depreciators who chose 0-6 points, 67 times of passives who chose 7-8 points, and 118 times of recommenders who chose 9-10 points. 3、Re-visit situation: 75.53% of the tourists in the survey expressed the will to visit again.

4.3 Brand Marketing Suggestions

1. Project positioning. It is suggested that Zuoling Ancient City should take the Song Dynasty Xiangnan architecture as the invisible skeleton, the Ming and Qing architectural forms as the muscle, and the Xiaoxiang Yongzhou culture as the soul, so as to create a cultural theme park with experience and interaction. The goal of the project is “to build a golden station of the tourism circle of multi-provincial tourism routes” and “City Guest House”.

2. Branding. It is suggested that the brand of Zuiling Ancient City is “the theme park with the core of Liu Zi culture”, through excavating the deep cultural resources of Zuiling, expanding the rich cultural elements of Zuiling, approaching Zuiling, feeling

the profoundness of Zuiling culture, experiencing the richness and diversity of Zuiling culture as the theme, the branding should be grasped closely". Liu Zi culture" has the characteristics of world influence and uniqueness, increase the excavation of Liu Zi culture, take it as the core IP, create cultural stories.

3. Scenic tourism optimization. According to the satisfaction survey analysis, Zuiling Ancient City, the current industry in the tourists' demand for historical and cultural depth of experience, hotels and lodging vacation, activities and performances and other forms of industry on the lack of transportation and related support is difficult to meet the needs of tourists. Suggest that Ziling Ancient City needs to increase the depth of experience in the next step of the industry. In the scenic area of new ecological culture and leisure, folk culture experience, market culture consumption and health care and leisure vacation and other industries, to build ecological and cultural landscapes + residential function of the plate.[10]

4. Promotion strategy. First, enrich the online media operation matrix. Open the official account of WeChat, Weibo, Jitter, Shutter, B station and other platforms, and introduce professional media operation and content creation personnel to promote Zuoling Ancient City around the theme of Liuzi culture and Yongzhou characteristics, and increase brand awareness. Secondly, it is actively integrated into the tourism destination linkage mechanism. [11]Actively articulate with local tourism management departments, encourage local travel agencies to cooperate with travel agencies in the province and neighboring provinces on tourism routes, and set up prizes and incentives for high-quality diversion enterprises. Third, online and offline linkage to enhance the conversion rate of tourists. Plan online and offline linkage of Liuzi brand activities, festivals, special events, etc., to grab orders, group purchases, lucky draws, collection of praise, forwarding and other forms of interaction to attract online users, and guide online users to the site to experience consumption.

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