

Research on the Path of Cultural Tourism Brand Standardization Construction

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ABSTRACT

In recent years, with the in-depth implementation of the rural revitalization strategy, many villages have actively cultivated and created new forms of rural tourism, deeply excavated and made full use of local ecological resources, agricultural resources, cultural resources and other advantages to promote the integrated development of agriculture, culture and tourism, driving farmers' employment and income, and injecting new impetus into rural revitalization. With the vigorous development of cultural tourism, the promotion of branding and brand value has become the demand of industry authorities. This paper expounds the status quo and standardization work of cultural tourism branding in P town, analyzes the problems existing in the standardization work of cultural tourism brand, and puts forward countermeasures and suggestions to promote the development of cultural tourism brand by standardization, providing guidance for the healthy and orderly development of the standardization work of cultural tourism brand in an all-round way.

KEYWORDS

cultural tourism; brand; standardization

1 Connotation of integration of culture and tourism

Due to the earlier degree of modernization and modernization process of foreign agriculture than in China, the development of leisure agriculture and agricultural tourism based on agriculture is also earlier. Therefore, foreign scholars have certain research on the integrated development path between the three, and the research direction is mainly on the relationship between "agricultural tourism, rural tourism, and cultural tourism". However, there is no accurate concept of agricultural tourism integration abroad, and there is also a lack of special research in the corresponding field.

From the existing research results, in terms of agriculture + rural tourism, Karampela Sofia (2021) has proposed that in the development process of agricultural tourism and rural tourism, the agricultural industry will be a key factor in determining the development of related tourism industries. Ionel Marian (2017) believes that rural tourism is an important form of sustainable tourism, which generates important tourism value by using the natural and human resources of rural space [23]. At the same time, agricultural tourism is an important part of rural tourism, which can not only meet the needs of tourists, but also help agricultural operators to increase their own profits. V.

Nicula (2015) studied rural and agrotourism in the Sibiului region, arguing that agrotourism and rural tourism can help create new jobs and opportunities for local and regional economic growth by leveraging specific cultural and natural heritage.

2 Recognize the current situation of the development of agricultural and cultural tourism brands in P town

P town, with a long history, mountains and rivers around the wrong, Fengyi Haojiang, not only has the beautiful atmosphere of Tianmu Mountain, but also has the mighty wind of the southeast coast. The total area of the town is 128.8 square kilometers, and it has 13 organized villages and 8 communities under its jurisdiction. The geographical location is superior, with Liangzhu New Town in the east and Yuncheng in Hangzhou in the south. It has a long history and has three national key cultural relics protection units, including Liangzhu Ancient City, Nanshan Statue, and Dam Ruins.

In 2020, P Town was identified as a 5A scenic town in Zhejiang Province. The whole town continues to deepen the integration of culture and tourism. Consolidate industrial projects, and the construction of surrounding cultural and tourism projects, including Nanshan Park, Yaoshan Park, Cultural Building and other projects, has been implemented. Improve the functions of global tourist distribution, cultural and tourism experience, and tourism consultation. Plan and promote cultural experience routes, Baihe Ancient Road Adventure Line, Beautiful Rural Flower Appreciation Line and other cultural and tourism integration tour routes, and create many cultural and tourism characteristic brands. Build a tourist service center, improve the tourism consultation system, and realize efficient and convenient global tourism services and management; Set up highways and national and provincial highways, tourist attractions, scenic villages and tourist signs, and coordinate the standardization and standardization of the identification system of tourist attractions, hotels, homestays, shopping malls and other places; Build a global cultural and tourism guide system, standardize the setting, and maintain it regularly. Enhance the professionalism of cultural and tourism marketing, the integrity of business recruitment and cultural implantation, and entrust specialized operating agencies to coordinate the marketing of the global cultural and tourism industry and products. Construct cultural tourism measures to benefit the people, and regularly carry out citizen intangible cultural heritage experience tours, red culture tours and other activities to benefit the people.

3 Standardization of the cultural tourism industry

Today, standardization has become an effective technical tool to improve the efficiency of industry and enterprise internal management, optimize resource allocation, and broaden the industry market. In the branding process, enterprises establish explicit and rigid constraints on production, service, and management behaviors through the formulation, implementation, and improvement of standards, making various tasks more streamlined, standardized, and scientific. Through standardized management of cost control, honest management, and personnel training, they can also root an implicit and soft brand culture in the thinking of employees, and promote their own brands through various service activities.

In 2021, The National Standardization Development Outline sets clear requirements for the standardization of culture and tourism, and promotes the rapid development of cultural and tourism standardization. The cultural and tourism departments actively responded to the policy call and formulated a series of national standards and industry standards in the field of culture and tourism, providing strong support for the standardization development of the cultural and tourism industry. As of November 2024, the current national standards in the field of culture and tourism have reached 82, and there are 186 industry standards, covering travel agencies, tourism accommodation, tourism transportation, tourist attractions, tourism catering and other aspects, basically achieving full coverage.

Local cultural and tourism departments have also actively carried out standardization work,

formulating a series of local standards, which has promoted the standardization development of the local cultural and tourism industry. Provincial-level cultural and tourism standardization technical committees have been established across the country to promote the progress of local standardization work. These technical committees have played an important role in standard formulation, publicity and implementation, supervision and evaluation, etc., and have promoted the in-depth development of standardization work in the cultural and tourism industry.

The extensive development of standardization work in the cultural tourism industry reflects that both cultural tourism bureaus and scenic spots at all levels have realized the important role of standardization in enhancing cultural tourism brands, and strive to achieve practical results and value through the formulation and implementation of standards.

4 There are problems in the standardization of cultural tourism brands in P town

4.1 Lack of guiding standards for the construction of scenic spots in District

P Town has been rated as a 5A-level scenic spot town, some scenic spots are more favored by the masses, but there are still problems such as unclear positioning of scenic spots, the depth of cultural significance conveyed needs to be further improved, serious project homogeneity, little regional difference, and insufficient personalized development of scenic spots. From the perspective of guidance, the reason for the above problems is that each scenic spot has no practical planning basis for the development of tourism resources. It is impossible to specifically guide the development and design of scenic spots with different regions and cultural characteristics, let alone scientifically and rationally allocate resources.

From the application level, due to the lack of standardization of project design and development in various scenic spots, the goal is too heavy on improving the grade score of scenic spots through infrastructure construction, ignoring the personalization, characteristics and branding of project design, which cannot form the effective memory and senses of tourists, which is not conducive to the creation of brand perception.

4.2 Standard innovation and execution are not high

The Provincial Department of Culture and Tourism formulates a tourism standard system, formulates policy guidelines and local standards for industry authorities, and provides a guiding basis for each scenic spot to formulate a practical enterprise standard system. It also provides a reference basis for each scenic spot to choose the focus of brand value improvement based on its own reality. But it also more objectively shows the problems existing in the current cultural and tourism industry standards: In terms of standard innovation, with the continuous recovery of the economy after the COVID-19 pandemic, tourism + health care, tourism + research, tourism + poverty alleviation, and tourism + real estate have become the new directions for the development of cultural and tourism brands.

However, the standards in the existing standard system are still stuck in the traditional scenic spot explanations, tour guides, shopping, etc., which cannot meet the new needs under the new situation, let alone support the rapid development of the brand. In terms of standard execution, although there are already. More than 100 national bank landmarks have been released and implemented, but there are still inadequate implementation of service standards, insufficient infrastructure equipment, irregular signs, and inconsistent sales prices of characteristic products in various scenic spots, which have affected the experience of tourists to a certain extent, and have a negative impact on the establishment of brands and the promotion of brand value.

4.3 Criteria for evaluating brand value

In the national standard, there is a fixed mathematical model for the evaluation of brand value, but the weight ratio of each parameter in the model needs to be determined according to the characteristics of each region and industry. Zhejiang Province has attached great importance to the shaping of brands in recent years. The selection of quality awards and standard innovation contribution awards has given enterprises a great impetus to improve the standard level and improve the quality of products and services. In 2023, Zhejiang Province will carry out the recommendation of the tourism service quality level of the picking experience base, and strive to create a regional public brand with characteristic quality. It provides an opportunity and a breakthrough point for the cultural tourism industry to obtain higher brand value through brand evaluation and certification.

However, at the policy level, there is no specific guidance document to carry out the evaluation of brand value, and the brand building has not been effectively promoted at the height of promoting economic development. At the implementation level, the evaluation criteria for the evaluation basis, indicator system, evaluation method and other content of various brands have not been established, and it is impossible to use objective and real data to best display the value of the cultural tourism brand, let alone motivate cultural tourism enterprises to create higher brand value.

4.4 Resource integration is not deep enough

Cultural tourism resources in P Town, such as historical sites, natural landscapes, folk activities, etc., are often scattered throughout the town, and there is a lack of a unified planning and integration mechanism. This results in tourists may feel disorganized when visiting, making it difficult to form a coherent tour experience. At the same time, the dispersion of resources also increases the difficulty of management and maintenance, reducing the efficiency of resource utilization. In P Town, the management of culture and tourism may belong to different departments or agencies, and there may be problems of poor communication and insufficient collaboration between these departments. This results in the process of cultural tourism branding, each department is often in its own way, and it is difficult to form a joint force.

For example, the cultural sector may pay more attention to the protection and inheritance of cultural heritage, while the tourism sector pays more attention to the development and promotion of tourism products. The lack of connection and coordination between the two affects the overall development of cultural tourism brands. In terms of resource integration, P Town may rely too much on traditional means and methods, such as government investment, policy guidance, etc., while ignoring the role of market mechanisms and social forces. This results in limited efficiency and effect of resource integration, making it difficult to form a sustainable development momentum.

5 Countermeasures and Suggestions for Promoting the Development of Cultural Tourism Brands through Standardization

5.1 Establish and improve the standard system for cultural tourism

Formulate and improve tourism service standards, including standards for tourism reception, tour guide services, tourism transportation, tourism accommodation, etc., to ensure the standardization and unification of tourism services. Establish tourism product Quality Standards, standardize the design, development, production and other links of tourism products, and ensure the quality and safety of tourism products. Formulate tourism environmental protection standards, strengthen the protection and rational utilization of tourism resources, and promote the sustainable

development of tourism.

Design the internal functions of the department, break the boundaries of the cultural and tourism industries, establish a leadership and coordination mechanism of party-government coordination and departmental linkage, and promote the reform of the comprehensive tourism management system. Establish a diversified incentive mechanism, and use policy tools such as financial subsidies, tax incentives, and financial support to encourage all kinds of cultural tourism enterprises and market entities to participate in the innovative practice of cultural tourism. Innovate the legal and institutional basis for promoting the flow of cultural and tourism elements, and provide basic support for the digital authorization and development of cultural and cultural relics resources.

5.2 Strengthen standardization publicity and promotion

First of all, it is necessary to clarify the target audience of publicity, including cultural tourism enterprises, practitioners, tourists and the general public. For different audiences, formulate differentiated publicity strategies and content. Make full use of the government, industry associations, media, social platforms and other multi-party resources to form a publicity force. Expand the coverage of publicity through official government channels, industry association platforms, media cooperation, social media promotion and other means. Promote the importance of standardization in the development of cultural tourism through various channels, and raise the awareness and importance of standardization among tourism enterprises and practitioners.

Improve the cultural and tourism publicity mechanism, form a comprehensive linkage between the government, departments, travel agencies, merchants, and the media, and build an all-round publicity matrix for newspapers, television, the Internet, and new media. Carry out standardization training and education activities to enhance the understanding and application ability of tourism practitioners to the standards. Encourage tourism enterprises to actively participate in the standardization work and promote the popularization and application of standardization in the tourism industry. Strengthen the publicity and promotion of standards, improve the awareness of industry practitioners and tourists, and promote the full implementation of standards. Collect feedback from audiences on standardization publicity and promotion through questionnaires, symposiums, etc.

Understand the needs and expectations of the audience in order to adjust the publicity strategy and content in a timely manner. Continuously improve the publicity and promotion work based on feedback. Optimize publicity materials, innovate publicity methods, strengthen training and education, etc., to ensure the effectiveness of standardized publicity and promotion work.

5.3 Strengthen standardized supervision and evaluation

Establish a sound standardization supervision mechanism, conduct regular inspections and evaluations of tourism enterprises and tourism services to ensure the implementation of standards. Rectify and punish enterprises and services that do not meet standards, and safeguard the order of the tourism market and the rights and interests of consumers. Strengthen the evaluation and updating of tourism standards to ensure the adaptability and effectiveness of standards and actual situations. Establish a special standardization supervision agency to be responsible for the formulation, implementation, supervision and evaluation of cultural tourism standards. The agency should have independence and authority to ensure the fairness and effectiveness of supervision.

Strengthen the daily supervision of the cultural tourism market through regular inspections, random spot checks, special project rectification and other means. Timely supervision and

rectification of discovered problems, and punishment according to laws and regulations. Establish a scientific standardized evaluation mechanism to regularly evaluate the implementation effect of cultural tourism standards. The evaluation content should include the applicability, effectiveness, satisfaction and other aspects of the standard.

5.4 Promote the innovative development of cultural tourism brands

Combine local characteristics and cultural resources to create a unique and attractive cultural tourism brand. Innovate tourism products and service forms to meet the diverse needs of tourists and enhance the competitiveness and market influence of brands. Strengthen brand marketing and promotion, improve brand awareness and reputation, and attract more tourists to experience.

5.5 Strengthen the integration of cultural tourism industries

Encourage cultural tourism enterprises to engage in cross-border cooperation with enterprises in other industries to jointly develop new products and services. For example, it can cooperate with cultural industries such as film and television, music, and animation to launch thematic tourism routes and experience projects; it can cooperate with industries such as agriculture and forestry to develop rural tourism and eco-tourism. Through the linkage of the upstream and downstream of the industrial chain, the integrated development of the cultural tourism industry can be promoted.

For example, cooperation between tourist destinations and transportation, accommodation, catering and other industries can be strengthened to improve the convenience and comfort of tourism services; the integration of cultural tourism products with new business formats such as e-commerce and mobile payment can be strengthened to improve the convenience and safety of tourism consumption. The government should introduce a series of support policies to encourage and support the integrated development of the cultural tourism industry. For example, it can provide policy support such as financial subsidies, tax incentives, and financial support; it can establish a cultural tourism industry integration development fund to provide financial support for related projects. Strengthen the construction of laws and regulations for the integration of the cultural tourism industry, and clarify the rights and responsibilities of all parties.

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