

Original Paper

Research on the Visual Image Shaping of Tourism Brand in

Panyu District, Guangzhou

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Abstract

The prominent visual image of regional tourism brands often gives people a strong attraction and profound influence, increases the recognition of regional tourism, and stimulates consumers' consumption desire. For tourism practitioners, the creative application of tourism brands and visual images is conducive to product innovation and promotion. The first part of this paper introduces the research background, purpose and significance of the subject; The second part defines the concept and discusses the basic theory. The third part takes Panyu District as an example, analyzes the development and change of tourism brand image, probes into the factors that affect tourism brand, and studies the visual image building of tourism brand law on this basis. The aim is to provide some reference ideas for regional tourism brand visual image building and brand quality improvement.

Keywords

Tourism brand, Visual image, Brand building, Aesthetics, Visual element

1. Research Background, Purpose and Significance

Since the reform and opening up, China's tourism industry has developed rapidly, and the competition in the tourism industry is fierce, which stimulates the development of tourism to parity and popularization. On the other hand, the improvement of the national economic level, the improvement of education level, and the convenience of transportation have stimulated the transformation of tourists' consumption demand to diversification and individuation, and small group and individual tourism have continued to rise. In recent years, domestic tourism homogenization is serious, regional tourism brand awareness is weak, lack of characteristic tourism. Compared with traditional group tourism, small groups and individual tourists have better requirements for the quality of tourism products, and consumers have stronger brand awareness. As a representative attribute of strongly identified products, brand means that the product image, service quality, service content, consumer demand and so on

provided by the enterprise are more differentiated, personalized characteristics, and more homogenized characteristics. This makes the market recognition of branded products higher, more convenient for tourism practitioners to promote and market related products, but also more conducive to creating added value of products. Panyu District, as a new development area in the Pearl River Delta region, has deep cultural heritage, diversified tourism resources, concentrated scenic spots and a good prospect of tourism development, but it also faces the problem of insufficient characteristic tourism. Panyu District urgently needs the blessing of regional characteristic tourism brand to create the Pearl River Delta tourism economic circle. The purpose of the research is to use the brand effect to improve the tourism visibility and reputation of Panyu District and promote the high-quality development of the tourism economy of Panyu District. The research on this subject is of great significance for exploring the characteristic tourism and developing it in depth and creating the added value of tourism economy in the Pearl River Delta region.

2. Concepts and Basic Theories

2.1 Concept Definition

2.1.1 Brand

A brand is a combination of elements used to distinguish a competitor's product, such as name, terminology, design, symbol, sign, etc., and it is also an element that strengthens the connection between one's own products and services. In a broad sense, brand refers to intangible assets with a certain economic value, often using unique and abstract visual images to express the differences between brands. In the narrow sense, brand refers to a kind of comprehensive good psychological evaluation and cognition of consumers based on the good image of the enterprise and its product quality and after-sales service quality, which represents the trust between consumers and enterprises. Brand image is the derivative concept of brand. The brand visual image is influenced by the brand concept, which is the visual presentation of the brand concept and the extension of the corporate image. Kotler sees branding as a promise of value. Brand localization provides guidance for consumers to purchase products and services. Consumers judge product differences through brands, and their trust in brands is extended to products, which can provide convenience for consumers to understand products. David Arnold pointed out that the brand and the emotional identity of consumers have a close connection, can reflect the consumer's identity and loyalty to the enterprise brand or the same brand related products, both of which happen to be the premise of consumers' desire to buy and repeat the desire to buy. Brand and brand visual image have fragility, stability and multi-dimensional combination. The building of brand visual image needs to uphold the basic principles of individuation, standardization, timeliness and nationalization.

2.1.2 Destination

The destination mentioned by the tourism industry refers to any place that can meet the needs of consumers for eating, living, traveling, traveling, purchasing, entertainment, etc., and provide relevant

tourism services. The World Tourism Organization defines a tourist destination as a physical space with supporting service facilities and core attractions, and where tourists stay for at least one night. This physical space requires clear administrative boundaries and managers.

2.1.3 Destination Brand

Bill Baker and Steve Astro believe that tourism destination brand is a comprehensive evaluation of the destination based on perception made by people after visiting a place, including the evaluation of various indicators such as environment and service and the overall tourism area. The brand effect of a tourist destination is not a commodity brand visible to the naked eye, but a theme mood felt through a variety of experiences, which represents consumers' experience and perception of the tourism brand. The information it contains is reasonable evaluation content given by tourists through experience perception. Due to the differences in tourists' subjective cognition and experience, individual evaluation of tourism destination brands is often unique. Duaninaip believes that tourism destination brands will make tourists have different perceptions because of the differences in destination characteristics. He emphasized the difference of the public and the difference of understanding of the connotation of tourist areas. Therefore, he advocated that the brand positioning of tourism destinations should have personalized characteristics on the basis of rich connotation, reflecting the behavior of tourism destination brands to cater to the public.

2.1.4 Constituent Elements

The elements of the brand are more complex, most of which are not visible to the naked eye. Only 15 of the elements of a tourist destination brand can be visually perceived, while the rest can be identified through experience. Common elements include name, conformity, image design, logo, design pattern, culture, connotation, positioning, advertising language and so on. The theory of brand constituent elements includes the four-level element theory proposed by Aaker and the six-element theory proposed by Kapferer. The former divides brand elements into product attributes (physical characteristics, origin, attributes, functions, values, etc.), organizational attributes (characteristics related to people and communities), human characteristics (brand personality), and visual identity systems (symbols, colors, logos, etc.). The latter divides the elements into self-image, personality, character, culture, relationship, reflection and so on. The elements of the brand of tourism purpose are closely related to each other and are a whole that influences each other.

2.2 Basic Theory

2.2.1 Positioning Theory

The core view of brand positioning theory is to determine the unique attributes of products in order to facilitate the better dissemination of product information. Its purpose is to strengthen the product marketing effect, solidify the position of consumers for the product through the specific attributes of the product, and generate specific associations in time, so as to win consumers' trust in the same brand law. Brand positioning needs to be continuously strengthened through product quality, service quality, after-sales quality, etc., to win the recognition of customers, in order to produce better brand effect and

realize the transformation of added value.

2.2.2 Image Theory

The tourist destination brand image mainly refers to the subjective feelings of consumers, and it has differences in the minds of each consumer. Good brands can often be deeply rooted in the hearts of the people, leaving a deep and good impression in the hearts of customers. This image takes time to build up. Consumers get a good feeling through multiple consumption experiences, and the high recognition of the same brand can be transformed into a kind of trust in the long run, leaving a good brand image in the minds of consumers. Destination brand for consumers, the important lies in emotional experience and recognition. Therefore, the key to visual image building of tourism brand lies in understanding and acquiring consumers' cognition of product law, and striving for consumers' brand recognition by improving the products under the brand and combining a series of products with good emotional experience for consumers.

2.2.3 Brand Choice Theory

Consumers' choice of brands is often based on the premise of good product and service quality. The better the service quality, the higher the consumer recognition. Because the price of the constituent elements of the brand image is complex, and it is affected by the quality of other products under the same brand with a high degree of correlation. The higher the degree of product correlation under the same brand, the clearer consumers' positioning of the product brand, and the greater the impact of product quality on other products under the same brand in the minds of consumers. Consumers' position on product relevance and its brand represents the image of the product, and is also a key factor affecting consumers' choice of products and their brands.

3. Research Process and Conclusion

3.1 Development of Panyu Division

Panyu District is located in the core area of the Pearl River Delta south of Guangzhou, close to the mouth of the Pearl River, convenient transportation, is a typical port city, a veritable gateway to the sea. At the same time, Panyu District has a profound cultural heritage and a historical development period of more than 2,200 years. It is one of the birthplaces of Lingnan culture and Guangdong music culture. Since ancient times, the region has produced a large number of celebrities and retained a rich and colorful history and culture. As early as the 33rd year of Qin Shihuang, Qin Shihuang sent troops to unify Lingnan and built Panyu City, which began to be organized. At the end of the Qin Dynasty, Zhao Tuo proclaimed himself the king of South Vietnam, and Panyu was also one of the nine major cities in China. Since then, it has experienced the Han, Sui, Tang, Song, Yuan, Ming, Qing and Republic of China, and the "Panyu" division has undergone several changes, and most of the areas under its jurisdiction refer to the present old city of Guangzhou, that is, ancient Panyu. In the course of historical changes in the administrative division of "Panyu District", the term "Panyu" has always been retained. The territory of ancient Panyu was vast, including most of the county-level administrative areas of

present-day Dongguan, Shenzhen and Guangzhou, as well as Hong Kong and Macao. In the 22nd year of the Republic of China, Panyu County moved from the old city of Guangzhou to the newly built area, and after several changes, in 2000, the county was set up as a district, under the jurisdiction of Guangzhou. Today, Panyu District has separated from the center of Guangzhou, a metropolis, and belongs to the suburbs. With its rich natural resources, cultural resources and good geographical location, Panyu District has good prospects for development. He is like a young man in full bloom. Since the reform and opening up, Guangzhou has developed rapidly and become an international metropolis. Panyu District, as a metropolitan area, its economy, culture and politics have also undergone great changes under the influence of the metropolis. First of all, the economic circle is expanding outward, and all kinds of infrastructure equipment are well equipped. Secondly, there is a great blend of cultures. In addition, the level of science and technology has improved rapidly; Finally, the jurisdiction has a more long-term planning, and its political status has been continuously improved because of its status as the cultural center, scientific and technological center, and economic center of the Pearl River Delta economic circle.

3.2 Development and Change of Tourism Brand Image

The tourism industry of Panyu District conforms to the tourism planning of Guangdong Province in the early stage. Under the guidance of the Outline of the Plan for the Reform and Development of the Pearl River Delta Region, Guangdong Province has given priority to the development of tourism. Due to its rich historical and cultural heritage, tourism resources, superior geographical location, and good temperature and climate, Panyu District achieved rapid upgrading and transformation during the "Twelfth Five-Year Plan" of tourism in Guangdong Province, and created a brand image of "Lingnan Water Town, Binhai New Area", becoming a representative city of leisure tourism in the Pearl River Delta economic zone. In recent years, with the rapid development of economy, culture and tourism in Panyu District, the tourism infrastructure of Panyu District has become more perfect, the tourism planning has become clearer, and the tourism reception capacity has been greatly improved. Affected by the popular development of domestic tourism, tourism in all regions has presented a prosperous scene. In the Pearl River Delta economic circle, similar to Panyu District of leisure and entertainment city has risen rapidly. Many cities have introduced tourism product brands, which has affected the status of Panyu's original brand image in the hearts of consumers. When more and more leisure cities appeared, the brand image of Panyu District as "Lingnan water town, Binhai New Area" was gradually diluted in the minds of the public. To this end, Panyu District introduced Chimelong and established a series of leisure and entertainment parks to strengthen the seaside image of "leisure city". In a period of time, the brand image of Panyu District as an "urban leisure park" has been deeply rooted in people's hearts. As Panyu District was incorporated into Guangzhou Metropolitan Area, the government positioned its urban development planning as a "smart city" and a "creative city", which caused inconsistency in the tourism industry, urban planning track and political development path of Panyu District. This change will affect the public's image positioning of Panyu and make the public's visual

image of Panyu District brand become a pattern, which is not conducive to the tourism publicity and promotion of Panyu District.

3.3 Factors Affecting Tourism Brands

Through the analysis of the development and change of tourism brand image in Panyu District, it can be seen that the formation of destination brand image and the image in the eyes of tourists are affected by many factors, including tourism resources (natural resources and cultural resources), geographical location, administrative division and development orientation, representative tourism enterprise brand of destination, tourist cognition and so on. The following takes the brand image of "Lingnan Water Town, Binhai New Area" as an example to analyze the main influencing factors.

3.3.1 Resource Impact Theory

Panyu District is a subtropical climate, many plant and animal resources, architectural landscape, painting, drama and so on, with a typical Lingnan cultural temperament. Such as Cantonese opera, Lingnan painting school, Cantonese, Canton embroidery, Canton color, etc., these are the representatives of Lingnan culture. Panyu is one of the cradles of the above culture, with rich, unique and typical Lingnan cultural resources, which has achieved its brand visual image as a Lingnan water town.

3.3.2 Geographical Location Influence Theory

Panyu is located in the southeast of Guangzhou, near the river, around rich water. At the same time, it is also located in the core area of the Pearl River Delta economic circle and the economic circle of Guangzhou City, where the average income of the economic circle is high, the mass consumption level is high, and the leisure tourism demand of the metropolitan people is high. Panyu District's rich and varied tourist landscape types and the large entertainment brands introduced in the later period have achieved its brand visual image as a coastal leisure and entertainment city.

3.3.3 Influence Theory of Administrative Division and Development Orientation

In the course of the historical evolution and change of Panyu, its administrative location and political status are constantly changing, and the city's development planning and urban positioning are also changing. Since entering the modern era, Panyu has undertaken the mission of being a port city in the Pearl River Delta economic circle and Guangzhou metropolitan economic Circle, as well as the mission of carrying forward and spreading traditional Lingnan culture. Its development direction and urban positioning have always centered on the coastal city and Lingnan culture. As a suburb of Guangzhou metropolitan area, the government strongly supports its development of science and technology, and the city is positioned as a "smart city" and "creative city", aiming to create a creative livable new district. Therefore, the tourism brand image of Panyu District as a destination is naturally difficult to break away from "Lingnan water town," "wisdom city" and "creative city".

3.3.4 Influence Theory of Destination and Source of Tourists

3.3.4.1 Destination Influence Theory

Panyu District as a collection of history and culture, coastal scenery, leisure and entertainment as one of

the multi-landscape resources of the city, in the public eyes of the business image varies from person to person. In recent years, with the improvement of large-scale leisure and entertainment infrastructure and supporting facilities in Panyu District, as well as the occupancy of brand tourism enterprises, the regional tourism brand image has been gradually assimilated under the influence of representative tourism enterprise brands. For example, the settlement of Chimelong brand, the accumulation of good reputation in the brand and its settled products leisure park, makes the visual image of Panyu "leisure park" particularly prominent in the minds of consumers.

3.3.4.2 Impact Theory of Tourist Origin

China's vast territory and abundant resources have made the difference of tourist source cultural background. As a representative of Lingnan culture, the culture of Panyu District has different entry points and cognitive angles for culture and tourism brands between tourists in the region and tourists outside the region. Therefore, the image perception of Panyu tourism brand is often different due to the traditional cultural background and living environment of the tourist area.

(a) Group gender

The difference in thinking and perception between men and women makes different gender groups have different cognition of the same area resources or the same scenic spot, and the resulting visual image of the tourist destination will also show different degrees of differences.

(b) Group age

Different age groups of French tourists experience different backgrounds of The Times, different personal experiences, different views on things, and the corresponding brand cognition is also different. For example, the elderly group gives priority to the cultural background of the destination, and the young group gives priority to the leisure and entertainment background.

(c) Group occupation

Group occupation affects people's lifestyle, travel tools, aesthetic ability, way of thinking and brand awareness. For example, teachers, documentary photographers, documentary writers and other groups give priority to the perception of the brand image of "Lingnan Water Town" in Panyu district, while white-collar workers who live a fast-paced life give priority to the perception of the brand image of "leisure paradise".

(d) Visiting Time

The four seasons of Panyu region give people a local feeling is often different. Summer is the carnival of the seaside city, the brand visual image of the "seaside leisure" city is preferred by the public tourists. The tourism products launched in spring and autumn give tourists a feeling closer to the "Lingnan Water Town", the cultural landscape is stronger, and tourists are preferred to perceive the brand visual image of "Lingnan Water Town". In addition, during some technology exhibition periods, the brand visual image of Panyu District as a "smart city" and "creative livable city" is more prominent.

4. Conclusions

To sum up, the visual image of tourism brand in Panyu District should take full account of various influencing factors, make use of existing resource advantages, realize the difference with the tourism brand of "Lingnan Cultural city", "coastal city" and "leisure city" in the same region, and build a unique tourist destination brand visual image in the Pearl River Delta economic circle and metropolitan economic circle. At the same time, we should also make use of the positioning of "wisdom + technology" in the future urban planning of Panyu District, highlight the creation of creative and livable, focus on the brand publicity and marketing of "creative" and "livable", and enhance the visual image of Panyu as a tourist destination in the development of new areas. The specific implementation measures refer to the following: (1) The combination of scenic spots to create personalized brands and images; (2) Product segmentation to create targeted brand and image; (3) Use regional theme culture to build brand and image; (4) In-depth cultural mining + in-depth product development to create experiential brand and image; (5) Create an image representation system; (6) Strengthen brand publicity and promotion. For example, with Lingnan Water Town culture as the carrier and creative experience as the method, we will organize some festival activities that are conducive to carrying forward the local culture of Lingnan Water Town and Panyu, promote experiential tourism, and build an integrated vision, listening and entertainment on the basis of viewing beautiful scenery, tasting food, wearing ethnic costumes and personalized handicrafts. And suitable for the four seasons of life tourism brand visual image and a series of creative livable related scenic spots.

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