

Original Paper

The Practice and Innovation of Energizing the Competitiveness of Brand of County by the IP of Culture and Tourism at Zigui

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Abstract

The integration of culture and tourism makes the interaction between culture and tourism deeper and closer. After years of vigorous development, the tourism of county is no longer like before building infrastructure in the entire scenic area, and the economy of county no longer relies on hardware construction and a large investment. And now a new focus is needed to promote the economy and brand competitiveness of the county. Combining the IP (intellectual property) construction method in the Internet era with regional brands with local cultural characteristics, an innovative form of IP for county cultural and tourism brands at present is created, the Zigui County of Yichang City is the practical example of the innovative form. Combine with the unique culture of Qu Yuan, the Dragon Boat Festival, and navel orange specialty of Zigui, the IPs of brand of the county that are called “one da three xiao”, which are Qudafu, Chengxiaozi, Zongxiaogui, and Zhouxiaolong, were created. The IPs are deeply loved by tourists, and quickly stand out in the competition of tourism spread in the surrounding counties and cities. By energizing the competitiveness of brand of the county through IP, the new appearance of county brand of the Zigui, which effectively attracts traffic and drives the economic promotion of Zigui County, is displayed with affinity, sustainability and influence.

Keywords

Culture and tourism of brand of county, Integration of culture and tourism, Zigui, IP

1. Introduction

With the development of the Internet, the high degree of cultural and tourism integration has also put forward new requirements for the rebranding of county tourism. The construction and dissemination of China's county tourism brands has become a topic of high concern for tourism departments, tourist attractions and social recognition at all levels across the country. Each region's tourism development

will gradually form explicit or implicit cultural and tourism brands. Successful, distinctive, cultural and tourism brands can effectively present the tourism image of the county and have a strong appeal to tourists, and can also be clearly and distinctly remembered and identified by tourists. The strength of the cultural competitiveness of the county's cultural tourism brand is a new driver for the further development of regional tourism. By digging deep into regional cultural IP resources, we understand the differences between regions. With the help of the original cultural foundation, through a new interpretation to attract the clientele, to bring tourists or consumers a new cultural theme experience, shaping the regional IP image with local characteristics of culture becomes a new way to build the regional brand.

2. Research on IP Construction of County Cultural Tourism Brand

2.1 Different Stages and Ways of County Cultural Tourism Brand Construction

According to previous studies and drawing on some ideas from marketing, a county tourism brand can be defined as an image that can represent the tourism brand and services of the county established by the county-level administrative region relying on the advantages of local cultural and tourism resources. A good county cultural and tourism brand is a highly unified body of regional tourism destinations, regional tourism enterprises regional tourism products. It reflects the county's cultural competitiveness through a series of combinations of our tourism slogans, tourism products and tourism logos.

The China City Competitiveness Report states that regional competition in the twenty-first century will be based on culture to win or lose. In other words, while building the county brand in the context of cultural tourism integration, culture is bound to play an irreplaceable role. Empowering the county's cultural tourism brand through cultural IP is the process of putting culture on full display, which is the key to building the county's cultural power and enhancing the city's county brand, as well as the key to its core.

Tourism and culture have been inseparable since the beginning, and Wei Xiao'an once said that having culture without travel is a soul without body, and having travel without culture is a soul without body. Especially since the coming together of "poetry" and "faraway places" in 2018, tourism and culture have continued to mingle, and the importance of digging deeper into the cultural connotations in tourism IP planning is undeniable.

Stage 1: The county brand awareness stage presented in the form of LOGO and VI. The key element in the initial construction of a large number of county cultural and tourism branding relationships is to convince visitors that similar scenic products in the region are not identical to other regions, but are significantly different. The initial differentiation of the county's cultural and tourism brand is mostly achieved through the design of different logos and tourism slogans.

Stage 2: County brand trust stage with tourism image spokesperson promotion. In order to increase trust in the county's tourism products and image, many regions have adopted the marketing approach of celebrity endorsement, using stars to create publicity for regional tourism. Tourism image spokespeople

are a use of the image economy and are one of the powerful tools of international tourism marketing. But the personal image of the tourism spokesperson is closely related to the image of the county brand, and is also a double-edged sword.

Stage 3: The resonance and win-win stage of the county brand image, mainly in the form of incubated IP. Resonance and win-win is the highest stage of the county cultural and tourism brand relationship, which is centred on a strong state of attachment and loyalty. It's not just about liking and preference anymore, consumers have even fallen in love with the brand image of the region. Examples include the familiar images of the Kumamon Bear, the Nara Deer and Hello Confucius.

Nowadays, the fragmentation of tourism consumers' attention has deepened, and cultural tourism brands are increasingly willing to create their own cultural images of local attributes in the face of the new marketing environment, from the Forbidden City culture of the Palace Museum, to the Jurassic dinosaur culture of the Dinosaur Park, to the eternal love culture of the Songcheng... While brands provide functional attributes, cultural IPs provide emotional support, and cultural tourism brand IPs are the defining labels of personality in the mobile internet era.

2.2 The Driving Effect of Regional IP on County Tourism

2.2.1 Regional IP brings new tourism resources to county tourism. The definition of the concept of tourism resources given in the China Tourism Resources Census Specification is: all kinds of things and factors in nature and human society that can be attractive to tourists, can be exploited for tourism, and can generate economic, social and environmental benefits can be regarded as tourism resources. A region's tourism resources are often limited, but the cultural empowerment around them can be unlimited. The tourism resources of a region are often IP, as a form of cultural creativity, can better bring new tourism attractions to the region by empowering elements in each scenic spot, thus also becoming a new tourism resource.

2.2.2 Regional IP brings new flow consumption for county tourism; flow is a core word in the Internet economy, and there are generally two ways to compete for flow rates. One is to compete for pan-user flow through massive amounts of content, i.e. allowing everyone to find what they need in their own content, but this flow rate is likely to be disposable if it cannot be converted into behavioural habits. The other is to compete for loyal user flow through in-depth content, i.e. to gather fellow fans through content with personality and allow them to consume the content for a long time and in depth, but the overall size of this traffic is likely to be smaller. Generally speaking, platform-based internet applications tend to take the first approach, while specialist content providers tend to take the second. Animation and comic works can form a deep desire for users to interact with them and are a very effective traffic portal, and this traffic can be effectively transferred to users' travel behaviour.

2.2.3 Regional IP brings new ways of promoting tourism in the county. IP has two basic functions in terms of information dissemination. One is education and the other is entertainment. And both of these functions are precisely what tourism branding and information dissemination needs. Tourism branding needs to inform audiences about what the destination has to offer and why it is worth coming. Tourism

information dissemination also needs to entertain audiences, to make people feel happy and thus develop an interest in spending money.

2.2.4 Regional IPs bring new differentiated impressions to county tourism. Experiential differentiation is a fundamental demand of people's tourism. This difference can be either the difference in natural endowment or human resources, the difference between the tourist destination and the tourist's daily life environment, or the difference between the tourist destination and similar places the tourist has previously visited and known. When there are no major differences between the two scenic spots in terms of landscape or humanities, it is necessary to consider using culture to differentiate the two personalities so that tourists can recognise them and make consumption decisions more easily. Even if there is a significant difference between the two scenic spots in terms of landscape and humanities, culture can be used to create a deeper differentiation between the two personalities, making the original difference more obvious and visualised. IP can build this difference between you and me, and can also visualise this difference in a very intimate way, thus creating a brand impression and motivation in the minds of tourists.

2.2.5 Regional IP brings new industrial agglomeration to county tourism. In the post-industrial era dominated by service industries, environmental, sustainable cultural and creative industries like IP can be sold over increasingly distant distances as telecommunications and transport change and producer services can be positioned in all directions, consisting of information.

3. The Strategies of Brand IP Construction in Zigui County under the Background of Cultural Tourism Integration

Zigui County is located in the western part of Hubei Province, and is the first county at the head of the reservoir on the Three Gorges Project. The great romantic Qu Yuan culture, the world-renowned Three Gorges culture, the rich and colourful Gorge River culture and the long-standing Ba Chu culture are intermingled here. It is the hometown of the world's cultural celebrity Qu Yuan, and has won many titles such as "the hometown of navel oranges in China", "the hometown of dragon boats in China" and "the hometown of poetry in China". As a "new kind" of city for migrants from the Three Gorges, it is rich in resources and has a high historical and cultural value.

From the perspective of the development mode of the cultural tourism industry, after the early development mode of "tourism sets the stage, real estate sings the show", the market is increasingly inclined to demand cultural tourism products with unique local personality or cultural characteristics of the times.

From the perspective of regional competition, the competition of cultural soft power between regions is becoming increasingly fierce, and the development of its cultural and creative industry cannot avoid the challenge of fierce competition from the region. Zigui county belongs to Yichang city, but we must realize in advance that because Zigui and Yichang are both located in Jingchu culture and Three Gorges cultural tourism circle, there is obvious competition between their cultural tourism resources. Currently,

the city card of Yichang is “the hometown of Qu Yuan and Wang Zhaojun and the world famous city of hydropower” while Zigui city business card is “Three Gorges Dam, Zigui Qu Yuan”. There is obvious homogeneous competition between them.

In the communication with the cultural and tourism management department of Zigui County, it was found that everyone recognized that Zigui has very good resources. In a word, there are quite many resources which cannot be ignored. However, when asked what brand Zigui cultural and tourism should display, its accurate county brand image cannot be clearly described. Therefore, Zigui must create its own county cultural tourism image, customize county IP strategy to create its cultural tourism development model. The followings are development strategies.

3.1 Base on the Yangtze River and Look at Central China.

Zigui County cultural tourism brand construction should be based on the depth development and value excavation of the county cultural resources, give play to the location advantage of the gorge river waterway, seize the national construction “Yangtze river economic belt” policy opportunity. Meanwhile, aim at the entire central China cultural and creative market, create regional and iconic cultural tourism IP and cultural and creative products, and plan the county cultural tourism brand road from a high starting point.

3.2 Distinguish the Main and Priority

first easy and then harder. Zigui County is rich in cultural resources, in the process of building need to distinguish the main and secondary. Qu Yuan culture is the first level IP resources, should focus on development. Qu Yuan, dragon boat, zongzi these three elements are the most characteristic and the easiest to develop content. The unique image IP of Zigui County should be designed, and the brand of cultural tourism of Zigui County should be quickly played.

3.3 Activate Resources in a Demand-Oriented Way

The development of cultural resources should be guided by market demand, and design and create cultural and creative products favoured by consumers. At the same time, the development and utilisation of non-traditional resources and folk culture resources should change their mindset. Use modern digital technology to revitalise resources and integrate them into scenario-based experiences to enhance customer experience.

It is proposed below that the development strategy of the county cultural tourism brand of Zigui County implements the six-step idea. The first step grades the cultural IP resources for sorting out. The second step constructs the top-level design, relying on the resources to position the IP and find the cultural competitiveness of Zigui cultural tourism. The third step is to create IP, incubate IP and build IP resource matrix. The fourth step is to create a benchmark marketing demonstration IP new industry, and new ways. The fifth step is to multi-initiative marketing interaction, play IP, let IP go global. The sixth step is to implement the institutional mechanism of the IP top, fully open the interactive project settings, two sales to increase revenue of each module of the industry chain.

4. The Practice of IP Empowering the Brand Competitiveness of Zigui County

In the context of the integration of culture and tourism and the high-quality development of the culture and tourism industry in the new era, the rich cultural resources of various places have been transformed into cultural symbols adapted to new media communication by means of the “IP wisdom” link, forming cultural and tourism products adapted to the needs of popular cultural consumption, thus realising the industrial chain gathering of various cultural resources and forming the endogenous power of local culture. This has become an endogenous force in the development of local culture and tourism [8], which has become increasingly evident as an engine for enhancing the ‘hard power’ of county economies and the ‘soft power’ of cultural brands. Drawing on the cultural resource value assessment system currently agreed by the industry and academia, the evaluation indexes are constructed from six dimensions: resource value, resource character, development conditions, transformation ability, market potential and cultural drive, in order to systematically evaluate the cultural resources of Zigui County, taking into account the current situation of cultural resources in Zigui County.

Table 1. Zigui County Cultural Resources Evaluation

Grading	Names of Resources	Development Sequence
Primary Cultural Resources	Qu Yuan’s Hometown Memorial Hall, The Legend of Qu Yuan, Statue of Qu Yuan, Orange Ode Literature	First Stage
Secondary Cultural Resources	Qu Yuan Cultural Square, the Great Dragon Boat Festival, Dragon Boat Race, Saotan Poetry Club, Guizhou Street	Second Stage
Tertiary Cultural Resources	Intangible Cultural Heritage Museum, Cultural Center, Yang Lin Tang Drum, Weeding Drum, Jiandong Flower Drum Opera, Zigui Shadow Play, etc.	Third Stage

Zigui County is rich in cultural resources, high grade, great potential for development. There is a close relationship between individual cultural resources, forming a cultural resources pedigree led by Qu Yuan culture. Planning group combined with Zigui county cultural resources present situation and future industry development trend, the Zigui county cultural competitiveness is summarized as : to its unique Qu Yuan culture, Dragon Boat Festival culture and navel orange culture and other excellent cultural resources as the basis, to Songs of Chu, Qu Yuan’s poetry which speak of oranges, Qu Yuan’s hometown and other unique cultural and creative product system as the support, to Qu Yuan culture IP as the cultural image, open talent introduction mechanism for the system to protect the brand image of outstanding, multi-industry driven, comprehensive benefit significant cultural and creative industry system.

The core of Zigui’s cultural competitiveness is the deep extension from cultural resources to cultural

and creative products, and then to the cultural and creative industry chain. The creation of cultural competitiveness should integrate Qu Yuan culture, Dragon Boat Festival culture and navel orange culture elements, design Qu Yuan image IP, develop cultural and creative products, and promote the integration of culture and other industries.

In the process of sorting out and evaluating the cultural resources of Zigui County, it is found that there is a close relationship between Zigui cultural resources. For example, Qu Yuan’s culture includes Dragon Boat Festival activities and poetry activities. The Dragon Boat Festival is not only a commemoration of Qu Yuan, but also provides important information for the planned IP design. Based on the evaluation of cultural resources, the cultural IP strategy matrix of Zigui County is constructed, as shown in Figure 1.

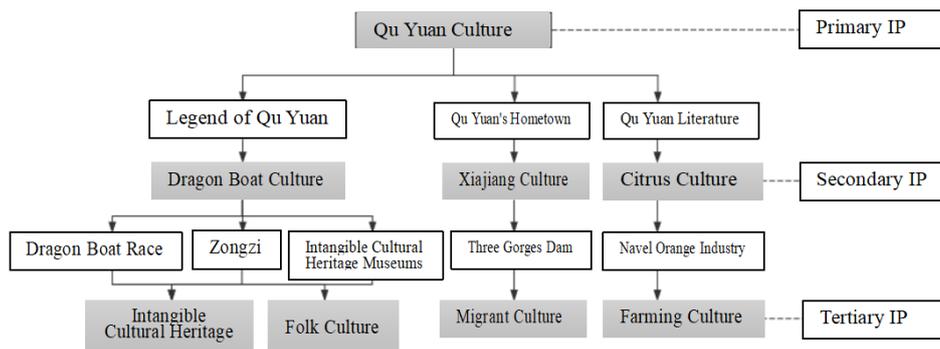


Figure1. The Cultural IP Strategy Matrix of Zigui County

4.1 Tourist Perception and Investigation of Zigui Cultural Tourism Image

In order to further understand the tourists ‘ regional image and specific perception of Zigui tourism, random samples were adopted to distribute questionnaires in Qu Yuan’s hometown, Le Ping Li Scenic Spot and other scenic spots from January 7 to January 21,2019. A total of 350 questionnaires were distributed and 325 were recovered, of which 318 were valid, accounting for 97.85 % of the recovered questionnaires. Zigui County Cultural Tourism Image Tourist Perception Survey Demographic characteristics are as follows.

Table 2. Demographic Characteristics of Zigui County Cultural Tourism Image Perception Survey

Basic Information	Classification	Percentage (%)	Classification	Percentage (%)
Gender	Male	38.05	Female	61.95
Age	Under 20Years Old	13.84	40-60 Years Old	8.49
	20-30 Years Old	52.2	Over 60 Years Old	0

	30-40 Years Old	25.47		
Marital Status	Unmarried	50.63	Married	49.37
	Corporate Managers	27.67	Teacher	5.03
Job	Government Staff	3.77	Student	22.96
	Professional and Technical Staff	22.33	Others	9.75
	Service personnel/Sales staff	8.49		
Annual Income	Under 50,000 yuan	31.76	15-20 million yuan	7.23
	5-10 million yuan	35.85	Over 200,000 yuan	4.4
	10-15 million yuan	20.75	Under 50,000 yuan	31.76

Tourists of different genders, different ages and different occupations must have different perceptions of the cultural tourism image of Zigui County. Men’s perception of Qu Yuan and the Three Gorges Dam is more obvious. Young people generally believe that in the process of tourism to increase knowledge, relax, but from the tourism image of a region in terms of the performance of the more vague. The managers of enterprises and institutions have stable economic income and certain savings. They have a certain understanding of the main scenic spots, specialties, history and humanities in Zigui. They generally know the image representatives of Qu Yuan hometown, Zigui navel orange, Three Gorges Dam and other regions.

Table 3. Questionnaire on Visitors’ First Impressions of Zigui County’s Cultural and Tourism Image

Resources	Subtotal	Ratio	Perceptual Ranking
Navel Oranges	211	66.35%	Navel Oranges
Qu Yuan	199	62.58%	Qu Yuan
Three Gorges Dam	130	40.88%	Three Gorges Dam
Agritainment	66	20.75%	Zigui Tea
Dragon Boat Race	74	23.27%	Zigui Chestnut
Qu Yuan Temple	103	32.39%	Qu Yuan Temple
Phoenix Mountain	42	13.21%	Wang Zhaojun
Mountain			Dragon Boat Race
			Agritainment
			Jiuwan Stream
			Phoenix Mountain
			Chain Cliff
			Reading Cave
			Face Mirror

Chain Cliff	26	8.18%
Jiuwan Stream	53	16.67%
Wang Zhaojun	77	24.21%
Zigui Tea	119	37.42%
Zigui Chestnut	107	33.65%
Reading Cave	12	3.77%
Face Mirror	6	1.89%

In general, Zigui County is a resource-rich and unique place. Survey shows that many tourists mention Zigui will first think of Qu Yuan, navel orange, the Three Gorges Dam, tea and other resources. From this we determined Qu Yuan and navel orange image can be built into Zigui super cultural tourism IP.

4.2 How to Create the Zigui Cultural Tourism Brand Qu Yuan IP

Qu Yuan is the most important cultural celebrity and cultural brand of Zigui County. Doing a good job of Qu Yuan culture will be an important part of Zigui culture and tourism brand to the country and the world. However, market research found that the general public's evaluation of Qu Yuan's image is likely to be serious, dignified, indignant, sad ... How to reverse the stereotypical image of Qu Yuan was a difficult and important part of the creative design of this project.

Market research has shown that the new generation of consumers is more inclined to cute and delightful IP images, and the state also strongly advocates the dissemination of family and national sentiments and positive IP images. Therefore, in order for Qu Yuan IP designs to be successfully marketed, the image of Qu Yuan must be revitalised and positive energy must be actively promoted. In order for Qu Yuan culture to flourish, it must be combined with modern life, making it lifelike, interesting and ritualistic.

Three principles were adhered to at the beginning of the design, firstly, the main image of Qu Yuan inherits the tradition and pushes the boundaries. Qu Yuan culture is the main cultural axis that runs through the spectrum of cultural resources in Zigui County. This resource is also the first-class cultural resource of Zigui County. The image of Qu Yuan has a high reputation in the world. Qu Yuan should therefore be the main image of the IP design. Based on his statue and the descriptions of him in ancient literature, the most representative part of the elements are selected as the recognisable features of the main image, such as his mustaches, his saber and other extremely spreading classic cultural elements.

Secondly, in line with the principle of easy dissemination, the dragon boat and zongzi, the representative elements of Zigui Dragon Boat culture, and the Zigui navel orange, which has a high reputation in China, are selected as the auxiliary image of the IP design. The design is world-oriented and eclectic, absorbing western fashionable elements and reflecting the characteristics of cute, lively and lovely, but also combining the classics of Chinese studies and reflecting the elements of excellent traditional culture. It reflects simplicity and fashion, easy to spread, but also shows the cultural connotation and rich flavor.

Thirdly, based on practice, the product comes first. Zigui cultural tourism IP image that are called “one da three xiao”, which are Qudafu, Chengxiaozi, Zongxiaogui, and Zhouxiaolong, should be combined with the derivation of cultural and creative products, the development of marketable, very characteristic, with market competitiveness of creative cultural products.

For the design and incubation of the Zigui cultural tourism brand IP image “one da three xiao” scheme, the creative team again carried out online voting research, starting from August 10, 2019 and ending on August 19, 2019, of which 70% of the research users think that the IP image in the program fully reflects the Zigui cultural elements; 62 % of the survey users believe that the most representative combination of Zigui cultural IP image is the need for four roles ; 56 % of the survey users think that the IP image design in the scheme is very cute. 52% of the survey users think that the color matching of Zigui cultural IP image design is very fresh and satisfactory.

After the IP image was finalized, Zigui County Cultural Tourism Department quickly organized intellectual property-related protection measures to launch the official marketing of Zigui Cultural Tourism brand IP image.

4.3 How to Market Zigui Cultural Tourism Brand IP

4.3.1 The IP image of Zigui Cultural Tourism “one da three xiao” is not only an image symbol, but also the leader of the whole Zigui Cultural Tourism brand and cultural and creative industry. How to make Qu Yuan IP available requires key project planning. Only by marketing the benchmark of highlight project can Qu Yuan IP be widely disseminated and Qu Yuan IP activation be realized. According to the development status of Zigui cultural tourism industry, the planning group has planned five key projects, such as Qu Yuan’s hometown cultural tourism area brand promotion project, poetic village, Qu Yuan’s hometown joint development project, so as to promote a new round of dissemination of Zigui Qu Yuan IP image and realize the cultural and creative effect of Qu Yuan image IP.

4.3.2 The market demand of cultural tourism market has laid a market foundation for the integration and development of Zigui cultural tourism industry. Combined with the unique resources of Qu Yuan culture and navel orange culture in the town, Zigui boutique cultural tourism project has been built. In the field of cultural and creative product design, research and development and other creative industries, there are still relatively few creative products with independent core copyright and characteristic cultural connotation. Each scenic spot and store still stays at the level of imitation, processing and improvement. In addition, the protection of intellectual property rights in the field of cultural and creative industries needs to be further strengthened, establish a sense of IP competition, and create a good environment to encourage innovation.

4.3.3 Construct the knowledge graph of Songs of Chu, and Qu Yuan culture and the development of related cultural and creative products. Using knowledge graph technology, collect, organize and organize various types of information related to Songs of Chu and Qu Yuan culture, and carry out the knowledge map of Songs of Chu and Qu Yuan culture. On the basis of the constructed knowledge map, with the online combining offline service model, a series of research tourism and cultural and creative

products are formed.

4.4 How to Quickly Spread and Market Zigui Cultural Tourism Brand IP

With the development of the times, the cultural tourism brand IP is no longer the traditional sense of intellectual property rights. IP is the entry point for commercial transactions that follow traffic, prices, and brands. When tourism intellectual property has a unique and vivid image, it can bring its own potential energy and form a bridge between tourist attractions and tourists. So as to attract consumer experience, in the face of the user's growing personal consumption, emotional consumption, tourism supply must be synchronized with the demand. The rapid rise of the cultural tourism IP industry has also brought opportunities for the transformation of marketing methods. For the IP industry, IP itself is a new type of marketing. Combined with domestic and international cultural tourism IP marketing case, Zigui County cultural tourism brand IP marketing is overviewed as a three-step strategy.

The first step is to seize the opportunity to create a burst. Zigui County cultural tourism brand IP in the early stage if there is no burst, it is difficult to form a focus. Without focus, there is not enough attention. Before the IP image content is disclosed, a large amount of content is prepared in conjunction with the current hot spots to prepare for subsequent manufacturing topics. In practice, Zigui Cultural Tourism has grandly built momentum on various platforms and launched a series of tweets to spread the vitality of traditional culture. Grasping the timing and creating hot spots is of great significance to the promotion of Zigui cultural and creative IP image.

The second step is multi-platform occupancy and rapidly accumulate Zigui cultural tourism IP fans. A large number of fans will bring stable returns for IP promotion. The accumulation needs to occupy a place in multiple platforms to maximize the refresh sense of existence. With rapid exposure and fans to establish a deep connection, and only more interaction with users, in order to make IP hot up. In practice, Zigui Cultural Tourism Department continuously combines hot spots to enhance exposure and establish good interaction with fans on multiple platforms such as wechat, microblog, official website, Hubei Daily network, the Paper News and the Sina News.

The third step is to serialize the output. Through the explosive products, Zigui Cultural Tourism IP accumulates a large number of fans, opens the channel for IP occupancy. In order to achieve a broader commercial value, it is necessary to serialize high-quality output, so that the commercial value of its IP is gradually enlarged. The promotion of its IP image is accumulating over the years, constantly bringing forth the new through the old. Although blindly pursuing explosive products can benefit in the short term, it cannot explore commercial value from the perspective of long-term interests. The marketing promotion of the IP is based on the cultural and creative industry system in practice. Through the online sales of Zigui IP cultural and creative series products, and then according to the market feedback information, the product chain is extended and improved in time to create a series of high-quality output so that the commercial value of IP can be gradually enlarged.

Table 4. Selected Scripts for the Marketing and Promotion of the Cultural and Tourism Brand IP Image of Zigui County

Number	Marketing and Promotional Article Titles	Media Channels
1	The Zigui cultural tourism IP image is unveiled!	The Paper News, Zigui Tourism, wechat, microblog, Jingchu.com, Zigui Rong Media, etc.
2	Hubei multi-initiatives to create “Qu Yuan IP” to stimulate traditional cultural vitality	China News Network
3	Small “IP” bursts into big “flow”	Xingshan County People’s Government-News Centre-Government News, Tencent Network, Jingchu.com, etc.
4	Beautiful China - dialogue Hubei Zigui: Qu Yuan’s hometown to create a new “IP” cultural tourism brand	Xinhua Network
5	A journey to trace the roots of heritage promotion - “Qu Yuan Cultural Research International Forum” guests Yichang trip side note	Social news accounts under Xiaoxiang Morning Post
6	The life of four IP images	Culture and tourism Zigui-Microvideo
7	The Return of Qu Yuan to his hometown	Culture and tourism Zigui-Microvideo
8	Dragon Boat Competition	Culture and tourism Zigui-Microvideo
9	Rafting in Jiuwanxi River	Culture and tourism Zigui-Microvideo
10	Dumpling wrapping at Dragon Boat Festival	Culture and tourism Zigui-Microvideo
11	Dragon Boat RAP	Culture and tourism Zigui-Microvideo
12	Chu Time War	Culture and tourism Zigui-Microvideo
13	Orange Little Zigzag’s Immigration Journey	Culture and tourism Zigui-Microvideo
14	Zigui’s exclusive IP, the four little ones shine!	Tencent News, Tencent Network
15	The first ever Zigui! Anime Invitational Tournament! Prize money of 150,000!	Tencent Network

16	Spoiler alert: 2022 Zigui cultural tourism event starts like this	Tencent Network
17	You will be the reader of the Zigui IP image	Sohu.com
18	Elaborate Zigui IP image to showcase the unique charm of cultural tourism	Three Gorges Zigui-all-area tourism the Paper News, Yichang City Cultural Tourism Bureau official website, Three Gorges News Network, etc.
19	IP power, “Touring Yichang” has a new way to play!	Surfing News-Surfing
20	Warning! Zigui’s version of “ice dun dun” is being delivered→	Surfing News-Surfing
21	The cold “Zigui”? Come and eat it!	Surfing News-Surfing
22	Zigui’s cultural tourism events in the first half of 2022	Surfing News-Surfing
23	Zigui’s folk cultural and creative products are sought after	Eastern Consulting, Three Gorges Daily, etc.

5. Conclusion

The brand image of county cultural tourism is very important for the popularity and development potential of the county. The brand IP image of county cultural tourism is the embodiment of a city ‘s culture, which can improve the popularity and reputation of the county and create the unique development advantages of the county. By creating the IP image of Zigui County’s exclusive cultural tourism brand, it is convenient for multi-form, multi-channel and multi-dimensional publicity of Zigui. With the support of the IP image of Zigui Cultural Tourism, the regional culture of Zigui can be infiltrated into the social circle of young people, attracting more youngsters, showing its more comprehensive attraction, thus producing huge economic and social benefits. It plays an important supporting role in promoting Zigui’s local economic development. Zigui County also won the Top 100 Counties and Cities in China at the end of 2021.

The essence of competition among counties is the competition of county influence and county connotation, and the competition of county cultural brand. It is an important task to promote the development of counties by strengthening the integration of local cultural resources, promoting the construction of county cultural tourism brands, building county cultural brands, comprehensively enhancing the soft power of cultural tourism and enhancing the comprehensive strength of counties. The upgrading of a county city, first of all, is the continuous dissemination of county image and the innovation of soft power. The upgrading of county economy should realize the integration and innovation of infrastructure hard innovation and cultural brand soft innovation, to achieve the true sense of wise innovation of county competitiveness. Creating a good county image brand will better

enhance the competitiveness of the county economy and inject new impetus into the economic and social development of the county.

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