

A Comparative Analysis of Tourism Projection Image and Perception Image in Xinzhou Ancient City

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Abstract: Xinzhou Ancient City, located in the middle of Shanxi Province, is one of the well-preserved ancient towns in northern China, carrying rich historical and cultural resources. With the continuous development of domestic tourism market, the tourism value of historical and cultural cities has become more and more prominent, and Xinzhou Ancient City has gradually become an important tourist destination. In the process of tourism development, the construction of projected image and the formation of tourists' perceived image are important factors that affect the attraction of tourist destination. It is found that there are some differences between the projected image of Xinzhou Ancient City and its perceived image in the aspects of historical and cultural transmission, service facility expectation and tourists' emotional experience. In order to narrow this gap, it is suggested to optimize the overall tourism image of the ancient city and enhance tourists' satisfaction and brand loyalty by enriching cultural display, improving service quality and enhancing tourists' interactive experience.

Keywords: Xinzhou Ancient City; Tourism image; Tourist perception

Introduction:

A projected image is an idealized image constructed through various publicity means and marketing strategies, aiming to create a unique brand of the destination. However, the perceived image formed by tourists in the actual travel experience is often affected by a variety of factors, including the actual cultural experience, service quality and personal emotional feedback. This paper takes Xinzhou Ancient City as the research object, through the comparative analysis of its tourism projection image and perceived image, reveals the differences between the two and the reasons behind them, and puts forward targeted improvement suggestions, in order to provide reference for the optimization of the tourism image of Xinzhou Ancient City.

1. Construction of tourism projection image

1.1 Tourism promotion strategy of Xinzhou Ancient City

Firstly, the publicity strategy of Xinzhou Ancient City is based on the profound historical and cultural resources, and strives to build the brand of "historical and cultural tourism". The Ancient City project is supported by the Chinese grain capital, guided by the Buddhist culture of Wutai Mountain, upgraded by the hot spring health, absorbs the essence of local history and culture, integrates the modern humanistic spirit, integrates the primary, secondary and tertiary industries, and promotes the linkage of provincial, city and county tourism. When the ancient city is fully completed, it is expected to complete more than 600 sets of yards, gathering thousands of businesses, which can accommodate hundreds of thousands of people to travel deeply and live casually.

Secondly, Xinzhou Ancient City combined modern means of communication and expanded its influence through multi-channel promotion. The local government cooperated with the tourism department to carry out all-round publicity through various platforms such as TV, Internet and we-media. For example, on social media such as Douyin and Weibo, short videos and cultural stories of the ancient city are released to attract the attention of the younger generation of tourists.

1.2 Display of cultural resources and characteristic projects of Xinzhou Ancient City

1.2.1 Protection of historical buildings and monuments

The historical buildings of Xinzhou Ancient City are one of its most valuable cultural resources. The ancient city retains intact walls, ancient streets and many historical sites, such as drum Tower, Temple of Literature, Temple of City God and so on.

1.2.2 Intangible cultural heritage display

Xinzhou Ancient City has also made positive efforts in the protection and inheritance of intangible cultural heritage. The rich local traditional crafts, local operas and folk activities, such as Xinzhou shadow play, paper-cutting art and traditional temple fairs, have been incorporated into the tourism programs of the ancient city.

1.2.3 Xinzhou Ancient City theme tourism project

Xinzhou Ancient City has also launched a series of themed tourism programs, such as “night tour of Ancient City” and “historical and cultural tracing tour”. The night tour reappears the historical features of the ancient city through light shows, ancient music performances, etc., while the cultural tracing tour leads tourists to explore the cultural sites of the ancient city and feel the bits and pieces of ancient life ^[1].

1.3 Xinzhou Ancient City tourism brand positioning and target market analysis

The brand positioning of Xinzhou Ancient City emphasizes the following aspects:

Cultural inheritance: As an ancient city with hundreds of years of history, the tourism brand of Xinzhou Ancient City highlights its profound historical background and cultural inheritance. By displaying ancient architecture, intangible cultural heritage and traditional crafts, Xinzhou Ancient City has shaped itself into a “living museum” of history and culture.

Diversified experience: Xinzhou Ancient City is not limited to traditional sightseeing Tours, but through combining modern technology and innovative ideas, to create diversified tourism experience projects, such as ancient city night tour, cultural festivals, etc., so that visitors can feel the charm of the ancient city in the interactive experience.

Regional linkage: Xinzhou Ancient City also forms a regional tourism brand effect through the linkage cooperation with surrounding tourist attractions, and further enhances its competitiveness in domestic and foreign markets.

Based on the tourism brand positioning, the target market of Xinzhou Ancient City is mainly concentrated in the following aspects:

History and culture lovers: These tourists have a strong interest in historical sites, ancient buildings and traditional culture, and the deep cultural deposits and rich historical resources of Xinzhou Ancient City just meet their needs ^[2].

Family tourists: Family tourists are one of the important target markets of Xinzhou Ancient City. The rich cultural experience projects, interactive activities (such as folk performances, handmade experiences, etc.) and safe and comfortable environment in the ancient city attract a large number of parent-child families to travel.

Surrounding tourists: According to the operation data of Xinzhou Ancient City at the end of 23rd, the main sources of tourists in the province are Taiyuan, Xinzhou, Datong and other cities. In the fast-paced urban life, the ancient city’s leisurely lifestyle and convenient transportation attract tourists to come to relax and relax.

2. Measurement and analysis of tourism perception image

2.1 Analysis of sources and types of tourists in Xinzhou Ancient City

When analyzing the tourism perception image of Xinzhou Ancient City, we must first understand the source and type of tourists. According to recent data, tourists to Xinzhou Ancient City mainly come from Shanxi Province and its surrounding provinces, such as Beijing, Tianjin, Hebei, Shaanxi and other regions.

2.2 Tourists’ cognitive and emotional feedback on Xinzhou Ancient City

Several key cognitive and emotional conclusions can be drawn from visitor feedback:

Historical and cultural cognition: Most tourists have a high degree of awareness of the history and culture of Xinzhou Ancient City, such as the architectural features and historical sites of the ancient city, which are highly valued by tourists. He believes that Xinzhou Ancient City has successfully retained the unique charm of ancient Chinese cities and is an important place to understand Chinese history and culture.

Emotional feedback: After visiting Xinzhou Ancient City, tourists are generally satisfied with the overall atmosphere of the ancient city, believing that it is full of historical significance and cultural affinity. It refers to the tourists who participate in intangible cultural heritage projects or cultural festivals and have a strong emotional resonance for the ancient city, believing that it provides a rare opportunity for cultural experience.

3. Comparison between projected image and perceived image

3.1 Difference analysis between projected image and perceived image

The projected image is the idealized image created and conveyed by the managers and tourism departments of Xinzhou Ancient

City through various publicity channels, while the perceived image is the real impression formed by tourists based on personal experience and feelings after they actually visit and experience Xinzhou Ancient City.

Through the analysis, it can be found that there are certain differences between the projected image and the perceived image of Xinzhou Ancient city:

Transmission of history and culture: In the projected image, Xinzhou Ancient City is advertised as a well-preserved historical and cultural city, emphasizing its profound historical heritage and rich cultural resources. However, in the actual perception, some tourists think that the ancient city is a little monotonous in cultural display and fails to fully show its diverse cultural connotation, especially the insufficient integration of modern cultural elements.

Expectation and reality of service facilities: The projected image usually presents an ideal environment with perfect service facilities and worry-free tourist experience, but in the perceived image, some tourists reflect that they have encountered problems in actual tourism such as inadequate services and imperfect facilities, such as unclear signs of scenic spots and insufficient health facilities. These problems lead to a gap between the perceived image of tourists and the projected image.

Differences in emotional experience: In the projected image, Xinzhou Ancient City is depicted as a cultural mecca that can arouse deep emotional resonance among tourists, but the actual emotional experience varies according to different types of tourists and expectations. Some tourists do feel strong emotional resonance after participating in cultural activities, while others fail to achieve the expected emotional experience because of the single or lack of interactive cultural activities.

3.2 Suggestions to improve differences

First of all, for the transmission of history and culture, it is suggested to enhance the diversity and depth of cultural content. In the publicity strategy, Xinzhou Ancient City can further excavate and display cultural elements of different historical periods to avoid a single cultural image.

Secondly, in view of the difference between the expectation and the reality of service facilities, Xinzhou Ancient City should focus on improving the infrastructure and service quality of the scenic spot. By increasing the investment and maintenance of scenic facilities, the sign system, health facilities and public services in the scenic area can be improved to ensure that tourists can enjoy a comfortable and convenient environment during the visit.

Finally, in view of the difference of emotional experience, it is suggested to pay more attention to the improvement of interaction and participation in the design of tourism projects. Xinzhou Ancient City can introduce more interactive experience projects, such as cultural experience workshops and historical dramas, so that tourists can gain emotional resonance during participation.

Conclusion:

In conclusion, in the subsequent tourism development and image construction process, we should pay attention to the authenticity and diversity of the projected image, and strengthen the docking with the actual needs of tourists. By improving facilities and services, enriching cultural content and enhancing interactive experience, the difference between projected image and perceived image can be effectively narrowed, thus improving the overall tourism attraction and tourist satisfaction of the ancient city.

References:

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