

Development of Regional Cultural IP for Rural Tourism: A Case Study of Zesui Village

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Abstract: Zesui Village, which is located in Quzhou city, Zhejiang Province, China, has a long history and abundant tourism resources, which makes it an ideal location for developing cultural tourism. It is suitable for creating a unique regional original IP with distinct cultural characteristics to promote the development of the rural cultural tourism industry. This article aims to explore Zesui's local culture, discuss how to address the development issues through regional IP creation, and to propose corresponding solutions, and integrate regional IP creation with Ze Sui's tourism resources. Cultural IP forging will inject vitality and creativity into the cultural tourism development of Zesui Village, enhance its individuality and visitor adaptability, and cater to the consumption preferences of tourists, especially young people who seek personalized and niche experiences. By promoting Zesui's culture, it will empower the sustainable development of the local tourism economy.

1. Introduction

IP stands for Intellectual Property, which originally refers to the exclusive rights that individuals have over their intellectual creations, as recognized by law. However, with the rise of internet culture, it has evolved to represent cultural symbols with high recognition, inherent traffic, and strong monetization capabilities [1]. Regional IP, as a category of cultural IP, creatively combines regional cultural essence with IP creation, incorporating unique regional cultural personality and deep historical roots to develop new characteristics. It possesses rich connotations and can convey the cultural atmosphere of a region through various forms, allowing visitors to experience diverse cultural activities derived from regional IP and further appreciate the regional cultural essence. Additionally, regional IP is developmental, evolving with the update of regional cultural content, promoting the development of regional cultural products, extending the regional industry chain, and enhancing its value chain [2].

As a historical and cultural village in Zhejiang Province, with honorary titles of the national historical and cultural village in China and the calligraphy village in Zhejiang, Zesui Village in Quzhou possesses a profound historical heritage and rustic local customs, making it a unique cultural tourism resort. Exploring the "regional IP + cultural tourism" model can inject vitality and creativity into the cultural tourism development of Zesui Village, catering to the consumption preferences of tourists. By promoting Ze Sui's culture, it can empower the sustainable development of the local

tourism economy, and solve problems entailed in current rural tourism.

2. The Current Situation of Rural Tourism

2.1. Insufficient Promotion and Transformation of Cultural Resources

With the implementation of the national rural revitalization policy, rural tourism has emerged as a promising sector with vast development prospects. Rural areas are abundant in diverse tourism resources, including natural landscapes, historical sites, and cultural heritage. However, there is still a need for innovative integration of tourism products with distinctive cultural features in these areas. Currently, the development of rural tourism largely revolves around sightseeing tourism projects, which often overlook the opportunity to tap into the unique ethnic cultural resources that rural areas possess. This extensive mode of development limits the transformation of rural tourism resources and hampers the overall development of the industry. [3]. Zesui Village, located in Quzhou City of China, is a large village abundant in cultural and tourism resources. The ancient architectural complex is one of the most significant cultural and tourism resorts in Zhejiang province China, making it the largest of its kind in Quzhou city. Moreover, Zesui Village is proud of numerous intangible cultural heritage arts, including straw weaving, wood carving, wine brewing, and door lintel art, which are precious cultural resources. However, due to inadequate promotion and lack of related IP products and industrial chains, these arts remain confined to Ze Sui Village, without awareness established outside. These issues reflect the current challenges in rural tourism development, that there is a lack of promotion and resource transformation. The dormant resources await invigoration, and the silent landscapes need activation, as the tourism industry lacks new vitality.

2.2. Lack of Distinctiveness and Suffusion of Homogeneity

The "China Rural Tourism Development Index Report" points out that rural tourism in China has transitioned from the small-scale and medium-scale to the large-scale [4]. The current state of rural tourism development in Zesui Village and similar areas exhibits a lack of innovation and a focus on simplistic sightseeing tourism. This approach fails to effectively attract visitors and cater to their diverse needs. The planning of tourism projects in Zesui Village lacks depth and fails to capitalize on the rich resources available in the area.

One of the main issues is the lack of foresight in planning and design within the scenic area. The presence of modern residential buildings disrupts the overall coherence and harmony of the village, detracting from its natural beauty and cultural charm. The absence of a well-thought-out plan for the development of tourism infrastructure hinders the creation of a pleasant and immersive entertaining environment for visitors.

Furthermore, the symbolic industrial effect in Zesui Village is poor. There is a lack of value extraction from regional cultural intellectual property (IP) and the integration of unique regional culture into the development of cultural tourism. This lack of distinctive features and cultural integration fails to captivate visitors and differentiate Zesui Village from other rural tourism destinations.

Moreover, the current development of rural tourism heavily relies on existing ancient architectural resources, resulting in a lack of local peculiarity and a tendency towards homogenized and low-level commodity offerings. The overemphasis on ancient architecture neglects the potential for showcasing other aspects of the local culture and heritage. This leads to a lack of diversity and uniqueness in the tourism offerings, contributing to the problem of severe homogeneity in rural tourism resources and projects.

2.3. Inadequate Tourism Facilities and Monotonous Experiential Products

In the development of rural tourism, relevant services and infrastructure are crucial. The services and infrastructure within a scenic area are important factors that determine whether visitors have a joyful and comfortable experience. In terms of tourism services, it is essential to focus on the needs of tourists and aim for customer satisfaction by providing comfortable, pleasant, and thoughtful services [5]. However, the related supporting services in Zesui Village are relatively inadequate. There is a lack of places for tourists to rest, such as the village home accommodation service, within the scenic area. Restaurant building also lacks proper planning, with plain interior decorations that does not integrate well with the local architectural features.

In terms of service reception, the government's attention is insufficient, and local service awareness is lacking. The facilities are not well-equipped, and as the majority of the village residents are elderly and speak dialects, communication with tourists poses certain difficulties. This hinders the timely handling and response to tourists' inquiries and issues, ultimately affecting their overall experience.

Regarding entertaining tourism items, there is a lack of experiential projects that truly engage visitors within the scenic area. The focus mainly revolves around sightseeing tourism, therefore, visitors do not feel a sense of participation or an immersive experience. The level of satisfaction obtained after the visit is not high, which can negatively impact the perception of the scenic area to a certain extent.

3. Promoting Rural Cultural Tourism through the Creation of Regional Cultural IP

In this era of widespread tourism, the pursuit of quality and experiential travel experiences has become increasingly strong. Homogenized tourism products can no longer meet the demands of a diverse range of travelers. IP is gradually emerging as the core competitive advantage in the development of the new tourism era, serving as a compass for high-quality tourism and a key driver for the growth of tourist destinations. Regional cultural IP can address the limitations of monotonous sightseeing tourism by providing a tangible platform for showcasing local culture. It helps to uncover the unique resources and essence of a tourist destination, maximizing the utilization of its resources, making it more representative, enhancing the visitor experience, bridging the gap between recreation of the destination and tourists' perception, and ultimately creating brand value. This, in turn, facilitates brand promotion, breathing new life and vitality into the tourist destination.

3.1. Enriching Rural Cultural Tourism Forms through Regional Cultural IP

As a Chinese historical and cultural village with a recorded history of over 700 years, Zesui Village has a profound reserve of cultural heritage and rich historical relics. However, it has been long suffered from a lack of recognition of regional cultural IP, which has led to the problem of homogeneity in its tourism. The fundamental method to develop regional cultural IP in Zesui Village is to trace its cultural origins. This involves exploring the historical and cultural characteristics of Zesui, delving into the cultural essence of the ancient village, and combining it organically with modern elements for a modern and personalized presentation.

Based on the cultural characteristics of Ze Sui Village, we can focus on creating a unique regional cultural IP centering around the concept of "cultural ancient village in mystery." By leveraging the Zesui historical and cultural IP as the core, we can extend various cultural tourism experiences, while enhancing the cultural significance and core competitiveness of the village. For example, we can develop an "AR+Regional IP+Cultural Tourism" experiential model based on Zesui culture. After installing a mobile application, visitors can navigate through the village with the assistance of a Zesui virtual guide, immersing themselves in the village's scenery and even taking virtual costume photos.

This not only solves the problem of visitors getting lost in the maze-like architecture but also strengthens their interactive experience with the cultural essence of Zesui, allowing them to visually and audibly experience the elegant cultural atmosphere of Zesui. This creative model is a vivid embodiment of enriching the cultural tourism model with the ancient village IP.

3.2. Optimizing Cultural Tourism Products with Regional Cultural IP

As a renowned historical and cultural ancient village, Zesui Village boasts a wealth of intangible cultural heritage. This includes traditional crafts such as straw weaving, cake printing, bamboo weaving, woodworking, cotton padding, and the Baihequan martial art style known as White Crane Fist. Moreover, the village is home to talented farmer calligraphers, traditional Chinese painters, and seal engravers. Despite these cultural treasures, there is a noticeable absence of innovative cultural tourism products that effectively incorporate the village's regional intellectual property (IP).

To address this gap, it is imperative to first establish and promote the regional cultural IP of Zesui Village. By doing so, the village can highlight its unique cultural identity and lay the foundation for further exploration of its intangible cultural heritage and folk culture. These cultural elements can then be creatively integrated to develop cultural tourism products that showcase the distinctive regional characteristics and local culture of Zesui.

The process of product development should focus on leveraging regional IP to imbue the cultural tourism products with a strong sense of regional identity. This approach can effectively overcome the issue of product homogeneity that is prevalent in today's cultural tourism market. By showcasing the unique cultural advantages of Zesui Village, these products can facilitate the dissemination and preservation of the village's own culture. Simultaneously, this strategy enables the village to enhance both its cultural industry chain and value chain.

3.3. Empowering Cultural Tourism Promotion through Innovative Regional Cultural IP

While building regional cultural intellectual property (IP) is crucial for disseminating local culture and driving the development of cultural tourism, it is essential to ensure to maintain its vitality and cultural value over time. Continuous public attention and exposure are necessary to prevent the regional IP from becoming stagnant or losing its appeal. Therefore, after establishing the Zesui IP that encapsulates the unique regional and local culture, it is important to constantly innovate its form. Innovation is key to infusing new content and vitality into the cultural IP of Ze Sui Village. By combining creative thinking with contemporary trends, the Zesui IP can be kept fresh and engaging, attracting a wider audience and promoting the creative transformation and innovative development of regional IP culture. This approach empowers the promotion of cultural tourism in Zesui Village and ensures its continued growth.

For instance, one effective way to innovate the Zesui IP is by utilizing the popular Vlog (Video Blog) short video format that is prevalent on the internet today. By creating a "Vlog + Regional IP + Cultural Tourism" promotional model, the personalized and authentic narrative expression of Vlog short videos can be leveraged to creatively present Zesui's regional cultural IP in cultural tourism promotion. Through Vlog short videos, viewers can immerse themselves in the rustic and secluded Zesui culture, experiencing its unique charm and authenticity. This immersive experience stimulates the enthusiasm of video audiences for travel check-ins, generating interest and curiosity about Zesui Village. By adopting this approach, the promotion of cultural tourism in Zesui Village is empowered, contributing to its overall development. By continuously innovating the form of the Zesui IP and adapting it to contemporary trends, the cultural tourism industry in Zesui Village can stay relevant and appealing to a wide range of audiences. This not only ensures the preservation and promotion of Ze Sui's cultural heritage but also fosters economic growth and community development. By

embracing creativity and innovation, Zesui Village can establish itself as a dynamic and thriving cultural tourism destination.

3.4. Cultivating Cultural Tourism Talents through Regional Cultural IP Development

As society continues to progress in terms of social, economic, and cultural aspects, people's expectations and standards for cultural tourism experiences have also risen. It is no longer sufficient to solely rely on material attractions to attract tourists, as this approach is not sustainable in the long run. Instead, it is crucial to creatively articulate the profound local cultural significance of Zesui Village, aiming to evoke a deep emotional connection of tourists with the regional culture. Cultivating local cultural and tourism talents plays a vital role in development of regional cultural intellectual property (IP) of Zesui Village. By injecting a contemporary ideology into the preservation and promotion of Ze Sui's cultural heritage, rural tourism resources can be effectively sublimed. This approach not only ensures the preservation of Zesui's cultural traditions but also enhances its appeal to visitors. By utilizing the exclusive Zesui Village IP as the core, the cultural and tourism content can be enriched from multiple perspectives and with innovative forms.

For instance, as for developing the Quzhou Zesui IP, local villagers can be trained as high-quality video creators or cultural tourism guides. This empowers them to interpret the captivating stories of Zesui Village in diverse and engaging ways, effectively showcasing the essence of the village's cultural heritage. This approach enables the Zesui IP to gain widespread and sustainable promotion, capturing the attention of a larger audience and fostering a wide-range appreciation for Zesui's local culture. Simultaneously, it also contributes to consistent protection and utilization of Zesui's excellent cultural heritage. Moreover, this initiative also creates additional employment opportunities for local villagers, aligning with rural revitalization ambition. By cultivating and empowering local talents, the development of cultural tourism in Zesui Village not only promotes the implementation of rural revitalization strategies but also fosters economic growth and community development.

4. Further Measures and Suggestions for Rural Cultural Tourism Development

4.1. Creating Rural Charm through Exploiting the Inherent Cultural Resource of the Village

Culture is the soul of tourism, and tourism is the carrier of culture [6]. The development of rural tourism should focus on its own culture, explore its advantages, seek common ground while narrowing differences, and integrate regional intellectual property (IP) into cultural and tourism development and design. This approach eludes homogeneity and creates unique charm by using the distinctive rural culture to develop special tourism projects.

Planners and managers of rural tourism should start by extracting regional culture and use the most representative elements from available resources for thematic planning and innovative combinations. By creating regional cultural IPs, enhancing tourism design, and improving supporting project construction [7], places like Zesui Village can utilize traditional crafts such as straw weaving, wood carving, and brewing to create unique experiential tourism. This allows visitors to experience the traditional cultural production process, understand the heritage and its connotation and savor the charm of traditional culture while enjoying their visit, which facilitates development the IP-relevant industry chain.

With the continuous improvement of people's living standards, the pursuit of spiritual life is also rising, cultural and creative products came into being at this time, and gradually entered the public's field of vision, gaining more and more people's popularity and love [8]. Zesui Village can also be derived from these traditional culture related cultural and creative products, related cultural and creative products can not only improve the visibility of Zesui, but also drive economic development,

provide more jobs for the village, attract more people back to the village to work, thus accelerate the development of the village, and then improve the supporting tourism facilities, not only to increase the sense of experience of tourists, but also promote the economic development of the scenic area, with this distinctive ideas to enhance the development of scenic spots as well as attract tourists, to create a unique charm of rural culture.

4.2. Enhancing the Publicity through Exploiting Multiple Media Platforms and Multiple Modes

In the new media era, multi-media communication and online promotion are important measures to drive rural tourism, increasing exposure, and generating economic income. Offline activities and promotion also play a positive role in the development of rural tourism. Rural tourism promotion should combine online and offline marketing to broaden the publicity channels.

On the one hand, promotion can take advantage of various online platforms to attract tourists, such as Weibo, Douyin, and other popular interactive platforms, to increase exposure and marketing effectiveness. For example, a photography contest on a new media website can be organized to follow the recent trend of traditional Chinese-style photography. Therefore, quality promotional videos and photographs can be produced and generated by those photography enthusiasts and lovers of traditional Chinese culture. They can also create a WeChat public number according to the characteristics of the village, a more chic introduction to the countryside, as well as a full range of analysis, always follow up on the village's hotspots, increase the real-time understanding of tourists to the village, improve the level of service, and use different activities to attract more traffic.

On the other hand, offline activities can be utilized, such as organizing folk festivals and inviting tourists to participate in offline tourism exhibitions. Zesui Village has maintained its peculiar traditional ways to celebrate Chinese New Year's Eve in which they make traditional dumplings, writing blessings, putting up Spring Festival couplets, and perform a dragon dance. These unique folk activities can capture the interest of tourists and attract them to participate and experience. There are also many special foods in Zesui Village that can be provided in the offline activities, such as steamed sponge cake, scones, yellow wine and so on, and "Quzhou scones" is a famous local food, which has been handed down for generations and is very popular. In addition, when we walk into Zesui, the first thing that comes to our eyes is the various kinds of wine altars and large wine tanks placed along the street stores, which is a reflection of the long history of local yellow wine brewing and its popularity. The village can make use of these local specialties not only to publicize the special favor of the village, but also to provide entertaining item to allow tourists take the hands-on experience of the brewing production so as to attract tourists to strengthen their impression of charms of the village, which helps to enhance word-of-mouth publicity and establish a comprehensive multi-directional publicity network. Publicity via multiple media and modes further enhance the popularity of rural tourism.

4.3. Developing Tourism Branding Strategies through Exploiting Cultural Cores of the Village

In the process of tourism development and innovation, it is necessary to excavate the cultural connotation, and implant the unique aesthetic elements into the tourism design according to the local cultural characteristics, enhance level of the service. Also, village tourism development should utilize natural resources, creating scenic spots to highlight the natural scenery, and then develop the unique tourism products and themed vacation products [9].

Since Zesui's food and non-heritage art are characteristic cultures, based on it, we can develop food and cultural festivals and art products, plan experiential activities, selling exquisite and uniquely aesthetic products. In addition to this, the white walls and black tiles of the village's ancient buildings have a pastoral ink-painting style of south China. It can develop a unique ancient-style scenery atmosphere on this basis, and free clothes can be provided to tourists to take photos, as an attraction

to tourists. The village also renovate the local infrastructure and service items to forge ancient-style environment. Moreover, fancy enticing activities and performance can be arranged in scenic point location to manifest and deliver the rich cultural connotations of the local architecture, specialty food and arts.

The development of rural cultural tourism should focus on the local characteristics of the brand and products, and the local culture has exerted an extremely important value. The brand value of the local product relies on the local culture embodied. The village can enhance the brand value of tourism products by integration of the profound culture of the village. For instance, the exquisite wood carving and straw plaited artworks in the village are entitle as legacy of non-heritage culture, which should be highly recommended and publicized. Until now, there are still many heritages to be utilized to promote these arts to the world and tourists. We can take advantage of them to carry out culture thematic tour activities and create culture-embodied brand, which can not only promote the heritage and the non-heritage of the village, but also forge the village's unique tourism brand to add new attractions of the local rural tourism.

4.4. Advocating Active Government Involvement for Rural Development

The development of rural cultural tourism requires government protection, and policy support, which play a crucial role in local rural tourism progress. The government can promote rural cultural tourism through preferential policies in finance and management, as well as providing aid for infrastructure construction. The most perceptible and recognized government engagement in this regard is policy support, planning formulation, and financial investment [10]. For rural tourism, by strengthening policy support, the government helps to stimulate investors' incentive in rural tourism, creating a favorable market environment, and guiding the healthy development of rural tourism.

The government should also propel improvement of management systems based on local characteristics, providing institutional guidance for the development of rural tourism. Government should play a role in vigorously supporting rural construction and development, with focus on protecting regional culture and historical buildings [11].

The government should strengthen the supervision of the cultural and tourism industry and fully implement the regulatory responsibilities of local governments, which can set up a sound regulation system and create a harmonious market environment to provide a positive condition for the development of rural culture and tourism. All departments should jointly enforce the law, protect the legitimate rights and interests of tourists to the greatest extent. And can also use the Internet technology to better manage the scenic area, such as timely collecting the information of various cultural and tourism industry, and establishing an prompt warning mechanism in response to the contingent natural disasters that may occur in the scenic spot. In addition, government should strengthen the supervision of scenic facilities and ensure safety of tourists. Increasing the frequency of safety inspections on scenic facilities can prevent accidents and ensure that there will be no danger to tourists which may be caused by the dysfunctional facilities. Government can also increase investment, propel the village to replace old equipment in time, and avoid all unnecessary risks as much as possible to provide more comfort to accommodate tourists and promote the healthy development of scenic spots [12].

Government should make investment and take measures to protect regional culture and ancient architecture, so that regional culture can show its glamour brightly, blooming unique light and charm, and laying a solid foundation for the development of rural tourism.

Generally speaking, The government should also increase financial investment, improve local infrastructure construction, establish convenient transportation networks and tourist service facilities, to create a comfortable tourism environment for visitors, actively promoting the development and

progress of rural cultural tourism to fulfill and shoulder the responsibilities of the government.

5. Conclusion

With the development of China's economy and the vigorous promotion of rural revitalization initiative, rural cultural tourism is gradually becoming an important industry driving rural economic development. Although there are many rural cultural tourism scenic spots in China, the most valuable local cultural connotation and regional cultural core have not been fully explored and utilized, resulting in homogenization of cultural tourism experience for tourists, which is the primary reason that hinders the development of rural cultural tourism industry to blossom. Therefore, the author argues that with the support of the government, we should fully explore the basic connotation of rural regional culture, create a very personalized regional exclusive IP, and creatively transform the regional IP presentation form into driving force of the promotion and development of rural cultural tourism industry, to create a unique product brand, so as to realize the double enhancement of rural cultural industry chain and value chain, achieving the sustainable development of rural cultural economy.

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