

Research on the promotion path of Bengbu time-honored brand image from the perspective of cultural and tourism integration

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Abstract: Based on the theory of integrated development and brand theory, this paper analyzes the definition of cultural and tourism integration and time-honored brand. Based on the existing research results of time-honored brand construction, as well as the achievements of other regions in the integration of cultural and tourism to build time-honored brand, this paper takes Bengbu time-honored brand industry as the research object, collects and collates relevant data, and analyzes it, so as to understand the current situation of Bengbu time-honored brand construction, explore the current difficulties, and propose to build Bengbu time-honored brand based on the integration of cultural and tourism. Combining tourism culture with the concept of time-honored brands, through theoretical research and design practice, we can innovate and construct the visual image of time-honored brands, in order to highlight the cultural initiative of Bengbu time-honored brands, promote the three-dimensional multi-dimensional cultural experience and dissemination of Bengbu time-honored brands, and promote the dissemination of urban culture. It is of practical significance to arouse the emotional resonance of consumers.

1. Foreword

In August 2022, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the "14th Five-Year Plan for Cultural Development", which put forward the need to deeply excavate the characteristics of regional culture, integrate cultural contents, cultural symbols and cultural stories into tourist attractions and tourism products, and cultivate tourism products relying on regional cultural resources.

Since the 19th National Congress of the CPC, China's economy has been developing at a high speed, and has shifted from high-speed economic growth to high-quality development, and the traditional excellent culture has gradually become the theme of cultural development. The old is one of the typical representatives of regional cultural characteristics, it is given "city brand", "cultural heritage", "cultural dissemination", "industrial development. It has been given the role of "city brand", "cultural inheritance", "cultural dissemination", "industrial development" and other roles. The development of old brands will face new development opportunities under the design concept of cultural tourism integration. As an important way for city brands to promote the spirit of the city and

spread the culture of the city, the old brands also play an important role in promoting the development of the city's brand.

2. The concept and cultural value of "old brands".

2.1. Concept and characteristics of "old" brands

The term "Old Firm" refers to a firm that has a successful business history accumulated over many years, has produced good performance in a certain area, has gained an excellent reputation, is rich in traditional cultural heritage with Chinese characteristics, has original products or unique craftsmanship inherited from generation to generation, and has been recognized by consumers for a long period of time. ^[1]Mr. Hou Shih-hsiang in his book "Beijing's Old Firms" summarized several outstanding features of the old firms: "unique traditional cultural characteristics, including the deep cultural content of the ancient capital; unique business ideas, business methods; unique processing technology and high quality of products, commonly known as the "masterpiece." And most of the old craft is inherited and passed on through several generations of heirs. In a sense, the old brand name, store motto, legends, crafts and architecture has become part of traditional Chinese culture. ^[2]The "old name" not only has economic value, but also has deep cultural value, which is the fusion of economic value and cultural value.

One of the most significant features of the "old" is "old", which represents that it has a long history of operation and deep cultural heritage, not only reflecting the cultural traditions of the Chinese nation, but also highlights the Chinese nation's self-improvement, the spirit of hard work. Second is the "name", the name is usually referred to as the brand name, which represents the brand after a long period of operation, people for the brand of a kind of recognition, and its brand products rely on and emotions. The Qing Dynasty literati Zhu Pengshou in the "font size poem" in particular, also summarized the old customary 56 Chinese characters meaning good luck, respectively, "Shunyu Xinglong Rui Yongchang, Yuanheng Wanli Fubenxiang, Taihe Maosheng with Qiande, modest Ji Gongren XieDingGuang Jiuyi in the full letter of the Tongyi, Jiuhe Damei celebrate well-being. New Year is the right time to generate a wide range, Runfa Hengyuan thick blessings long." ^[3]Most of the characters combined in the name represent the businessman's hope that the brand can be prosperous, auspicious and long-lasting. Therefore, they are widely used on the plaques of stores, and become an important means of differentiation and self-protection in the competition of stores.

2.2. Cultural value of "old" brands

The earliest emergence of "old" can be traced back to the Northern Song Dynasty, after centuries of development, to the Kangxi period of the Qing Dynasty, the number of old brands has reached thousands of brands. The glittering plaques are not only the honor and wealth, but also the business spirit and business wisdom that have been carried over the long history. Behind each old brand has a touching story, its entrepreneurship, business history contains wisdom and hard work, is the essence of China's business culture, is a kind of non-renewable resources. These old brands not only witness the development history of the original city, but also carry the unforgettable memories of city life. In the eyes of the people, the old brands represent not only the name of the stores, but also the cultural memory and emotional home of the city. At the same time, the old firms are deeply rooted in the fertile soil of Chinese culture, and in their long-term operation, they have been deeply influenced by the Confucian ethics and morality and philosophy of life, based on the values of cultivating one's body with benevolence, nourishing one's character with harmony and generating profits with virtue, and adhering to the spirit of the business way of emphasizing virtue and righteousness, honesty and trustworthiness, which is also the cultural essence on which the old firms rely for their survival.

3. Advantages and disadvantages of the integration and development of Bengbu's old and tourist industries

As a regional brand with special cultural attributes, the integration of old brands with the development of local tourism has two aspects, the advantages are obvious, while the disadvantages are also prominent, it can be said that both opportunities and challenges.

3.1. Advantages

First of all, Bengbu City is located in a superior geographical position, Bengbu is located in China's north-south geographic demarcation line, the city of Huaihe River culture, the birthplace of Chinese civilization, known as the "cradle of culture," "the hometown of song and dance," "the city of water and landscape" Bengbu is a national comprehensive transportation hub and modern logistics hub city. [4]Bengbu City not only has convenient transportation, it is also a famous tourist attractions, Bengbu City, within the territory of the A-class tourist attractions twenty-eight, 4A-class tourist attractions 5, 3A-class tourist attractions 10, the development of the tourism industry is also more outstanding. [5]Bengbu's deep cultural heritage for the Bengbu old brand image has accumulated a wealth of material, and its superior geographical location for the Huzhou old brand revitalization and development to play a positive role in promoting.

Secondly, Bengbu old brand cultural connotation has certain advantages, Bengbu old is the product of Bengbu regional cultural precipitation, long history, with a strong regional spirit. Such as Bengbu's long-established brand "Lu's Square Paste" since the mid-Qing has stretched for nearly 200 years, five generations of inheritance, orderly history, clear veins, self-contained system. At the end of the Qing Dynasty, the founder of the Lu Sihai with his son Lu Zhanzhou practiced in Hubei, Henan and northern Anhui, enjoying a good reputation. At the beginning of the Republic of China, Lu Xiaochen, the third generation of Lu's ancestral Chinese medicine and orthopedics, entered Bengbu to practice medicine and settled down, and opened the "Ancestral Chinese Medicine and Orthopedics Clinic of Lu Xiaochen". He was well known for his excellent medical skills and chivalrous behavior for hundreds of miles around. In the 38th year of the Republic of China, he was honored with a gold plaque, "The Sage of Bone-setting". [6]This can fully reflect the deep emotions of the people of the region for the local old brands and the spiritual value of the brand embodied in the brand. The cultural attributes, regional sentiments and commercial entity characteristics of the old firms themselves can better promote the development of the tourism economy and the dissemination of regional culture.

The last is the promotion and support of government policies. 2019 The Outline of the Plan for the Integrated Development of the Yangtze River Delta Region issued by the State Council of the Central Committee of the Communist Party of China (CPC) put forward the need to deepen the cooperation in tourism and to enhance the influence of regional culture. In 2020, the People's Government of Anhui Province issued "Anhui Province implements the implementation plan of Huaihe River ecological and economic belt development plan", which put forward the need to base on the advantages of historical and cultural resources, and vigorously develop the characteristic cultural industry of the Huaihe River Basin. Bengbu closely follow the policy to promote the integration of culture and tourism work, pointed out that during the "14th Five-Year Plan" period, Bengbu City should adhere to the development concept of "green water and green mountains is the golden silver mountain", and strengthen the Huaihe River Basin inter-provincial and inter-municipal cultural and tourism cooperation.

3.2. Disadvantages

Tourism, Bengbu tourism industry "Twelfth Five-Year Plan" during the development momentum

is good, by the end of 2015, Bengbu City, tourism revenue reached 16.256 billion yuan, Bengbu tourism industry can be seen in the future development prospects.^[7] But since then Bengbu tourism industry revenue began to decline year by year, to 2021 has fallen to 387 million. 2022 Bengbu City Government issued the "Bengbu Municipal People's Government on further accelerating the high-quality development of culture and tourism of a number of policies and opinions" to promote and encourage the epidemic and the epidemic after the tourism confidence, in order to promote the transformation and upgrading of the structure of the culture and tourism industry, culture and tourism prosperity and development. Prosperous development of tourism. However, at present Bengbu City tourism industry is always in the early stage of development, has not been and no further optimization and upgrading. This also directly affects the dissemination of Bengbu old brand influence.

Bengbu tourism resources are very rich, but they are very scattered and difficult to centralize development, resulting in difficulties in input construction and high capital costs. Tourism resources are also mostly in an idle state, not fully developed, cultural resources are not fully applied. In the construction of tourism transportation line is also obviously insufficient, flower drum lantern carnival, Longzi Lake Scenic Area, Daming Culture Park, Tang and tomb, Tu Mountain, Zhanggongshan Park, Lake rising bright moon and other attractions did not set up a special tourism line road, so that the tourists' experience is reduced.^[8] Some scenic spots also exist scenic facilities planning is unreasonable, entertainment, leisure and other infrastructure is not perfect, the natural landscape characteristics of the lack of competitiveness compared with other local attractions and other problems, resulting in tourists' sense of identity of the regional culture is low. These problems have certain challenges to the development of Bengbu old.

Bengbu old brand, Bengbu City, the existing continuous operation of more than thirty years of old enterprises have nearly 40, in Anhui Province, the province carried out the 2014 annual "Anhui old" assessment and recognition of work, there are more than a dozen enterprise brand name, by the Anhui Province, "Anhui old "Assessment Committee recognized. But there are still a lot of old enterprises in a self-sustaining state, business is very difficult, can only barely maintain, and even some enterprises in the long-term losses, on the verge of closure stage. Bengbu old is currently the main problems reflected in the following aspects:

First of all, the core value of the old brand is missing, which makes the brand development disconnected. Good brand image and cultural connotation can make consumers have a clear positioning and cognition of the brand, so as to establish a strong emotional connection and sense of identity, which helps to enhance the user stickiness of consumers and develop market share. Analyze the current situation of the old brand can be found, Bengbu old has a long history, and has an excellent inheritance process and excellent historical and cultural heritage. Bengbu old brands have unique products, exquisite skills, and traditional flavors loved by the people of Bengbu to this day, in a certain region or even the country has a certain degree of visibility. However, in the economic environment of the downturn in the same industry under the background of fierce competition, a large number of excellent emerging brands into the market, the gap between the intrinsic function of the product is also getting smaller and smaller, so that the development of the old brand is not satisfactory, and most of the old enterprises have a weak brand awareness, a lot of brand managers for the design of the brand image is only for the purpose of registering trademarks, to distinguish between the other corporate brands, and did not carry out the cultural value of the old brand products. The old brand product cultural value of excavation, ignoring the traditional brand culture publicity, and gradually lost the old brand precipitation and value over the years. At this stage, the brand heritage of old brands has fallen into a crisis, which is manifested in the lack of brand culture influence and poor brand innovation ability, resulting in the actual perception of consumer bias.

Secondly, the brand symbol does not conform to the aesthetics and preferences of consumers, and the aging of the old brand is accelerated. Brand symbol is the external expression of the brand image,

but also can best reflect the characteristics of enterprise products and services of the important signs, a perfect brand symbol for the long-term operation of the brand has an important role in promoting. At the same time in brand marketing also occupies an important position in the dazzling array of goods on the shelves can instantly attract the attention of consumers, and cause the desire to buy goods, is the focus of brand development. Bengbu's old, regrettably found that most of the old companies lack of brand symbols of design and innovation, the old brand image does not deeply highlight the cultural characteristics of the product, the brand image symbols design homogenization is serious, most of the old brand is the use of bamboo, plum, orchid elements, as well as wooden plaques, the traditional pattern of openwork design, etc., which, although to a certain extent, also reflects the characteristics of the brand of old These, although to a certain extent, also reflect the characteristics of the old brand, but it is difficult for consumers to generate memory points in similar brands. Bengbu's long-established brands lack the awareness of using symbolic images to build the brand, which triggers the acceleration of brand aging.

Finally, the brand publicity is weak, the lack of in-depth marketing. Bengbu old most of the brand communication is weak, the main is still the traditional store retail, only part of the brand on-line marketing platform. With the Internet economy, the digital media economy is disconnected, resulting in reduced interaction with the public media participation. Bengbu old" brand marketing approach is also relatively single, it is difficult to adapt to the very popular network marketing, live with goods, offline experience and other marketing modes, so that the brand with good craftsmanship and quality but cannot be well spread out, the audience group is reduced. And the old brand image is more obsolete, which makes people on the old consumer group positioning will appear a certain deviation, resulting in young consumers will directly ignore the old brand products, turn to emerging brands. So once "fragrant wine is not afraid of deep alley" traditional concept is obviously not suitable for now. At present, Bengbu City, the old brand failed to connect well with the new era, failed to use modern means of communication, and therefore failed to open a larger market.

4. Bengbu old brand visual image design and countermeasure suggestions

4.1. Inherit the brand culture of old brands and innovate the brand image of old brands

Bengbu old is a city's cultural memory and emotional support place. Behind each old firm is represented by the brand's excellent products and services. Deep national cultural heritage, regional cultural characteristics and the unique charm of the old firms themselves are worth exploring, innovation and inheritance. Old companies should fully explore the intangible value of their own signboards, with the help of diversified design will be the old brand culture, brand spirit through the visual image conveyed to consumers, thus improving the brand in the public serious recognition, increase the brand and consumer products between the stickiness. While inheriting the cultural value of the old brand, we should innovate the new visual image of the brand, explore the characteristics of the brand, and establish a stable and innovative corporate image. Let consumers feel the new image of the brand at the same time also cause people for the old brand of emotional resonance, closer to the distance between consumers and the old brand.

In the context of cultural and tourism integration, to promote the construction of visual image of old brands to play a positive role in the development of urban cultural and tourism. In the construction of brand image of old brands into the city culture for innovation, enrich the brand of the city cultural implications, in the process of brand circulation, to promote the dissemination of urban culture, enrich the connotation of urban tourism culture, and help the development of urban culture and tourism.

4.2. Refine Bengbu's old brand symbols, explore the old brand personality

In the context of the integrated development of culture and tourism, the brand image of old brand products should further strengthen the proportion of local cultural symbols in the visual image of the brand. French sociologist Jean. Baudrillard pointed out in "Consumer Society" that the consumption of contemporary society has been transformed from the consumption of objects to the consumption of symbols. ^[9]This shows the importance of brand symbols for brand communication. Therefore, at the level of brand communication, there should be a clear distinction between the personality characteristics of other similar brands, increase the regional cultural value, historical connotation and other types of cultural elements in the personalized design, the cultural advantages of deep excavation, extraction and display of the differentiated characteristics of the old brand to convey the brand's cultural value to the consumer, thereby causing consumer recognition and emotional resonance, so that the consumer The brand's cultural value can be conveyed to consumers, thus arousing their recognition and emotional resonance, enabling consumers to intuitively understand its brand attributes and enhancing the brand's cultural heritage.

At the same time, in-depth excavation of Bengbu's characteristic cultural elements, symbolic translation, integration with the construction of the visual image of the old brand, and implementation of the theme of the design practice, in order to strengthen the old brand as a symbol of the city's "walking cultural card", to enrich the city's cultural connotation of the old brand, and to create the old brand highlighting the characteristics of the culture of Bengbu. Brand visual image.

4.3. Activate the vitality of old brands and integrate the aesthetics of the times

Old brands in the process of brand culture dissemination, must keep up with the trend of the times, not alone, stagnation. If the dissemination of brand culture cannot give the brand more relevant to the content of the times, it will always be eliminated by the times. An accurate brand image positioning for the brand image design is a crucial premise, the current Bengbu old brand image design expression, the target audience is still concentrated in the middle-aged and old age, but with the gradual rejuvenation of the consumer body, Bengbu old brand in the retention of "old customers" like the product features and image, but also to cater to young people's consumer aesthetics. To cater to young people's consumer aesthetics, graphic creativity, expression techniques, color performance, the choice of elements into the popular elements and modern technology to diversify the presentation. Targeted from the visual point of view to stimulate the vitality of the old brand, to break the old brand is too old, stereotypical brand impression.

For Bengbu old brands in the context of urban cultural tourism deficiencies, but also need to promote the old brand visual image of the process of integration into the city's cultural elements, with the help of the city cultural tourism industry to promote the sales of the old brand as well as the dissemination of the city's culture, to achieve a win-win effect of the development of the two combined, the establishment of synergistic and interactive relationship between the old brand and the city cultural tourism.

4.4. Innovative business model to expand the influence of old brands

The old brand experienced decades and even centuries of operation, business model and product characteristics of a single, the consumer's attitude towards its products and services established impression is deeper, with the same category of emerging products compared to the competitiveness of lower. Therefore, the brand needs to adapt to the market development trend, change the traditional sales model, and constantly innovate the business model to accelerate the development of the old brand.

Efforts to adapt to the now popular Internet economy, digital media economy, bandwagon live and other network marketing models, expand sales channels, in the context of tourism development, and actively on the effective development of old tourist souvenirs. Cross-border cooperation with the tourism industry can not only improve brand awareness, but also can participate in the establishment of cultural and creative industry development chain, drive the cultural tourism in Bengbu City, to achieve a win-win model. At the same time can be put into the experiential marketing model, such as Bengbu's old "tie color dragon" production process can be developed, so that consumers in the production of brand culture, deepen the brand's memory, compared to the traditional finished product retailing, more stimulate consumers' desire to buy, expanding the brand's influence.

5. Summary

Bengbu old brand visual image construction should face up to its own advantages and shortcomings, re-examine the brand positioning, in brand image design should not only take into account the economic value, but also in line with the development of the times and aesthetics.^[10]Bengbu old and tourism industry integration development innovation strategy proposal and implementation. It can not only enhance the consumer's recognition of Bengbu's old brands, but also enhance the popularity of Bengbu's old brands. Taking the integration of Bengbu city's characteristic cultural elements and the genes of the old brands as a breakthrough, the visual image of the old brands is culturally innovative. To a certain extent, it is of practical significance to promote the innovation of the visual image of the old brand, adapt to the emerging market trends and meet the aesthetic demands of the new generation. Further promote the innovation of the visual image of the old brand breakthrough and the dissemination of the city's characteristics and culture. Form the mutual activation of old brands and urban cultural tourism, so that the two can develop together.

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