

Research on the promotion of Shanxi tourism brand image based on narrative design

Ying Liang*, Lina Zhu

Northeast Electric Power University, Jilin, Jilin, 132012, China

Liangllyystudio@163.com

*Corresponding author

Keywords: Tourism destination image, Shanxi tourism brand, Narrative design

Abstract: As the saying goes, "five thousand years of relics on the ground to see Shanxi", Shanxi, as a large province of tourism resources, has a profound historical and cultural accumulation and a vast of historical relics. Nowadays, the competition in the domestic tourism market is more and more fierce, but the image of Shanxi's tourism brand is far behind that of the developed areas, which restricts the competitiveness of Shanxi's tourism brand in the tourism market. How to effectively enhance the image of Shanxi tourism brand and strengthen the competitiveness of Shanxi tourism industry has become an important issue for the development of Shanxi tourism. Based on the development status of Shanxi tourism brand, this paper discusses the possibility of improving the image of Shanxi tourism brand with narrative design as the starting point, and promotes the transformation and upgrading of Shanxi tourism brand image.

1. Introduction

At present, tourism has become a national strategic pillar industry, and more and more attention is paid to tourism economy. The following is the competition of tourism brand, Shanxi, as a big province of tourism resources, based on its own unique human and natural characteristics, embarked on the road of tourism brand development. The construction of tourism brand in Shanxi Province has made certain achievements so far. The brand positioning and slogan of "ancient civilization of China, good scenery of Shanxi" and "Good beauty of Jin" have been put forward. On this basis, under the influence of regional economic strategy, local characteristic brands such as "Hometown of Guan Gong", "Religious Holy Land" and "Soul of the Yellow River" have been formed. Through the production of brand publicity videos, holding large-scale activities, etc., it has been widely disseminated in China, promoting the development of local tourism economy. Shanxi tourism brand communication has achieved some results, but its tourism brand awareness is far less than China's major Internet celebrity tourism provinces and cities, brand competitiveness has not yet formed, the brand lacks vitality, the need to promote the brand, how to make Shanxi tourism brand image more three-dimensional full, more rich cultural connotation, has become an important issue that needs to be solved.^[1]

2. The status quo and problems of Shanxi tourism brand image

Tourism brand is the result of the comprehensive development of politics, economy and culture of tourism destination. Based on the development status of Shanxi tourism brand image and the five-star model theory of brand equity proposed by David Aaker, the author analyzes the existing problems of Shanxi tourism brand image from four aspects: theme, connotation, visual image and experience (Figure 1).

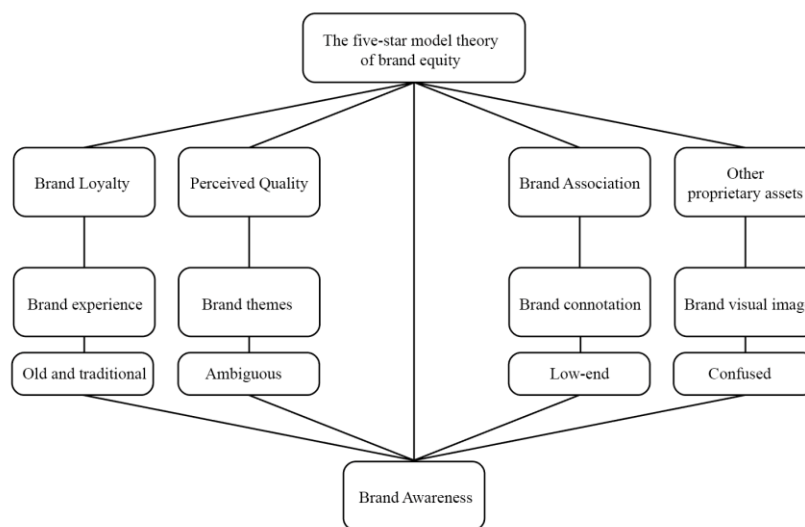


Figure 1: The five-star model theory of brand equity and problems.

2.1. Ambiguous brand themes

In today's tourism market, under the background of new media reform and new marketing model, the traditional way of tourism brand building cannot be sustained, and the construction and integrated communication of Shanxi tourism brand system are confused. Shanxi tourism brand for a long time ambiguous positioning, the lack of a unified, prominent theme, so in the minds of consumers is a "lack of characteristics" image, failed to establish a unique brand "keywords" in the minds of consumers. In recent years, the "key words" to build a brand is the key to embody the characteristics of the tourism destination. The "Datang City" in Xi 'an, Shaanxi Province frequently "goes out of the circle", attracting a large number of tourists who want to enjoy the scenery of "Datang"; Henan also launched the popular "Tang Palace Night Banquet", "Dragon Boat Festival wonderful tour" and other special cultural programs, launched the new business card of Henan cultural tourism; The boom of "ice and snow tourism" driven by the Beijing Winter Olympics has made the northeast a mecca for southerners to play snow...If the image of a tourism brand is vague, it is difficult to make tourists remember the city, for example, consumers' impression of Yungang Grottoes in Datong is easy to be confused with Dunhuang Grottoes and Longmen Grottoes, and Hengshan has no characteristics compared with other mountain brands. Shanxi tourism brands lack a highly generalized brand theme, lack of brand "keywords" to attract tourists, so Shanxi tourism brands need to change their ideas, create a unified brand theme, and carry out extensive publicity.^[2]

2.2. Brand connotation reflects low-end

Shanxi tourism brands lack in-depth exploration and development of the culture of the tourist destination. Shanxi has rich cultural tourism resources, which is the birthplace of Chinese

civilization and the intersection of agricultural civilization and nomadic civilization. Shanxi also has a large number of ancient buildings before the Yuan Dynasty, accounting for at least 70% of the country's total. This is related to the monotonous and low-end connotation of Shanxi tourism brand. For example, Pingyao Ancient City has a historical and cultural atmosphere of scenic spots, in the same type of scenic spots lack of attraction, tourists are more inclined to go to Lijiang Ancient City, Phoenix Ancient City such as a unique culture of tourism to play, which is the result of the brand connotation.^[3]

2.3. The brand visual image is confused

Visual image is the most intuitive way of brand display (Figure 2 and Figure 3), and it is also the first impression of consumers on the brand in the process of brand communication. The lack of a unified brand visual image will make the brand image present a chaotic situation, but also make consumers lack of memory points. Nowadays, the visual image of Shanxi tourism brand presents some problems, such as convergence with other tourism brands, lack of its own brand characteristics and poor overall image unity.^[4]



Figure 2: Shanxi tourism brand visual image display.



Figure 3: Tourism brand promotional video display screen.

2.4. Brand experience is old and traditional

With the transformation and upgrading of consumption structure, consumers' demand for tourism is more complex than before, increasing the demand for participating in activities and experiencing life. At present, the tourism destinations under Shanxi tourism brand are still relatively traditional tourism mode, and the activities are mostly concentrated on food and shopping, and the activity experience of the tourism destination is under-developed, and consumers "see more and participate less" in the tourism destination, which is difficult to meet the interactive experience needs of consumers.

3. Narrative design

3.1. Narrative design brief

Narratology is the science of studying narrative texts, and it is a consensus and systematic form study of narrative texts. Originating from Russian formalism and structuralism, Narratology has been expanded and applied in many fields. "Design" is "the process of expressing an idea through reasonable planning, careful planning and various ways", and the combination of narratology and design is narrative design. Then "narrative design" refers to achieving the purpose of "design" through the form of "narrative", and expressing the connotation and significance of design works to the audience in the form of storytelling. With the development of interdisciplinary disciplines, narrative design and its application in space design, landscape design, visual design and other fields, through "narrative", design works "tell stories", more profoundly express the concept of the work, but also make the design concept easier to be understood by the receiver. Narratology mainly studies the narrative mode, narrative structure and the reading of narratology. As an extension of narratology in the field of design, narratology includes three parts: narrative theme, narrative plot and narrative expression approach. The narrative theme includes the theme or idea expressed by the work, as well as the choice of narrative content. The narrative plot refers to the use of images, colors, space and other carriers to describe the plot and promote the development of the story through narrative methods such as positive order, flashback and episodic narration. The way of narrative expression refers to the medium and expression method of narrative expression. In the narrative strategy of visual communication design, the three are related to each other in order, and on this basis, the practice of narrative visual design is carried out, and the "narrative" of design works is finally completed. Narrative design has the characteristics of relevance, interaction and expression. Excellent narrative design works are "resonators of thoughts, feelings and hopes", and can help the works better convey information.

3.2. The value of narrative design applied in tourism brand

3.2.1. Enhance brand theme

In view of the unclear brand theme in Shanxi tourism brand image, narrative design can be used for analysis, the content of the brand to be expressed can be selected, and the content of the brand to be promoted can be selected purposefully according to the theme, so as to ensure the consistency and integrity of the brand theme and promote the more accurate dissemination of the information of Shanxi tourism brand. Improve brand awareness, enhance the communication effect of Shanxi tourism brand, and stimulate the consumption demand of potential consumers. On this basis, the visual image is also improved, the subjective elements in the brand are extracted and designed, so that the visual elements of the tourism brand show the theme and improve the brand recognition.

3.2.2. Put into the brand culture connotation

Tourism image is a concentrated reflection of tourism culture, which represents consumers' general image of tourism destination. Tourism image is one of the important factors to stimulate consumers' tourism activities, but at the same time, the image of tourism destination is an abstract concept. Nowadays, Shanxi tourism brands mostly use specific information to construct their image, ignoring the imagination space caused by abstract elements. Narrative design takes "story" as the core and puts "story" into the brand, which can give the tourism brand a unique culture of the tourism place. Through the design of visual elements, such as color, graphics, text, etc., the Shanxi tourism brand is described and expressed through these visible forms. So that consumers can fully

feel the cultural connotation of Shanxi tourism brand in the process of brand communication.

3.2.3. Establish deep emotional communication

In narrative works, narrative is often used as a medium to express thoughts and emotions. Similarly, narrative can also become a medium to communicate brands and consumers, so that brands and consumers can reach emotional resonance. As the saying goes, "There are a thousand Hamlets in the eyes of a thousand readers", consumers have different interpretations of the connotation conveyed by the narrative. In the process of participating in tourism activities, consumers will interpret the visual elements in the tourist destinations, and such interpretation is based on their own cultural background and cognitive ability. In the process of interpretation, unique emotional communication can be established with the brand.

3.2.4. Stimulate brand vitality

The ultimate goal of brand redesign and promotion is to enhance the vitality of the brand. In recent years, all provinces and cities in the country have gradually launched tourism brands that meet their own characteristics, such as "colorful Guizhou", "hospitable Shandong", "South of colored clouds", "beautiful Anhui, welcome the world"... In the case of highly homogenized services provided by tourism brands, a brand image that constantly innovates and adapts to the trend of The Times can make Shanxi tourism brands form their own competitiveness. Combining narrative design with Shanxi tourism brand to enhance its brand image, increase consumers' interactive experience, and carry out innovative brand publicity can promote the promotion of brand vitality.

4. Narrative design strategy of Shanxi tourism brand image

In the rapidly developing era of new media, consumers have greater demand for brand differentiation, and the number of tourism brands is gradually increasing, and consumers will have more choices. The young group is the main consumer today, they are not interested in boring, highly homogenized tourist places, more vibrant, more characteristic tourist places. In the process of reshaping Shanxi tourism brand, narrative design theory and method are innovatively introduced (Figure 4), which can realize the interaction between Shanxi tourism brand and consumers through the creation and dissemination of "stories", and deepen the impression of consumers on the brand.

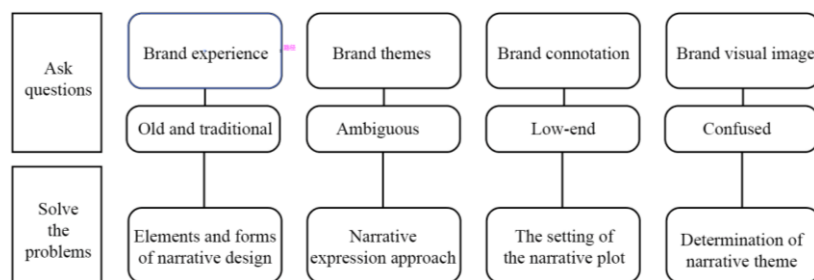


Figure 4: Problems and solutions of Shanxi tourism brand.

4.1. Determination of narrative theme -- extraction of story

The core of narrative design method is the dissemination of the "things" to be described. In the process of promoting Shanxi tourism brand, we should not only pay attention to the performance of

functions, but also start from the content and form. The selection and analysis of the theme is the first step of constructing the content, and it is also the basis of all narratives. If the theme of a tourism brand is not clear, it is just a common consumption place composed of tourism places, products and facilities.^[5] Based on the narrative design method to improve the image of Shanxi tourism brand, we must first determine the overall theme, determine that the theme should have clear expression and distinct recognition, and then take its theme as the core to extend the content creation related to the theme.

4.2. The setting of the narrative plot - telling the story

After the narrative theme is established, "plot" is needed to promote the development of the "story" content, so that consumers can integrate into the story situation. Narrative plot is the technical embodiment of telling the development of events. The setting of narrative plot and the presentation of narrative structure are causal, and will directly affect the strength of the final narrative effect. In the promotion of Shanxi tourism brand image, it is necessary to extract the "thing" from the "thing" through clever design, and describe the "story" of the brand with images, colors, words, etc., so as to convey the information of the whole "story" to consumers and stimulate consumers to perceive the unique culture of the tourism brand in the "story" experience.^[6]

4.3. Narrative expression approach -- multi-dimensional narrative

The way of narrative expression refers to the medium and method of narrative expression, which is the process of transforming text into visual design text. The expression of visual communication design can be divided into "two-dimensional static plane media", "three-dimensional static media", "four-dimensional dynamic image media" and so on. Two-dimensional static graphic media refers to poster design, logo design, VI design, graphic design and other media; Static three-dimensional media refers to packaging design, display design, three-dimensional advertising design and other media; Four-dimensional dynamic image media refers to web design, new media art, electronic books, interface design and other media. In the promotion of Shanxi tourism brand image, multi-dimensional narrative media can be used to improve the narrative design, combining the plane and space, online and offline multimedia means for narrative, and on this basis to increase entertainment and interaction, so as to enrich consumers' experience of listening to "stories" in tourism brands. So that consumers can be more immersed in the culture and characteristics of the tourist place, to the "story" has a deeper understanding.^[7]

4.4. Elements and forms of narrative design

4.4.1. Image narrative design

Narrative design is mainly applied to visual narrative, which is also the most direct design language. For consumers, the first information they come into contact with is the image information of the tourism brand. Whether the visual image of the tourist destination is sufficiently recognizable and whether the information is effectively transmitted will affect the emotional connection between tourists and the tourist destination. Effective use of graphics and symbols to tell the story of Shanxi tourism brand, so that tourists can accurately understand the culture of the tourist destination under the tourism brand, and achieve deeper emotional resonance.

4.4.2. Color narrative design

Color is an effective identification medium that can enhance visual expression and also serve as

a source of visual information for the audience. In narrative design, color can also carry the function of narrative. In the process of information transmission, the selection of different colors can enhance the narrative effect and render the situational atmosphere. In the narrative promotion of Shanxi tourism brand image, the guiding role of color can be used to make tourists form a connection between a certain color and Shanxi tourism brand, so as to improve the popularity of tourism brand.^[8]

4.4.3. Text narrative design

Text is the symbolic carrier of language, and it is also the means to assume the narrative function in People's Daily life. From the visual aspect, different types of text adopt different forms of narrative expression, for example, hieroglyphic text has its own narrative, while sound text relies on late arrangement to achieve narrative. When text is used as an element of narrative design for visual transformation, it is generally divided into two forms: narrative design of a single text and narrative design of multiple texts. In the process of improving the narrative image of Shanxi tourism brand, text elements can be designed by means of intertextuality, parataxy and theme attachment, so as to make the visual image of tourism brand more rich and three-dimensional, and enable consumers to generate cultural identity of tourism places.^[9]

5. Conclusions

Narrative is the way for a brand to convey its own content. The clever combination of narrative and brand can make the brand itself known by the world as a unique cultural symbol, and have a profound impact on the following publicity. For Shanxi tourism brand, excavating the cultural connotation under the brand and adding the contemporary content is the key to brand promotion and development. Only by keeping pace with The Times and finding a new way can we activate the vitality of the brand and promote the sustainable development of Shanxi tourism industry.

References

- [1] HU Yamin. *Narratology* [M]. Wuhan: Central China Normal University Press, 2004:11-13.
- [2] Wu Jun. Interview "Narrative Design" [J]. *Interior Design and Decoration*, 2003:89-92.
- [3] MA Quanfu. *Research on Narrative Strategies of Visual Communication Design* [D]. Nanjing University of the Arts, 2018.
- [4] Wei Yanli, Zhou Xuan, Zhao Zhiyang. *Research on Narrative Design of Tourism cultural and Creative products* [J]. *Design*, 2021.
- [5] Gong Ying. *Research on brand promotion of Qingdao Taitong Night Market based on Narrative design* [D]. Jiangxi University of Finance and Economics, 2022.
- [6] Hunt J D. *Image -A Factor in Tourism*. Unpublished doctoral dissertation [D]. Colorado State University, 1971.
- [7] Nigel Morgan, Annette Pritchard, Roger Pride *Destination Brands* [B]. Taylor and Francis, 2011.
- [8] Clara Bassano, Sergio Barile, Paolo Picicchi, James C. Spohrer, Francesca Iandolo, Raymond Fisk. *Storytelling about places: Tourism marketing in the digital age* [J]. *Cities* Volume 87, 2019. PP 10-20.
- [9] Stella Kladou, Mihalis Kavaratzis, Irimi Rigopoulou et al. *The role of brand elements in destination branding* [J]. *Journal of Destination Marketing & Management*, 2016, 6(4).