

Research on the Design and Planning of Urban Tourism Image

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Abstract: Tourism activities are produced with the development of human society. Since China's reform and opening up, tourism, including urban tourism, has made considerable progress. The author believes that a good city image will weaken the unfavorable factors in the development of tourism and the design and construction of urban image will promote the development of urban tourism. The development of tourism will help shape the image of the city, especially the image of urban tourism. It is a relationship of mutual reliance, mutual promotion, and common development. Finally, this paper points out the problems that should be paid attention to in the construction of city image.

1. Introduction

Tourism activities are produced with the development of human society and have a long history. For our country, since the reform and opening up, along with the economic and social development and the increase of people's income, the tourism industry in our country has seen a sustained growth. On the one hand, tourism activities are generalized, and tourism is gaining a higher and higher position in the construction of a well-to-do society. On the other hand, tourism consumption is maturing, people pay more attention to experiences, feelings, and participation in the process of selecting tourism destinations. Leisure or other combination of tourism projects or tourism products. Today, with the booming tourism industry, urban tourism is gradually showing a good development trend. Research shows that China's urban tourism destination has also undergone significant changes in recent years. The number of emerging tourist cities such as Dalian, Kunming, and Xiamen has seen a significant increase in the share of tourists, while the share of tourism destinations in traditional cities such as Guilin, Suzhou and Xi'an has declined. At the same time, some cities such as Shantou, Wuxi, etc., have seen a decline in the number of visitors during a relatively long period of time or no significant increase. Although there are changes in tourism demand, the influence of the city's image on tourism destinations is also one of them. For example, the beautiful environment of the city brought about by the "environmental revolution" in Dalian and the "SAR image" formed by Shenzhen's powerful economic strength all form a new driving force for urban tourism.

2. Analysis on the Influencing Factors of the Formation of Urban Tourism Image

The formation of urban tourism image is mainly controlled by the following six factors: the image recognition and preference of tourists, the overall level of urban tourism development, the image of the city, the tourism image of other cities within and outside the region, the decision-making behavior of the image-giving entity, and the decision-making behavior of the government. .

Tourists are the main target of urban tourism image design and dissemination. Tourists' image recognition and preference are the scientific basis and technical premise for determining the overall image of urban tourism and selecting urban tourism image strategy [7]; the overall level of urban tourism development is mainly from urban areas. The characteristics of tourism resources and supporting facilities, urban landscape, urban social and cultural atmosphere affect the urban tourism image in three aspects. The image of the city is the foundation and support for the formation of the city tourism image. The image of the city will influence the attitude of the urban tourists and further

influence the image of the city tourism. The tourism image of other cities within and outside the region will directly affect the tourism characteristics and personality of the city and will weaken the city. The influence and appeal of tourists. The behavior of decision-makers is related to two levels: one level is the decision-making behavior that the image gives to the subject, and the other is the decision-making behavior of the government. The decision-making behavior of the image-giving entity is mainly the choice of the image strategy. On this basis, it influences the urban tourism image from two aspects. First, the image orientation model is determined, and the second is the image implementation strategy. The government decision-making behavior affects urban tourism image from four levels: urban tourism policy, urban tourism planning, urban tourism marketing, and urban tourism service management.

These six factors can be generally attributed to the two main aspects: the objective level mainly includes two necessary conditions and two restrictions. The two necessary conditions are the image recognition and preference of tourists and the overall level of urban tourism development. They are related to the size of the urban tourist source market, the conditions of facilities, the status of urban tourism products, and the attractiveness of urban tourism; It is the image of the city and the tourism image of other cities within and outside the region. They influence the decision-making behavior of tourists. The subjective level is the decision-making behavior that the image gives to the subject and the decision-making behavior of the government. The decision-making behavior of the image-giving subject includes the determination of the image-oriented model and the implementation strategy of the image. The government's decision-making behavior mainly relates to the micro-implementation of the image strategy and related to the image strategy. Government management and evaluation. The implementation of the image strategy is the key factor in determining the image orientation mode of urban tourism. The image of the city, the tourism image of other cities within and outside the region, the urban landscape and context, and the shaping and promotion of the urban tourism image are important influencing factors. In the process of shaping and promoting urban tourism, it is necessary to collect market information in a timely manner. If the image is obsolete, it is necessary to plan a new image; if the image is unfavorable, it is necessary to transform the unfavorable image; if the image is unique, the image should be strengthened. Only the relationship between the subjective and the objective can be coordinated and the planning of the city tourism image can be successful. Without objective factors, the planning of urban tourism image is doomed to failure; objective factors are possessed, but subjective factors are not coordinated and it is difficult to succeed.

3. Level and Relationship Model of Urban Tourism Image

Based on its position and role in the city's tourism competitive advantage, the planned urban tourism image can be divided into three levels as shown in the figure: core image, extended image, and auxiliary image. This is conducive to clear goals, strengthen the key points, and improve the competitiveness and core competitiveness of tourism in the entire city as soon as possible.

The core image is the iconic facilities and product projects of urban tourism. The existing reputation of the city mainly comes from the reputation of its core image. Only by virtue of this culturally-rich brand advantage and economic strength can we shape the city's core tourism products and cultivate the core competitiveness of tourism. Statues of liberty such as New York, Roman mother's womb like baby elephant, Zhuhai's fisherwoman offering beads and so on. The auxiliary image is the basic platform for the development of high-end tourism in cities, and it is a supporting factor for building a competitive advantage in the urban tourism market. Although the core image mainly embodies the city's iconic facilities and product items, the auxiliary image can provide insight into the system overview and overall level of the city's tourism image, and it can also assess its true strength in the market competition. The auxiliary image is mainly manifested in many aspects such as the image of the urban environment, the image of the city's leadership, and the image of the urban citizen. Extending the image is an important guarantee for enhancing the added value of the city tourism. Extend the image is a common method used by many cities to open up new areas of tourism image. At this time, the choice of cities usually has two kinds: horizontal

extension and vertical extension. Horizontal extension refers to extending the image to the new product type or product form of the city. Vertical extension refers to extending the image to the higher or lower levels of urban tourism. The success of the image extension depends to a large extent on market factors such as the market's capacity, market competition, and product life cycle stages. The urban tourism image is composed of a core image, an auxiliary image, and an extended image. The core image determines the nature of the city's tourism image. The auxiliary image and the extended image have an influence on the core image, and they can be transformed with the core image under certain conditions.

4. Design of Urban Tourism Image

The urban tourism identification system means that the tourist city transfers the various tourist information of the city to the city's affiliates (including urban residents, government organizations, news media, tourists, and people in the target market, etc.) by importing the identification system to create a good model. The tourism image makes people have a consistent view and recognition, winning everyone's trust and recognition. The urban tourism identification system is composed of three elements: Mind Identity, Behavior Identity, and Visual Identity.

1. Idea recognition. The concept of urban tourism, which relies on the urban tourism resources and urban tourism functions, proposes the guiding ideology for tourism development. The concept of urban tourism has a unified and independent duality. Unity is consistent with the propaganda of urban people, tourists, and the target tourism market. Independence refers to the idea that the concept must highlight the local characteristics, and strives for the uniqueness of the tourism concept. It should not be stereotyped.
2. Behavior identification. The behavior identification of urban tourism mainly represents the behavior of individuals in a tourism city. It uses its philosophy as a guideline. That is to say, the identification of urban tourism behavior is the specificization of the concept of tourism city. Urban tourism image recognition through the behavior of urban population reflects the personality and spirit of urban tourism. This is the key to distinguishing tourism from other cities, and it is also the main criteria for identifying the characteristics of tourists. The design of urban tourism behavior identification is mainly about the design of tourism city people's behavior. The design content is five aspects: practitioners' behavioral norms, civil servants' behavior norms, residents' behavioral norms, group behavior norms, and media behavior norms. Through the tourism behavior identification system, you can see the spiritual outlook of the tourist city.
3. Visual recognition. The visual recognition of urban tourism is represented by the markers of the tourist city, and is a further concrete and visual way of conveying the concept of urban tourism. Urban tourism must visualize and visualize abstract ideas in a certain way, and display them in simple and easy-to-understand forms such as banners, slogans, patterns, landscape signs, or iconic sculptures to enable tourists or target people to produce them. Good impression. For example, the image of Chinese tourism uses the symbolic sign of "Ma Stephan", Beijing uses the Great Wall as its logo, and Guilin uses Elephant Trunk Hill as the city's symbol. These signs are taken from ancient tourism connotations or from For a certain tourism landscape, they have one thing in common: they are unique, the image is unique to a tourist city, and the image of other tourist cities is irreplaceable. The concept recognition, behavior identification, and visual recognition in the urban tourism identification system are an organic whole, and all three are indispensable. The idea is the core of the tourism image. Its role can affect all aspects of the tourism image. Behavior identification and visual recognition are specific to the concept of tourism city.

The design of urban tourism image is only the starting point of the image strategy. A greater amount of work lies in the image of external marketing and promotion. The promotion work is to put a series of achievements in image design and development into practice and widely disseminated, so that the new urban tourism concept is deeply rooted in the hearts of every member of the city and implemented in every member's daily work. A series of external promotion activities set a new image of urban tourism and attracted tourists.

5. Conclusion

When promoting urban tourism images, high-level management personnel must invest a lot of effort to direct and implement them. Middle-level management personnel should thoroughly implement the spirit of urban tourism image and invest a lot of time in management and communication so that the spirit of urban tourism can truly be rooted in people's hearts instead of staying in the general image. "Painting" on. Those who think that since they have paid a high price to hire a professional company to design, it is wrong for a professional company to take responsibility for it. To carry out image promotion planning, you can invite experienced experts or consultants with actual performance to provide active assistance, but the protagonist is himself, rather than hired experts. Establishing the main body of internal image promotion, from the city's self-promotion image, and fully absorbing the practices of other cities, focusing on the city's own efforts, is the correct concept of promoting urban tourism image.

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