

Research on the Operation Mode and Brand Construction of Wellness Tourism Destinations Driven by Cultural and Tourism IP

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Abstract: In the context of cultural and tourism intellectual property (IP) becoming increasingly popular, the operational models and brand-building strategies of wellness resort destinations have become an important way to enhance the city's competitiveness. The research demonstrates that cultural and tourism IP not only enhances the destination's cultural awareness but also strengthens tourists' emotional connection to the destination. Wellness tourism meets the needs of diverse consumers and supports sustainable development by leveraging diversified business models, such as health care, cultural experiences, and leisure tourism. Regarding brand building, creating a unique brand image, leveraging social media platforms, and executing brand marketing activities can effectively increase attention and loyalty among target groups. By integrating cultural and tourism IP, wellness residence destinations are more attractive in the market, and economic benefits improve, providing impetus for industry development.

1. Introduction

1.1 Research Background

In recent years, global economic integration and social aging have been intensified. Wellness tourism is gradually becoming an important component of modern life, meeting people's needs for health and cultural recreation. Cultural and tourism Intellectual Property (IP) is a new business model with unique cultural connotation and tourism value, which has become an important means to attract tourists. For the development of cultural and tourism IP, relevant personnel excavate local cultural resources and combine them with tourism products to effectively enhance the popularity and appeal of destinations [1]. In this context, the wellness tourism destination's operating mode needs to be adjusted to respond to market changes and consumer demand. Additionally, brand building is crucial in this process, as it can enhance market competitiveness and achieve brand differentiation. Focusing on culture and tourism IP, this paper examines the operational model and brand development of the wellness tourism destinations to explore a sustainable development path for tourism. This method can not only create new growth opportunities for enterprises but also enhance tourists' satisfaction and loyalty.

1.2 Research Significance

This paper focuses on the operational mode and brand development of wellness tourism destinations driven by cultural and tourism IPs, and its significance is mainly reflected in the following aspects. First, analyzing the application of cultural and tourism IP in the development of wellness tourism can provide theoretical support and an empirical basis for relevant enterprises, thereby promoting the innovation and transformation of the cultural tourism industry. Secondly, studying the operational modes of wellness tourism destinations helps identify effective strategies to adapt to market demand, meet tourists' comprehensive health and cultural leisure needs, and enhance their satisfaction and experience. Third, this paper clarifies the importance of brand building, creates a unique brand image and cultural connotation for enterprises, and enhances market competitiveness. Additionally, this paper provides policymakers with a reference to assist local governments in formulating plans to promote industry development, optimize resource allocation, and implement

regional tourism strategies. By combining cultural and tourism IP with wellness tourism, it offers a new perspective on the sustainable development of the industry, promoting the prosperity of the entire tourism industry.

2. The Current Situation of Health and Tourism Destinations Driven by Cultural and Tourism IP

2.1 The Construction Principle of Cultural and Tourism IP and the Characteristics of Wellness Tourism

The development of cultural and tourism IP primarily centers on the excavation, integration, and innovation of cultural resources, thereby enhancing the competitiveness of tourist destinations through unique cultural connotations. In the field of wellness tourism, cultural and tourism IP manifests as a deep integration of local traditional culture, historical sites, and natural resources, creating products and services with cultural experience value [2]. Its application characteristics are reflected in the following aspects: Wellness tourism destinations leverage cultural and tourism IP to enhance their brand uniqueness, improving tourists' sense of participation and experience through cultural activities and traditional skill demonstrations. Additionally, it emphasizes integrating health and wellness concepts. Cultural and tourism IP focuses on the appeal of scenic spots and on the physical and mental well-being of tourists, meeting consumer needs by providing professional health management and wellness services.

In summary, cultural and tourism IP is flexible and diverse. Wellness tourism adapts to the preferences of different consumer groups, enhances market inclusivity, promotes the development of tourism products, and creates a differentiated competitive advantage. The application of cultural and tourism IP in wellness tourism endows destinations with richer cultural connotations and value, providing tourists with a comprehensive and wonderful experience.

2.2 Application Scenes

2.2.1 Healthcare Customer Portrait and Demand Label System

In this research, establishing healthcare customer portraits and a demand labeling system is particularly important. By segmenting tourist groups, tourists with different characteristics can be precisely identified, thereby forming a multi-dimensional demand labeling system. In terms of age groups, the main tourist groups are middle-aged and older adults and young people; the former value health management and wellness, while the latter seek family-parent-child interaction and family-shared wellness experiences. In terms of consumer demand, tourist groups prefer health-centric comprehensive services, such as spas, yoga, and other wellness programs. At the same time, they focus on cultural experiences, local cuisine, and natural landscapes. And social factors are increasingly influential, with many tourists seeking unique environments and like-minded partners; in particular, group climbing activities and social interactions have become popular. By establishing a clear tourist portrait and demand labeling system, wellness tourism can conduct precise market positioning and product design, enhance service personalization and relevance, and improve customer satisfaction and loyalty [3].

2.2.2 Personalized Experience Design and Precision Marketing

In cultural and tourism IP-driven wellness tourism, personalized experience design and precise marketing have become crucial methods for enhancing tourist satisfaction and brand identity [4]. Personalized experience design focuses on offering customized services tailored to the needs and preferences of different tourists, including health assessments, private wellness plans, tailored course arrangements, and local cultural experiences. Highly targeted services meet the diverse needs of tourists, enriching the overall experience. The core of precise marketing lies in using big data analysis and user portraits to analyze the consumer psychology and habits of target customers, and then formulating corresponding marketing strategies. It is recommended to use social media and short-video platforms to create content to amplify the appeal and cultural connotations of wellness tourism,

thereby attracting the attention and participation of potential tourists. Through the effective integration of personalized experience design and precision marketing, an attractive brand image can be created, consumer identity enhanced, and repurchase rates and customer loyalty improved, ultimately achieving a sustainable business model.

2.2.3 Life Cycle Management and Value Enhancement of Sojourners

The life-cycle management and value enhancement of sojourners are of significant importance in this research, contributing to the long-term maintenance of customer relationships and sustained profitability. Life-cycle management encompasses multiple stages, including customer acquisition, cultivation, retention, and repurchase. In the customer acquisition phase, precise market positioning and marketing strategies are employed to attract target customer groups and increase brand awareness. In the customer cultivation stage, personalized services and diverse activities are provided to enhance customer engagement and satisfaction, thereby improving customer loyalty and brand stickiness. In customer retention, a dynamic feedback and follow-up mechanism is regularly implemented to analyze changes in customer needs, adjust strategies, and adapt to new market environments. For the customer repurchase stage, effective incentive programs, such as exclusive member gift packages and rewards, are used to encourage repeat purchases. Effective management of the customer life cycle enhances overall customer life cycle, encourages customers to become brand advocates, expands brand influence, and contributes to sustainable development and improved economic benefits for wellness tourism destinations.

3. Challenges for the Operations of Cultural and Tourism IP-Driven Wellness Tourism Destinations

3.1 Challenges at the IP Operational Level

3.1.1 IP Homogenization

In cultural and tourism IP-driven wellness tourism operations, the homogenization of IPs and the difficulty of integrating features have become urgent issues to be resolved. Faced with a large number of cultural and tourism IPs, many managers lack originality in product development, leading to frequent repetition of themes and activities. Tourists face information overload when making choices, making it difficult to identify tourism products with genuine characteristics, which in turn affects their consumption decisions [5]. Many destinations lack the capacity to excavate and integrate their own cultural resources, resulting in a singular interpretation of cultural connotations that fails to fully reflect local uniqueness and, in turn, declines in appeal. Against this backdrop, effectively integrating these cultural elements with wellness concepts to create tourism projects with local characteristics and innovation has become the core challenge for brand building.

3.1.2 Insufficient IP Connotation Mining and Experience Transformation

During the operation of a tourism destination driven by culture and tourism IP, the depth of IP connotation mining and experience transformation is insufficient, which limits the destination's appeal and market competitiveness. Many managers lack a comprehensive understanding of the distinctive value of their own culture and tourism IP, leading to underdeveloped cultural resources and inadequate content.

Moreover, traditional cultural elements are often copied directly rather than integrated with tourism needs, making it difficult for tourists to develop a sense of cultural identity and emotional resonance when participating in activities. In the process of experience upgrading, because they lack systematic design thinking and innovative methods, the cultural assets have not been translated into a wide range of fun tourism products. In this way, tourists' experience is relatively simple; they don't enjoy themselves, and their satisfaction drops, which also negatively affects the long-term development of brands.

3.2 Challenges Associated with the Business Features of Wellness Tourism

3.2.1 Variable Customer Demands and Complex Service Scenarios

In cultural and tourism IP-driven wellness tourism businesses, shifting customer demands and the complexity of service scenarios pose significant challenges. With socioeconomic development and improvements in people's living standards, tourists' expectations for wellness tourism are gradually transitioning from leisure and relaxation to higher levels of physical and mental healthcare, as well as cultural experiences. Consumers are increasingly favoring personalized and customized services. In response to the diversity of needs, businesses face considerable pressure in market positioning and product design. Additionally, the complexity of service scenarios stems from the multifaceted nature of wellness tourism, which encompasses domains such as health management, cultural experiences, and ecotourism, each with distinct service requirements and standards. Providing consistently high-quality service while meeting the demands of different scenarios has become a pressing issue for businesses.

3.2.2 Brand Value Attribution and Input-Output Quantification

In cultural and tourism IP-driven wellness tourism businesses, the problems in brand value attribution and the quantification of input-output ratios are increasingly prominent, becoming important factors affecting brand building and operational efficiency. Brand value attribution usually involves multiple dimensions, including consumer perception, brand loyalty, and satisfaction. They are often difficult to accurately measure using simple quantitative indicators, leading to a lack of an effective basis for companies when formulating marketing strategies and allocating resources. The Return on Investment (ROI) assessment of wellness tourism destinations is complex, as it involves investments in areas such as tourism infrastructure, staff training, and marketing. The benefits of these investments often take a long time to manifest, and it is not easy to generate short-term revenue feedback. Furthermore, the ever-changing market environment makes the input-output relationship unstable, and companies face significant risks in resource allocation decisions.

3.3 Ethical and Cultural Dilemmas

3.3.1 The Balance between Cultural Authenticity Protection and Commercial Development

In the practice of wellness tourism destinations driven by cultural and tourism IP, achieving a balance between cultural authenticity preservation and commercial development is a pressing challenge. Cultural authenticity preservation emphasizes respecting and inheriting our local traditional culture and historical heritage. In the process of tourism development, it is essential to ensure that cultural elements do not lose their uniqueness and connotation due to commercialization; conversely, commercial development is a necessary means to attract tourists and achieve economic benefits, creating an inevitable conflict between the two. Excessive commercialization distorts culture and erodes its essence, while an overemphasis on protection alone restricts cultural vitality and market expansion [6].

3.3.2 Intellectual Property Abuse and Experience Homogenization

IP abuse is mainly reflected in the over-development and repetitive use of cultural symbols and brand resources. In pursuit of economic benefits, some enterprises blindly copy and disseminate IP-related cultural elements, leading to a blurred brand image and a lack of connotation. They cause consumer fatigue and reduce brand trust. Therefore, the risk of homogenized experience is exacerbated. Most wellness tourism projects on the market offer similar services and experiences, lacking personalization, making it difficult for tourists to experience novelty and satisfaction, thereby negatively affecting their satisfaction and loyalty.

4. Cultural and Tourism IP-driven Optimization Strategies for Wellness Tourism Destination Operations

4.1 Optimization Paths

4.1.1 Develop a Distinctive IP System and Storyline

The distinctive IP system integrates local history and culture, customs and traditions, and natural resources, creating IP with local characteristics and cultural depth, ensuring it is irreplaceable in the tourism market. Cultivating cultural narratives facilitates the creation of emotionally engaging storylines, enriches cultural content with vivid storytelling, and allows tourists to derive pleasure from their experiences and develop a sense of identification with the local culture [7]. Storyline management involves the systematic, structured planning and refinement of narrative content to ensure that all activities, products, and services are centered on the core story, thereby delivering consistent messaging and emotional experiences to tourists at every point of contact. The development of such frameworks and narratives enables a richer cultural experience, allowing tourists to derive greater value from wellness tourism while simultaneously advancing destination branding and market acceptance. The implementation of these strategies yields significant economic benefits and enhances the influence of wellness tourism destinations.

4.1.2 Deepen the Application of Cultural Connotation and Technology Integration

It is necessary to develop a deep, broad cultural connotation by mining the uniqueness of local culture, combining storytelling, artistic expression, and local characteristic activities, so that tourists can enjoy the natural scenery and gain a more comprehensive understanding and experience of local culture during their travels. The application of technology provides new methods for cultural communication and experience. By technical means such as Virtual Reality (VR) and Augmented Reality (AR), historical and cultural scenes are vividly presented, allowing tourists to feel their charm. By participating in immersive experience projects, tourists can learn local traditional crafts and engage in health and wellness activities. This interaction enhances their sense of participation and enjoyment, ultimately improving their memory and connection with them. To sum up, the deepening of comprehensive cultural connotations and the integration of technology help wellness tourism build a rich, three-dimensional brand image, attract more tourists, and promote sustainable development.

4.2 Strategies to Enhance the Operation of the Destination

4.2.1 Achieve Widespread Customer Reach and Foster Emotional Connections

Widespread customer touchpoints signify establishing a comprehensive connection with potential tourists through diverse marketing channels and touchpoints, including social media, online platforms, and offline events, thereby ensuring the brand maintains high exposure across various consumption scenarios. Precise market positioning and content marketing effectively attract tourists' attention and spark their interest. Emotional connections involve forging bonds with consumers to enhance brand affinity and identity. Through interactive activities such as cultural experience workshops, health knowledge-sharing sessions, and social media engagement, tourists can perceive the brand's humanistic care and unique value, fostering a profound emotional resonance throughout the experience. Furthermore, by collecting tourist feedback and continuously optimizing services, tourists can feel a sense of care and value at every touchpoint throughout their journey, thereby enhancing customer satisfaction and brand loyalty [8], thus achieving sustainable development and a positive feedback loop.

4.2.2 Develop a Dynamic Brand Operation Strategy Matrix

Multiple factors, including market environment, consumer demand, and brand positioning, should be considered. By flexibly adjusting brand operation strategies, it can adapt to rapidly changing market dynamics. In terms of brand communication, using channels such as social media, online advertising, and offline activities creates a three-dimensional communication effect, enhancing brand visibility and influence. In terms of content, the focus should be on themes related to health, cultural

heritage, and personalized experiences. By developing attractive products and activities, consumer engagement and experience are enhanced. To improve brand loyalty, leverage membership systems and customer relationship management to maintain long-term relationships with core customer groups through regular follow-ups, personalization, and exclusive events. In responding to market changes and customer feedback, it is crucial to remain flexible. Through big data analysis and market research, operational strategies are continuously optimized, and the brand image is adjusted to ensure the brand remains vital and innovative amid competition. Through a dynamic brand operation strategy matrix, it is possible to achieve a continuous enhancement of brand value, increase customer loyalty, and lay a solid foundation for the sustainable development of the tourism industry.

4.3 Ethics and Cultural Safeguard Measures

4.3.1 Improve the Protection and Activation Mechanism of Local Culture

Establishing mechanisms is essential in protecting local cultural heritage and enhancing its applied value in modern tourism. A legal and regulatory framework for cultural protection should be established, clarifying the scope of protection and implementation measures to ensure the effective preservation of important cultural elements such as traditional culture, traditional crafts, and historical buildings. Meanwhile, the participation of local communities in cultural protection and inheritance should be encouraged to enhance cultural pride and a sense of responsibility. By regularly organizing cultural activities, such as traditional festivals, folk performances, and craft exhibitions, interaction between tourists and local culture can be enhanced, thereby boosting cultural identity. Additionally, adopting modern technologies and platforms to promote cultural display and dissemination, and using social media and VR to enable more tourists to experience the charm of local culture. We encourage local artists and creative workers to combine traditional culture with modern elements to develop innovative tourism products, achieving a win-win situation for cultural revitalization and economic benefits. These measures can form a sustainable mechanism for cultural protection and revitalization, enabling local culture to be renewed with vitality and energy in wellness tourism.

4.3.2 Establish Brand Characteristics and Review Norms

The brand review specification is intended to clarify the brand's core values, cultural connotations, and market positioning. It is designed to ensure that each product and service aligns with the brand image, thereby avoiding potential blurring of the brand image or value conflicts. Through regular brand audit and evaluation mechanisms, we ensure that the information conveyed by the brand is accurate and unified, and enhance consumer identity and trust. The review mechanism guarantees a rich and diverse experience, meets the needs of different customer groups, and promotes various products and activities across fields such as health and wellness, cultural experiences, and ecological tourism, ensuring that tourists can have a pleasant wellness tourism experience. In addition, it is necessary to establish a feedback mechanism through data collection and analysis to continuously adjust and optimize the project to adapt to changes in market demand. In combination with industry practice, corresponding review standards should be formulated to ensure that all operational activities achieve a good balance in terms of characteristics and diversity, and to promote the sustainable development of brands and enhance their market competitiveness.

5. Conclusion

This research focuses on the operational modes and brand development of wellness tourism destinations driven by cultural and tourism IPs. It clarifies the relationships among cultural and tourism IP, wellness tourism, and the importance of enhancing market competitiveness and achieving sustainable development. By analyzing customer group demands, this paper formulates market operation strategies to meet the personalized and differentiated needs of tourists, thereby enhancing their sense of participation and loyalty. Furthermore, a dynamic brand operation strategy matrix is constructed to effectively improve brand communication and marketing promotion effects. This paper presents ethical and cultural safeguard measures to ensure that local culture is preserved during

commercial development, creating deep and rich experiences for tourists. Establishing thorough review standards is essential for maintaining brand uniqueness and promoting diverse experiences. The research findings show that in a fiercely competitive market, wellness tourism destinations need to continuously innovate and optimize their operational strategies to maintain vitality and drive long-term development. Future research focuses on the application of technology to integrate culture and tourism, promoting industry transformation and development.

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