

# IP Development Strategy for Traditional Scenic Spots in the Digital Era

Zhaofeng Yang

*Durham University, Durham, England, United Kingdom*

**Abstract:** With the advent of the digital era, traditional scenic spots in China are facing transformation. Through a questionnaire survey analyzing the current tourism situation of visitors, this article identifies issues such as outdated tourism products, high prices, lack of innovative entertainment activities, and poor service quality. To address these problems, this article proposes a traditional scenic spot IP development strategy based on the digital context, including innovative digital products, implementing intelligent pricing strategies, upgrading digital entertainment, improving service quality, and innovative promotional strategies. The aim is to rejuvenate traditional scenic spots, inject new vitality into their tourism industry, and enhance visitor satisfaction.

**Keywords:** Digitization; Traditional Scenic Spots; IP Development Strategy

## 1. Introduction

With the rapid advancement of technology and the ubiquity of the internet, the ways people access information, consume, and entertain are undergoing profound changes in today's era of the digital wave. For traditional scenic spots, how to achieve transformation and upgrading under this background and create IPs (Intellectual Property) with unique charm and market influence has become an important issue facing them. As a concentrated embodiment of a scenic spot's culture, history, and creativity, IP is not only the source of the scenic spot's core competitiveness, but also the key to attracting tourists, enhancing brand value, and achieving sustainable development. In the digital era, traditional scenic spots need to leverage advanced technologies such as the internet, big data, and artificial intelligence to deeply explore cultural connotations, innovate marketing strategies, and achieve diversified and differentiated IP development. Based on this,

this article will explore the IP development strategies of traditional scenic spots in the digital era by combining specific cases and analyzing the IP development strategies of successful scenic spots. The aim is to provide useful ideas and methods for the IP development of traditional scenic spots in the digital era, helping them achieve transformation and upgrading, and rejuvenate with new vitality and dynamism.

## 2. Current Status of Chinese Traditional Scenic Spot Tourism

### 2.1 Overview of Chinese Traditional Scenic Spots

As a country with a long history and rich culture, China boasts both vast natural beauty and profound historical and cultural heritage, attracting tourists from all over the world. China's traditional scenic spots are diverse, encompassing majestic mountains and rivers such as the Three Gorges of the Yangtze River, Huangshan Mountain, and Mount Tai; serene ancient cities and towns like the Old Town of Lijiang, Pingyao Ancient City, and Wuzhen; and revolutionary holy lands that bear the historical memory of the Chinese nation, including Yan'an, Jinggangshan, and Zunyi. These scenic spots are not only treasures of China's nature and history, but also important embodiments of the cultural confidence of the Chinese nation, carrying rich cultural connotations. During their visits, tourists can not only enjoy the beautiful natural scenery but also gain a deeper understanding of China's history, culture, and folklore, thereby enhancing their knowledge and understanding of Chinese culture.

In recent years, with the rapid development of the tourism industry, the popularity and influence of Chinese traditional scenic spots have also been continuously enhanced. More and more tourists choose to come to China to experience the charm of this ancient land. At the same time, the Chinese government is also actively promoting the development of the

tourism industry, strengthening the infrastructure construction of scenic spots, improving service quality, and providing tourists with a more excellent tourism experience.

**2.2 Design and Analysis of the Questionnaire for Chinese Traditional Scenic Spot Tourism**

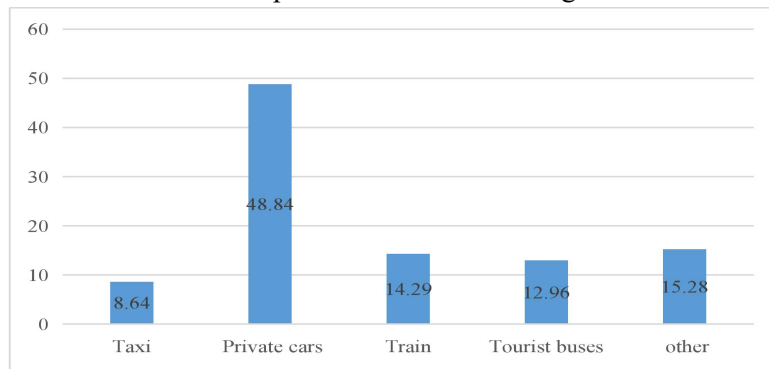
To better understand the satisfaction of tourists visiting Chinese traditional scenic spots, this study designed a questionnaire. We randomly selected 320 tourists from five traditional scenic spots: the Forbidden City in Beijing, the West Lake in Hangzhou, Huangshan Mountain in Anhui, Jiuzhaigou Valley in Sichuan, and the Mogao Grottoes in Dunhuang. A total of 320 questionnaires were distributed, and 305 were recovered. After excluding invalid questionnaires, 301 valid questionnaires remained. The questionnaire design primarily considered factors such as demographic characteristics, travel modes, and tourists' overall satisfaction with the scenic spots. It

adopted the "Likert" five-point scale method for quantification, with satisfaction levels represented by "1, 2, 3, 4, 5," corresponding to "very dissatisfied, dissatisfied, neutral, satisfied, and very satisfied," enabling data quantification and further analysis.

**2.3 Analysis of the Questionnaire Survey Results**

**2.3.1 Analysis of Travel Behavior Characteristics**

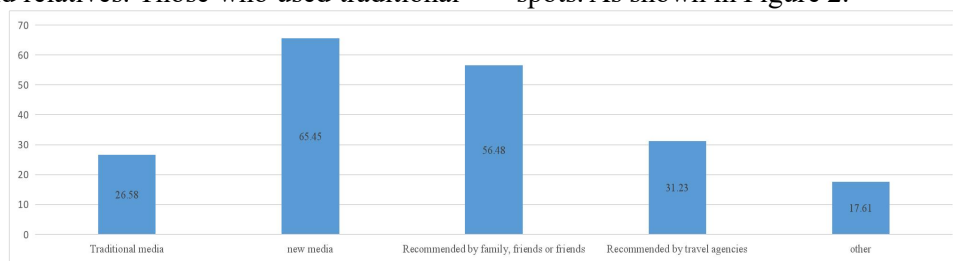
The survey on travel modes revealed that tourists tend to prefer private cars as their main mode of transportation to scenic spots, accounting for 48.84% of the total. Additionally, 8.64% chose to take taxis, mostly residents living near the scenic areas. Those who traveled by train accounted for 14.29%, while 12.96% opted for tourist buses. These data indicate that self-drive and independent travel have gradually become new and popular travel modes. As shown in Figure 1.



**Figure 1: Survey Results on Travel Modes**

In the survey on how tourists obtain information about scenic spots, it was found that a significant proportion of 65.45% of tourists obtain information through new media platforms. With the continuous development of modern new media technologies, people can learn about information through platforms such as Xiaohongshu, Douyin, and social media circles. Additionally, 56.48% of tourists obtained information through recommendations from friends and relatives. Those who used traditional

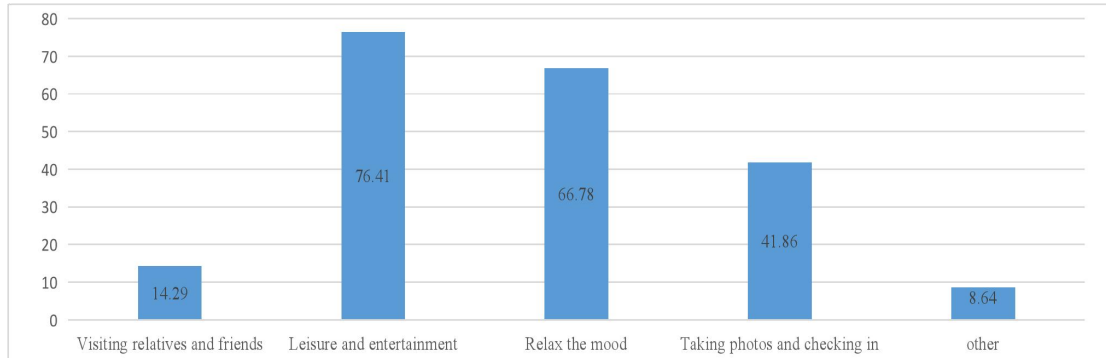
newspapers, magazines, and radio accounted for 26.58%. Furthermore, 31.23% obtained information through travel agency recommendations, and 17.61% through other channels. This suggests that online promotion is the primary channel for promoting Chinese traditional scenic spots, while recommendations from friends and travel agencies also occupy a relatively high proportion. Tourists have diverse ways of obtaining information about scenic spots. As shown in Figure 2.



**Figure 2: Survey Results on Sources of Information about Scenic Spots**

As shown in Figure 3, the main motivation for tourists visiting Chinese traditional scenic spots is to relax and alleviate pressure from work and studies, accounting for 76.31%. Another 70.77% visit to unwind and 42.46% choose to take

photos as a keepsake. Additionally, 16% visit for family and friends. The diversity of other travel motivations indicates that the types of tourists visiting Chinese traditional scenic spots are becoming increasingly diversified.



**Figure 3: Survey Results on Tourists' Travel Purposes**

### 2.3.2 Analysis of Tourists' Overall Satisfaction with Chinese Traditional Scenic Spots

The third part of the survey focused on tourists' satisfaction with Chinese traditional scenic spots, covering aspects such as touring, fees, infrastructure construction, environmental hygiene, scenic service, recreational activities, and shopping experiences. As shown in Table 2, the overall average satisfaction score for scenic touring is 3.62. Among the secondary indicators, the attraction of the scenic spot itself exceeds the overall average. However, the secondary averages for suitable visitor flow, arrangement of browsing routes, richness of tourist resources, and protection of the scenic area are all lower than the overall average, indicating dissatisfaction among tourists in these areas. For scenic fees, the overall average is 3.27, with only the satisfaction score for internal cable car prices being relatively low at 3.25, while other aspects are moderately satisfactory. Regarding infrastructure construction, the overall average is 3.61, but the secondary averages for public toilets, safety facilities, and network coverage are lower than the overall average, resulting in lower satisfaction in these areas. The overall average for environmental hygiene is 3.57, but the averages for dining, accommodation, and shopping environments are below 3.57, indicating room for improvement in these aspects. The overall average satisfaction score for scenic service management is 3.41, with the secondary averages for scenic tour guide services, staff service quality, and scenic promotion efforts being very low, indicating poor satisfaction among tourists. The overall average for recreational activities is 3.36, and

the secondary average for distinctive features is below 3.36, indicating a lack of uniqueness and participation in the recreational activities of the scenic spot. Finally, for shopping satisfaction, the overall average is 3.19, and tourists' satisfaction with the uniqueness of goods is relatively low. Overall, it can be seen that tourists' satisfaction with scenic touring is the highest, reaching 3.62, followed by the basic service construction of the scenic spot with an average satisfaction score of 3.61. Respondents gave different scores for the environmental hygiene, service management, and recreational activities of the scenic spot, with the lowest satisfaction scores for scenic fees and shopping experiences. The survey results show that satisfaction in each aspect is generally average, with a significant gap from "very satisfied."

## 3. Issues in the Development of Tourism in Traditional Chinese Scenic Spots

### 3.1 Outdated and Inconsistent Quality of Tourism Products

In the survey, product purchases ranked last in terms of tourist satisfaction scores. Not only is it an important part of the scenic spot, but it also has a direct and indirect impact on increasing the income of nearby residents. However, tourists' expectations are not high, indicating a lack of attractiveness in local products, which has become a prominent issue. According to the data analysis in Table 2, the average satisfaction score for shopping within the scenic area is only 3.19, with 10.63% of the respondents feeling very dissatisfied. Tourists generally believe that there are few agricultural and sideline products

in the scenic area, and they lack distinct characteristics. This also indicates that most tourists believe the products within the scenic area lack unique features and are highly homogenized with other tourist destinations across the country.

### **3.2 High Prices for Some Attractions**

In the survey on the pricing of traditional Chinese scenic spots, respondents believed that the prices of some attractions were too high, leading to limited actual consumption by tourists. In the survey on pricing within the scenic area, the overall satisfaction average is 3.27, with satisfaction for cable car prices at 3.25, lower than the overall average of 3.27. This relatively low score reflects tourists' dissatisfaction with the pricing of cable cars. Due to the high prices of cable car projects, many tourists choose not to consume them. According to the basic analysis of respondents, tourists' income ranges are mainly between 3,000 and 5,000 yuan, with most aged between 25 and 35 years old. In particular, student groups have less economic income, lower consumption willingness, and lower consumption ability. The pricing within the scenic area makes it difficult for young tourists to consume, which is not conducive to the long-term development of the scenic area.

### **3.3 Insufficient Development of Entertainment Products and Severe Homogenization**

As seen in Figure 3, tourists are very dissatisfied with the entertainment activities in traditional Chinese scenic spots, believing that the uniqueness and participation of tourism entertainment products are not enough. In the survey on satisfaction with entertainment activities in the scenic area, the satisfaction score is 3.62, indicating a relatively low overall satisfaction. At the same time, according to the survey results, tourists' dissatisfaction with the scenic area is mainly concentrated on the lack of attractions and unique features. The percentage of people who are very dissatisfied reaches 10.96%, and 12.29% of tourists are very dissatisfied with the participation of entertainment activities. Tourists have low expectations for experiential projects, indicating that the attractions of these projects are not strong. Currently, the main experiential projects in traditional Chinese scenic spots include sightseeing of historic relics and cultural relics,

as well as visits to commercial streets. However, these projects have not been innovated for a long time, and there is a lack of related industries near the scenic area. The market has not been significantly expanded or developed. As most scenic areas are natural landscapes, there are few experiential projects with relatively weak experiences. In addition, there is severe homogenization with some tourist attractions in China, resulting in weak innovation and characteristics, which leads to a decline in tourists' expectations and consumption desires.

### **3.4 Poor Service Quality and Inadequate Promotion**

According to Table 2, tourists' satisfaction with the service management within the scenic area is also not high, with a score of 3.41. Most tourists believe that the current interpretation services, staff services, and promotional efforts of the scenic area are highly unsatisfactory. The interpretation service in the scenic area is to help tourists understand the relevant knowledge of the attractions, but the current interpretation service in the scenic area is not thorough enough, and tourists do not obtain much information from it. The percentage of people who are very dissatisfied is 11.3%. At the same time, tourists believe that the service quality of the staff in the scenic area is poor, with 13.29% being very dissatisfied. The main manifestations are impatience and failure to effectively solve problems. Regarding the promotion of the scenic area, the very dissatisfied index is 9.97%. Tourists believe that the scenic area has not done a good job in promotion, leading to slow access to many pieces of information. The existence of these problems has led to the inability of Chinese traditional scenic areas' service management to gain recognition from tourists, which is not conducive to the good development of the scenic area.

## **4. IP Development Strategies for Traditional Scenic Spots Based on the Background of Digitalization**

### **4.1 Innovate Digital Products to Invigorate Tourism**

Addressing the issue of outdated tourism products, traditional scenic spots should implement a digital product innovation strategy. By utilizing advanced technologies such as virtual reality (VR) and augmented reality (AR),

immersive tourism experiences can be created, allowing visitors to experience the unique charm of the scenic spot in a virtual world. Meanwhile, combining big data analysis of visitor needs and behaviors, personalized tourism products that align with market trends can be developed, providing diverse options to satisfy different visitors' needs.

#### **4.2 Smart Pricing Strategy to Enhance Project Value**

Addressing the issue of high prices for some projects, traditional scenic spots should implement a smart pricing and discount strategy. Through big data analysis, understand visitors' consumption capabilities and preferences to establish a scientific and reasonable pricing system. At the same time, utilize digital platforms to launch diversified promotional activities, such as discounts, flash sales, etc., to lower the consumption threshold for visitors and improve the value-for-money of projects. Additionally, collaborating with e-commerce platforms can broaden sales channels, reduce operating costs, and provide more benefits to visitors.

#### **4.3 Upgrade Digital Entertainment to Create Unique Experiences**

Addressing the issue of insufficient development of entertainment products, traditional scenic spots should implement a digital entertainment experience upgrade strategy. By introducing technological elements such as interactive projection, sound, light, and electricity technology, entertainment projects with a sense of technology and interaction can be created. Meanwhile, combining local culture and characteristics, entertainment activities with regional features can be developed, such as folk performances, intangible cultural heritage displays, etc., allowing visitors to experience the charm of culture through participation. Additionally, utilizing digital platforms such as social media to launch online interactive activities can increase visitors' sense of participation and belonging.

#### **4.4 Digital Enhancement of Service Quality and Innovative Promotion Strategies**

Addressing issues of poor service quality and ineffective promotion, traditional scenic spots should implement strategies for digital enhancement of service quality and innovative

promotion. Firstly, optimize service processes through digital means, such as introducing electronic tour guides, online bookings, and other convenient services to improve service efficiency and quality. At the same time, strengthen employee training to improve service awareness and professionalism, ensuring that visitors receive excellent service experiences. In terms of promotion, utilize digital platforms such as social media and short videos to innovate promotional content and formats, enhancing brand awareness and influence. Additionally, collaborating with travel bloggers, influencers, and other partners can expand the scope and impact of promotion, attracting more potential visitors.

#### **5. Summary**

With the advent of the digital age, the tourism industry of traditional Chinese scenic spots is facing opportunities and challenges for transformation. Through questionnaire survey analysis, it was found that the current problems include outdated tourism products, high prices, insufficient and severe homogenization of entertainment projects, and poor service quality. In response to these issues, this article proposes a traditional scenic area IP development strategy based on the digital background, including developing innovative digital tourism products, implementing intelligent pricing strategies, upgrading digital entertainment projects to create unique experiences, improving service quality, and adopting innovative promotion strategies. These strategies aim to revitalize traditional scenic spots, inject new vitality into their tourism industry, and improve tourist satisfaction.

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