

# Research on Quanzhou Tourism Market and Tourism Development Strategies in the Context of Successful Application for Cultural Heritage

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**Abstract:** The report of the 20th Party Congress puts forward that we should insist on shaping tourism with culture and promoting the deep integration of culture and tourism. Quanzhou, as one of the first batch of 24 famous historical and cultural cities released by the State Council, is known as "Seaside Zulu". 2021, "Quanzhou: Song and Yuan China's World Maritime Commerce and Trade Center" was successfully bid as China's 56th World Heritage Site. As a city with a relatively developed tourism industry and deep cultural heritage, Quanzhou has many advantages in developing tourism, and should follow the pace of the Central Committee of the CPC to play a leading role in tourism development, actively stimulate domestic demand, and promote high-quality development. Through research and analysis, the project aims to provide reference for Quanzhou's experience in the subsequent development of tourism resources and tourism development, and at the same time make suggestions for the shortcomings.

**Keywords:** Tourism development, High quality, Cultural and tourism integration, Quanzhou.

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## 1. Introduction

On July 25, 2021, the successful application for the inscription of "Quanzhou: World Center of Maritime Commerce and Trade in Song and Yuan China" once again proves the glorious history and traditional beliefs of the exchanges and mutual understanding between ancient China and other civilizations in the world, and shows to the international community the Chinese people's broad vision, broadmindedness, excellent wisdom, and the spirit of unremitting self-improvement and courageous pioneering. It is of great significance in strengthening cultural confidence and promoting social and cultural development. In this context, the central government and local governments have introduced a series of supportive policies, and coupled with the rapid development of the service industry in recent years, Quanzhou's tourism industry has ushered in new opportunities. During his visit to Fujian, General Secretary Xi Jinping pointed out that tourism is an important part of the cultural industry, and that it is necessary to strengthen the integration and development of tourism and culture, excavate and pass on the excellent traditional culture of Fujian, and create tourism products with local characteristics and cultural connotations. The "14th Five-Year Plan" period is an important strategic opportunity for Quanzhou City to promote the deep integration of culture and tourism, and to promote the construction of a "strong cultural city". A few days ago, "Quanzhou City" 14th Five-Year "Culture and Tourism Reform and Development Special Plan" issued by the proposed efforts to create a model city for the protection and utilization of world heritage, deepen the construction of the Minnan Cultural Ecological Reserve, promote the innovative development of the national public cultural service system demonstration area and the national cultural and tourism consumption model city construction, and strive to 2025 By

2025, the city will have 130 million tourists and a total tourism revenue of 200 billion yuan. This project focuses on the research of current Quanzhou tourism market and tourism development strategy. The strengths of Quanzhou's tourism industry lie in the richness of its resources and the diversity of its culture, while the weaknesses lie in the lack of transportation and the lack of in-depth development of its cultural uniqueness. Through the research and analysis, the project aims to provide reference for the subsequent development of tourism resources and tourism in Quanzhou, and at the same time, to make suggestions for the shortcomings. Quanzhou should seize the opportunity and utilize its own advantages to promote the rapid development of tourism.

## 2. Status quo of Quanzhou's cultural tourism development

### 2.1. Policy support

Since the 14th Five-Year Plan, the Ministry of Culture and Tourism has triggered the "14th Five-Year Plan" for the development of culture and tourism, which means that China's cultural undertakings will be further promoted, and the cultural industry and tourism will usher in the development of prosperity. On this basis, Quanzhou Municipal Government has also introduced relevant policies to support the cultural and tourism industry in Quanzhou, has issued "Quanzhou City" 14th Five-Year "Culture and Tourism Reform and Development Special Plan" "Quanzhou Municipal People's Government on Accelerating the Implementation of High-Quality Development of Tourism Opinions" "Quanzhou City," "Culture and Tourism +" special action plan, the "Culture and Tourism +" special action plan. Quanzhou "Culture and Tourism +" Special Action Program" and other relevant documents have been issued to strongly support the development of tourism in the city.

In the first quarter of 2023 alone, Quanzhou received 56.4% year-on-year growth in the number of domestic and foreign tourists, as high as 1,736.57; tourism revenues increased by 78% year-on-year, with revenues exceeding 20 billion.

Quanzhou Municipal Government mentioned in the relevant documents released that in 2025 the city's total tourism revenue target exceeds 200 billion yuan. By the Municipal Finance Bureau of Culture and Tourism Bureau as the responsible unit, to increase financial support for the investment adjustment of tourism, the establishment of special funds for the integrated development of culture and tourism, and optimize the direction of special funds support. At the same time to strengthen organizational leadership, the establishment of the Quanzhou City Tourism Industry Development Leading Group, regular study of tourism development of major issues, strengthen the performance assessment and evaluation of tourism development.

## 2.2. Comparison of tourism before and after the bid

Since the 44th World Heritage General Assembly of UNESCO approved the inscription of Quanzhou, the city with a long history and rich cultural heritage has entered a brand new chapter. The process of listing Quanzhou on the World Heritage List, titled "Quanzhou: World Maritime Trade Center of Song and Yuan China", has had many twists and turns.

Only three days after the success of Quanzhou's bid, Quanzhou's tourism product orders increased by 7.51% year-on-year, and scenic tourists on the day the news was announced, Tongcheng Tourism Big Data showed that the attention of Quanzhou tourism has risen 45% ringgit on the Tongcheng Tourism platform. The search volume of related keywords has increased by more than 30% YoY. As of July 28, tourists for Quanzhou tourist attractions, hotels, train tickets, bus tickets keyword search than the same period increased three times. From the Baidu index search, since 2011, Quanzhou's success in bidding for the heritage appeared in nearly a decade of search heat high point. The number of year-on-year growth of up to 139.73%. From the Baidu index keyword search data, from the 25th, Quanzhou's search index in Baidu climbed all the way up from the original nearly 5,000 all the way up to 10,262, surpassing Xiamen and Fuzhou to become the so-called Baidu Fujian Province search heat on WeChat's platform on the 25th day, Quanzhou's WeChat index from more than 2,500 million to 146 million, a ringgit increase of 475.33%.

The growth in tourism economy brought about by the success of the bid is very obvious. In addition to the search index, travel orders to Quanzhou have also begun to climb. On the same-city travel platform alone, orders for Quanzhou's tourism products increased by 7.15% year-on-year. The number of tourists increased by 9.85% year-on-year and 13.82% sequentially. The increase in the number of tourists in Quanzhou's scenic spots reached 139.73% year-on-year, hotel orders increased by 19.75% year-on-year, and transportation traffic increased by 16.75% year-on-year. And the major tourism platforms and tourism public number, not only launched the Quanzhou tourism topic, but also tailored the world cultural heritage theme of related activities.

In the first half of 2023, Quanzhou City received a total of 38,159,200 domestic and foreign tourists, up 249.4% from the same period last year. The total tourism revenue of 43.183

billion yuan, an increase of 60.8% over the same period last year. Statistics from Alipay show that the amount spent on culture and tourism in Quanzhou City in the first half of this year increased by nearly 200% compared with the first half of last year, and the number of foreign tourists increased by more than 230% year-on-year.

In recent years, Chinese tourists are gradually increasing their cultural demands on traveling and their interest in Chinese history and national culture is also getting higher and higher. The success of Quanzhou's bid for the heritage undoubtedly provides a window for tourists to understand Quanzhou, so that more people know the cultural history behind Quanzhou, and will also bring new opportunities for the development of Quanzhou's cultural and tourism industry.

## 2.3. Combination of online and offline

In order to improve the tourism infrastructure and services, Quanzhou has made efforts both online and offline to build a model city for the protection and utilization of world heritage. On the one hand, Quanzhou has set up a world heritage protection and management leading group, on the other hand, promulgated the relevant management methods, for the protection and management of Quanzhou world heritage research and utilization and related activities for the systematic standardization, in addition, during the May 1 Golden Week, in order to meet the tourists, Quanzhou also set up 23 cultural and tourism services in the ancient city of the one-stop set up a mobile public toilet bus as well as 25 simple public toilets to coordinate the organs and enterprises and institutions to open the internal parking lot on holidays to enable the six animals to connect the parking lot to increase the motor vehicle parking spaces more than 1,000 to enable 24 Units in the holiday open internal parking lot to enable the six animals connected to the parking lot increased motor vehicle parking spaces more than 1,000 to enable 24 in addition to non-motorized parking lot to provide non-motorized parking, I'm about 8,500, as far as possible to improve the eating, living, traveling and shopping in the various tourist facilities, to provide visitors with a comfortable and convenient travel environment.

Quanzhou Municipal Culture and Tourism Group and Alipay jointly launched an online cultural festival to launch a series of new ways to play through the video card to launch the matter story and other new ways to play in Alipay to watch the video of the netizens up to more than 100,000,000 people, a total of 550,000 people received non-heritage-themed skins. Over the past two years, Quanzhou has developed diversified online play and game experiences in conjunction with different times on the basis of continuous promotion of archaeological capacity building, making cultural relics and culture come alive. On this basis, Quanzhou's cultural and tourism group online launched the Quanzhou City wisdom tourism cloud platform integrated ticket sales scenic spots museums reservation route planning specialties introduction, play strategy and other healing, the whole service, every day about more than 10,000 people, use the small program for service. In addition, Quanzhou also released a suitable Quanzhou regional tourism card will be more than 30 scenic spot ticket booking and purchase as well as the surrounding accommodation buffet, accompanied by gifts and even car maintenance services and other consumer projects linked together for one-stop service.

## 2.4. Tourism facilities

Quanzhou City currently has a world-class non - six national-level non - heritage 36 provincial fee 128 municipal non - to 262 county fee 1,628 is the only city in the country with the United Nations three major categories of non - heritage projects.

As the starting point of the ancient Maritime Silk Road and the first port in the East, the city was once a bright and brilliant legend. During the Tang Dynasty, Quanzhou even became a prosperous port city, and was a very famous port of trade throughout the country.

At the same time, Quanzhou is also known as the Museum of World Religions where there is the Kaiyuan Temple of the Tang Dynasty, the Qingjing Temple, the oldest surviving Islamic temple in China; the world's only surviving Manichaean temple is also located here; and the Tianhou Palace, where Mazu is worshipped, etc. Thirty religions have left their traces here. More than thirty religions have left their traces here.

## 2.5. Marketing

The inevitable trend in the development of cultural tourism marketing is all-media marketing. In the all-media era, the marketing methods of cultural tourism enterprises should be diversified, and marketing channels should be diversified. The ancient city of Quanzhou should seize the opportunities and challenges of the all-media era to improve the visibility and influence of the cultural tourism market.

First and foremost is to create a good Quanzhou cultural tourism brand features IP. Quanzhou cultural tourism brand IP shaping and dissemination, first of all, should start from their image positioning, focusing on the East Asian cultural capital, Haisi culture and other city positioning, with the perspective of the whole media marketing integration and communication with the outside world. At present, Quanzhou has not yet formed and cultural creativity and tourism integration of ip, branding landmark cultural tourism project products. Can refer to Xi'an Datang Night City and the "Twelve Hours of Chang'an" film and television IP cooperation, will be used in the film and television building song and dance with the theme of the neighborhood upgraded, and ultimately the formation of a new flow of explosions.

Secondly, it is necessary to innovatively integrate new media and traditional media. The integration of media is also an inevitable trend nowadays, based on the construction of the all-media Internet + tourism platform, to promote the further integration of culture and tourism resources.

Whether it is traditional marketing or new media marketing needs to specialize tourism products, which is the core of the development of cultural tourism as well as competitive advantage, in the process of Quanzhou cultural tourism all-media marketing application, we should pay attention to the characteristics of the tourism products, the development of the non-heritage culture, HaiSi culture, MinNan culture, religious culture and so on, which are the characteristics of the culture of Quanzhou. In addition, Quanzhou also has rich and colorful traditional opera cultural resources such as Nanyin Liyuan Opera, string puppet system, etc. It can also use music + tourism and other ways to transform traditional opera culture into tourism products, enriching the development of local culture and tourism.

## 3. SWOT analysis

### 3.1. Strengths analysis (Strengths)

During his visit to Fujian, General Secretary Xi Jinping pointed out that tourism is an important part of the cultural industry, and that it is necessary to strengthen the integration and development of tourism and culture, to explore and pass on the excellent traditional culture of Fujian, and to create tourism products with local characteristics and cultural connotations. Quanzhou is one of the first twenty-four famous historical and cultural cities in China, with numerous religious sites and cultural relics, and enjoys the reputation of "Religious Resort" and "Museum of World Religions". Quanzhou City will give full play to the advantages of the main religious tourism resources, based on the development of Buddhist tourism and coastal tourism, and strive to build into a modern tourism city integrating natural ecological landscapes, Buddhism, humanities, trade and entertainment.

As a seaside city in China, Quanzhou is located across the sea from China's Taiwan, and is also a famous hometown of overseas Chinese. According to statistics, many overseas Chinese in our country have their ancestral home in Quanzhou. Overseas Quanzhou people, mostly in the Philippines, Singapore and other Southeast Asian business, and Quanzhou people do not forget the tradition, and still retain and inherit many cultural customs. The importance that Fujianese people attach to their bloodline has promoted the development of micro-tourism in Quanzhou.

### 3.2. Weaknesses analysis (Weaknesses)

Due to the short tourism time, Quanzhou accommodation revenue is small, and the local tourism industry chain is not complete. And the local tourism-related enterprises operate in a self-centered manner, lack of combination and support with other related enterprises, and the mutual benefit of resources among peers is poor. Quanzhou still mainly relies on the traditional way of tourism profitability to obtain income, and does not rely on market development for timely supplementation, which is not conducive to the long-term development of micro-tourism.

Quanzhou lacks an advantageous tourism brand and an effective tourism marketing strategy, making it difficult to form a unique and strong main brand. Because the Silk Road is one of the advantages of tourism, Quanzhou has so far organized many related activities, as well as in 2021, "Quanzhou: Song and Yuan China's World Maritime Trade Center" project bidding for the heritage, but the official publicity of Quanzhou culture and tourism in this regard is not in place, the marketing ability is weak, and the final effect of the publicity is limited.

Quanzhou is not a popular tourist city in China, and tourists are mainly concentrated on weekends and holidays, showing short-term and large-scale outbursts, thus making it prone to problems such as traffic jams and insufficient infrastructure supply. For example, Quanzhou's population is not concentrated in the city, causing difficulties in the development of public transportation, and so far there is no rail transit. This is at a distinct disadvantage compared to the Fuzhou and Xiamen areas.

Quanzhou tourism development by the management system is not smooth, fragmentation, difficult to form synergies, the role of the market to play a limited number of constraints. Compared with Xiamen, Quanzhou government exists "a small one less and scattered" problem.

"A small" refers to the jurisdiction of the Quanzhou Municipal Government is small. For example, around the Quanzhou Bay area, the city used to be only the East China Sea in recent years before the Taiwan business district, the others are in the Jinjiang, Shishi, Hui'an control range, the city is very difficult to control the internal, must set up a municipal planning committee to really unify the planning, the best is the restructuring of the administrative divisions, the Shishi and Jinjiang by the county-level city into a district.

The "one less" refers to the government's low tax revenue. Quanzhou City has been the No. 1 prefecture-level GDP in Fujian Province for more than a decade, but the government is poorer than Xiamen. The government is poorer than Xiamen's. With less money and a bigger territory, it is of course difficult for municipalities to be more sophisticated.

"A scattering" refers to the scattering of towns and cities in Quanzhou. The scattering of towns is a historical phenomenon, but after so many years of municipal construction, it is still difficult to form a whole urban area. The connection between towns is weak, and basic municipal roads are missing. The general plan of the proposed two-tier Bay Road, the Hui, Quan, South, Jin, Shi string together, the idea is good, but after ten years a line is not fully open, not to mention Xiamen than the current four subway together to repair, there is no unity and a strong planning and management department, the scattered situation will always exist.

### **3.3. Analysis of opportunities (Opportunities)**

#### **3.3.1. Quanzhou takes the lead in bidding for the heritage**

Quanzhou currently has 6 world-class non-legacy items, 36 national non-legacy items, 128 provincial non-legacy items, 262 municipal non-legacy items and 628 county non-legacy items, and it is the only city in China that has the three major categories of non-legacy items of the United Nations, which are honors conducive to attracting foreign tourists to Quanzhou. In addition, Quanzhou also combines the world cultural heritage with the grafting of non-heritage, and focuses on building 12 boutique lines in the summer, so that tourists can enjoy the charm of history in the process of micro-tourism.

#### **3.3.2. Development of new opportunities in the post epidemic era**

The economic catalyst after the epidemic increased the demand for natural health and relaxation. And due to the impact of the epidemic, tourists' habit of choosing travel destinations has changed, and the preference for short-distance travel has increased dramatically. Micro-tourism is favored by more people because it is convenient, flexible and close to nature, which meets people's needs for relaxation and natural health. At the same time micro-tourism has become the choice of attention due to its flexibility and adaptability. Many tourism practitioners carry out the development of online tourism products and experiences with the help of digital technology and creative thinking to meet people's demand for tourism. This transformation and upgrading has enabled the micro-tourism industry to usher in greater growth in the post-epidemic economic catalyst.

Micro-tourism has a low environmental impact and reduces carbon emissions and environmental pollution because it usually adopts environmentally friendly travel modes such as walking and cycling, and consumes little transportation and water resources. This environmentally friendly feature meets

the demand for sustainable development and promotes the development of micro-tourism.

And compared with traditional tourism, micro-tourism pays more attention to the exploration and utilization of local resources, providing more economic opportunities for local residents. This approach to local economic development is in line with the concept of sustainable development and promotes the development of micro-tourism.

#### **3.3.3. Meeting the individual needs of different people**

Meeting different people's individual needs is an important driving force for the development of micro-tourism in Quanzhou, which can provide tourists with rich and diverse choices. Quanzhou has many historical and cultural attractions as well as natural beauty, which provides a rich resource base for micro-tourism. In Quanzhou, tourists can choose to visit ancient streets and lanes, taste special food, experience traditional handicrafts, participate in folk activities and other personalized tourism activities.

In addition, Quanzhou's micro-tourism industry combines online and offline, through the Internet and mobile application platforms to provide tourism product booking, guided tours, recommendations and other services. At the same time, some micro-tourism products also make use of offline experience, so that tourists can better feel the local culture and flavor.

### **3.4. Threats analysis**

#### **3.4.1. Low degree of regionalization**

Southern Fujian regional integration is not high, the cooperation of the tourism industry has always been in a state of fragmentation, the advantages of the region's poor coordination of resources, Quanzhou micro-tourism is difficult to take advantage of the strength of the surrounding to a higher level. Regionally, by Xiamen's tourism development and political development of the provincial capital constraints; economically, the region's second industry has obvious advantages, squeezing the development of tourism space, making the tertiary industry tourism development is not high, the competitiveness of the weaker alternative, Quanzhou's tourism industry in all sorts of extrusion under the seams of survival.

#### **3.4.2. Lack of uniqueness of tourism resources and fierce market competition**

Under the pressure of Xiamen's tourism industry in full swing, the entire southern Fujian region's tourism culture, landscape features are highly similar, the lack of their own unique characteristics, and Quanzhou has no distinctive tourism resources and culture, compared with Xiamen's diversified development, Quanzhou is particularly monotonous. Therefore, in such a similar tourism environment in the southern Fujian region, it is more important for the regions to cooperate and exchange with each other.

## **4. Development Strategies**

### **4.1. Increase the development of tourism resources**

The government of Quanzhou City should increase the investment in the development of tourism resources, optimize the allocation of tourism resources and improve the efficiency of tourism resources development. The first and foremost is the need to strengthen the protection and development of

scenic spots with high tourism value, to enhance the quality and attractiveness of scenic spots, by strengthening the planning and management of tourist attractions to ensure the sustainable development of scenic spots, and at the same time to strengthen the investment and construction of tourist attractions, to enhance the scenic spots' infrastructure and service level. It can also strengthen the publicity and promotion of the tourist attractions to improve the visibility and reputation of the scenic spots and attract more tourists to come and play.

#### **4.2. Optimizing the structure of the tourism industry**

Tapping and integrating tourism resources in Quanzhou City, developing a number of distinctive and diversified tourism products to meet the diversified tourism needs of tourists. Using government power to convene professionals to strengthen the excavation and integration of natural landscape, history and culture, folk customs and other tourism resources, to form a batch of tourism routes and products with characteristics, while strengthening the investment and construction of these products, to enhance the service level of emerging tourism products, to prolong the industrial chain of the tourism industry, and to form a revenue-generating industry, so that the tourism industry can become another impetus for the growth of the economy of Quanzhou City.

In order to enrich the tourism experience of tourists, the government can also strongly support the development and development of emerging tourism products such as rural tourism, cultural tourism, ecological tourism, etc., strengthen the planning and guidance of emerging tourism products, and form a batch of emerging tourism routes and products with special characteristics to satisfy the diversified tourism needs of tourists from all sides.

#### **4.3. Strengthening tourism infrastructure**

Infrastructure is an important support for economic and social development, the government should increase investment in tourism infrastructure construction, improve the comprehensive carrying capacity of tourism in Quanzhou City. The first step is to strengthen the infrastructure construction of tourist attractions, perfect infrastructure is the basis for improving the services of scenic spots, which is conducive to improving the quality and attractiveness of scenic spots. The infrastructure of scenic spots includes transportation, roads, catering, accommodation and so on, and the travel and life experience of tourists is a vital part of the tourists' playing experience. After the end of the epidemic, the demand for tourism has increased massively, and the number of tourists in each scenic spot is also increasing, which requires that the scenic spot must continuously improve the infrastructure construction, enhance the carrying capacity of tourists, and provide tourists with a good travel experience. Scenic area managers can work on the hardware conditions of the scenic area to strengthen the infrastructure construction. For example, improve the scenic area internal road to provide a more spacious and comfortable tour road, increase public transportation facilities such as shared sightseeing buses and so on to improve the conditions of the scenic area internal facilities, these improvement measures can make tourists feel more comfortable, more intimate journey.

There is also a need to strengthen the construction of external transportation, accommodation, catering and other supporting facilities for tourism to improve the tourists'

experience. With the increase of population and urbanization, the transportation problem fundamentally limits the development of tourism in Quanzhou, and the scattered attractions as well as the dense population sap the enthusiasm of tourists. In addition, Quanzhou city has a large population, the construction of rail transit is conducive to solving the problem of traffic congestion in ordinary life, but also convenient for tourists to play in the entire Quanzhou city, to save the time of tourists in the traffic between the various tourist attractions, improve the experience of playing.

#### **4.4. Strengthening tourism publicity and promotion**

People nowadays get a lot of information through the Internet, and the government should strengthen the publicity and promotion of tourism in Quanzhou to improve its popularity and reputation, which can be done through various channels, such as strengthening cooperation with domestic and foreign media as well as important domestic and foreign tourism organizations and institutions.

Cooperation with domestic and foreign media can utilize various channels to publicize and promote Quanzhou's tourism resources and products, such as cooperation with news media, publicizing and promoting Quanzhou's tourism industry through news reports, special reports and other forms of publicity and promotion; or cooperation with network media, through microblogging, WeChat, Jitterbug, and other new media platforms, to take the network live broadcasting, Netflix introduction, VR tour of Quanzhou, etc. to publicize and promote the tourism industry of Quanzhou. It is better to focus on publicizing a certain aspect first and bring out other tourism resources from it, from point to point, which is easier to attract tourists. At the same time, the government needs to strengthen the cooperation mechanism with the media to improve the effect and influence of media promotion, so as to really give full play to the role of the media. In addition, cooperation with important domestic and foreign tourism organizations and institutions, and active participation in important domestic and foreign tourism exhibitions and activities can also help to enhance the international influence of tourism in Quanzhou, expand the source market, and promote the tourism industry of Quanzhou to the world.

#### **4.5. Upgrading tourism services**

Service is an important link between scenic spots and tourists, the level of service will largely affect the sense of tourism experience in a region, the formation of the local tourism impression, good, in place service can make tourists satisfied and leave good memories, may also become one of the opportunities for tourists to share with their friends or on social accounts, which is conducive to the sustained development of the local tourism industry, therefore, to enhance the level of service in the tourism industry in Quanzhou City is the key to promoting tourism development. The government should strengthen the training and management of tour guides, hotel attendants, travel agency staff and other tourism employees to improve their business quality and service level; strengthen the education of professional ethics for employees to improve their service awareness and service quality; and strengthen the construction of incentive and constraint mechanisms for employees to improve their motivation and work effect.

At the same time, it is necessary to strengthen the supervision of the tourism market, standardize the order of the

tourism market and protect the legitimate rights and interests of tourists. On the one hand, it is necessary to strengthen the supervision of market entities such as travel agencies, hotels and scenic spots, and regulate the business behavior of market entities; on the other hand, it is necessary to strengthen the management of tour guides, hotel attendants and other practitioners, and regulate the service behavior of practitioners. It is also necessary to strengthen the protection and maintenance of the rights and interests of tourists, and improve the satisfaction and loyalty of tourists.

#### **4.6. Adoption of cloud tourism**

Many tourists from other provinces may not be able to spare enough time to travel to Quanzhou due to time arrangement and other problems, so we can use cloud tourism to let them feel the beauty of Quanzhou, make them initially appreciate the scenery and human conditions of Quanzhou through online, arouse their curiosity about Quanzhou and make them interested. When they have enough free time, they are likely to come to Quanzhou to travel and further experience the regional culture and local customs of Quanzhou. At the same time, the way of cloud tourism can also increase the turnover of cultural and creative products.

#### **4.7. Creating Quanzhou Specialty IP**

In recent years, with the arrival of the era of universal tourism, people's demand for tourism quality and experience is getting higher and higher. Those "simple and rough" "copy and imitate" tourism products can no longer meet the needs of the majority of tourists. At this time, "tourism + IP" development has become the focus of attention of many tourism practitioners. Various theme parks and B&Bs are emerging, and many super IPs have become the wind vane of quality tourism. Therefore, it is an indisputable fact that IP has become the core competitiveness in the new tourism era. A good IP industry can make people quickly have a certain understanding of it, and the IP image to a certain extent also

represents the style characteristics of its industry. The Quanzhou government can focus on creating a cultural IP with the local conditions and customs of Quanzhou, and promote it through the live broadcast of Jitterbug, the vigorous publicity of the stars of ancestral Quanzhou, the film and television dramas, documentaries, etc., and take the IP as the center of publicity to introduce the natural and humanistic scenery of Quanzhou, and to shape the three-dimensional image of Quanzhou in terms of food, celebrities, and wonders, so as to facilitate the development of Quanzhou's tourism industry in a better way.

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