Establishing a “Persona” for Regions with Special Tourism Resources: The Example of Guilin

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Abstract
The article starts by highlighting the social hotspot of "persona" and innovatively introduces the concept of applying "persona" to cities with tourism characteristics. It then explores the construction of a city with tourism resources using network IP in the era of widespread self-media and the rapid and extensive effects of network communication. The article discusses ways to foster the growth of unique tourist destinations by establishing the "Guilin city persona" online. We derive the locational conditions for Guilin's "persona" creation from two perspectives: Dilemma and Emergence. We lay the groundwork for network IP creation by analyzing the plight of Guilin's geomorphic advantages of falling and outdoor tourism being neglected and by examining the advantages of Guilin's symbolic culture and multidimensional changes. We identify the four characteristics of Guilin by comparing the traits of the characters, and we investigate the logic of the "Guilin persona" from the inside out: inner characteristics, external disciplines, and ultimate presentation. Build a "scene persona" and a "co-creation persona," design a multi-faceted communication strategy within the self-media network, and emphasize the "Guilin persona" to establish a persona integrating Guilin city, self-media, and intellectual property (IP). The "Guilin persona" shapes and attracts, encouraging the resurgence of the tourism sector in Guilin's distinctive tourist attractions.

Keywords
Personality, We-Media, karst, Chinese City

1. Introduction
"Personas" have become more prevalent in the public eye in recent years. A distinctive "persona" can always be impressive and reveal a particular value or taste, whether it belongs to a celebrity or a regular person. More and more locals are turning into tourists and joining the post-virus travel force as the Chinese government gradually loosens its grip on the epidemic. Scenic areas have a specific allure as the focus of tourism activities, and because of their distinctive characteristics and endowment disparities, they resemble different social roles and each has the capacity to influence the "persona" of the urban scenic area category. In order to explore the path of self-media IP creation in regions with unique tourism resources, the idea of "persona" is therefore presented at the level of city IP tourism marketing by analogy with its fundamental qualities.

Guilin is a well-known scenic city that welcomes visitors from around the world. Due to the unique karst topography that makes up the distinctive Guilin environment, Guilin is rich in tourism resources. As a result, the Guilin landscape has a wide range and numerous objects, is listed as a World Heritage Site, and draws many visitors from both domestic and international travel. More and more karst landscapes are added to and discovered when the World
Heritage List assesses and travels to them. There are 42 geographically dispersed scenic areas that are currently listed on the World Natural Heritage List, according to the UNESCO official website (Figure 1). Guilin is distinctive for its karst landscape scenic sites, however, the unique appeal provided by the karst landscape is getting weaker and weaker, coupled with the effects of the epidemic. Domestic and foreign tourists can choose to explore karst scenic areas in closer proximity. Guilin's tourism business is struggling as a result of China's closure. With the widespread usage of the Internet network in 2013, the era of self-media has begun in China. During this time, search engines, portal networks, chat tools, and social networks have all seen significant growth. In this environment, it is crucial to develop a self-marketing strategy for Guilin City and to develop a "persona" that emphasizes local culture and picturesque locales in network communications. This strategy should not only emphasize Guilin City's distinctive qualities but should also rely on the city's integration. Planning will evolve into a multi-platform co-creation development momentum, maximizing resource advantages and aiming to increase social and economic value while strengthening tourism sector functions.

2. Literature review

In books, films, and anime works, a character's family, appearance, demeanor, dress, and physique are referred to as their "persona" (Xu, G. Y. & Wang, L. T., 2020). "Persona" typically comes in two flavors: "passively given" and "actively set." The latter is defined as a state of consciousness formed in an individual's mind through the use of his or her intellectual initiative, based on self-expectations and self-purposes, and is a setting of self-image and role. The former refers to the image and label that is attached to a specific social identity and role (Xu, G. Y. & Wang, L. T., 2020). The concrete person is essentially given abstract meaning by the products of subjective fabrication and the reflection of objective images, giving it a symbolic worth consistent with mainstream aesthetics (Zhang, Y. M., 2017).
Social media platforms have developed into a natural setting for developing a "persona" together with the advancement of digital information technology (Duan, J. J., 2022). Personas are developed and expected in accordance with a set of standards and behavioral patterns that are specific to each individual's social identity and status (Xiao, Y. Z., 2018). Personas can make environments that live up to people's expectations very engaging, and G's research has shown that role-setting techniques in participatory arts can attract people from outside the research community and bring a lot of people together to help inform research and training in healthcare settings (Gillibrand, S. et al., 1993).

3. “Persona” Development

3.1 Dilemma

Guilin, at the southern end of the Xianggui Corridor, is the pinnacle of Chinese landscapes. It is surrounded by walls of flat and craggy peaks, setting it apart from other natural scenic areas as "strange, beautiful, and dangerous." Mountain streams flow out of the mountains, creating a picturesque combination of mountains, water, caves, and rocks. With its "river as a green ribbon and mountains as jade hairpin," Guilin became a well-known tourist destination across the country as early as the Middle Tang Dynasty and has long held the title of "best landscape in the world." In addition to its stunning natural surroundings, Guilin is renowned for its historical and cultural significance. It is home to some of China's most significant cave systems and has a 2,000-year-old rich cultural history. The Li River's banks are steeped in Chinese history, and Yangshuo's lighthouse, fisherman, and boat cultures all highlight the region's abundant biological resources and the way of life of the city's fishermen. These cultural elements are significant components of Yangshuo's traditional way of life. Guilin was one of the first top-tier tourist destinations in China to be made accessible to the outside world, and the globe was already aware of the city's ancient culture.

However, such a picturesque paradise has been plagued by the incurable illness of being unsuitable in today's fast-paced world. Some academics in the existing destination preference studies have argued that modern travelers prefer more developed cities or indoor destinations than scenic areas, with Guilin gradually engulfing itself in the public eye. The public's elevated perception of climate risk has led to an avoidance of the choice of outdoor scenic areas, i.e., avoiding the choice of extreme weather conditions. Climate/weather factors are one of the important factors in tourist destination selection (Cheng, L. et al., 2015), and in recent years, due to the increase in extreme weather that deviates severely from the mean state, from frequent sandstorms to extreme heat, floods, and mountain fires in various regions, the public's elevated perception of climate risk has led to an avoid. This also leads to the reality that climate change is increasingly posing a serious threat to the growth of the world's tourism industry.

3.2 Emergence

As the New Crown epidemic subsided globally, tourism started to pick up again, and people gradually realized that the environment was undergoing global systemic changes, taking the initiative to position themselves as a part of environmental equity and environmental justice, i.e., tourists started to focus on outdoor scenic areas like land, sea, and land-sea integration, and long-established tourism items in recognized tourism areas like forest parks and nature reserves.

Under the influence of "fast food punch card" tourism, human tourist aesthetic culture progressively changed from "landscape" to "high hall and wide building" at the same time. As the "New Story of the World" put it, "This son of God is not about the landscape, but can write?", the sentiment that "the good man enjoys the mountains, the wise man enjoys the water" gradually faded away and was replaced by the batch, the same commercial street, and the net red landmark road signs. Tourists have found it difficult to connect with the process-oriented tourism model, which has caused them to reconsider their travel plans and encouraged the resurgence and creation of tourism aesthetics as well as the inclination to move toward "humanistic landscape," or ecotourism aesthetics. Tourism does play a part in satiating psychological pleasure as well as spiritual and cultural requirements in this context, as evidenced by the recurrence of areas associated with cultural tourism that are represented by landscape symbols.

4. Logic Evolution

To examine the internal logic of "Guilin persona" forming, the essay employs a theoretical framework connected to "personas." In a number of studies on "persona management," social psychologist Goffman proposed three key elements that shape an individual’s "persona": a favorable external environment, consistency with other individuals'
"persona" traits, and conformity to their real-life traits. The correct external environment, consistency with comparable "persona" features, and conformance with the traits of the individual's real life are the three crucial elements that drive "persona" building. Biological, social, spiritual, and spiritual, as well as natural traits, are the four fundamental components of a persona. Bloodline or gender are examples of natural characteristics that are influenced by the environment. Social features, such as social standing and professional identity, indicate the shared traits of a group of people. The most distinguishing aspect of a person's persona, in the eyes of others, is their spiritual persona, which is a special setting that is expressed based on individual traits and outward behavior. The characteristics of living organisms and their interactions with other types of existence in the environment are known as biological properties. Based on this, the creation of a "persona" necessitates the involvement of acting, drama, psychology, communication, and lastly, performance on a social stage.

The distinctive and special "Guilin persona" shares some features with the "persona" and should concentrate on the outward appearance and spiritual significance of the distinctive natural scenic areas, representing the four traits associated with the "persona." Natural, cultural, economic, and consumer characteristics make up the four "persona" traits. The creation of "Guilin's persona" as a part of the overall plan cannot be divorced from the overall plan; rather, it needs to be influenced by tying the impacts of culture, the natural world, the economy, and sustainable development together. In order to promote Guilin's ecological environmental protection, intensive conservation, and integrated use of resources, as well as to improve the overall economic level, the creation of the "Guilin persona" must take into account the natural background and regional characteristics in its entirety, as well as professional knowledge of communication, tourism, and literature (Figure 2).

Figure 2. Intrinsic and extrinsic logic.

5. Create a "persona"

5.1 Scene “persona”

The concept of field is intended to highlight how habit frequently has an impact on external objective conditions as a result of habit, and how the process of externalizing intrinsic nature creates the "rules of the game" of the field. This idea was put forth by the French sociologist Bourdieu. As a result, scenario-based marketing on mobile devices began...
to replace Internet marketing. The scene is symbolic, which is extended to the marketing field so that the marketing subject creates the scene using language and concepts and fully embodies the scene's structure and symbolic elements in order to deepen the product's understanding and awareness in the target consumer's brain. Additionally, when viewers actually observe a scene or come into contact with relevant scene information, their brains take the initiative to call up symbolic background and object information, leading to the cognition of the scene, or in the case of tourists, the perception of the scene. Tourists might visualize themselves in Guilin’s landscape and participating in the local fishing culture when they are exposed to information about the city's tourism.

The subject and the scene must be mutually limited in order to create a scene with marketing value. This is done by starting with the behavioral traits and aptitude habits of marketing items. Image narrative is progressively taking over as the dominant method of thought and logical expression in modern culture as a result of the explosive growth of the mobile Internet. Under the audience's practice of "viewing before speech", visual culture can, on the one hand, intensify the influence of cultural symbols in the scene and leave a deeper imprint on the recipient, on the other hand, new aesthetics can. Technical media, on the other hand, serves a variety of purposes in the communication process as an extension of the human senses. Images, on the other hand, might lessen the cultural discount caused by cultural and linguistic variations in international communication since technical media are an extension of the human senses, which take on different levels of functions in the communication process. Consequently, in the Guilin tourism marketing program, we can leverage the visual culture of communication, fully exploit short videos and other visual images as media carriers, and create attractions similar to the popular Beijing Drum Tower 107 Road. On one hand, videos are more engaging and can bridge the international communication gap to the fullest extent, showcasing Guilin's landscapes and rich culture to attract more multinational tourists. On the other hand, videos are a more effective medium for promoting China.

5.2 Co-creation “persona”

The self-media platform has the traits of grassroots, openness, and diversity in contrast to the conventional grand narrative, self-talking tourism documentary. Because it can transcend geographical and temporal boundaries, it has a higher potential to spark a communication storm. Based on these findings, Guilin can develop a co-creation platform to increase the visibility of picturesque locations from the two sides of developing local fan groups and generating pop-up attractions described above. As a political tool for changing established institutions and planning procedures, such as social reform and environmental preservation, the idea of "public participation," which is associated with democracy, has grown in importance. Marketing for out-of-province and international visitors can be done by utilizing new media channels, utilizing the power of the private sector and official downstream to build a co-creation platform, directing visitors to join social media platforms on their own to share local travel advice and first-hand experiences, and contributing to the creation of a positive tourism image of Guilin's natural ecology, folklore, and humanity. At the same time, the Guilin region can create fan communities for local tourists, maintain the marketing ecology, hold offline events to increase the stickiness between the community and the scenic spot, encourage locals to directly support and participate in the tourism planning of the scenic spot through practical and effective means, and community residents under the marketing ecology can get rid of the long-term lack of subjectivity, participate in The thoughts of locals about development and criticism from tourists on social media may also be a crucial step towards sustainable scenic planning in Guilin.

6. Conclusion

The development of the highlighted tourist city should go hand in hand with the growth of the self-media torrent because it plays a significant part in the growth of the national tourism sector and the resurgence of China's tourism epidemic. The four intrinsic characteristics of the city of Guilin must be taken into consideration when developing this type of Guilin city IP, and the “Guilin persona” must combine communication, tourism, literature, and art design. This persona will eventually be presented in the planning and scenes to show its distinctive advantageous features in the communication and promotion process. Guilin, China, uses scene persona and co-creation persona to showcase the region's natural beauty and rich culture in order to draw in more foreign visitors. At the same time, by continuously analyzing visitor feedback and the development opinions of locals during the persona creation process, the city can promote tourism in a sustainable way.
References


