

Intellectual Property Branding Status and Prospects for Liaoning Provincial Culture, Sports, and Tourism

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Abstract: *In the context of Chinese-style modernization, the spillover effect of the integration of "culture + sports + tourism" has gradually emerged, forming the organic advantages of "1+1+1>3" and promoting the iterative upgrading of the three. In the "14th Five-Year Plan for Sports Development" announced by the General Administration of Sports of China in recent years and the "14th Five-Year Plan for Tourism Development" issued and implemented by the State Council, the development of sports integration industry is an important content to enhance the contribution of the sports industry to the economy. In recent years, from "Zibo barbecue", "Village BA", "Comfortable panda" and "Erbin", creating cultural, sports and tourism IP has become the development trend of China's cultural tourism market and the key element of competition in various provinces and regions.*

Keywords: *Liaoning Province; Culture, Sports and Tourism; Branding; IP*

1. Liaoning Provincial Culture, Sports and Tourism Brand IP Development Status

In general, the integrated development of sports, culture and tourism industries in Liaoning Province has a deep industrial foundation, institutional support and consumption potential. Driven by the policy dividends supported by the state-led regions, the new development concept of innovation, coordination and green will help the integrated development of the new form, and realize the integration, integration and integrated development of culture, sports and tourism at a higher level, wider scope and deeper level^[1].

1.1. Highlighting "quality" and enriching the industrial base

As an important province in Northeast China, Liaoning Province has abundant natural and cultural resources, laying a solid industrial foundation for the development of cultural, sports and tourism brand IP. Natural resources include natural ecological resources such as mountains, snow and ice, coastal areas, and hot springs, while human resources include profound red revolutionary culture, industrial culture, and national culture, such as the Forbidden City and Marshal Zhang's Mansion in Shenyang, the coastal scenery in Dalian, the water caves and Maple Leaf Chinese Restaurant in Benxi, and the Bird Fossil Global Geopark in Chaoyang.

1.2. Highlighting "effectiveness" and improving the policies and measures

In order to promote the high-quality development of the cultural, sports and tourism industry, the Liaoning Provincial Government has formulated and implemented a number of policies and measures, providing strong institutional support for the development of cultural, sports and tourism brand IP^[2]. In recent years, Liaoning Province has attached great importance to the development of the cultural and tourism industry, and has issued important documents such as the Action Plan for the High-quality Development of the Cultural and Tourism Industry in Liaoning Province (2023-2025). Several Policies and Measures to Support the High-quality Development of the Cultural and Tourism Industry in Liaoning Province. It has greatly stimulated the enthusiasm and creativity of market players.

1.3. Highlighting the "real" and stimulating the consumption dynamism

Liaoning Province, through the creation of local characteristics and cultural connotations of the "culture and tourism + sports + consumption" combinations, in line with the culture and tourism market

consumption, presents a diversified, personalized trend for the development of culture, sports, and tourism brand IP to stimulate market consumption vitality^[3]. According to the "2023 China Tourism Market Analysis Report," Liaoning Province received 510 million tourists that year, an increase of 142.9% year-on-year, tourism revenue of 502.26 billion yuan, an increase of 166% year-on-year, and an increase in various indicators has hit a record high. The Mid-Autumn Festival and National Day were outstanding, with the province receiving 55.962 million tourists, an increase of 139.1% year-on-year (Figure 1).

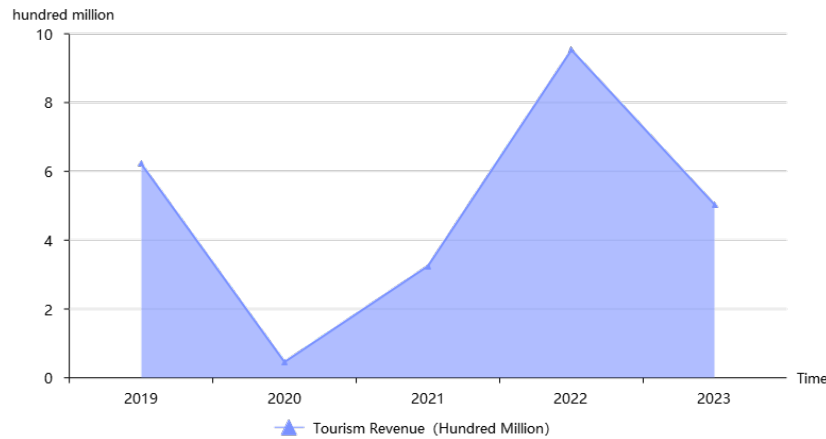


Figure 1: Tourism Revenue in Liaoning Province in the Past Five Years

2. Problems in the Brand IP Construction of Culture, Sports and Tourism in Liaoning Province

Although the market's awareness of the value of cultural tourism IP continues to improve, and the transformation continues to cross borders and optimize, however, the homogenization of the cultural tourism IP industry in various regions is still criticized, and the quality is uneven. How to innovate the IP of high-quality cultural tourism, reshape the social value of IP cultural tourism, and comprehensively build the sustainable influence of IP cultural tourism has become the focus of attention of the industry and an urgent problem to be solved^[4].

2.1. Lack of clear brand positioning for culture, sports and tourism

Liao 'culture, sports and tourism industry has always focused on creating high-quality products. The Provincial Museum staged the "flash mob" dance "Luo Shen Futu", and Benxi City has created the "Guanmen Mountain Baturu" cross-country race according to local conditions etc., but the 'Liao' culture, sports and tourism industry must stand out in the fierce competition in the country, and must launch its own high-quality products and establish a more recognizable brand IP of the cultural, sports and tourism industry. The brand lacks a unique core values and distinctive features, making it difficult for consumers to form a clear brand recognition, affecting brand recognition. The lack of unique core values and distinctive features of a brand makes it difficult for consumers to form a clear perception of the brand, affecting brand recognition and market competitiveness.

2.2. Deficiencies in the transformation of cultural differences

The Department of Culture and Tourism of Liaoning Province has been focusing on the characteristic culture, planning the Ming Dynasty Great Wall defense system tourism route with Suizhong Jiumenghua Great Wall as the important node, and creating a cultural tourism route centered on "One Palace and Three Tombs" (Shenyang Forbidden Palace and Shengjing Three Tombs: Yongling, Fuling and Zhaoling), as well as cultural tourism IPs such as the Liaoning West Cultural Corridor centered on Chaoyang Sanyan Culture. However, in the construction and promotion of brand IP, these cultural differences are not fully explored, utilized, or effectively communicated, resulting in the lack of unique cultural connotations and storytelling of the brand.

2.3. Publicity and promotion efforts need to be improved

Publicity and promotion are the key to enhancing brand awareness and influence. However, in the construction of culture, sports, and tourism brand IP in Liaoning Province, the promotion means are not diversified, and the promotion is not strong enough. The lack of full media and holographic media limits the brand's exposure in the market, and it is difficult to attract sufficient consumer attention. According to the incomplete statistics of the Milestone Research Institute, 29 provinces (municipalities and autonomous regions) announced 2023 tourism data (Hebei, Jiangxi, and Shaanxi for the cumulative data of the first 11 months). Liaoning's tourism revenue was 502.26 billion yuan, while Guizhou's total tourism revenue, which ranked first, reached 1.47 trillion yuan^[5].

2.4. Long-term planning and resource integration need to be strengthened urgently

The construction of brand IP is a long-term and continuous process, and it is necessary to formulate long-term brand planning and development strategies. However, there is a lack of long-term planning in the construction of brand IP for culture, sports and tourism in Liaoning Province, which leads to short-term behavior and random decision-making in the process of brand IP building. At the same time, it failed to effectively integrate the resources of relevant industries and institutions to jointly build a brand ecological chain and enhance brand influence and market competitiveness.

3. Suggestions for creating a new IP of culture, sports, and tourism

To create a new IP of Liaoning culture, sports and tourism that not only reflects Liaoning's rich historical and cultural heritage and unique regional characteristics, but also shows the spirit of openness, inclusiveness, innovation and development of Liaoning's cultural and tourism industry, aiming to attract domestic and foreign tourists to come to Liaoning to experience a cultural journey across time and space and without constraints. The new IP points to the long history and unique cultural charm of Liaoning as an important town in Northeast China, and also covers the unique regional customs of Liaoning formed by the integration of Manchu culture, Kanto culture, marine culture and other diverse cultures, conveys the free and pleasant feelings of tourists when traveling in Liaoning, implies the in-depth exploration and experience of soul and culture, and tells an open and inclusive travel concept, making every trip a new exploration and discovery.

Under the new IP brand concept, there are a number of specific brand IP such as the virtual character brand IP of "Liao Trace Explorer", the cultural IP of "Eastern Starting Point of the Great Wall", and the activity IP of "Local Cultural Tourism Festival" (Figure 2).



Figure 2: Travel Product Wayne Chart

3.1. Creation of a virtual character brand IP 'Liaoning Explorer'

1). Creative concept of multi-element integration

"Explorer" is a virtual character brand IP that integrates elements of adventure, culture, sports and tourism. This character not only represents the brave exploration of the unknown world, but also symbolizes the in-depth exploration and experience of Liaoning's rich cultural heritage and natural landscapes. As a creative IP, "Liaoning Explorer" can not only effectively enhance the popularity and

attractiveness of Liaoning Province's cultural, sports and tourism brands, but also bring tourists a more unique and unforgettable travel experience through rich story backgrounds and diverse application scenarios^[6].

2). IP image design with significant regional characteristics

In terms of appearance, it is designed as an image of a person wearing modern expedition gear, but incorporating elements of traditional Liaoning costumes, such as some features of Manchu costumes. It is designed to wear an adventure hat, hold a map and compass, wear special hiking boots, and carry a backpack full of various adventure tools on its back.

In terms of color, Liaoning regional colors (such as dark blue, emerald green, golden and other colors representing the ocean, forest, and autumn) are the main colors, and the bright colors of exploration equipment are used to form a visual effect that is both natural and vibrant.

In terms of logo, a logo containing the deformation of the character "Liaoning", adventure elements (such as compass, map fragments) and characteristic symbols of Liaoning (such as dragon pattern and Manchu totem) was designed as the iconic logo of "Liaoning Explorer".

3). Journey attractive IP story background

"Liaoning Explorer" is an explorer from the future, who travels to modern Liaoning because of his strong interest in ancient civilizations and unknown natural phenomena, and embarks on a wonderful journey to find lost civilizations, uncover natural wonders, and experience folk customs. During the journey, the "Liaoning Explorer" not only discovered the hidden treasures of Liaoning, but also participated in various sports competitions and cultural exchange activities with modern people, conveying the positive energy of courage, wisdom and friendship.

4). IP Application Scenarios

In terms of tourism promotion, as the spokesperson of Liaoning tourism, he participates in various tourism promotion activities and leads tourists to explore Liaoning's scenic spots and cultural heritage.

In terms of cultural and creative product development, a series of cultural and creative products are developed based on the image of "Liaoning Explorer", such as toys, clothing, stationery, souvenirs, etc., to meet the shopping needs of tourists.

In terms of interactive experience, the "Liaoning Explorer" theme interactive area has been set up in tourist attractions, museums, stadiums and other places in Liaoning, allowing tourists to experience the fun of adventure through VR, AR and other technologies.

In terms of digital marketing, social media, short video platforms and other channels were used to release the adventure stories and travel strategies of the "Liaoning Explorer" to attract more young tourists to pay attention to Liaoning tourism.

3.2. *Creating a cultural IP of the "Eastern Starting Point of the Great Wall of China"*

This study integrates the cultural heritage resources and ecological natural resources along the Great Wall of Liaoning, and builds the "Great Wall of China" national scenic Dojo (Liaoning section) to highlight the spiritual connotation and cultural value of the Great Wall.

1) Resource consolidation and protection

This study integrates cultural heritage resources and ecological natural resources protection, integrates cultural heritage resources along the Great Wall in Liaoning province, including sites, passes, beacon towers, etc., to form a complete cultural heritage resource system. While protecting the Great Wall sites, we should pay attention to the protection of ecological and natural resources to ensure that the ecological environment along the Great Wall is effectively maintained.

2) Construction of Main Functional Areas

Main Functional Areas builds four main functional areas: control and protection area, theme exhibition area, cultural tourism integration area and traditional utilization area. Main Functional Areas delimits the control and protection area of the Great Wall site and implements strict protection measures to prevent man-made damage and natural erosion. The theme display area constructs theme display areas along the Great Wall, allowing tourists to gain a deeper understanding of the cultural connotations of the Great Wall by displaying its history and culture, architectural features, military

defense system, etc. The theme display area combines local tourism resources with cultural and tourism integration areas. The culture and Tourism Integration Zone combines local tourism resources to create a culture and tourism integration zone and to develop tourism products and routes with Great Wall characteristics, such as the Great Wall hiking, cycling, photography, and other experiential activities. The Traditional Utilization Zone, under the premise of respecting history and protecting ruins, reasonably utilizes traditional villages, residential houses, and other resources along the Great Wall to develop rural tourism and the B&B economy.

3) Tourism product development

Tourism product designed a special Great Wall tourist route to connect the Great Wall scenic spots in Liaoning with the surrounding scenic spots to form a complete tourism experience chain. Tourism product develops Great Wall themed cultural and creative products and souvenirs to meet the shopping needs of tourists while spreading Great Wall culture.

4) Publicity and branding

In terms of branding, the brand image of the cultural IP of the "Eastern Starting Point of the Great Wall of China" has been shaped through media publicity and activity planning to enhance its visibility and influence in domestic and international tourism markets. In terms of marketing and promotion, it will utilize online and offline methods to carry out promotional activities for Great Wall tourism and attract more tourists to come and experience it. In terms of cooperation and joint construction, it will establish cooperative relationships with domestic and foreign tourism organizations and cultural institutions to jointly promote the cultural IP of the "Eastern Starting Point of the Great Wall" and expand the tourism market.^[7]

The "Liaoning Wisdom Culture and Tourism Platform" was built to centralize the release of Great Wall tourism information, route recommendations, ticket booking, and other services to enhance tourists' travel experience. Utilizing AR, VR, and other modern technological means to digitally display and restore the Great Wall sites allows tourists to experience the magnificence and splendor of the Great Wall in a virtual environment ^[8].

3.3. Creation of "Local Culture and Tourism Festival" event IP

A series of colorful cultural and tourism activities are planned around Liaoning's Manchu, Guandong and marine cultures, including the Manchu Style Cultural Festival, is shown in Table1.

1) Manchu Style Cultural Festival

Manchu costumes include traditional Manchu songs and dances, traditional Manchu handicrafts (e.g., Manchu embroidery, paper-cutting, paper crafts, etc.), and Manchu food festivals (e.g., Manchu eight bowls, pickled vegetable stew, and other specialties) in Manchu-inhabited areas or historical and cultural cities. An interactive experience area was set up for visitors to experience the charm of Manchu culture.

2) New Year's Activities at the Manchu Farms

Combined with the traditional customs of the Spring Festival, it organizes activities for the New Year on Manchu farms, including pig-killing rituals, Manchu New Year's tofu making, tasting of Manchu snacks, and traditional Manchu ice-playing performances. Held during the winter snow and ice season, using snow and ice resources to increase the fun of activities, such as setting up ice recreation areas and snow soccer matches ^[9].

3) Guandong Folk Culture Festival

It will be held in historical and cultural cities or tourist attractions in the Guandong region, showcasing traditional folklore, folk art and handicrafts of the Guandong region, such as shadow puppetry, two-man shows, paper-cutting, clay sculptures, etc., and setting up an exhibition area, a performance area, and an interactive experience area.

4) Guandong Gourmet Culture Festival

Culture Festival organized activities in food streets, commercial plazas or tourist attractions to promote the special food of East Guangdong, such as boiled meat, smooth meat festival, chicken and mushroom stew, etc. Culture Festival organized food cooking competition, food exhibition and other activities, with food stalls and cooking performance areas.

5) Marine Cultural Tourism Festival

The Cultural Tourism Festival organizes coastal cities or tourist attractions to display the Marine culture of Liaoning coastal areas, including Marine life exhibition, Marine science education, Marine sports experience (such as sailing, diving, etc.). The Cultural Tourism Festival hosts exhibitions, experiences, performances and more. The Cultural Tourism Festival was planned according to the International Year of Marine Culture and Tourism held in Weihai City, Shandong Province, and combined with the actual situation of Liaoning.

6) Marine Fishermen Cultural Festival

Organized in fishing villages or coastal tourist attractions showcases fishermen culture, including fishermen song and dance performances, fishermen food production (e.g., seafood barbecue, seafood hot pot, etc.), and fishermen handicraft demonstrations (e.g., fishing net weaving, shell crafts, etc.), and sets up fishermen cultural experience zones and gourmet food zones, and opens them up to the public.

Table 1: Suggestions for creating a new IP of culture, sports, and tourism

Suggestions for creating a new IP of culture, sports, and tourism			
Suggestions	Creation of a virtual character brand IP 'Liaoning explorer'	Creating a cultural IP of the "Eastern Starting Point of the Great Wall of China"	Creation of "Local Culture and Tourism Festival" event IPs
1	Creative concept of multi-element	Resource consolidation and protection	Manchu Style Cultural Festival
2	IP image design with significant regional characteristics	Construction of Main Functional Areas	New Year's Activities at the Manchu Farms
3	Journey attractive IP story background	Tourism product development	Guandong Folk Culture Festival
4	IP Application Scenarios	Publicity and branding	Guandong Gourmet Culture Festival
5			Marine Cultural Tourism Festival
6			Marine Fishermen Cultural Festival

Today's tourism is more to dig deeper from the content and do the best from the experience in order to be able to obtain the mind of tourists in the new stage of development. The integration of the tourism industry and IP, in the future, also needs to be combined with the depth of the community economy, through user segmentation, connection, and interaction, to solve the low-frequency travel pain points, change the current focus on pre-tourism, tourism service mode, so that the pre-tourism, travel, and after the trip are able to truly connect, and to achieve the ecological closed-loop. In the context of the current new development pattern, the Liaoning culture, sports, and tourism market must be empowered by IP to accept the test of the market with a more attractive image^[10].

Today's tourism should be more in-depth excavation from the content and the ultimate in experience, so that it is possible to capture the minds of tourists in the new stage of development. The integration of the tourism industry and IP also needs to be deeply integrated with the community economy in the future, through the segmentation, connection and interaction of users, to solve the pain points of low-frequency tourism, and to change the current service mode that only focuses on the pre-trip, in-line and post-trip, so that it can be truly opened up, and the ecological closed loop can be realized. In the context of the current new development pattern, Liaoning's cultural, sports and tourism market needs more IP empowerment and accepts the test of the market with a more attractive image.

4. Conclusions

As an important province in Northeast China, Liaoning is not only rich in natural resources and deep cultural heritage, but also a major sports province. In recent years, Liaoning Province has been committed to promoting the in-depth integration of culture, sports and tourism, with the goal of creating a high-quality demonstration site for the integrated development of culture, sports and tourism, and has achieved remarkable results^[11]. Looking ahead, the integrated development of culture, sports and tourism in Liaoning Province is in a period of dynamism and opportunity, and through continuous innovation and endeavour, it is expected to achieve more comprehensive and sustainable development in the future.

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