

Regional Characteristic Branding Helps Rural Revitalization Development: The Case of Ziwu Village in Huangshan City, Anhui Province

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Abstract: This paper takes Ziwu Village in Huangshan City, Anhui Province as an example, and relies on the local tea plantation to create the special tea brand "Ziwu Tea", and explores the role of regional branding in rural revitalization. The paper gives an overview of the market prospect of regional branding, analyzes the current situation of the tourism market and the competition of the tea market in Anhui Province, and proposes the branding scheme of "Zi Cha". Finally, the paper details the brand positioning and target market of the brand, providing a model for China's rural revitalization.

Keywords: rural revitalization; regional branding; tourism market

1. Introduction

Rural revitalization demonstration villages are the boosters for the national implementation of rural revitalization strategy[1]. With the leading role of demonstration villages, the rural revitalization strategy can be better promoted quickly and efficiently nationwide[2], promoting comprehensive progress of rural areas, comprehensive upgrading of agriculture and comprehensive development of farmers, and laying a good foundation for realizing modernized countryside. Rural revitalization work needs to be led by planning and demonstration, and model villages for rural revitalization can provide reference and study experiences, form experiences that can be replicated and promoted, and continuously improve the sense of gain and satisfaction of the villagers[3-4].

Therefore, this paper will launch a new plan for rural revitalization according to the general requirements of rural revitalization of "prosperous industry[5], ecological livability, civilized countryside, effective governance and rich living", as well as product details, to make a contribution to rural development[6-7].

2. Regional brand market analysis

2.1 Rural cultural tourism market development prospects

2.1.1 Favorable factors for the development of rural cultural tourism

The current favorable factors for the development of rural cultural tourism are mainly reflected in rural characteristic culture and agricultural education resources.

Rural culture is an important part of traditional Chinese culture. As an important subculture in Chinese society, the value of rural culture lies in making the mainstream culture spread in the countryside in a way that is pleasing to the people and further enhances cultural confidence. The distinctive rural culture is conducive to refining the selling points of related cultural and creative products. At the same time, as a region with primary industry as the main development object, the countryside has complete agricultural infrastructure and operation process compared with the city, and some areas still retain traditional agricultural production methods, providing a good material basis for agricultural education.

2.1.2 Unfavorable factors for the development of rural cultural tourism

At present, the unfavorable factors of rural cultural tourism development are mainly reflected in the imperfect rural infrastructure, insufficient industrial support, neglect of rural values and rural urbanization in different places.

On the one hand, many villages have farmland water conservancy facilities and power grid equipment in disrepair, inconvenient transportation and poor medical facilities, which will adversely affect the development of rural revitalization strategy. On the other hand, many rural villages still have the phenomena of homogenization of industrial structure, relatively backward economic development and low education level per capita, which make it difficult to attract strong industries and leading enterprises, or there are few leading enterprises, small scale and lack of characteristics.

In the process of rural revitalization, many people think that "rural resources mainly rely on external input and have no unique value of their own", and under the influence of such a concept, many people ignore the value of the countryside. The phenomenon of "a thousand villages" is common. With the influx of urban civilization and the loss of rural population, the traditional rural communities originally constituted by the acquaintance society are gradually disintegrating, the traditional rural cultural values are being deconstructed, and the rural culture and rural style civilization lack the inherited main body. At the same time, the loss of rural mainstays has led to constraints on agricultural development and the existence of serious farmland desolation and vacant house bases.

2.2 Anhui Province Tourism Competitive Market Analysis

2.2.1 Anhui rural tourism key village tourism market overview

The rural tourism market rebounded rapidly after the epidemic, and the rural tourism market has great potential.

According to Anhui Mobile data, the total number of visitors to 34 key villages of rural tourism in the province reached 8.11 million¹ from April to August 2020, and the average monthly scale of rural tourist flow reached 1.62 million. Since the basic stabilization of the epidemic in April, the average monthly rural tourist flow has recovered to 92% compared to the same period last year.

2.2.2 Anhui rural tourism key village tourism destination analysis

Huangshan-led southern Anhui villages are the most popular among tourists: Huangshan has 7 villages selected as national tourism key villages, with a total traffic of 2.53 million passengers from April to August 2020, accounting for more than 30% of the traffic of all 34 key villages, much higher than other cities. Bozhou, although there are only 2 key villages, but the overall size of tourists in the ranking of the third. The results are shown in the figure 1.

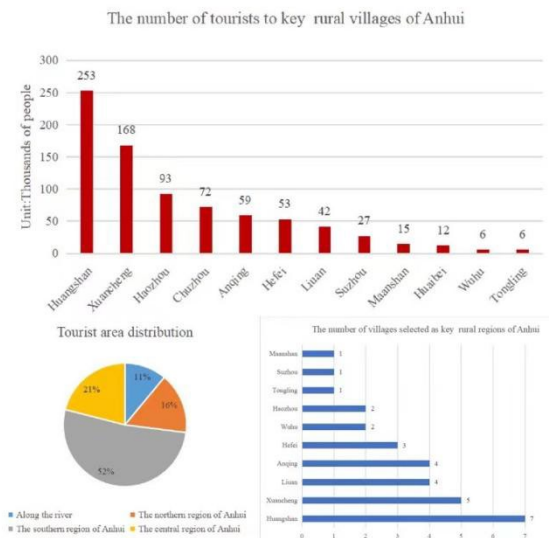


Figure 1: Scale of tourists received by key villages

Anhui Rural Tourism Key Villages TOP 10: Southern Anhui is a popular rural tourism destination for tourists from inside and outside the province, with Huangshan Hongcun topping the popular list,

followed by Xuancheng Taoyuan Village. Bozhou Medicine King Village and Suzhou Liangli Village in northern Anhui were included in the list, and tourists have a strong interest in experiencing the characteristic villages. The results are shown in the figure 2.

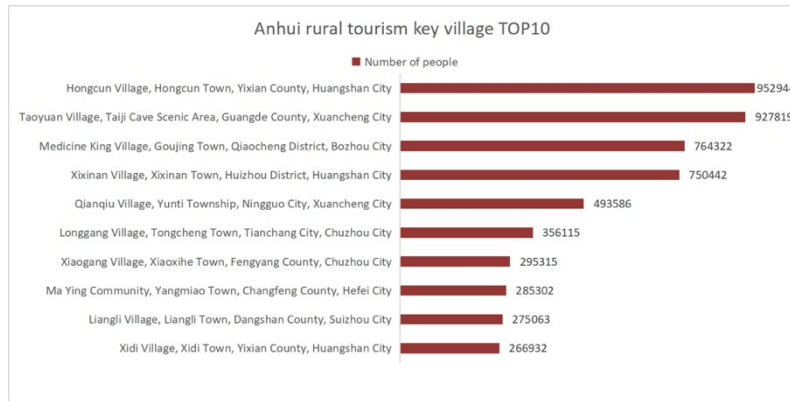


Figure 2: Anhui rural tourism key villages

Huangshan is the preferred countryside tour destination for provincial tourists: Anhui provincial. Tourists prefer to go to Huangshan countryside to feel the Huizhou culture, accounting for 35% of all 34 key village tourists in the province, Huangshan Xixinan Village and Hongcun are the two most popular villages for provincial tourists. The results are shown in the figure 3 and 4.

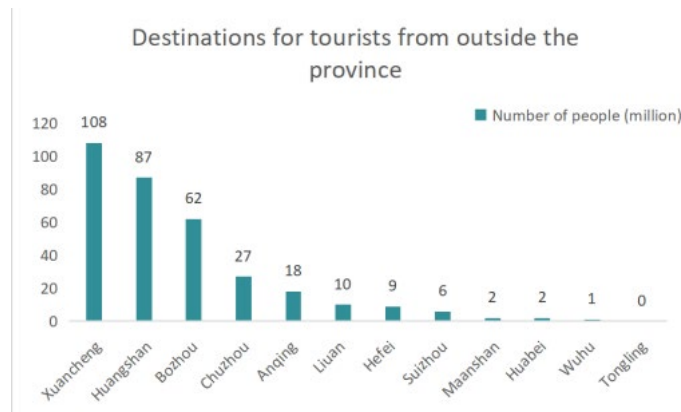


Figure 3: Destinations of tourists from outside the province

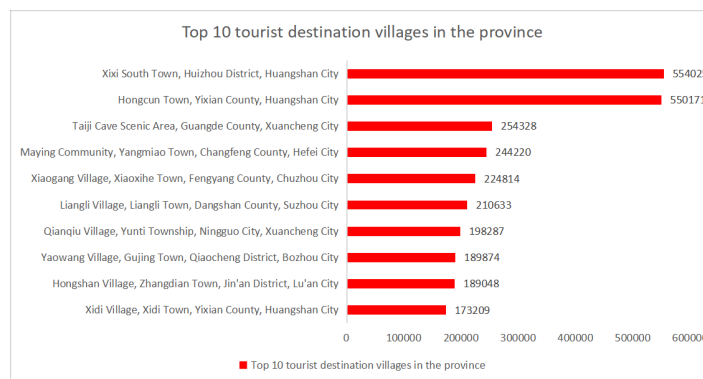


Figure 4: Key destinations for tourists in the province

Out-of-province tourist destinations are concentrated in southern Anhui, followed by northern Anhui: Out-of-province tourists are also more partial to southern Anhui countryside, led by Xuancheng, followed by Huangshan. In addition, Bozhou, the capital of medicine in northern Anhui, ranked third as the destination for out-of-province tourists. Xuancheng Taoyuan Village, Bozhou Medicine King Village and Huangshan Hongcun are the ideal destinations for out-of-province tourists to visit the countryside.

The countryside and scenic spots form a linkage, more than 60% of the countryside tour tourists will go to scenic spots to play: the countryside tour and scenic spot tour are inseparable, the trend of scenic

village linkage is more and more obvious, will be more than 60% of the countryside tour tourists will go to nearby scenic spots to play.

In Anhui 34 key tourist villages there are Hongcun and other 7 villages are both tourist villages and scenic spots, accounting for 22% of the total flow of rural tourists. There are scenes in the village, scenes in the village, deeply favored by urban tourists.

For example, Huangshan City Yixian Hongcun Town Hongcun| Chuzhou City Fengyang County Xiaoxihe Town Xiaogang Village, Huangshan City Yixian County Xidi Town Xidi Village, Huangshan City Huizhou District Chengkan Town Chengkan Village, Huangshan City Yixian County Hongcun Town Tachuan Village, Xuancheng City Jixi County Jiapeng Shang Village, Wuhu City Nanling County Yan Dun Town Miaoli Village. The results are shown in the figure 5.

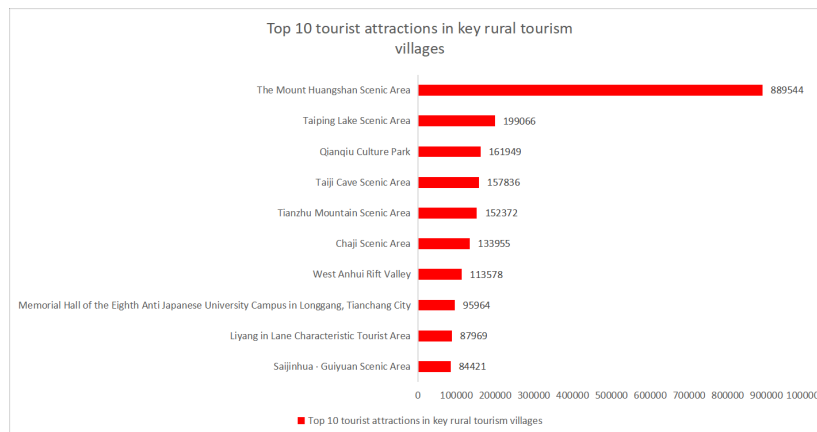


Figure 5: Tourists visiting scenic spots in key villages

2.2.3 Target Customer Analysis

The market for rural family tours, which is the main focus of Zewu Village, is promising. Analysis of target customers helps us to design and improve targeted products in order to capture the market.

From the perspective of demand structure, more than 90% of children under 12 years old can only follow their parents to participate in short- and medium-distance parent-child trips, and peripheral trips have a significant advantage both in terms of traffic and frequency of trips. According to the big data of air ticket of Tongcheng Yilong, only 2.7% of domestic civil aviation passengers are under 12 years old in recent year, which means that only a very small number of children have the opportunity to travel long distance by air.

Our target customers will be concentrated in the Anhui region, and we will coordinate the tourism group in Anhui Province to attract them to drive to Ziwu Village, and the optimization of transportation facilities in Ziwu Village will also help to enhance the attractiveness of peripheral tourism.

The data shows that in the three major thematic scenic spots (resorts) where the parent-child tourist base is most concentrated, the combination of various forms of theme parks accounts for 67.4%, and the combination of parent-child packages such as "tickets + hotel" and parent-child packages is the most demanded type of peripheral parent-child tour products. This shows that detailed and complete tour packages have become the first choice to save effort, which is not only the trend of parent-child tour, but also an important trend of rural tourism. Therefore, the design of our Ziwu Village tour route will try to meet the demand for one-stop service and provide tourists with the most complete and convenient rural tour experience.

"Read a million books, travel a million miles" is the basic knowledge and main demand of most parents for parent-child travel, and travel products with educational significance are gradually becoming the "immediate need" for family travel consumption. Especially as the post-80s and post-90s parents become the core customer group (buyers) of the parent-child travel market, the product demand for parent-child travel is increasingly diversified, and parents have higher requirements for the educational elements of the product.

For many parents clip, play is no longer the only purpose of the trip, so that children in the trip to learn the knowledge not in the textbook is equally important. Many domestic destinations rich in history and culture, rich in humanities have become the new favorite parent-child tour, such as Beijing, Xi'an,

Nanjing, Chengdu, Xiamen, Jinan, etc.. Museums such as the Forbidden City in Beijing, the Presidential Palace Scenic Area in Nanjing, the Dinosaur Museum in Zigong, the Nature Museum in Shanghai, and the Jianchuan Museum Colony remain hot.

The report data from the same travel shows that the demand for various forms of summer study tours or study tour products in the entire summer parent-child tour proportion of more than 40%, "parent-child + education + tourism" product portfolio is to occupy the surrounding parent-child tour market "half of the mountain ". In addition, "tourism + science + parent-child research and development" model, but also for the development and operation of study travel products to make a new exploration. Summer study travel products that the booking volume that gradually heated up, all kinds of summer camps and domestic and international study travel lines booking hot.

We will also fully explore the red cultural resources and historical and cultural resources of Ziwu Village according to the needs of this user, to enhance the educational leading meaning of our project, and to provide a new choice of rural tourism with educational significance by teaching and touring.

2.3 Anhui Province tea competition market analysis

Anhui Province has a long history of tea cultivation and occupies an important position in the country. By the early 1990s, the area of tea plantations still ranked the second and third in the country, and the production ranked the top five, with a long history of tea production and tea making, and many famous teas, with three or four of the top ten classic Chinese teas in Anhui. However, after the 1990s, due to various factors, tea production began to stagnate, the status in the country has declined, and the gap with neighboring provinces and gradually widened, tea production is facing a serious situation.

Ziwu Village tea quality is better, and currently has the will to deep processing of tea, through the coordination of the entire village tea management to develop modern tea planting, packaging, selling industrial line, Ziwu Village tea revitalization is not only conducive to the development of Ziwu Village itself, help it form a stable and sustainable economic support, but also conducive to the development of new ideas of tea production in Anhui Province.

2.3.1 Analysis of target customers of Ziwu Village tea

The downstream mainstay of the tea industry is the consumer, and with the outbreak of the epidemic, people are paying more attention to their health. Bottled water, milk and other products that are considered to be associated with health, cleanliness, immune boosting, etc. have seen rapid growth. Under this general trend, the number of tea-drinking population and consumer demand continued to increase, while the epidemic prompted the tea industry to accelerate the integration of online and offline, online, the trend of tea consumers younger more distinct.

From the perspective of consumer age structure distribution, in 2021, China's e-commerce platform tea power purchase user group is 26-35 years old age group, accounting for 43%, up 2% from 2020. In addition, the proportion of consumers in the age group of 16-25 years old has also increased. The results are shown in the figure 6.

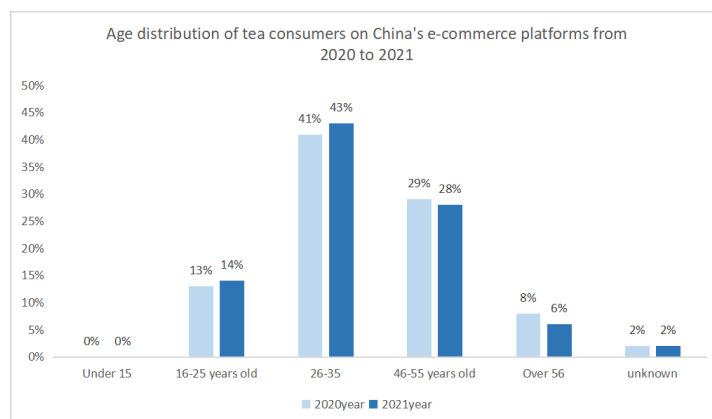


Figure 6: Consumer age distribution

In general, the target customer groups of tea sales appear new consumption characteristics in the context of the new era, and the consumption characteristics of these target customers also influence the notes and development strategies of Ziwu Village's industrial development.

(1) Focus on deep processing of tea leaves and diversified development of consumption methods

With the development of society and the increase of people's personalized consumption, the traditional way of drinking tea cannot meet the needs, and consumers begin to pursue a more simple, fast and diversified way of tea consumption. The reproduction of tea leaves in Ziwu Village can be processed into tea beverages by using modern deep processing technology, or combined with traditional food to make tea food, which can more fully extract the functional nutrients of tea leaves.

(2) Keen on e-commerce shopping, the tea industry should be integrated online and offline, to the development of new retail trends

The purchasing power of the new generation of consumers is increasing, and they are becoming the main force of the consumer market. The new generation of consumers have a high propensity for online consumption, and occupy a great online voice and traffic high ground in the mobile Internet space. And with the rapid development of e-commerce model, the tea industry is no longer limited to the traditional offline consumption channels.

Ziwu Village should focus on the construction and operation of the e-commerce platform in the subsequent tea industry sales process, forming a mutual integration of online and offline industry sales model, and developing towards the new retail trend. The offline layout of Ziwu Village tea enterprises has accumulated brand reputation and customer resources for them, which is conducive to attracting traffic for the promotion of their online mode, and is conducive to the rapid growth of online sales scale while the offline sales scale of the tea market continues to grow.

(3) Consumers pay attention to the quality of tea, Ziwu Village should strengthen the construction of storage and transportation system

With the development of society and the improvement of people's living standards, consumers pay more and more attention to the safety and quality of products. The factors affecting the quality of tea mainly lie in processing, storage and transportation. High-quality tea has requirements on tea color, tea fragrance, tea flavor and freshness, while temperature, humidity, oxygen content and sunlight exposure will have a greater impact on the quality of tea. In order to meet consumers' requirements for tea quality, the future tea storage and transportation system of Ziwu Village will develop in the direction of more intelligence and informationization.

(4) Consumers pay attention to brand characteristics, Ziwu Village tea industry should strengthen brand building

The new generation group is also the leading force of consumption upgrade, with a distinctive consumption concept, a higher degree of acceptance of local brands, and demand showing characteristics such as personalization and diversification, and willing to pay a premium for product design and features. Therefore, Ziwu Village tea industry will accelerate the construction of independent brands, optimize the supply of brand goods to obtain competitive advantages, such as based on the cultural heritage of Ziwu Village, brand packaging, commercial promotion and other aspects of tea innovation, to provide consumers with new and refreshing new choices of tea consumption.

3. Create Ziwu village special tea brand "Zi tea"

3.1 Brand Name

The tea brand name designed by our team is "Zizi Tea", which is the iconic product of the village and is taken from the name of Ziwu Village. The village is named after the catalpa tree, which is planted in the village, and has a reputation of hometown love, love and filial piety.

3.2 Brand Positioning

The product positioning of ZI Cha is high-end green tea, and at the same time, it is interlinked with the cultural symbols of ZI Wu Village, which also reflects the differentiated brand characteristics of ZI Cha.

ZI Cha is committed to establishing the brand image of "ecological green tea" in the minds of consumers. The raw materials of ZI tea are selected from the fresh leaves of the core production area of Linxi Tea Garden in Ziwu Village, following the organic agricultural production system, i.e. the production area adopts organic tea garden management methods, and organic production is carried out

in the production and processing process. At the same time, in terms of branding, we will associate ZI tea with the green ecological environment of ZIWU village to create an ecological atmosphere in consumer awareness.

Zizi tea uses Mincha green as the main color of the brand to convey its brand characteristics - mellow and warm - to consumers. As Ziwu Village tea grows next to high mountain streams with low temperature, the unique growing environment has achieved unique tea quality with thick juice, superior quality, rich taste levels and sweet aftertaste. Ziwu Village is a countryside relic scattered among the mountains, the countryside environment is daily casual and introverted in temperament, Ziwu tea is the same as Ziwu Village, its taste is warm, the tea fragrance is refreshing, giving people a refreshing and warm feeling.

4. Conclusions

With the proposed strategy of rural revitalization, various regions have actively responded to the national call. This paper tries to help rural revitalization by creating a brand with regional characteristics. Taking Ziwu Village in Huangshan City, Anhui Province as an example, the paper takes the unique tea culture of Ziwu Village as an entry point to create a tea brand, expand tea sales channels and improve villagers' income. The paper elaborates on the current situation of tourism in Anhui Province and the competition in the cultural tourism industry, and introduces the brand of "ZI TEA", answering the question of brand positioning and strategy at the end.

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