

A Study on the Dissemination Pathways and Effects of Guilin's Jingjiang Prince's Mansion and Royal Mausoleums from a Tourist Perspective

Lingyu Yang, Xuewei Zhang, Yuqi Zhang, Jingwen Wen, Haizhen Zhao*

Guilin University of Electronic Technology, Guilin, China

Abstract: Guilin holds a significant position in China's tourism landscape due to its abundant natural and cultural resources. As representative relics of Guilin's historical and cultural heritage, the Jingjiang Prince's Mansion and Royal Mausoleums serve as key case studies for examining the effectiveness of cultural-tourism integration. This study employs a questionnaire survey to systematically investigate the dissemination pathways and effects of the Jingjiang Prince's Mansion and Royal Mausoleums from a tourist perspective. Findings reveal that primary issues arise at the dissemination level: the Jingjiang Prince's Mansion and Royal Mausoleums lack sufficient appeal to potential tourists; while for actual visitors, deficiencies in cultural experience conversion and service quality negatively impact satisfaction and revisit intent. By analyzing the critical stages of "pre-arrival" dissemination attraction and "post-visit" experience validation, this study proposes corresponding strategies and recommendations for Jingjiang Prince's Mansion and Royal Mausoleums—and similar cultural heritage sites—to enhance targeted dissemination and optimize visitor experiences.

Keywords: Jingjiang Royal Palace and Mausoleum, dissemination pathways, dissemination effectiveness, visitor satisfaction, cultural-tourism integration

1. Introduction

Guilin is world-renowned for its unique karst landscapes, yet its profound historical and cultural heritage—particularly resources representing the Ming dynasty feudal prince culture—still face challenges in gaining recognition and influence within the tourism market.^[1] As a vital physical repository of Guilin's Ming feudal prince culture, the Jingjiang Prince's Mansion and Royal Mausoleums hold immense historical and cultural value.

To systematically investigate the current status and effectiveness of the Jingjiang Prince's Mansion and Royal Mausoleums in cultural dissemination and tourism experiences, this study adopts a visitor-centric approach, conducting specialized research on dissemination pathways and outcomes. Based on the two fundamental dimensions of "dissemination pathways" and "actual effects," this study categorizes visitors into two groups: potential visitors and actual visitors. It examines differences in visitor cognition, visitor satisfaction and behavioral tendencies, attraction appeal of scenic content, and dissemination effectiveness between these two groups. Finally, corresponding recommendations are proposed to construct a more comprehensive evaluation framework.

2. Research Content

This study designed and distributed a survey questionnaire, with 194 copies distributed and 194 returned, achieving a 100% response rate. The collected questionnaires were organized and analyzed to evaluate the dissemination pathways and actual effectiveness of Jingjiang Royal Mansion and its Mausoleums. Recommendations and solutions addressing existing issues are proposed to advance the cultural dissemination of these sites and promote the integration of culture and tourism.

2.1 Research Subjects and Survey Design

2.1.1 Research Subjects

To ensure the validity and relevance of the research data, descriptive statistical analysis was first

conducted on the basic characteristics of the survey respondents. A total of 194 tourists were surveyed, including 48 who had visited the sites (24.74% of the total) and 146 who had not visited (75.26% of the total). Details are shown in Table 1.

Table 1: The basic survey results regarding whether visitors have been to Jingjiang Prince's Mansion and Jingjiang Royal Mausoleums.

Options	Subtotal	Percentage
Yes (please skip to question 9)	48	24.74%
No (please skip to question 12)	146	75.26%

In terms of age distribution, this study categorized respondents into five age groups for analysis. Visitors aged 18 to 25 constituted the core demographic, accounting for 68.75% of the sample with 133 individuals. This indicates that the sample data predominantly represents the youth demographic. Tourists aged 26 to 35 accounted for 4.17% (9 individuals), those aged 36 to 45 comprised 12.5% (24 individuals), and those aged 46 to 60 also made up 12.5% (24 individuals). Individuals aged 60 and above constituted only 2.08% (4 individuals). (See Table 2 for details.)

Table 2: Age Survey of Visitors to Jingjiang Prince's Mansion and Royal Mausoleums

Options	Subtotal	Percentage
18-25 years old	33	68.75%
26-35 years old	2	4.17%
36-45 years old	6	12.5%
46-60 years old	6	12.5%
Over 60 years old	1	2.08%

The geographic distribution of respondents shows that visitors from within Guangxi accounted for over 50% of the total, with the largest source group originating from Guilin itself. Visitors from neighboring provinces such as Guangdong and Hunan also constituted a significant proportion. This sample structure clearly delineates the target group profile for this study, providing a reliable foundation for subsequent research.

2.1.2 Questionnaire Design

This comprehensive questionnaire is structured into five key sections to thoroughly evaluate the Jingjiang Prince's Mansion and Royal Mausoleums. It begins by collecting visitor demographics, then assesses on-site cultural dissemination and experiential perceptions from visitors. The survey further identifies tourism development bottlenecks across the pre-visit, during-visit, and post-visit stages. Subsequently, it analyzes the decision-making motivations of both visitors and non-visitors to gauge market potential and appeal. The questionnaire concludes with a section for open-ended suggestions to gather in-depth qualitative feedback.

2.1.3 Survey Implementation Process

This study precisely targeted respondents, clearly defining the survey population as “tourists who have visited (visitors) or have not visited the Jingjiang Prince's Mansion and Royal Mausoleums (potential visitors).” The questionnaire content was closely related to dissemination pathways and effectiveness. The electronic questionnaire generated a QR code via Wenshuangxing and was distributed through online channels such as social platforms WeChat and QQ to broaden sample coverage. A screening option was set in the first question: “Have you visited Jingjiang Prince's Mansion or Jingjiang Prince's Mausoleum?” Respondents selecting “No” had their data flagged separately to ensure analytical accuracy.

2.2 Analysis of Research Findings

This section conducts an in-depth analysis of the intrinsic logic and existing issues in visitor perception construction and dissemination effectiveness for the Jingjiang Prince's Mansion and Mausoleum, based on detailed questionnaire survey data. It examines these aspects from the dual dimensions of “dissemination pathways” and “experience outcomes,” providing a systematic analysis of their dissemination effectiveness.

2.2.1 Visitor Perception

Data indicates that among visiting tourists, recognition of the site's core historical labels—“Ming Dynasty feudal prince's residence” and “Qing Dynasty Guangxi Imperial Examination Hall”—exhibits superficial, label-based characteristics where visitors “know the facts but not the underlying reasons.”

While 66.66% of tourists possess basic awareness, the overwhelming majority (45.83%) fall into the category of “roughly aware but unfamiliar with details.” (See Table 3 for specifics.)

Table 3: The visitors' level of understanding of the historical knowledge about Jingjiang Prince's Mansion and Jingjiang Royal Mausoleums.

Level of Knowledge	Subtotal	Percentage
Very clear, with understanding of its background and development	10	20.83%
Generally aware, but unfamiliar with details	22	45.83%
Only heard the names, with no understanding of specific history	13	27.08%
Completely unaware, learning about it for the first time	3	6.25%

This indicates that current dissemination strategies have successfully established preliminary brand associations, enabling visitors to link keywords like “Jingjiang Prince's Mansion” with “Ming Dynasty feudal princes.”

However, this understanding is fragile and incomplete. A significant 33.33% of visitors began their tour with a cognitive gap, either “having only heard the name” or “knowing nothing at all.” This fact reveals a critical failure in dissemination—even when visitors ultimately arrive, prior outreach fails to lay the necessary cognitive groundwork. The direct consequence is that visitors may struggle to deeply grasp the historical context behind the landscape during their tour. Their experience often remains superficial, failing to evolve into profound cultural resonance and emotional connection.

2.2.2 Satisfaction and Behavioral Tendencies

According to satisfaction survey data, the vast majority of visitors expressed approval of their tour experience, with the combined proportion of “highly satisfied” and “fairly satisfied” reaching 85.42%. (See Table 4 for details.)

Table 4: The visitors' impressions after visiting Jingjiang Prince's Mansion and Jingjiang Royal Mausoleums.

Satisfaction Level	Subtotal	Percentage
Very Satisfied	20	41.67%
Satisfied	21	43.75%
Neutral	5	10.42%
Somewhat Dissatisfied	1	2.08%
Very Dissatisfied	1	2.08%

This indicates that the scenic area generally meets most visitors' expectations regarding core attractions and services. However, over 10% of visitors rated their experience as “average” or even “disappointing.” This group's experience fell short of expectations, and their negative perceptions may impact word-of-mouth, representing an area requiring attention and improvement.

2.2.3 Content Appeal

Data indicates a clear hierarchical ranking of attraction appeal based on cultural content within the scenic area. (See Table 5 for details.)

Table 5: The most impressive historical and cultural connotations among tourists after their visit.

Options	Subtotal	Percentage
Power, life and architectural regulations of Ming Dynasty feudal princes	28	58.33%
“Harmony between Man and Nature” feng shui layout of the Prince's Mansion and Elephant Trunk Hill	29	60.42%
Cliff inscriptions	18	37.5%
Cultural connotations of (e.g., “Southern Sky Pillar”)	13	27.08%
Qing Dynasty Imperial Examination Academy and Guangxi's imperial examination history	21	43.75%
Intangible cultural heritage techniques like “Prince's Mansion Embroidery”	18	37.5%
Rise and fall stories of the Jingjiang royal family	22	45.83%
Others	3	6.25%

The most compelling content is “The ‘Harmony Between Heaven and Man’ Feng Shui Layout of the Royal Palace and Duxiu Peak” (60.42%) and “The Power, Lifestyle, and Architectural Regulations of Ming Dynasty Feudal Princes” (58.23%).

While the overall appeal of “Rock Carvings” is acceptable, the item “Cultural significance of features like the ‘Pillar of the South Sky’” shows notably weaker appeal (27.08%), signaling a critical issue. This exposes a current shortcoming of the scenic area: for cultural symbols requiring in-depth interpretation, their inherent meanings and values have not been effectively communicated to visitors through appropriate dissemination methods. Consequently, their appeal remains underutilized,

highlighting an area requiring focused improvement to enhance content attractiveness in the future.

2.2.4 Dissemination Effectiveness

The primary motivations for potential visitors to visit are concentrated on “having a strong interest in the history and culture of the Ming feudal princes” (66.44%) and “being attracted by its reputation as the 'First Mausoleum of Lingnan' or its 'mountain-water coiled dragon' feng shui layout” (65.07%). (See Table 6 for details.)

Table 6: Factors Influencing Non-Visitors' Decision to Visit

Option	Total Responses	Percentage
Have a strong interest in the history and culture of feudal princes in the Ming Dynasty	97	66.44%
Attracted by its reputation as “the No.1 Mausoleum in Lingnan” or the “mountain-water dragon vein” feng shui layout	95	65.07%
Influenced by film/TV dramas, literary works, or online games (with themes related to the Ming Dynasty or feudal princes)	63	43.15%
Recommended by local friends or family members	65	44.52%
Influenced by internet celebrity check-in effect and social media popularity	49	33.56%
Demand for study tours, educational activities, or professional inspections	56	38.36%
Others (please specify) [Details]	0	0%

This reflects the site's profound historical heritage and unique feng shui concepts, which inherently possess strong appeal and form the foundation of its dissemination. However, the influence of modern dissemination content actively planned and led by the scenic area itself (such as collaborations with film and television IPs, social media, or influencer effects) remains relatively weak. Although the “influence of TV dramas, literary works, or online games” accounts for 43.15%, which appears substantial, it still falls short compared to the inherent appeal of history and culture. This indicates that scenic areas face shortcomings in transforming their cultural resources into sustainable, scalable modern dissemination content. They have yet to effectively leverage popular media and social platforms to proactively shape and expand their market appeal.

2.3 Problem Diagnosis and Visitor Demand Identification

Based on the survey findings, this section systematically summarizes the core issues in tourism dissemination and visitor experiences at the Jingjiang Prince's Mansion and Royal Mausoleums. It delves into the actual visitor needs revealed by the data, providing direction for enhancing the dissemination effectiveness of these sites.

2.3.1 Core Problem Diagnosis

Survey findings reveal the following core issues:

First, dissemination effectiveness is insufficient. Despite the site's rich historical and cultural significance, a significant 54.17% of visitors perceive the cultural information dissemination methods as “traditional in form, with average appeal” or worse. (See Table 7 for details.)

Table 7: Tourists' perceptions of the information effectiveness of cultural dissemination within the scenic area

Option	Total Responses	Percentage
Vivid and interesting, which can well attract me to learn in depth	22	45.83%
Comprehensive in information, but the format is relatively traditional with average attractiveness	17	35.42%
The single, static viewing method was too limited to leave a deep impression.	6	12.5%
Rather boring, with a failure to effectively convey cultural connotations	3	6.25%

This indicates that key offline dissemination channels—whether exhibition panels, explanatory signs, or guided tours—have failed to function effectively and unable to vividly convey cultural significance to visitors

Secondly, experiential content lacks depth. In the questionnaire, visitors' most memorable historical and cultural impressions of the royal palace and Mausoleums centered on architectural regulations and feng shui layouts, while their understanding of the profound cultural significance of landscapes like the Southern Heaven Pillar remained shallow. This indicates that the scenic area's current experiential offerings predominantly focus on visual spectacles and lighthearted activities (such as palace rubbing and imperial examination role-playing), relying on superficial symbols. It struggles to establish a unique and irreplaceable cultural IP, lacking competitiveness compared to similar attractions. This also leads some visitors to feel their cultural experience fell short of expectations, perceiving the ticket price

as poor value for money.

Thirdly, management gaps exist in the scenic area's infrastructure. Half of the visitors identified issues with the infrastructure. (See Table 8 for details.)

Table 8: Problems Encountered by Visitors During Their Visit

Option	Total Responses	Percentage
Overgrown weeds in the mausoleum area due to poor environmental cleanliness	14	29.17%
Collapsed or damaged introduction boards for cultural relics/scenic spots (e.g., the introduction board of Ansu Prince Mausoleum), left unaddressed for a long time	16	33.33%
Lack of clear directional signs in the mausoleum area makes visitors easy to get lost	15	31.25%
No obvious issues found; environment and facilities are well maintained	24	50%

Nearly one-third of visitors encountered unclear signage and overgrown vegetation. Notably, 33.33% observed damaged or fallen artifact information plaques left unrepaired for extended periods. This not only directly impedes the smoothness and comfort of the tour but also conveys a negative impression of negligent management and lack of professionalism. These seemingly minor maintenance lapses collectively point to systemic weaknesses in daily inspections, response mechanisms, and basic service guarantees, severely eroding visitor trust and experience quality.

Finally, value fails to match price. “Excessively high ticket prices with poor value for money” emerged as the primary factor affecting visitor experience, selected by over 56% of respondents—far surpassing other options like “monotonous attractions” or “outdated facilities.” (See Table 9 for details.)^[2]

Table 9: The main factors affecting tourists' experience

Option	Total Responses	Percentage
The tickets are quite expensive and not really worth the price.	27	56.25%
Facilities in the scenic area are outdated and environment is just average.	12	25%
Tour guide services are weak. (e.g., unclear signage, lack of explanations, absence of smart tour features)	12	25%
Poor management with overly commercialized atmosphere	11	22.92%
Inconvenient transportation and poor accessibility	9	18.75%
Lack of content and brevity that make it unworthy of a special trip	16	33.33%
Lack of unique appeal compared to other Guilin attractions	11	22.92%

This clearly indicates that the overall content, service quality, and environmental facilities currently provided by scenic areas fail to generate a perceived value commensurate with the ticket price paid by visitors. This contradiction fundamentally stems from a core issue in the scenic area's “value creation” capability: the inability to effectively support its pricing strategy through sufficiently unique, diverse, and high-quality products and services. This leads to widespread visitor disappointment and negative evaluations, directly impacting satisfaction and willingness to revisit.

2.3.2 Identifying Visitor Needs

Through data analysis and problem diagnosis from questionnaire surveys, we can identify two underlying needs of current visitors to the Jingjiang Royal Palace and Mausoleums:

(1) Desire for In-Depth Cultural Interpretation. Respondents predominantly aged 18-25 with higher education levels exhibit strong motivation to understand historical depth. Visitors seek more than superficial sightseeing, desiring to grasp what is hidden behind attractions—such as the stories behind cliff inscriptions, the Ming feudal prince system, and the design principles of the Jingjiang Prince's Mansion and Royal Mausoleums.

(2) Expectation for immersive interactive experiences. Over 78% of visitors believe adding immersive experiences would enhance their visit, as shown in Table 10.

Table 10: Factors that increase visitors' time spent at attractions

Option	Total Responses	Percentage
Adding immersive experience programs (such as ancient costume experience, cultural relic restoration interaction)	114	78.08%
Launching themed exhibitions (such as Prince's daily life and culture exhibition, stone carving art exhibition)	91	62.33%
Providing characteristic catering (such as Ming Dynasty-style snacks, Guilin local cuisine)	103	70.55%
Optimizing the tour route, adding rest areas and viewing platforms	94	64.38%
Others	2	1.37%

Visitors seek a full-body immersion that transports them from reality into history. They no longer

settle for being told what history is; instead, they desire to experience history through immersive interactions, transforming external cultural information into personal, emotionally resonant memories and understanding.

The Need for High-Value Experiences. Visitors' pursuit of value isn't merely about lower ticket prices, but about perceiving value through rich cultural experiences. As highlighted in the core issues above, the key reason visitors perceive insufficient value lies in the scenic area's failure to translate the profound historical and cultural significance of the Jingjiang Prince's Mansion and Royal Mausoleums into tangible, measurable consumer value through effective experiential design. Visitors expect their spending to yield compound value beyond the ticket price itself, including the satisfaction of acquiring knowledge, the sense of accomplishment from social sharing, and the pride of cultural identification. A strong demand for cultural derivative value and tourism convenience. (See Table 11 for details.)

Table 11: Which aspects of service should scenic areas improve to attract visitors?

Option	Total Responses	Percentage
Using VR/AR technology to "reproduce" the daily life of the Ming Dynasty Prince's Mansion	92	63.01%
Designing exquisite cultural and creative products with cultural connotations	107	73.29%
Optimizing joint ticket systems to link with surrounding scenic areas	77	52.74%
Strengthening online promotion and telling the stories of the Prince's Mansion and Mausoleum	91	62.33%
Developing fixed tour routes for convenient travel	90	61.64%
Others	1	0.68%

Specifically, "exquisitely designed cultural and creative products" ranked highest (73.29%), indicating that visitors now seek tangible, portable cultural souvenirs beyond mere sightseeing, highlighting physical products as key for cultural dissemination. Meanwhile, "recreating Ming Dynasty palace life with VR/AR" (63.01%) shows strong demand for technology to enable deeper historical immersion.^[3] Other notable preferences include "enhancing online storytelling" (62.33%) and "developing convenient tourist routes" (61.64%). This reflects that visitors expect clearer content guidance and better services not only during the visit, but also throughout the entire journey—from pre-trip planning to post-visit reflection. Overall, visitor expectations have shifted from basic sightseeing to integrated experiences combining technology, narrative, and convenience.

3. Recommendations

Based on the analysis of cultural dissemination and visitor experience at the Jingjiang Prince's Mansion and Royal Mausoleums, the following integrated improvement strategies are proposed:

3.1 Build a Multi-channel Dissemination System

Current outreach lacks depth and breadth. To attract more visitors and deepen cultural understanding, an "online + offline" strategy should be implemented.

Online efforts should target younger audiences via platforms like Douyin and Xiaohongshu through collaboration with relevant influencers. Offline, partnerships with schools and travel agencies can promote themed tours such as "Royal Palace Study Tours" and "Imperial Mausoleum Exploration."

Pre-visit preparation is also crucial. Providing historical background and key highlights via official websites and social media, and consider offering visual guide maps to help visitors better prepare.

3.2 Create Immersive Experiences

Current experiences are often passive—focused on viewing and listening—which limits meaningful cultural engagement. A shift toward "active participation" is needed.

To help visitors understand the site better, improve guide storytelling and interpretation skills, and introduce smart audio guides and QR codes at key locations for self-guided learning.

Use VR/AR to recreate Ming Dynasty royal life, allowing visitors to virtually witness historical scenes.^[4] Interactive programs such as simulated imperial examinations and traditional rubbing workshops can also enhance engagement.^[5]

Design themed routes catering to different interests, such as a "Feudal Prince Lifestyle Experience" or a "Royal Mausoleum Feng Shui Exploration," turning visitors into active participants and deepening

their connection to the site.

3.3 Refine Operations to Enhance Perceived Value

To improve value perception, the focus must be on delivering clear benefits beyond the ticket price.

Basic services must be maintained through daily checks of signage, restrooms, and seating to ensure comfort and professionalism.

For added value, develop distinctive cultural products such as notebooks or bookmarks featuring Ming Dynasty designs. In addition to the above, it is also possible to introduce combo tickets that include guided tours or activities, clearly communicating what is included.

Actively collect and respond to visitor feedback through online and offline channels, encouraging visitors to share their experiences via incentives like free souvenirs, turning satisfied guests into advocates to attract more visitors.

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