

# Analysis of Wudang Mountain Tourism Image Recognition System Construction

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**Abstract.** With the vigorous development of tourism industry and the intensifying competition of the tourism market, the tourism image has become an important factor that influences the development of the tourism industry. To win the favor of the tourists, the sightseeing place must depend on the successful tourism image transmission. Specifically speaking, they need to construct their own tourism image recognition system effectively. How to construct a good tourism image recognition system effectively to spread the tourism image and to enhance its attraction is the problem that needs to be considered by all the sightseeing places. This paper starts from the basic theories of the tourism image recognition system, sets the Wudang Mountain as an example, analyzes comprehensively of the construction and implementing measures of Wudang Mountain according to the requirements of the tourism image recognition system, hoping to benefit the communication of the tourism image.

**Keywords:** Tourism Image, Tourism Image Recognition System, Construction Measures, Wudang Mountain,

## 1. Introduction

Since the 90s of last century, along with the booming development of the tourism industry, the tourism competition has become more intense. Under the competitive market environment, the importance of setting up and spreading of the tourism image are becoming prominent. Someone said that the 21st century is the age of image, which is not comprehensive. While it contains an intendment, that is: under the environment of fierce market competition, the image is the key factor to attract tourists. Similarly, for the tourism, the tourism image is one of the key factors to attract tourists, and also is the most important factor in the tourism overall planning and marketing. In a certain sense, the competition of the tourist destination is the competition between the images of the sightseeing places.

An overall tourism image includes the background image perception (the overall understanding of the tourists to some geographical area and the natural landscape for a long time) and the decision perception image (to meet their own tourism needs, the tourists will collect information actively to form the figurative image of one sightseeing place); the real field perception image (the tourists' perception image and conclusion to the sightseeing place through all kinds of sensation and perception) and the direct perception image (the tourists' tourism image formed by the sensory stimulation and perceptual process through the personal experience in the sightseeing place) [1]. These all show up through all sorts of signs, symbols, the color, that is the tourism image recognition system.

## 2. The Theoretical Definition of the Tourism Image and the Image Recognition

### 2.1 The Connotation of the Tourism Image

Concerning to the tourism image, there are different views and expression forms. In the "travel dictionary", the tourism image refers to the opinion or evaluation of one certain tourism receiving country or the overall tourism service [2]. The definition of "perceived environment" which is similar to the tourism image is as follows: people collect various kinds of information in brain when making the tourism decision, which forms the overall image of environment. That is the perceived environment. As far as I was concerned, tourism image focuses on the tourists' image recognition to the sightseeing place before traveling. However,

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tourism image has its own features, Such as, the integrity, the relative stability, the plasticity of the tourism image and so on. It is just these characteristics make tourism image become a conceptual system engineering.

## 2.2 The Tourism Image Recognition System

The tourism image recognition system is originated from enterprise identification system. Its purpose lies in making the public have a clear and accurate identification to the tourism product, service, or the overall image of one sightseeing place through shaping the individual and characteristic image. The design of tourism image recognition system is the first step to carry out the tourism image communication work. Only by knowing the characteristic tourism image recognition system design, can we concrete and systematize the tourism image positioning and designing in the practical image spreading, so as to carry out the tourism image setting up and spreading work in all the aspects.

Generally speaking, the sightseeing place image recognition system includes three parts: the mind identity system (MIS), visual identity system (VIS), behavior identity system (BIS), and the system diagram are as follows:

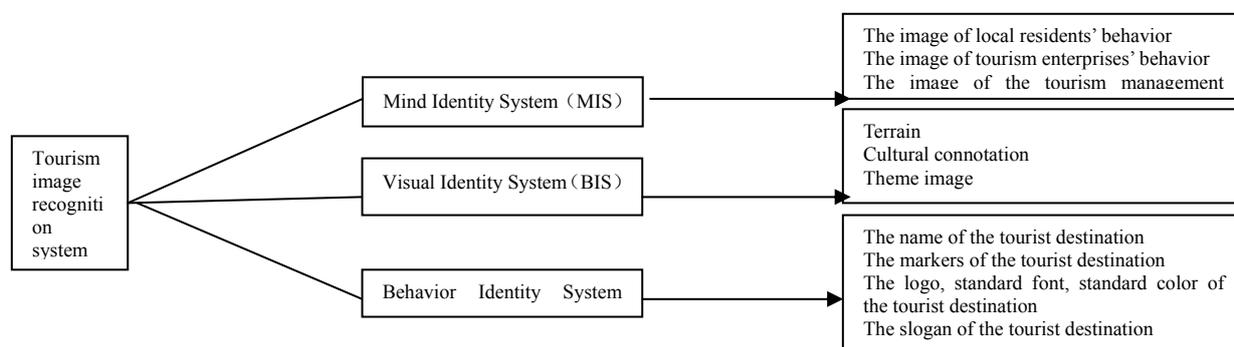


Figure 1. : Tourism image recognition system form,

## 3. The Tourism Image Analysis of Wudang Mountain

### 3.1 The Tourism Image Profile of Wudang Mountain

Wudang Mountain, also called Taihe Mountain, Xieluo Mountain, Canshang Mountain, and Xianshi Mountain. It was known as “Taiyue”, “Xuanyue”, and “Dayue” in ancient times. It lies in the Danjiangkou Shiyan city in the northwestern of Hubei province. It is one of the famous holly sights of Taoism in China. As the national famous scenic area, 5 A-class tourist area, the hometown of national martial arts, and one of the eight national summer resorts, its ancient building group was listed on the “world cultural heritage”, and won the title “national civilized scenic spot” successively. It has not only the beautiful natural landscape, but also colorful cultural landscape. Meanwhile, it is the famous mountains of Taoism and birthplace of Wudang boxing. It is the highly harmonious unification of natural and cultural beauty. This is why it was noted as “the unparalleled holly place and the first mountain under heaven”.

### 3.2 The Deficiencies of the Tourism Image Design of Wudang Mountain

#### 3.2.1 The Insufficient Publicity Strength and Density

Although the publicity work of Wudang Mountain is carrying out in order, the publicity strength and density are not enough. The tourism publicity of Wudang Mountain in public life is very limited. The publicity can play its role only when it reaches a certain strength and density, so Wudang Mountain still has to strengthen in this aspect.

#### 3.2.2 The Image Transmission Work Can Not Constitute a System

At present, the development work of the Wudang Mountain is starting out, but the tourism mascot, tourism logo, and the characteristic diet have not been developed yet. As a result, the image transmission work can not constitute a system, which is difficult to play the system and scale effect.

#### 3.2.3 The Unclear World Heritage Site and Royal Image

The world heritage site and royal image are the representatives that been proud of. However, in the image publicity of Wudang Mountain, there is little to do with these points. These two points are the most attracting points for the public, so these should be taken seriously in the image publicity.

### 3.2.4 The Dig for the Taoism culture Value is not Deep

Taoism is the native religion of China. Its extensive and profound connotation is worthy of our deep digging. The Taoism building, medicine, and regimen of Wudang Mountain are the points that worthy deep research. However, in the publicity of Wudang Mountain, there is little related to Taoism culture, which weakens its abundance in image transmission.

## 4. The Optimization of Tourism Image Recognition System of Wudang Mountain

Just as what has been mentioned above, there are still quite a few flaws in the construction of Wudang Mountain’s tourism image, reflected directly by the various problems existing in the tourism image recognition system. According to these problems and flaws, I hold the idea that Wudang Mountain should fully excavate and take advantage of its profound cultural deposits of Taoism, imperialism and world heritage in allusion to its own geographical and cultural features. That is the key point. And the following are three specific aspects to optimize its tourism image recognition system.

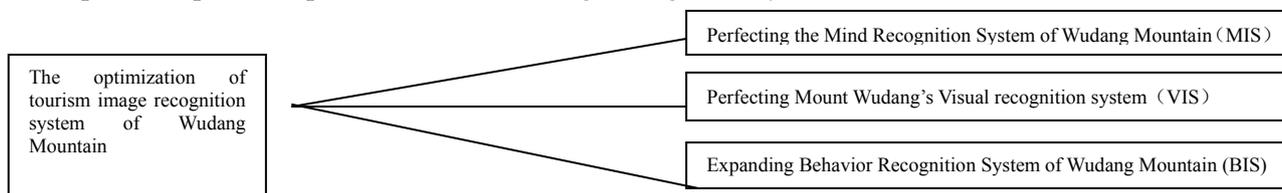


Figure 2. :The optimization form of tourism image recognition system of Wudang Mountain

### 4.1 Perfecting the Mind Recognition System of Wudang Mountain (MIS)

The mind recognition system of Wudang Mountain is the core content, the essence and soul in the tourist image system. The aim and task of Mount Wudang’s mind image planning is to build, expand and raise the site’s invisible assets—image.

#### 4.1.1 The positioning of Mount Wudang’s tourist theme image

When referring to Wudang Mountain, most people will regard the Wudang martial arts and Taoism as its two primary characteristics.

Table 1 The analysis of the primary cognition elements of the tourists to Wudang Mountain

The cognition Factors	ratio (%)
1.Wudang martial art	49.8
2.Taoism	33.8
3.The ancient architectural building in Wudang Mountain	13.1
4.Zhang Sanfeng	3.3

The data source: Xiao Jing, the Research on the Tourism Perceived Image of the World Heritage Site of Wudang Mountain[J].The Journal of Shiyan Vocational and Technical College, 2006, (4): 35-37.

From the form, we know that Wudang martial arts and Taoism have been so deeply rooted in the public’s hearts as the mountain’s conceptual image that we should capitalize on the two aspects to position the theme image, namely, the birthplace of Wudang martial arts, and the most pure Taoist place —Lingshan Mount, of which the Taoist atmosphere is most strong.

#### 4.1.2 The Setting of the Publicity Slogan

To my knowledge, many different slogans exist in varied fields of Mount Wudang, which more or less causes the public’s confusion about Wudang’s image. So we should design the most attractive slogan to reunify to promote it, making the slogan received by the public.

### 4.1.3 The positioning of future image

Though the number of Taoist mountains is smaller than that of Buddhist ones, Wudang Mountain will still have a bright prospect regardless of its own flaws, for it possesses unique congenital conditions. In the future, Wudang Mountain can qualify itself as the No.1 Taoist Mountain in China and it is able to become the world famous tourist brand one day.

## 4.2 Perfecting Mount Wudang's Visual recognition system (VIS)

Visual recognition system is a way to reflect the mind system. It is a static tourist image display, aimed at the strong visual impact on the public's mind. In this respect, we have a long way to go.

### 4.2.1. Tourist Landmark Badge

Wudang Mountain still has no official design to promote and spread its tourism logo. Wudang Mountain once collected designs from the public, of which one design of the Chinese character "Ling"(灵)。I think it is a very qualified logo to represent its tourist image.

### 4.2.2. Landmark Project

The symbol of Wudang Mountain should be the Wudang "golden roof", but this landmark project in fact is not remarkable enough in the public's eyes. As a result, Wudang Mountain should keep further finding out the values of Wudang Taoism buildings in order to promote them, making it more famous and become a real Wudang Mountain No.1 symbol of Wudang.

### 4.2.3. Iconic Characters

If given the opportunity to choose Wudang Mountain's iconic characters in their hearts, most people will say Zhang Sanfeng. Therefore, in this issue, Wudang Mountain should set Zhang Sanfeng as the symbolic character in the process of external image transmission, which will produce unexpected results.

### 4.2.4. Landmark Mascot

Among Mount wudang's current tourism memorial varieties, Wudang sword has certain character, while, other souvenirs are quite similar to those in other tourist sites. According to this, Wudang Mountain can design one representative mascot and sell it in the site. Besides, it can be given away in a variety of publicity activities, forming a publicity logo system.

### 4.2.5. Landmark Dress

Wudang Mountain is a holy Taoist land, which is one of its important attributes. Taoism has his own distinctive characteristics of costumes, so Wudang Mountain Taoism can take this kind of dress as its landmark dress. In that way, we can well establish the distinctive features of Taoism; At the same time, we can better promote Taoist culture.

### 4.2.6. Landmark Diet

Wudang Mountain not only has a long history of health preserving culture, but also the characteristic of Taoism medicine is very rare. Many ancient famous doctors, such as Ge Hong, and king of medicine Sun Simiao would gather herb and refine Dan here. Li Shizhen, the medical sage in Ming dynasty had also gathered herb here. For this, Wudang Mountain can find the health preserving value of Taoist medicine to make some representative medicine as its symbolic diet.

## 4.3 Expanding Behavior Recognition System of Wudang Mountain (BIS)

Behavior recognition system is a system that reflects a series of activities, and it is a kind of dynamic tourism image display. Aimed at attracting the attention of the public to make them get interested and need it. Promotion is a key word in the behavior recognition system, which is reflected through the table 2.

Table 2 the tourism development disadvantage element analysis of Wudang Mountain

The inferior elements	ratio (%)
1.The natural scenery is not so beautiful	12.2
2.The cultural connotation is not so deep	9.4
3.The publicity is not so fierce	54.5
4.The tourism image is not so clear	23.9

The data source: Xiao Jing, the Research on the Tourism Perceived Image of the World Heritage Site of Wudang Mountain[J].The Journal of Shiyan Vocational and Technical College, 2006, (4): 35-37.

### 4.3.1. Carrying out the Activities of the Promotion of Its Tourism Image

The promotion of its tourism image has many ways, including:

The theme propaganda, project promotion, new media propaganda and brochures, postcards, and so on. To effectively spread out its image, Wudang Mountain can follow those aspects mentioned above.

### 4.3.2 Attaching Importance to Activities of the Festival Promotion

In this respect, Wudang Mountain already has a classic festival: "The world traditional martial arts festival of Wudang Mountain in China. ", but its influence still need to be further strengthened. In addition, we also can further develop other cultures in the other fields, and launch "Wudang Taoism medicine festival", "Wudang healthy food festival", and so on.

## 5. Suggestions for Tourism Image Cognition System’s Implementation Measures of Wudang Mountain

Tourism image cognition system is a systematic project from position, design to operation, implementation and spreads the expansion. Then whether it will make a positive difference on building a tourism image efficiently or not, the most important thing is to effectively implement each measure of the tourism image cognition system. These systematic measures include many respects and contents, external and internal, and also direct and indirect.

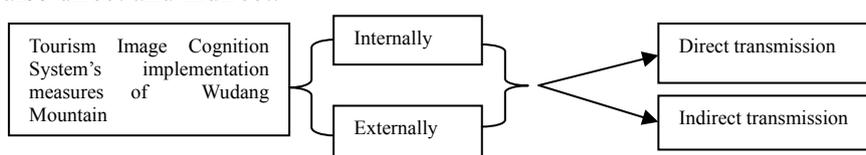


Figure 3. :The implementation measures form of Tourism Image Cognition System’s of Wudang Mountain

Among them, what matters most is how to spread. For this reason, I will give my suggestions on the spread countermeasure of Wudang Mountain tourism image cognition system from the direct and indirect dimensions below.

### 5.1 Direct Transmission

The realization of the direct dissemination strategy mainly uses the mass media and other direct media to advertise directly and spread the tourism image out. It covers a very wide scope, and may begin from the below aspects.

#### 5.1.1 Spread by the Traditional Media and the new Media's Optimization

Television, radio and print media are all traditional transmission channels; internets, mobile phones, mobile TV are new media that people contact frequently with in their life. The two kinds of media figure importantly in people’s life today, and we can spread the tourism image out through the optimization of them two, certainly the most efficient and effective dissemination. TV is also a medium which the public has the most contact with, so we must value the promotion of television ads when advertising the tourism image. Even though the advertisement of Wudang Mountain with an ink style has been broadcast at CCTV’S national prime time, we should continue to strengthen the intensity. Wudang Mountain should also broadcast its advertisement on Hunan TV’s prime time programs and other strong media so that the results will exert better. Besides, radio advertising, newspaper’s leisure section supplement, travel magazines and travel books are all good promotional channels to tourism image, and we can properly choose some hot newspapers and books to promote it. New media’s communication still cannot be ignored. When people have some intentional travel destinations in mind, they will surf some related information to compare. During researching, to a large extent, network information of the travel resorts influence the choices of potential tourists’ travel destinations. Therefore, Wudang Mountain can be well advertised by providing rich informative information on the Internet. Meanwhile, mobile news and mobile journals are both new emerging things but achieving better communication effects. Wudang Mountain should make the

optimization of traditional media and new media as its strategic choice of advertising, and thus can achieve better publicity effects.

### **5.1.2. Using Traditional Holidays and Festive Activities**

There are three representative tourism festive activities in Wudang Mountain at present, and they are “World Traditional Martial Festival in Wudang Mountain”, “International Tourism Festival and International Photography in Wudang Mountain”. But they are not famous. Wudang Mountain should consider how to make its festive activities more noticeable, more characteristic and more influential among the most national tourism activities. Meanwhile, Wudang Mountain can apply or unite with other areas hosting regional, national or international festivals and exhibitions so that it can be advertised about its tourism image through various festive activities.

### **5.1.3. Taking Part in and Organizing Various Tourism Exhibition Activities**

When we choose exhibition as a medium to promote, we can not only have advertisement and communication with the involved public directly, but also can make profits for tourism instantly. So exhibition is a double-profited mean that has tourism image publicized and tourism marketed. Presently, Wudang Mountain has exhibited its tourism in some areas and only “Xian Wudang Culture Tourism Month” and some minor tourism exhibitions are influential. It should leave for Beijing Nanjing and Jiangsu to participate in and organize various tourism exhibition activities actively in order to realize “Exhibition” enhancing “Marketing” advertisement.

## **5.2 Indirect Transmission**

### **Public Relationship**

Public relationship spread strategy involves a lot. Wudang Mountain can have effective spread through following public measures:

#### **5.2.1. Inviting Visit and Spending Holiday**

Wudang Mountain can invite celebrities from various social fields, journalists from different media and tourism specialists to travel there so that “Celebrity Effect” can take effect with twofold advertising and encouraging results.

#### **5.2.2 Taking Part in Social Welfare Activities**

Wudang Mountain can participate in environmental protection, culture, disabled activities through sponsor or donation. In this way, it not only makes real contribution to our society, but also gets public attention and inclination through social welfare activities. As a result, Wudang Mountain friendly image is also widely publicized.

#### **5.2.3 Photograph Spread**

Although some information can not be publicized as vivid and direct as image advertisements, it can have an indirect influence on the public recognition about tourism. Films and plays also have this effect. South Korea is a successful representative who spreads tourism through films and TV sets. Lu Mountain tourism image is also promoted through the movie *Love of Lu Mountain*. What powerful the films and TV sets are. Saying Zhang Sanfeng, people will recall Tai Chi, Wudang Mountain will be remembered as to Tai Chi. It is a pity that few films about Zhang Sanfeng are completely conducted in Wudang Mountain. Mr. Jin Yong’s household novel “Heaven Sword and Dragon Sabre” described a lot with Wudang Mountain and many stories about protagonist Zhang Wuji also in Wudang Mountain. There are no films conducted in Wudang Mountain when works are adapted into films. Until now, there are some films conducted here occasionally. As to this, Wudang Mountain should pay relevant attention actively and invite play groups to Wudang to photograph. Once film groups take effect, the spread power is inestimable. Wudang Mountain tourism image will be established in millions film public. It is a low cost but beneficial indirect spread strategy and should be paid more attention by Wudang Mountain’s relevant departments.

#### **5.2.4 Spread According to Opportunity**

Spread according to opportunity is a way that can be met but not asked. When a tourism destination becomes a place of more influential news, we should make use of the happening news and spreading time to promote tourism image and attract the public. For example, there was a piece of news in the internet about a

1990s born girl who chose to be a nun. This piece of news aroused a lot of attention of people on the net and they posted that they wanted to go to Wudang Mountain. Many people who have not been there had a great interest in it. Wudang Mountain at this time should take this opportunity to promote on the internet. It can introduce some things about Taoism and Wudang world heritage so that Wudang Mountain will have a better tourism image at least in a short time and attracts people.

## 6. Conclusion

The successful implementation of the construction and measures of the tourism image cognition system will finally matter tourism's existence and development. Successful tourism image construction and spread will bring eternal attraction for tourism destination .If Wudang Mountain starts from the above aspects and scientifically plans spread strategy of tourism image cognition system, gets hold of features and finds its stand, creatively uses all probable media to promote its image, to make the public get information about tourism destination have a feeling of longing to go there. At last, people will flood to this place, and the day for Wudang Mountain becoming the first-rate tourism spot in China even in the world is not far away.

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