

RESEARCH ON THE INFLUENCING FACTORS OF TOURISM MOTIVATION IN THE VIEW OF CULTURAL IP

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ABSTRACT

Cultural IP is an important means of establishing viscous connection between scenic spots and tourists. Taking college students as the research object, this paper starts from the deconstruction of cultural tourism IP itself, and establishes the key points of tourism IP construction from the perspective of tourists' motivation, namely, identifiability of core culture, IP symbolization, enriching the manifestation and carrier of cultural tourism IP, multi-channel communication, and improving IP popularity. The research shows that there is a wide range of demand for cultural and tourism IP destinations among college students, and their travel motivation is affected by many aspects of cultural and tourism IP, of which the content of cultural tourism IP, diversification of product carriers and IP popularity have a greater impact. Based on this, this paper puts forward some suggestions, such as establishing the identifiability of core culture, activating IP, conducting cross-border cooperation of cultural and tourism IP, building a promotion system to enhance IP popularity, and improving the system of cultural and tourism IP creation.

Keyword: Cultural IP, Tourism Motivation, Influencing Factors, College Students

INTRODUCTION

With the development of China's social economy, the improvement of science and technology, and the diversification of information reception channels, young people live and grow up in socialization, subcultural and two-dimensional cultural environment, thus their travel motivation is more closely combined with their own preferences. In recent years, the emergence of "tourism+film and television IP", "tourism+game IP", "tourism+animation IP" and other new hot spots in cultural tourism show that the appeal of tourism destinations developed with natural wealth as tourism resources in the past is gradually diminishing, while "tourism +IP" has gently become new format of cultural and creative tourism. Now, film and television, literature, game, animation along with the latest web celebrity and live broadcasting are all things that young people pay attention to. Cultural and tourism products based on this IPs have turned into the darling of young customers, which could attract abundant consumers to generate tourism motivation.

Construction of Cultural IP Index System

Exploring factors of cultural IP on tourists' tourism motivation means to explore how cultural IP could arouse tourists' interest. To address this issue, deconstructing cultural IP is an essential step. During selection of cultural IP variables, this paper mainly refers to the Guidelines for IP Comprehensive Evaluation issued by Chinese government departments. These evaluation systems mainly analyze the factors on Motivation of tourists from the perspectives of content, products and communication of cultural IP (Cherly, 2020). There are usually the following dimensions: cultural IP content (Main indexes: identifiability of the core culture and IP symbolization); cultural IP products (Main indexes: Diversification of forms and carriers), the spread of cultural IP (Main indexes: diversification of communication channels and visibility).

Identifiability of Core Culture

For a tourist destination, the original point is core culture, which requires "clear theme positioning, accurate cultural decoding". Identifiability of core culture means we can differ it from various cultural and tourism brands among the market and establish own unique image label, so that tourists can form an inherent impression in the process of browsing information and form a conditioned reflex in the stage of travel decision-making (Dawson, 2017). Such as Beijing's Forbidden City--the resurrection of cultural relic; Lhasa, Tibet--a holy place for pilgrims; Rape flower in Wuyuan--the most beautiful country; Jinggang Mountain, Jiangxi Province--the cradle of Chinese revolution as well as red tourist attraction; Disney fairy tale world--the world is pushing you to grow up, however, Disney is still guarding your childlike innocence and so on. It is in the combination of this cultural IP mode that formed a unique reputation in the market, which becomes the first choice among similar tourism projects (Yanyan, 2020).

Symbolization of IP

IP symbolization refers to the concrete and creative expression based on culture, which can enhance the communication effect of cultural tourism brand. This expression can root in consumer group positioning theme can be a slogan, an advertisement, or an IP image. Under the foundation of developed economy and information age, people's consumption concept, especially the young group, begins to change from "functional form" to "emotional form" (Wenzhan, 2009). Cultural emotional consumption is popular among college students. The cultural IP image that can be close, interactive and plastic highly strengthens the interest and stickability of tourists. Many cultural tourism enterprises seize the point and attach importance to IP visualization design in IP building, endowing IP image with connotation and character setting, so as to connect with tourists emotionally and attract tourists' attention, moreover, it helps Induce their feelings of liking and yearning hence they would make corresponding responses (Yuan, 2020).

Diversifying Manifestation of Cultural IP

Under the background of the integration in all walks of life, culture IP performance increasingly diversified, so that single scenic sightseeing or display could not show content of the text brigade more vivid or comprehensive, while emerging live-action drama performances, which combined with science and technology to build announcements of the immersive experience or promotional films, certainly, have become much more "excellent" and "pleasing". During the Spring Festival of 2020, created by Henan Museum, based on the Dancing figurines, the Tang Palace Banquet became a hot spot, followed by the launch of "Henan Museum's Wonderful Lantern Festival Night" during the Lantern Festival, which set off another wave of enthusiasm (Yicheng, 2020). Traditional culture of the kernel combined with visual effect relied on science and technology, diverting performance mixed with appropriate taste, the tang dynasty palace banquet created any verifier second pulse of young people, also enhanced the interest of young people, not only online heat high, offline tourists, especially compared with the same period last year increased by 20%. What we can find is that diversified forms of expression not only express content and gain attention, but enable tourists to generate travel motivation based on interest exploration (Menglei, 2017).

Diversifying Cultural IP Carrier

The carrier of Chinese culture refers to all kinds of products that carry cultural IP content, including film and television works, video works, literary works and creative products, etc. What they have in common is that they penetrate into public entertainment and leisure life

from all aspects, so that tourists can receive more information (Shaoqi, 2017). According to the preferences of young people, many cultural tourism enterprises have made a lot of innovations on IP carriers, such as the documentary *Masters in Forbidden City*, an archaeology blind box by Henan Museum, Dunhuang Academy continues to export "online tour of Dunhuang", "Dunhuang Culture Creation", "Dunhuang skin of the king's glory" and so on. In the case of continuous boom of "co-branding" in 2020, the carrier of cultural IP has gradually expanded from tourism to e-commerce, variety shows, make up, sports, etc. The more it appears in the view of tourists, the more attention will be expanded (Qinghua, 2020).

Diversification of Communication Channels

Television, newspapers, magazines, the government's official website, commercial sites, WeChat public account, micro-blog, clips, etc. during the process of information spreading, have served for the role of marketer, plus its convenience and efficiency as well as the public is easy to accept ideas, IP information can maximum range of coverage to the target visitors through Various media. Contemporary college students can be considered as aborigines of the "information age", moreover, they are full of exploration desire and practical ability. The conversion rate of receiving information to taking action is much higher than that of tourists in the past. Therefore, the diversified communication channels and wider coverage maybe possibly show a greater impact on the tourism motivation of college students (Xiaoxiang, 2019).

Popularity of Cultural IP

Popularity refers to the degree of being familiar with society and the public, and even the breadth and depth of social influence. The popularity of cultural IP is the result of multiple factors, which shows that tourists will give priority to its popularity when they are willing to travel (Josephine, 2020). There are three reasons could explain it. Firstly, cultural tourism brands with high visibility are easy to be placed in the top list of tourists' selections. Secondly, it will affect the decision of tourists. For example, when visitors lack motivation to choose a destination, they will make a choice based on brand awareness. Thirdly, when tourists have no travel experience or cannot distinguish the differences between tourism brands, yet they still have travel needs, brand recognition is always regarded as a significant part for making decisions. Therefore, the awareness of IP is also a major factor affecting tourist motives (Bodo, 2013).

Questionnaire Design and Reliability and Validity Test

The object of this study is the undergraduate students in colleges and universities, which is investigated by questionnaire. In universities in mainland China, 180 undergraduates were randomly selected according to different grades and majors. Finally, 150 valid questionnaires were collected (Jing, 2020).

The questionnaire is divided into two parts. The first part is a survey about basic situation of the individual, including gender, grade, monthly expenditure, travel frequency and attitude towards cultural IP. The second part is to fill in the descriptive statements according to the selected influencing factor variables, including six dimensions: identifiable core culture, IP symbolization, diversified manifestation forms and carriers of cultural IP products, diversified cultural IP communication channels, and cultural IP visibility (Chunlei, 2020).

In order to further complete the questionnaire, this paper conducted a preliminary survey on the initial setting questions at first. During this process, a total of 80 questionnaires were issued and 60 valid questionnaires were collected. Through the analysis of the collected questionnaires, it was found that there were some problems in the questionnaires, such as unclear expression of some questions, repeated meaning of the options and unreasonable design of the options (Huigan, 2020). In view of the problems presented in the pre-survey, after

consulting cultural tourism experts and revising them for many times, the design of descriptive statements in the questionnaire was finally completed (Table 1).

Variable/Dimension	Description Statements
The Development of Core Culture Identifiability A	1. For me, it is natural to connect the dots when it comes to Beijing's Forbidden City, Disney World, Xi'an City that Never Sleeps, etc.
	2. For me, a tourist destination with prominent cultural IP will leave a deep impression on me and make me remember it more firmly.
	3. For me, travel destinations with cultural IP elements or projects involving cultural copyright are more attractive.
IP Symbolization B	4. I think the vivid IP image or IP slogan will arouse my attention.
	5. I think the interaction with IP image makes me feel closer, and I want to get closer to it and understand the content behind it.
	6. I think for the IP image I like very much, I will be willing to visit its location to punch the clock and take photos.
The Development of IP Variety on Manifestations C	7. I found the performance of "Tang Palace Banquet" by Henan Museum in 2020 to impress me and arouse my interest in the music and dance figures performed by the performers.
	8. I prefer novel and innovative forms of literary travel, which can meet my various needs of interest and technology, and make me look forward to traveling more.
The Culture of Cultural IP Carrier Diversification D	9. I often see the footprints of certain cultural IP in my daily life, such as cultural and creative products, co-branded products, etc., and I know more or less about it.
	10. I think the diversity of cultural IP carriers can help me understand the IP from many aspects.
	11. The tourist destinations I see in movies and literature will arouse my interest and make me yearn for the tourism.
	I will follow the same media account on different platforms to get more comprehensive news (WeChat official account, microblog, Tiktok, etc.).
Diversification of Communication Channels E	13. When I browse information, I see information about a certain cultural IP for many times, so I will subconsciously go there to have a look.
	14. I can usually perceive the popular cultural IP on the network, search for relevant information and become interested in it.
IP Awareness F	15. When I choose a destination before a trip, I check the list of tourist attractions in the same type or region.
	16. When I have no goals, I will give priority to well-known cultural IP destinations.

RELIABILITY AND VALIDITY ANALYSIS

Reliability Test

In the questionnaire, the reliability and stability of the scale are the guarantee of the authenticity and reliability of the data, which will not only affect people's decision-making in questionnaire, but affect findings. Reliability analysis is mainly carried out from two aspects: one is consistency, which is used for reflecting the similarity in expressing the same question among variety scales, the other is stability, which mainly considered to measure same variables in different study duration, and the tendency of stability to be inversely proportional to the variation between the results. In this paper, Cronbach's Alpha coefficient is used to measure data. Generally speaking, when the reliability coefficient is above 0.9, it indicates a very good reliability; while Between 0.8 and 0.9, The explanation is within the acceptable range; however, when it comes Between 0.7 and 0.8, we could find that the scale has certain value but needs further modification; when too few questions are examined in the dimension, the coefficient standard can be appropriately reduced to 0.5. According to Cronbach's Alpha coefficient calculation, most of the Cronbach's Alpha coefficients of this study are above 0.7 (Table 2), indicating that the overall reliability is as expected (Yansong, 2020).

Indicator	Items	Cronbach's Alpha Coefficient
Identifiability of Core Culture	3	0.81
IP Symbolization	3	0.836
The Development of IP Variety On Manifestations	2	0.674
The Culture of Cultural IP Carrier Diversification	3	0.76
Diversification of Communication Channels	3	0.824
IP Awareness	2	0.713

Validity Test

The role of validity test is to understand the practicability of the questions set in the scale. In this paper, KOM value and Bartlett sphere are used to test the validity of samples. The larger the KMO value is, the more common factors among the variables are. The smaller the KMO value is, the less common factors among the variables are, which makes it unsuitable for factor analysis. When KMO value is above 0.9, it is very suitable for factor analysis; when between 0.8 and 0.9, it is more suitable; while the effect is mediocre between 0.7 and 0.8; when between 0.8 and 0.7 indicates that the effect is not very good; if less than 0.6 means unsuitable at all. The results showed that the KMO value of this questionnaire was 0.758 (Table 3), which indicates that the validity effect was in the general range (Liu, 2019).

KMO Measurement with Sufficient Pre Survey Samples	0.758	
Bartlett's sphericity test	chi-square	2576.397
	df	270
	Sig.	0

The Impact of Cultural IP on Tourists' Choice of Destination

The total number of respondents is 150, including 77 female samples, which accounts for 51.3%, and 73 male samples, which accounts for 48.7%. Since the proportion of male and female samples is balanced in quantity in the data screening stage, the proportion of male and female samples is equal and relatively uniform (Xiaolei, 2019).

Gender Statistical Analysis			
Gender	Frequency	Effective percentage	Cumulative percentage
Female	77	51.30%	51.30%
Male	73	48.70%	100%

From the perspective of grade structure, there are 25 freshmen, accounting for 16.6%; 40 sophomores, accounting for 26.6%; 43 junior, accounting for 43%; and 42 senior, accounting for 28.2%.

Statistical analysis of grade			
Grade	Frequency	Effective percentage	Cumulative percentage
Freshman	25	16.60%	16.60%
Sophomore	40	26.60%	43.20%
Junior	43	28.60%	71.80%
Senior	42	28.20%	100%

In terms of the monthly living expenses of the surveyed college students, 18 of them are less than 1,000 yuan, accounting for 12%; the sample between 1,001-1,500 yuan is 57, accounting for 38%; the sample between 1,501 yuan and 2,000 yuan is 52, accounting for 34.7%; and 23 of them are more than 2,000 yuan, accounting for 15.3%.

Monthly Cost of Living Statistical Analysis			
Monthly cost of living	Frequency	Effective percentage	Cumulative percentage
< 1000 yuan	18	12%	12%
1001-1500 yuan	57	38%	50%
1501-2000 yuan	52	34.70%	84.70%
> 2000 yuan	23	15.30%	100%

In terms of travel frequency, the number of people who travel once or twice a week is 8, accounting for 5.3%; 86 people would like to travel once or twice a month, which accounts for 57.4%; the number of people who travel once or twice a year is 32, accounting for 21.3%; and the number of people who travel once or twice a year is 24, accounting for 16% (Table 7).

Statistical Analysis of Travel Frequency			
Travel frequency	Frequency	Effective Percentage	Cumulative Percentage
Once or twice a week	8	5.30%	5.30%
1-2 times per month	86	57.40%	62.70%
1-2 times in half a year	32	21.30%	84%
Once or twice a year	24	16%	100%

As for the attitude towards cultural IP tourism destinations, the sample of "not interested at all" is 10, accounting for 6.7%; the sample of "general, no different from other tourist destinations" is 22, accounting for 14.7%; 80 people feel "quite interested and are eager to go", accounting for 53.3%; The sample that has travelled to many cultural IP destinations is 38, accounting for 25.3% (Table 8).

Attitude	Frequency	Effective Percentage	Cumulative Percentage
No interest at all	10	6.70%	6.70%
So-so	22	14.70%	21.40%

Pretty interested and willing to travel	80	53.30%	74.70%
Well informed as Experienced in reality	38	25.30%	100%

Under the influence of various external factors, college student's tourists have different degrees of emotional attitude variables, which are ultimately reflected in the strength of travel motivation. According to the average value of each dimension in Table 9, the most influential factors for tourists' motivation is identifiability of core culture (m=4.26), IP symbolization (m=4.26), IP visibility (m=4.07), and carrier diversification of cultural IP (m=3.95). The relative factor that can influence tourists' motivation is the diversity of expression forms of cultural IP (m=3.85) and the diversity of communication channels (m=3.78).

Table 9
STATISTICAL TABLE OF THE INFLUENCE OF CULTURAL IP FACTORS AND VARIABLES ON TOURISTS' MOTIVATION

Factors	Measurement Index	Sample Size	Minimum	Maximum	Mean	Standard Deviation	Variance
Identifiability of Core Culture A (4.26)	A1	150	1	5	4.46	0.7	0.84
	A2	150	1	5	4.23	1.01	1
	A3	150	1	5	4.08	1.28	1.13
IP symbolization B (4.26)	B1	150	1	5	4.41	0.74	0.86
	B2	150	1	5	4.35	0.8	0.89
	B3	150	1	5	4.02	1.33	1.15
The Forms of Cultural IP are Diversified C (3.85)	C1	150	1	5	3.8	1.02	1
	C2	150	1	5	3.89	0.93	0.96
Diversity of Cultural IP carriers D (3.95)	D1	150	1	5	4.2	0.65	0.81
	D2	150	1	5	3.65	1.49	1.22
	D3	150	1	5	4.01	0.97	0.98
Diversification of Communication Channels E (3.78)	E1	150	1	5	4.1	0.81	0.9
	E2	150	1	5	3.83	1.08	1.04
	E3	150	1	5	4	1.15	1.07
IP Awareness F (4.07)	F1	150	1	5	4.09	0.92	0.96
	F2	150	1	5	4.06	0.92	0.96

CONCLUSIONS

Firstly, there is a great demand for college students to travel to cultural IP tourism destinations. As we can see from the descriptive statistics of the respondents' demographic characteristics, those who live on more than 1,500 yuan a month account for 50%, and for those who travel more than 1 or 2 times in January, the proportion reached 62.7%. In terms of their attitude towards cultural IP, more than half of the respondents say that they are very interested in cultural IP or have been to many classic cultural IP attractions. We can imagine that with the improvement of living standards and the growth of the emotional demands and cultural consumption demands of college students, the attraction of cultural IP to college student tourists will gradually increase (Hong, 2019).

Secondly, cultural IP has various influences on the tourism motivation of college students, but different factors have different degrees of impact. The main reason for college students' tourism motivation is that the main content of cultural IP has uniqueness and creativity, or the products could arouse attention and even generate their interest in exploration, which is in

line with the characteristics of college students' pursuit of individuality in consumption (Yun, 2021).

Thirdly, from the view of cultural IP products, the diversification of cultural IP carriers has a positive impact on college students' tourism motivation. Most of them feel interested in a certain culture IP brand due to often being seen in daily life, combining the trend of industry cross-border joint as well as integration (Bo, 2021), many IP appeared in the film and television, anime culture not only showed a more comprehensive view owing to the carrier, but harvest a group of "fans" tourists whose emotional needs are met. From this point of view, they will have stronger tourism motivation (Hongmei, 2005). Meanwhile, they will pay for their own cultural and emotional needs, and buy peripheral products or co-branded products of the cultural IP (Jiaqi, 2018). It is thus clear that this new marketing method relying on diversified carriers can effectively promote cultural IP to penetrate into the life of college students (Peng, 2018).

Fourthly, there is a positive correlation between the popularity of cultural IP and the tourism motivation of college students (Tian, 2019). Most college students will choose to check the list of scenic spots of the same type or region before traveling, being enthused to make travel decisions. When there is no target, they will also come to visit because of high popularity. On the other hand, it reflects that the popularity of cultural IP has a great influence on travel motivation of college students (Wang, 2020; Zhang, 2019).

SUGGESTIONS

Establishing the Identifiability of Core Culture

Cultural IP construction should be highly recognizable among similar products, so as to stand out in competition. In this regard, in order to understand the supply gaps, we can investigate target market and target customers at the beginning, so as to avoid homogenization and resource waste. At the same time, in the process of brand building, tourists' combined impression of "brand-IP positioning" should be strengthened. For example, when mentioning rapeseed flowers, people will think of Wuyuan, and when mentioning fairytale parks, they will think of Disney and so on, which helps to form a positive impression on tourists and thus affect their travel motivation (Zhuang, 2021).

Activating IP to Make it More Approachable

By activating IP with specific characters and cartoon images, it is easier to establish emotional connection with university student tourists, and different types of IP images can be designed according to the preferences of different people. The appearance can be adorable, awesome, the positioning can be the chinoiserie, campus, workplace, etc., and it could also be intimate, knowledgeable or other different character setting. However, the purpose of IP activation is not only to establish a popular image, but to carry IP's own cultural connotation and convey IP's ideas and values (Zhao, 2020).

Conducting Cross-Boundary Cooperation of Cultural IP

The crossover of cultural IP can be expressed in content or product carrier. In the case of no conflict with own cultural expression, we can use film or literary works to enrich self-image, adding contents that could attract the university student tourists in performance of realization, such as the memory of love, youth, or themes customized for a small community culture such as quadratic element, ancient costume, etc., Besides, actively cooperate with streetwear and domestic brands which are sought after by college students would help the development of cultural IP. E-commerce, sports, make up, clothing and other industries involved in the field of daily life can be used as the objects of cultural IP cross-border cooperation. The linkage effect of

co-branded products does arouse the attention of college student's more than single publicity (Zhang, 2017).

Building a Promotion System to Enhance IP Popularity

In order to avoid the situation of "Good wine also needs bush", cultural IP should focus on improving own popularity. The popularity can be enhanced by gaining a good reputation or spreading publicity to expand the familiarity of the market. In this regard, cultural IP can actively participate in design, tourism competitions organized by the government at home and abroad, as well as the organizing of festivals and festivals. Simultaneously, we shall make good use of various new media platforms to invest resources on microblog, Baidu, Ctrip and Meituan, obtaining more exposure rate through celebrity endorsement and live broadcasting.

Improving the Cultural IP Creation System

Nowadays, the market development of cultural IP is a blue ocean, and more and more tourism attractions want to dig out an IP to set up their own unique benchmark. Therefore, a systematic cultural IP creation system is needed, which can be evaluated from the aspects of content, value, innovation, application, etc., being guaranteed and supervised from the perspective of market, and be trained as practiced from perspective of talents. This will be of great benefit to the maturity and development of cultural IP market, also doing good to the development of tourism industry.

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