

Research On Brand Promotion Strategy Of Shaanxi Cuisine Based On Tourists' Perception

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Keywords: Tourism Catering; Brand; Promotion; Shaanxi Cuisine

Abstract: Tourism catering is not only an important tourism resource of tourism destination, but also an important part of tourism reception industry in tourism destination. Tourism catering brand construction and promotion has become an important part of the development of tourism reception industry. This paper constructs the evaluation index system of "Shaanxi cuisine" tourism catering brand perception, and conducts a survey on tourists' perception. It is found that the brand awareness, reputation, variety richness, innovation, health, quality of soft and hard products and brand promotion need to be improved. It is proposed that "Shaanxi cuisine" should be taken as an important part in tourism destination marketing to promote and guide tourists "Shaanxi cuisine" tourism catering enterprises should keep up with the times, develop new products, and provide high-quality software and hardware products for tourists, win good reputation and improve tourists' satisfaction; and deeply integrate "Shaanxi cuisine" culture with tourism development, so as to make "Shaanxi cuisine" become an important part of tourism resources and tourism reception industry.

As an important part of the tertiary industry, catering industry has been attached great importance by local governments. At present, tourism has become the pillar industry of many provinces and cities in China, and all regions are vigorously promoting the development, transformation and upgrading of tourism industry. Under the background of global tourism development, the integrated development of catering industry and tourism has become a development mode. Local cuisine and food culture itself is tourism resources, which has become an important tourist attraction in tourism development, attracting many tourists to come to experience. The local catering industry not only provides tourists with convenient travel life, but also meets the diversified needs of tourists. However, the competition among tourism destinations is becoming increasingly fierce, and all regions are committed to various tourism development and publicity. With the aggravation of market competition, the role of brand has become increasingly prominent, and people are more and more aware of the important role of brand in tourism development. And the brand competition from the beginning of tourism resources, tourist attractions, and tourism destination image competition extended to the local catering brand competition gradually. The construction and promotion of local catering brand in tourism destination has become an important part in the development of global tourism.

1. The development of Shaanxi Tourism

Shaanxi has three geographical plates: Guanzhong, northern and southern Shaanxi. It is also the birthplace of Chinese civilization and has long been the political, economic and cultural center of China. Therefore, tourism resources are diverse and rich, and there are many monopoly and high-grade tourism resources. After the reform and opening up, Shaanxi tourism began to develop rapidly. The proportion of tourism is increasing day by day in Shaanxi national economy, and it has become the backbone of the tertiary industry gradually. In 2018, Shaanxi's tourism industry showed a good development trend, receiving 630 million domestic and foreign tourists, with a year-on-year growth of 20.54%, and a total tourism income of 599.466 billion yuan, a year-on-year increase of 24.54%. Tourism has been increasing in the aspects of economic growth, industrial structure adjustment, employment promotion, improvement of people's livelihood, and social culture. At

present, Shaanxi Province promotes the modernization, fashion, quality and internationalization of tourism vigorously in accordance with the requirements of high-quality tourism development. It takes the establishment of national tourism demonstration province as the starting point, takes “tourism plus” integrated development as the path, and takes the starting point of the Silk Road Tourism Corridor, Qinling cultural and ecological tourism resort circle, Yellow River tourism belt and red tourism series supported by the “four tourism highlands”, the scenic spot will speed up the construction of a world-class cultural tourism center, and strive to create a famous international tourism destination with international style, Chinese style and Shaanxi flavor.

2. Development of Tourist Catering Industry in Shaanxi Province

The tourism catering industry in Shaanxi is developing in step with the development of tourism in Shaanxi, including hotel catering, scenic area catering, time-honored catering, folk snacks and so on. In recent years, tourism catering rich in Shaanxi culture, especially local snacks, more prosperous, reputation outside. This kind of tourism catering with local cultural characteristics of Shaanxi is known here as “Shaanxi Cuisine” type of tourism catering.

“Shaanxi cuisine” is a unique cuisine produced under the nourishment of unique geographical environment and long and splendid Shaanxi History and culture. Although it is still controversial whether Shaanxi cuisine can be called a cuisine, its existence is real. As early as in the primitive society, Shaanxi was one of the birthplaces of Chinese civilization. From a large number of unearthed cultural relics, we can see that the catering culture at that time was relatively developed. It was one of the areas where stone cooking, pottery cooking and copper cooking were first revealed, and Shaanxi cuisine began to sprout. From the Western Zhou Dynasty, Xi’an, Shaanxi Province, opened its history as the capital of China. Up to the Tang Dynasty, Xi’an, Shaanxi Province, as the capital of China for more than 1000 years, was also the center of cultural exchange between the East and the West. During this period, Shaanxi cuisine developed in inheritance, absorption and innovation continuously, and became the master of Chinese catering, representing the highest level of Chinese catering gradually, and it had a profound impact on Chinese catering and catering development of countries along the Silk Road. However, with the change of the Dynasty and the eastward movement of the capital, Shaanxi cuisine declined gradually, and it was finally submerged in the long river of history. After the reform and opening up, Shaanxi cuisine has gained a new life. A large number of cooking masters and food culture masters have devoted countless efforts to push Shaanxi cuisine back into the Chinese catering family. At present, Shaanxi cuisine has formed a basic pattern composed of Guanzhong, northern and southern Shaanxi flavor, folk cuisine, municipal cuisine, court official cuisine, ethnic cuisine and temple cuisine. In particular, it presents the prominent characteristics of the folk popular pasta, snacks and flavor food which are mainly made of pasta. Therefore, “Shaanxi cuisine” itself has a strong tourism development value, but at present has not been able to form a unified, strong brand effect.

3. Connotation of Brand

At present, there is no unified conclusion on the meaning of brand in domestic and foreign academic circles. According to the American Marketing Association, brand is “the name, term, symbol, mark or design used to identify one or a group of products or services and their combinations, so as to distinguish them from the products or services of other competitors. “Philip Kotler, an American Marketing scientist, believes that a brand is a name, title, symbol or the sum of the above. Its purpose is to make its products or services different from other competitors.” Therefore, brand can be understood as three elements, that is, dominant elements, invisible elements and communication elements.

However, with the development of commodity economy, the above definition is considered to be inadequate. Professor Kevin Lane Keller of Fuqua School of business, Duke University, USA, pointed out from the perspective of consumer psychology that “brand is a perceptible existence, which is the manifestation of differentiation of enterprises in the minds of consumers.” Therefore,

brand is a complex symbol -- it is the intangible sum of product attributes, names, packaging, prices, historical reputation, and advertising methods. At the same time, it is defined by consumers' impression of its use and their own experience. People will consume according to their own experience and value judgment. It can be said that the audience's cognitive range determines the brand preference and identification. Only the brand recognized by consumers has value. The cognition of brand is decided by the audience. To be exact, it is determined by the actual needs and recognition of the audience when they consume. With the increasingly fierce market competition, brand building should seek differentiation on the basis of audience recognition, so as to maintain the rapid development. Therefore, from the perspective of tourists' perception of Shaanxi cuisine, it plays an important role in the construction and promotion of Shaanxi cuisine brand, and it is also of great significance to build a first-class tourist destination. Therefore, from the perspective of tourists' perception to study the brand awareness of Shaanxi cuisine, for the construction and promotion of tourism catering brand, but also for the construction of first-class tourist destinations is of great significance.

4. Construction of Evaluation Index System of Brand Perception of Shaanxi Cuisine

To study the tourists' perception of Shaanxi cuisine brand, we should first design a reasonable perception survey index, and then use the questionnaire designed according to the index to survey tourists, and then summarize the collected information to get the tourists' perception of Shaanxi cuisine brand..

According to the previous research results and qualitative research on tourism catering brand perception, the paper designs the measurement index system of Shaanxi cuisine perception, and modifies these indicators and their weights by Delphi method. (Table 1 for details).

Table 1. Index System of Shaanxi cuisine perception

Target layer	Primary indicators	Weight	Secondary indicators		Single rank weight	Total ranking weight
Brand dominant element A1	Brand awareness of Shaanxi cuisine B1	0.485	C1	Name popularity of cuisine	0.313	0.152
			C2	Name popularity of cuisine	0.341	0.165
			C3	Popularity of specialty restaurant	0.346	0.168
	Brand awareness of Shaanxi cuisine B2	0.515	C4	Cuisine reputation	0.323	0.166
			C5	Food reputation	0.336	0.173
			C6	Restaurant reputation	0.341	0.176
	Brand awareness of Shaanxi cuisine B3	0.421	C7	Food richness	0.142	0.060
			C8	Food taste	0.152	0.064
			C9	Cost effectiveness of dishes	0.131	0.055
			C10	Uniqueness of dishes	0.156	0.066

			C11	Food culture	0.151	0.064
Brand recessive elements A2	Environmental atmosphere of Shaanxi Cuisine Enterprises B4	0.234	C12	Food innovation	0.134	0.056
			C13	Food health	0.134	0.056
			C14	Interior and exterior decoration of restaurant	0.216	0.051
			C15	Restaurant hygiene	0.267	0.062
			C16	Restaurant comfort	0.251	0.059
			C17	Cultural characteristics of restaurants	0.266	0.062
			Brand support elements A3	Service quality of Shaanxi Cuisine Enterprises B5	0.345	C18
C19	Service efficiency	0.313				0.108
C20	Service facilities are complete and in good condition	0.233				0.080
Brand support elements A3	Brand promotion of Shaanxi cuisine B6		C21	Paper media promotion	0.226	0.226
			C22	Publicity and promotion of film and television works	0.267	0.267
			C23	New media promotion	0.266	0.266
			C24	Promotion of exhibition activities	0.241	0.241

The questionnaire was designed by using the above index system, and the scores were set according to Likert scale, which were 5, 4, 3, 2 and 1 respectively. Different scores carry different degrees of perception, and the higher the score, the higher the perception evaluation. For example: 1 stands for very bad, 2 for not very good, 3 for average, 4 for better, 5 for very good. Then, some tourists were given questionnaires, and the data were tested for reliability and validity. The results show that the reliability and validity of the questionnaire meet the requirements of the standard.

Because the tourists' decision-making intention and travel behavior are positively correlated with the brand perception evaluation of tourism products, that is, the higher the brand perception of tourism products, the stronger the desire and behavior of tourists to experience tourism products. According to the feishibein Rosenberg model of consumer decision-making, the evaluation model of Shaanxi cuisine brand perception is constructed. The formula is as follows:

$$A = \sum_{i=1}^n W_i S_i, \quad i \in [1, 2, 3, \dots, n]$$

Where A is the comprehensive evaluation value of tourists' perception of Shaanxi cuisine brand; W_i is the weight of the i-th evaluation factor; S_i is the evaluation value of the i-th evaluation factor, and N is the number of evaluation factors.

As the evaluation of brand perception is difficult to quantify, in order to facilitate the evaluation of brand perception of Shaanxi cuisine, the full score of comprehensive evaluation value is set as 5 points and divided into five grades. The evaluation criteria are shown in Table 2.

Table 2. Evaluation criteria for brand perception of Shaanxi cuisine

Score	0-2.00	2.00-3.00	3.00-3.50	3.50-4.25	4.25-5.00
Level	Very bad	Poor	Commonly	Preferably	Very nice

5. Investigation on Brand Perception of Shaanxi Cuisine

In order to obtain the evaluation of tourists' perception of Shaanxi cuisine brand, a questionnaire survey was conducted on tourists in Shaanxi using the questionnaire generated before. The questionnaire survey was conducted from October 2018 to November 2018. Questionnaires were distributed to foreign tourists in Xi'an city wall Beilin, Xi'an Zhonggulou square Huimin street, Xi'an yongxingfang, Xi'an Dayan Pagoda Datang never night city, and Xi'an Xiaozhai Saige shopping plaza. During the period, 500 questionnaires were distributed, 495 were recovered, and 486 were valid, with an effective recovery rate of 97.2%. After collecting the questionnaire, SPSS17.0 is used to process the questionnaire, and the model is used to calculate the survey results. The comprehensive value of tourists' perception of Shaanxi cuisine is 3.58, and the survey results of specific indicators are as follows. (Table 3 for details)

Referring to the previous evaluation standard of brand perception of Shaanxi cuisine, the survey results show that tourists' perception of Shaanxi cuisine brand is good, but the evaluation value is not very high. In the specific indicators, the price performance ratio of dishes, the uniqueness of dishes, the cultural characteristics of dishes, the culture of restaurants and the promotion of special films and TV works are in a very good level; the five indicators of dish name popularity, dish reputation, dish richness, dish taste, and restaurant interior and exterior decoration are in a good level; The five indicators of restaurant reputation, dish health, restaurant hygiene, restaurant comfort and paper media promotion are in the general level; the eight indicators of cuisine name popularity, cuisine reputation, dish innovation, service awareness and attitude, service efficiency, service facilities completeness and intactness, new media promotion and exhibition activities promotion are in poor level.

Table 3. Evaluation results of tourists' perception of Shaanxi cuisine

Target layer	Primary indicators	Third level index		Evaluation mean
Brand dominant element A1	Brand awareness of Shaanxi cuisine B1	C1	Name popularity of cuisine	2.36
		C2	Name popularity of cuisine	3.78
		C3	Popularity of specialty restaurant	4.12
	Brand awareness of Shaanxi cuisine B2	C4	Cuisine reputation	2.35
		C5	Food reputation	3.88
		C6	Restaurant reputation	3.12
		C7	Food richness	3.89
	Brand awareness of Shaanxi cuisine B3	C8	Food taste	4.15
		C9	Cost effectiveness of dishes	4.55
		C10	Uniqueness of dishes	4.67

		C11	Food culture	4.89
Brand recessive elements A2	Environmental atmosphere of Shaanxi Cuisine Enterprises B4	C12	Food innovation	2.97
		C13	Food health	3.06
		C14	Interior and exterior decoration of restaurant	3.88
		C15	Restaurant hygiene	3.13
		C16	Restaurant comfort	3.11
		C17	Cultural characteristics of restaurants	4.26
		Service quality of Shaanxi Cuisine Enterprises B5	C18	Awareness and attitude of characteristic service
C19	Service efficiency		2.48	
C20	Service facilities are complete and in good condition		2.89	
C21	Paper media promotion		3.01	
Brand support elements A3	Brand promotion of Shaanxi cuisine B6	C22	Publicity and promotion of film and television works	4.54
		C23	New media promotion	2.75
		C24	Promotion of exhibition activities	2.33

6. Problems in Brand Building of Shaanxi Cuisine

According to the survey results of tourists' perception evaluation of Shaanxi cuisine brand, many problems existing in the construction of Shaanxi cuisine brand can be summarized.

6.1. The Popularity and Reputation of Shaanxi Cuisine Brand Need to be Improved in the Eyes of Tourists

From the survey, we can see that Shaanxi cuisine as a cuisine has not yet been recognized by tourists. Tourists have no more perception of Shaanxi cuisine, but their perception of Shaanxi snacks is very high. Most tourists do not regard Shaanxi cuisine as a cuisine, but only as snacks. This is closely related to the development status of Shaanxi cuisine. Tourists are more aware of the snacks such as beef and mutton steamed buns, pasta, steamed buns with soup, and roast meat. The famous dishes in Shaanxi cuisine have not yet entered the tourists' side and are in a state of being unknown to boudoirs. This has affected the establishment of Shaanxi cuisine brand in the minds of tourists.

6.2. The Variety Richness, Innovation and Health of Shaanxi Dishes Need to be Improved in the Eyes of Tourists

From the survey, we can see that the current situation of Shaanxi cuisine to tourists is that the variety richness is not high, the innovation and health are not high. This shows that Shaanxi cuisine with rich dishes does not give tourists a good display, and there is a problem on the supply side. Tourists feel that during the days of traveling in Shaanxi, they just eat the snacks or gourd chicken and other famous dishes, and have no more choices. At the same time, Shaanxi cuisine restaurant has strong heritage and culture, but it is lack of innovation, which is not difficult to explain the reason why innovative dishes such as brush crisp have rapidly become the alternative of online celebrity. Because of the raw materials and cooking characteristics of Shaanxi cuisine, tourists think that the function of fruit belly is strong and the taste is impressive, but it is not healthy enough. These are the aspects that need to be improved in the production and production of Shaanxi cuisine.

6.3. The Quality of Soft and Hard Products of Shaanxi Cuisine Enterprises Needs To Be Improved in the Eyes of Tourists

It can be seen from the survey that the index scores of reputation, hygiene, comfort and service

quality of Shaanxi cuisine enterprises are not high, especially in the aspect of service quality, which indicates that Shaanxi cuisine enterprises neglect the construction of their own software and hardware while doing a good job in dish production, resulting in tourists not experiencing good “Shaanxi service” while tasting Shaanxi cuisine. In particular, the software and hardware quality of some Chinese time-honored brands and online Red Shaanxi cuisine enterprises which are keen on by tourists are not high, which leads to low reputation. It has become a short board in the brand construction of Shaanxi cuisine. Shaanxi cuisine enterprises should focus on thinking and strive to improve.

6.4. Brand Promotion of Shaanxi Cuisine for Tourists Needs to be Improved

From the survey, we can see that in addition to the film and television works going deep into the hearts of tourists, the other three kinds of publicity and promotion methods are relatively weak. Tourists mostly learn about Shaanxi cuisine through film and television works, tourism guides and other ways. Now, the common new media and exhibition activities are still relatively weak. The marketing methods of Shaanxi cuisine enterprises are more traditional and the disseminators The style is not convenient for tourists to contact or the cost is high, the marketing creativity is not enough to attract the attention, the marketing activities are not strong enough, the awareness of new media communication and activity momentum communication is lacking, which greatly affects the tourists’ understanding of Shaanxi cuisine and Shaanxi cuisine enterprises, and affects the tourists’ consumption decision.

7. Suggestions on the Promotion of “Shannxi Cuisine” Tourism Catering Brand

Under the general background and objectives of the construction of national model provinces for Global Tourism, international first-class cultural tourism centers and international tourist destinations, first of all, the competent government departments should take "Shaanxi cuisine" as an important part in the marketing of tourist destinations, we should increase the publicity and promotion of the “Shaanxi cuisine” cuisine, diversify the promotion methods, pay attention to the evaluation of the promotion effect, and do a good job in the guide for tourism catering consumption, so that tourists can understand Shaanxi cuisine and know that Shaanxi cuisine is not only snacks, shaanxi cuisine is not only about Chinese food, but also about letting tourists know where to eat Shaanxi food.

Secondly, “Shaanxi Cuisine” tourism catering enterprises to increase the variety of dishes, keep up with the development of the times and the needs of tourists, the traditional culture of innovation, and improve cooking methods and nutrition, improve health.

Thirdly, the “Shancai” tourism catering enterprises should operate in good faith and provide high-quality services, do not let tourists down, provide high-quality software and hardware products for tourists, win good word-of-mouth, and enhance tourists’ satisfaction, in particular, pay attention to the improvement of online review satisfaction.

Finally, we will integrate the culture of “Shaanxi Cuisine” with the development of tourism, innovate the means of display and the forms of experience, turn restaurants into attractions, and make “Shaanxi cuisine” an important cultural tourism resource, so that “Shannxi Cuisine” type of tourism catering enterprises become an important part of tourism hospitality industry, become an important part of tourism revenue to enhance tourism destinations

Fund projects

1. Key curriculum construction project of Xi’an Eurasia University: Tourism reception industry (2019KC023)
2. Shaanxi Social Science Fund Project: Research on the integration of tourism industry and cultural industry in Shaanxi Province (2015R033)

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