

Research on Image Design and Communication Strategy of Marine Tourism in Shandong Peninsula

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ABSTRACT

The greatest potential for China's Shandong Province to create a new situation in the construction of a Chinese-style modernized province lies in the ocean. The length of the coastline of Shandong Peninsula accounts for about one-sixth of the country and is rich in marine culture and tourism resources. How to make full use of marine cultural tourism resources, promote the image shaping and dissemination of marine tourism in Shandong Peninsula, and accelerate the integrated development of the marine tourism economy has become a new idea for the next high-quality development of marine tourism in Shandong Peninsula. Based on the urgent problems facing the design and dissemination of marine tourism images for the Shandong Peninsula, this study proposes that the image design strategy of marine tourism in Shandong Peninsula is from the aspects of marine tourism products, marine tourism brand image, marine tourism image IP design, logo serialization design, and talent resources. This study proposes that the communication strategy for the marine tourism image of Shandong Peninsula from the view of marine tourism image communication, taking into account both internal and external communication, integrated marketing, new media, and artificial intelligence. This study proposes that the performance improvement strategy of marine tourism image design and communication in Shandong Peninsula is from the aspects of performance evaluation, consistency and normalization, and management mechanism. In this way, it improves the visibility and influence of the image brand of marine tourism in Shandong Peninsula and promotes regional tourism economic enhancement and social development.

Keywords: Shandong Peninsula, Marine tourism image, Design, Communication strategy.

1. INTRODUCTION

With the progress of human civilization, the space for people's activities has gradually developed towards the sea. The relationship between human beings and the oceans has also become increasingly close, and the marine industry has become a growth point for socio-economic development. Marine tourism is one of the fastest-growing areas of modern tourism.

1.1 China's Marine Tourism Industry

In China, the emphasis on the ocean is reflected in the national strategic arrangement for the policy of coastal areas. China's marine tourism industry has become an important pillar industry of the

marine economy. In recent years, the added value of China's marine tourism industry has increased year by year as a proportion of the added value of the main marine industries. At the same time, the development mode of China's marine tourism presents ecological, the content of marine tourism tends to be rich, and marine tourism has become one of the important sources of China's tourism income.

1.2 Marine Tourism Industry in Shandong Province

Shandong Province is located on the eastern coast of China, in the Bohai Sea Economic Circle, and is China's major marine province and the strongest coastal province in northern China.

Shandong Province is bordered by the Bohai Sea and the Yellow Sea, with a sea area of about 160,000 square kilometers, which is comparable to the land area. Shandong Province has 589 islands and more than 200 bays. The Shandong Peninsula, located at the eastern end of Shandong Province, is the largest in China, with a coastline of about 3,345 kilometers, accounting for about one-sixth of the country. The abundance index of marine resources in Shandong Peninsula ranks first in China. In 2011, the construction of Shandong Peninsula Blue Economic Zone became China's first national strategy focusing on the marine economy.

1.3 Implementation of the Strategy of Marine Power

At present, the ocean economy has become a powerful engine to pull China's economic development. To build a strong marine country, it is necessary to have a strong comprehensive strength in developing the ocean, utilizing the ocean, protecting the ocean, and controlling the ocean. In all these aspects, the development of marine tourism can play an important and unique positive role. The coastline of Shandong Peninsula accounts for one-sixth of the entire Chinese coastline. Shandong Peninsula has a golden coast tourism corridor with a long and winding coastline, dense sandy beaches, unique islands, and rich cultural and tourism heritage. How to make full use of marine tourism resources, promote the image shaping, integration, and dissemination of marine tourism in Shandong Peninsula, and accelerate the integrated development of the marine tourism economy has become an important issue for the high-quality development of marine tourism in Shandong Province.

2. CONNOTATION OF MARINE TOURISM

2.1 China's Marine Tourism Industry

Marine tourism is a phenomenon and relationship under certain social and economic conditions, relying on the marine natural environment and human environment, to protect the marine ecological environment as the premise of the marine excursion to meet people's spiritual and material needs for marine excursion, recreation, vacation, sports, education, adventure and other activities generated by the phenomena and relationships. Marine tourism has comprehensive, mysterious, seasonal, regional, diverse,

participatory, and other characteristics beneficial to people's physical and mental health. The 21st century is the century of the ocean, marking the ocean will be rich in its vast resources for mankind to make greater contributions. The ocean can also be called the future tourism stage of mankind, and the ocean tourism economy will likely become one of the most promising economic fields for all mankind.

2.2 China's Marine Tourism Economic Development

With 18,000 kilometers of coastline, more than 6,500 islands, and nearly 3 million square kilometers of ocean land, China is rich in marine tourism resources. Among them, there are more than 1,500 marine tourist attractions available for development, and only about 350 humanistic attractions, coastal attractions, oddities, and hill attractions have been developed or partially developed, accounting for about 23.5% of all developable attractions. Since 2000, China's marine economy has been maintaining a rapid growth level. Among them, the total volume of the marine fishery economy is still in the first place, accounting for 51% of the total output value. The marine oil and gas industry has risen to prominence, ranking fourth in terms of output value. The volume of marine transportation and freight transport continues to grow steadily, accounting for 18% of the total output of the marine economy, temporarily ranking second. The marine tourism industry has exceeded 60 billion yuan in international tourism revenue alone, accounting for 15% of the total value of marine economic output, ranking third. The domestic revenue from marine tourism, which has not yet been counted, is at least 100 billion yuan, making marine tourism the second-largest industry in the world. Marine tourism is demonstrating its strong development potential. It is expected that marine tourism will rapidly grow into a pillar of China's marine economy.

2.3 The Strategy of a Strong Marine Country Promotes the Development of Marine Tourism

Building a strong marine country is an important part of the socialist cause with Chinese characteristics. China's President Xi Jinping emphasized in the report of the 20th Party Congress that "developing the marine economy, protecting the marine ecological environment, accelerating the construction of a strong marine power, and making

the construction of a strong marine power an organic component and an important task in promoting Chinese-style modernization". The Chinese government attaches great importance to the marine strategy, which has led to the rapid development of marine tourism. The industry trend of cultural and tourism integration has led to the continuous improvement of the development quality of marine tourism.

The construction of a strong marine country requires the development of marine tourism. The development of marine tourism is a major field for Chinese tourism to safeguard the core interests of the country and undertake the historical mission of the nation. The development of marine tourism can excavate marine resources, boost the marine economy, enrich the marine industry, conserve the marine environment, and cultivate marine culture. Marine tourism is a key place in the strategy of high-quality development of the economy of China and Shandong Province. In December 2023, the government of Shandong Province formulated and issued the Implementation Program for Promoting the High-Quality Development of Marine Tourism (2024-2026). The program is aimed at promoting the development of marine tourism in China and Shandong Province. The program proposes to give full play to the comparative advantages of the coastal belt of Shandong Peninsula, improve the leisure and vacation tourism system, promote the construction of cultural experience corridors along the Yellow and Bohai Seas as a whole, create the longest temperate seaside leisure and vacation contiguous belt in China, and promote the speeding up of the development of marine tourism in Shandong Province, the improvement of the quality, and the expansion of the market. Shandong Province has put marine tourism and ecological protection in a more prominent position.

3. CURRENT SITUATION OF MARINE TOURISM DEVELOPMENT IN SHANDONG PENINSULA

Marine tourism is one of the largest industries in the world's marine economy. The development of the marine economy cannot be separated from the development of marine tourism. Since the beginning of the 21st century, the development of marine tourism has seen unprecedented development. As a key component of the marine industry chain, marine tourism has become a strong

support point for the socio-economic development of coastal areas.

3.1 Development of the Marine Tourism Economy in Shandong Peninsula

Shandong Peninsula has about 3,345 kilometers of coastline and nearly 160,000 square kilometers of sea area. This is a strategic resource that Shandong Province is proud of. The development potential of the marine economy in Shandong Peninsula is huge [3]. From the opening of ports for trade to self-reliance, from opening to the outside world to connecting with the "Belt and Road", Shandong Peninsula has embarked on the road of high-quality development by integrating land and sea, and striving for strength towards the sea. According to the 2022 Statistical Bulletin of Shandong Province's Marine Economy, Shandong Province's GDP exceeded 1.6 trillion for the first time in 2022, with a year-on-year growth of 7.6%, which is higher than the growth rate of China's GDP at current prices by 1.9 percentage points. Shandong Province's marine GDP accounted for 17.2% of China's marine GDP, contributing 22.5% and 25.2% to China's marine economy and Shandong Province's economic growth respectively.

As early as 1990, Shandong Province put forward the concept of "Sea Shandong" to actively develop marine resources, and in 2009, Shandong Province put forward the development strategy of Shandong Peninsula Blue Economic Zone (SPBZ), which was approved by the State Council in 2011, and became China's first regional development strategy focusing on the marine economy. This is also an opportunity to develop the Shandong Peninsula Marine Tourism Economic Zone. As an important part of the marine industry, the marine tourism industry has been highly emphasized by the Shandong government, which has led to significant development. Now Qingdao, Yantai, Weihai, and other places in the coastal area become famous marine tourism cities.

3.2 Problems of Marine Tourism Development in Shandong Peninsula

The development direction and development degree of marine tourism in coastal cities of Shandong Peninsula are different, the development types are diverse, and the distribution of marine tourism resources and their development intensity are not balanced. From the spatial distribution of

marine tourism resources, the distribution type of marine tourism resources in Shandong Province is agglomeration type, and the distribution of marine tourism resources in coastal cities is also uneven. From the perspective of the development and management level of marine tourism resources, coastal tourism in Shandong Province was developed earlier, with sightseeing as the main focus in the early days, and the phenomenon of product homogenization exists. Nowadays, marine tourism product development mainly focuses on the scope of coastal tourism and island tourism and is committed to the pursuit of product differentiation, but the uniqueness of some marine tourism products is not prominent enough, and the attraction to tourists is not enough [1].

In addition, the increasing tourism development in coastal areas has caused coastal congestion, which has triggered ecological and environmental problems, restricting the sustainable development of marine tourism. Marine tourism in Shandong Peninsula has not yet formed an overall tourism brand image, or the image of marine tourism has not reached effective integration and unification, and the external communication effect is poor. This inevitably restricts the sustainable development of marine tourism development in Shandong Province. This is a realistic problem that needs to be solved urgently.

4. PRINCIPLES OF INTEGRATED DESIGN AND DISSEMINATION OF THE IMAGE OF MARINE TOURISM IN SHANDONG PENINSULA

4.1 Principle of Sustainability

Shandong Peninsula marine tourism to long-term development, in the design of marine tourism image should adhere to the principle of sustainability, to promote the long-term development of marine tourism image design and dissemination.

4.2 Principle of the Regional Overall Design

Shandong Peninsula can be used as an overall region for marine tourism image design and dissemination, and study the integration of marine tourism image and resources design and development from the macro level. This requires us to focus on the whole, break through the limitations

of administrative divisions, systematically analyze and integrate the marine tourism resources of the region, and holistically design and disseminate the marine tourism image of Shandong Peninsula.

4.3 Principle of Integration of Culture and Tourism

The design and dissemination of the marine tourism image of Shandong Peninsula should focus on the penetration and symbiosis of the culture and tourism industry. Only the integration of the two can sublimate the content and form of marine tourism and promote the depth and breadth of marine tourism image design and dissemination [2]. The products of marine tourism are packaged, and the development of marine tourism is being promoted through the use of marine culture. Marine culture encompasses everything, according to the content of marine culture to take the appropriate form to create marine tourism products and strengthen the awareness of marine tourism brand image.

4.4 Principle of Competition and Cooperation

Cooperation based on competition can make the main bodies involved in marine tourism play their advantages and achieve a win-win situation. This is an important means to realize the integrated development of regional tourism. If the marine tourism image of Shandong Peninsula wants to improve its popularity and influence, it needs to adopt the principle of competition and cooperation to integrate the world and spread the marine tourism resources and brand image [3]. Through the positive and the game to achieve a win-win situation, it can improve the overall marine tourism brand image and the spread of the effect of the Shandong Peninsula in order to deal with the various challenges of the external environment.

4.5 Principle of Innovative Brand Characteristics

The key to attracting tourists to marine tourism lies in its uniqueness and irreplaceability. Marine tourism features are the core elements affecting the competitiveness of marine tourism. The principle of highlighting brand characteristics with innovation includes two aspects. One is to highlight the characteristics of the overall image of regional marine tourism, and the other is to avoid the similarity of marine tourism products in the region.

Innovation is an important engine for creating characteristics and highlighting the characteristics of marine tourism in Shandong needs to be realized through innovation [4]. It can update the content of marine tourism activities, and enrich the form of marine tourism to promote the high-quality development of marine tourism in Shandong Peninsula. Marine tourism innovation needs to carry out the innovative inheritance of marine tourism culture in Shandong Peninsula, apply emerging technologies to integrate and develop marine tourism resources in Shandong Peninsula, utilize cultural creativity to promote the integration of culture and tourism industry and rely on scientific and technological innovation to improve the quality of marine tourism experience in Shandong Peninsula.

5. DESIGN STRATEGY OF SHANDONG PENINSULA MARINE TOURISM IMAGE

5.1 Integrating Marine Tourism Products to Create a Marine Tourism Brand Image

Tourism brand has a greater role in the tourism market competition and can give travelers a relatively specific tourism image so that it is easier to identify the tourist destination. The distribution of marine tourism resources in Shandong Peninsula in various regions is not balanced, and it is necessary to highlight the wholeness of the marine tourism belt through resource integration [6]. At the same time, it is also necessary to avoid the homogenization of integration development and image design within the region and realize the differentiated design and dissemination of marine tourism images in each region.

5.2 Creating Marine Tourism Image IP Design Based on the Concept of Empathy Design

The essential attribute of empathy design is to transform emotion into object existence, inject human subjective emotion into the objective object image, and then observe and feel the object, infiltrate the emotion into the work so that the user obtains emotional interaction from the experience. Shandong Peninsula marine tourism image IP design needs to be created using the concept of empathy design. Starting from the characteristics of shape, colour, and semantics, it combines marine

cultural elements with creative design. Through the three communication stages of vision, interaction, and emotion, new ideas of cultural communication are developed. Shandong Peninsula marine tourism image IP design shows marine tourism culture while protecting marine ecological culture, enhancing cultural charm and cultural confidence, and effectively promoting the soft power of marine ecological culture.

5.3 Marine Tourism Image Logo Serialization Design Strategy

A logo design that lacks a common theme can hardly become a series, so the series design of the marine tourism image logo should focus on the wholeness of creativity. Logo design has been mainly through the text, graphics, colour these three aspects reflect their creative features. Therefore, to show the characteristics of the marine tourism image logo of Shandong Peninsula in the form of serialized design expression, it is also inseparable from the cooperation and coordination of these three aspects. All three aspects can be the carrier of serialization performance, and the organic combination of the three to make the tourism logo design play the greatest effect. On this basis, all the design elements in the design of Shandong Peninsula marine tourism image logo design can be combined in parallel, from the line form, and pattern colour to space expression, and other aspects, can design a series of personalized works in line with the aesthetics of the times.

5.4 Integrating Design and Communication Talent Resources to Enhance the Quality of Tourism Culture

Tourism service resources such as tourism catering, tourism accommodation, tourism shopping, and other supporting facilities are important factors affecting tourism experience and need to be integrated with the overall layout of marine tourism design and development. The most important thing for tourism catering and shopping in the integration process is to maintain the local marine cultural characteristics. Marine tourism service is an important factor affecting tourism image and experience quality, and its key lies in people. Therefore, an important part of the development of marine tourism resources is the integration of human resources. The development of marine tourism requires not only professional tourism service talents but also artistic design

communication, and marketing talents with relevant knowledge of marine culture [7].

6. DESIGN STRATEGY OF SHANDONG PENINSULA MARINE TOURISM IMAGE

6.1 Establishing a Scientific View of Marine Tourism Image Dissemination

The most important main body of marine tourism image dissemination activities in Shandong Peninsula is the government administration. For the organization, the dissemination of marine tourism images not only stays at the level of advertising, publicity, investment promotion, festivals, conventions exhibitions, and other activities but also should be clear about the distinctiveness of the theme of marine tourism image dissemination, the wholeness of the strategy, the continuity of the process and the plurality of the main body. This requires that based on the region's natural geographic environment and historical lineage of the marine tourism image of the Shandong Peninsula to accurately locate, set up goals, choose the integrated marketing communication and other advanced concepts, emphasizing the new media, the comprehensive use of media, dissemination of the image of the marine tourism brand of the Shandong Peninsula.

6.2 Balancing Internal and External Dissemination of Marine Tourism Image

The target groups for spreading the image of marine tourism in Shandong Peninsula include residents in the city, actual and potential tourists, managers, investors, and other target groups. In terms of external communication, the government management should comprehensively adopt a variety of ways to carry out external marketing communication, to prompt the communication target to generate positive emotional attitudes and preferences towards the image of marine tourism in Shandong Peninsula and form desired associations [8]. This will achieve the ultimate goal of shaping and strengthening the image of marine tourism in the Shandong Peninsula. In terms of internal communication, the government administration should utilize various media to disseminate and strengthen the marine culture and spiritual concepts to the residents in the region and help them establish brand awareness of the marine tourism

image. At the same time, it should also establish a mechanism for soliciting opinions and suggestions on the construction and development of the image of marine tourism on the Shandong Peninsula for tourists who have been received, through questionnaires, interviews, and other forms. For the problems raised by the tourists, the government management and tourism enterprises should be improved and upgraded.

6.3 Integrated Marketing Communication Strategy to Promote the Image of Marine Tourism

Common marine tourism image dissemination methods include advertising, public relations, network communication, film and television media communication, regional joint marketing, and other means. The government management can consider placing marine tourism image advertisements of Shandong Peninsula on platforms such as print media, audio-visual media, and network media to expand its popularity. In terms of public relations, cooperation with international media can be strengthened, and partnerships and business alliances can be established with foreign airlines, hotels, and travel agencies. Event marketing strategies can also be implemented to promote the connotation-rich image of marine tourism in Shandong Peninsula. Internet and mobile network media can also be utilized to expand the dissemination and influence of the marine tourism image of Shandong Peninsula. The dissemination of the image of marine tourism in Shandong Peninsula can also be considered by making more attempts at cross-regional linkage cooperation. This can expand the depth and breadth of the integrated marketing of the marine tourism image of Shandong Peninsula.

6.4 New Media and Artificial Intelligence to Promote Marine Tourism Image Communication

New media and artificial intelligence technology have profoundly changed the communication situation of human society. The digitalization and intelligence of communication technology and communication modes make marine tourism image communication also face innovation and transformation. In the current communication situation where digital and intelligent media are becoming more and more popular, the new media communication mode influences the public's concept of marine tourism

image and plays a great role in shaping and spreading the image of marine tourism in Shandong Peninsula [3]. New media can greatly enhance the influence and popularity of the image of marine tourism in Shandong Peninsula in a relatively short period due to the characteristics of breaking through the limitations of time and space and communication methods, strong interactivity of the participating subjects, massive amount of information, and extremely wide coverage of communication [9].

7. PERFORMANCE IMPROVEMENT STRATEGIES OF MARINE TOURISM IMAGE DESIGN AND COMMUNICATION IN SHANDONG PENINSULA

7.1 Establishing and Improving the Evaluation Standard of Marine Tourism Image Design and Communication Performance

The evaluation of marine tourism image design and communication performance has become an important element in the evaluation system of marine tourism image brand building. Combined with the individual characteristics of marine tourism, the image design and communication performance of marine tourism in Shandong Peninsula can be assessed from two aspects: economic performance and non-economic performance [10]. On the one hand, it is reflected in the direct promotion effect on the marine tourism economy. On the other hand, it is reflected in the shaping and optimizing effect on the image of marine tourism. Shandong Peninsula marine tourism image design and communication performance evaluation standards are specifically reflected in the brand awareness, reputation, satisfaction, and loyalty.

7.2 Focusing on the Consistency and Normalization of Marine Tourism Image Design and Dissemination

Shandong Peninsula marine tourism image design and dissemination is a long-term project, not overnight. Marine tourism image is the result of long-term, comprehensive marketing, publicity, and communication. If the brand image of marine tourism image publicity breaks down, it will affect the expansion and continuity of the brand effect of marine tourism image. To ensure the continuity of

marine tourism image design and dissemination, a scientific and systematic marine tourism image dissemination strategy should be formulated, and various marine tourism brand marketing activities should be organically combined in a planned and continuous manner. In particular, government departments should pay more attention to the continuity effect of tourism image design and dissemination, focus on the cumulative dissemination effect, and improve the systematicity and effectiveness of the publicity and promotion activities of marine tourism image in Shandong Peninsula.

7.3 Constructing a Perfect Marine Tourism Image Management Mechanism

The image management mechanism is the navigation system of marine tourism image design and dissemination. Government departments should control the whole process of designing and disseminating the image of marine tourism in Shandong Peninsula, continue to shape the image of marine tourism, tracking, early warning, diagnosis, change the past isolated marine tourism image publicity and management, and the relevant institutions and departments to form a linkage mechanism, to ensure that the continuation of the design and dissemination of the image of marine tourism effect [3].

8. CONCLUSION

Shandong Peninsula marine tourism image design and dissemination is a complex and critical system engineering, that needs to comprehensively use a variety of strategies and means, in the era of new media artificial intelligence needs to pay more attention to innovation and change. By establishing a marine tourism brand image with characteristics and cultural connotations, strengthening effective design and dissemination, implementing branding strategies, and strengthening market analysis and user research, the visibility and influence of the marine tourism image brand of Shandong Peninsula can be effectively improved, and regional tourism economy can be enhanced and social development can be promoted.

AUTHORS' CONTRIBUTIONS

Yang Wang was responsible for experimental design and wrote the manuscript. Pingqing Zhang

and Ling Wang analyzed data and contributed to revising and editing.

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