

THE EFFECTS OF CREATIVE AND CULTURAL PRODUCTS TO
DESTINATION IMAGE---THE FORBIDDEN CITY, CHINA

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A thesis submitted in fulfilment of the
requirements for the award of the degree of
Master of Science (Tourism Planning)

Faculty of Built Environment and Surveying
Universiti Teknologi Malaysia

JULY 2020

DEDICATION

This thesis is dedicated to my father, who taught me that the best kind of knowledge to have is that which is learned for its own sake. It is also dedicated to my mother, who taught me that even the largest task can be accomplished if it is done one step at a time.

ACKNOWLEDGEMENT

In preparing this thesis, I was in contact with many people. They have contributed towards my understanding and thoughts. In particular, I wish to express my sincere appreciation to my main thesis supervisor, Professor Dr Hairul Nizam, for encouragement, guidance, critics and friendship. I am also very thankful to Dr Norhazliza and Prof Dr Zainab for their guidance, advices and motivation. Without their continued support and interest, this thesis would not have been the same as presented here.

My fellow student should also be recognised for their support. My sincere appreciation also extends to all my colleagues and others who have provided assistance at various occasions. Their views and tips are useful indeed.

ABSTRACT

The purpose of this study is to study the effect of creative and cultural products on the destination image, to understand the current status of the existing cultural and creative products at the destination, and to make recommendations for further development and improvement of the destination image. As an emerging industry-cultural entrepreneurship industry has gradually become a trend. In recent years, China's creative and cultural industry has been booming, and in the process of its development, it is looking for the possibility of co-development with other industries. In this form, cultural and creative products based on the culture of tourist destinations are born. As a new element of a tourist destination, cultural and creative products have a great influence on the destination's image to a certain extent. It is also due to the various ways in which cultural and creative products are presented to the public, promoting the destination image and culture through these ways. This study regards cultural and creative products as a element of a destination, explores the image of the Forbidden City as a whole and single element by collecting keywords, comparing and analysing the results to verify them; at the same time, cultural and creative products are used as a means of disseminating information to the outside world , through a questionnaire to investigate its impact on the destination image during the pre-visit process, and put forward suggestions for further development.

ABSTRAK

Tujuan kajian ini adalah untuk mengkaji kesan produk kreatif dan budaya pada gambar tujuan, untuk memahami status terkini produk budaya dan kreatif yang ada di tempat tujuan, dan untuk membuat cadangan untuk pengembangan dan penambahbaikan imej destinasi. Sebagai industri baru muncul-industri keusahawanan budaya secara beransur-ansur menjadi trend. Dalam beberapa tahun kebelakangan ini, industri kreatif dan budaya China berkembang pesat, dan dalam proses pengembangannya, ia sedang mencari kemungkinan pengembangan bersama dengan industri lain. Dalam bentuk ini, lahirlah produk budaya dan kreatif berdasarkan budaya destinasi pelancongan. Sebagai elemen baru dari destinasi pelancongan, produk budaya dan kreatif mempunyai pengaruh yang besar terhadap imej destinasi sehingga tahap tertentu. Ini juga disebabkan oleh pelbagai cara di mana produk budaya dan kreatif dipersembahkan kepada masyarakat, mempromosikan citra dan budaya tujuan melalui cara-cara ini. Kajian ini menganggap produk budaya dan kreatif sebagai elemen tujuan, meneroka imej Kota Terlarang secara keseluruhan dan elemen tunggal dengan mengumpulkan kata kunci, membandingkan dan menganalisis hasil untuk mengesahkannya; pada masa yang sama, produk budaya dan kreatif digunakan sebagai alat penyebaran maklumat ke dunia luar, melalui soal selidik untuk menyelidiki kesannya terhadap imej tujuan semasa proses pra-lawatan, dan mengemukakan cadangan untuk pengembangan selanjutnya.

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CHAPTER 1

INTRODUCTION

1.1 Research Background

Tourism industry has become an important contributor for global economic development. The World Travel & Tourism Council's (WTTC) research reveals that the sector accounted for 10.4% (+3.9%) of global GDP and 319 million jobs, or 10% of total employment in 2018. And, according to International Tourism Highlights report of United Nations World Tourism Organization (UNWTO) (2019 edition), the international tourism also shows an obvious upward trend every year, tourism has seen continued expansion over time, despite occasional shocks. There is no doubt that the development prospects of the whole tourism industry are good, the market is broad, and tourism has become the key sector for development in various countries.

In China, tourism also plays an important role in economic development and regional development. The tourism industry is continuously developing. Relevant indices such as the number of tourists, tourism revenue and the percentage of tourism industry GDP in the whole GDP have increased year by year. The Chinese tourism market has become one of the most watched inbound and outbound tourism markets in the world. It is estimated that by 2020, the number of domestic trips in China will increase to about 2.38 billion times, which is more than 50% more than the number of trips in China 10 years ago.

The destination is defined by UNWTO (2007) as a place visited by tourists and is central to the decision to take the trip. Thus, destination is the main reason of tourism and final products, it can be a place, region or a country with their own cultural, historic, archaeological or natural significance (Urry & Rojek 1997). Good tourism destination management and marketing can effectively attract tourists and achieve regional development.

Relatively, a favorable destination and its products image is the key to tourism destination management and marketing (Echtner & Ritchie, 1993; Stepchenkova & Mills, 2010; Qu, Kim, & Im, 2011). Destination image defined as an impression of all elements about particular destination and expression of all emotional thoughts, feelings, and knowledge about particular destination (Hunt, 1975; Lawson & Baud & Bovy, 1977; Crompton, 1979; Fakeye & Crompton, 1991; Beerli & Martin, 2004; Chen & Tsai, 2007). There are many researches prove the crucial role of destination image to tourists' travel choice and behavior (Echtner & Ritchie, 1993; Kim & Im, 2011). The improvement of destination image not only attract more tourists, but also provide business opportunities for local entrepreneurs (Heung & Qu, 1998; Li & Cai, 2008). As well as, the destination image formed by a combination of the destination attributes including all main and supporting products of particular destination (Kim, 2014). It is these attributes that lead to tourists' expression and impression of the destination and their behaviors related the destination.

Recently, some tourism destinations especially heritage and cultural destinations cooperated with creative industry and other sectors to extend their audiences and develop creative products utilizing their cultural, historic and natural resources. Creative industry defined as “ those industries which have their origin individual creativity, skill and talent and which have a potential for wealth and job creation through generation and exploitation of intellectual property” by the UK Government Department for Culture, Media and Sport (DCMS).

These collaboration among tourism and creative industry provide more mode of participation of tourists and more authentic experience to attract tourist. As well as, it is a creative way to spread culture of the destination, then to change monotonous destination image.

1.2 Current Issues

In 2015, Ministry of Culture and Tourism of The People's Republic has published a new “*Museum Regulation*”, which announces that museums can carry out business activities without violating its non-profit nature and without the substitution of its mutual mission. Therefore, this is an opportunities for all museums in China to development other way for profit, they start to find cooperation with other filed. As well as, the creative and cultural industry show significant raising trend, and supply always cannot meet demand. In 2017, the GDP of culture related industries accounted for 4.2%, and the scale continued to expand. It provide an opportunity for museum and CCI to cooperate, expand audience and attract more consumers.

However, there are many shortcomings in the design of their creative products, such as fewer types of products, higher prices, and less prominent regional and cultural characteristics (Lu Fei, 2019). And there are still many problems in the development of cultural and creative products in the Forbidden City, such as authorization confusion, poor product quality, immature development model, and product homogenization (People.cn, 2019). At the beginning of 2019, a batch of lipsticks authorized by the Forbidden City found quality problems and stopped production. During the development of museum product, homogenization always is an issue, different museum always have similar souvenirs and products that make tourists confuse and cannot feel distinctive point in different museum. These all affect the image and word-of-mouth of the Forbidden City.

1.3 Goal & Objectives

This study aim to survey current efforts of the Forbidden City on cultural and creative product and define the effect of these CCP to destination image. Within this aim, the main objective:

1. To identify efforts of the Forbidden City on cultural and creative product
2. To explore effects of creative and cultural products to destination image
3. To understand the public perception of creative and cultural products and destination image generated by creative and cultural products.

1.4 Research Question

The major consideration of this research is what effects of cultural and creative product to the Forbidden City and perceptions from public about destination's creative and cultural products. Thus questions of this research should be consider are as listed below:

1. What are cultural and creative products of the Forbidden City?
2. What is the image of the Forbidden City?
3. How creative and cultural product effect the image of The Forbidden City?
4. How analysis the effects from creative and cultural product?
5. What attitudes from public about creative and cultural products of Forbidden City ?
5. What kind of recommendations can achieve further development of cultural and creative product and promote destination image?

1.5 Scope of study

The scope of studies in effort of determining the current efforts of The Forbidden City on cultural and creative products and effects to image is divided into three areas. The scope of study is outline to ensure this research is done by strictly fulfilling the goal and objectives. Below are the scope of study of the research:

1. Cultural and creative products of The Palace Museum inventory.

Preliminary study focus on researching current situation of Creative and Cultural Products in the destination. It will list main Creative and Cultural Products of the Forbidden City and learn about their characteristics. So in this stage, all product and industry condition, data and information are from internet. The type of cultural and creative products of the Forbidden City divide into online and offline products.

2. Through Creative and Cultural Products what kind of images are creating.

When Creative and Cultural Products inventory process is done, this study will focus on destination image research through products' channel (Online & Offline). In this stage, free elicitation methods is used for image research, to measure destination image through high-frequency vocabulary of customers' description. Then the image of The Forbidden City will be propose, and do analysis for effects of Creative and Cultural Products to destination image.

3. Understand the perception from public about creative and cultural products of Forbidden City.

It is necessary for the further development of creative and cultural products of Forbidden City to learn about the attitude and perceptions from public. In this way, the need from public or the problems during development process could be found, then seeking methods to deal with.

1.6 Research Gap

Actually, some European countries begin to develop cultural and creative industry around 1950s, and China still is at beginning stage. Literally, there is not much research on this topic, specially cultural and creative industry collaborating with tourism destination.

About cultural and creative product in destination, researchers focus on customer's preference, business model, co-creation, innovation model, and so on. But there are less research about the relationship between image and creative & cultural industry.

This study do research on overall destination image and image generated by cultural and creative product, and come up with their relationship or effects of creative and cultural products on the destination image, gaining perception from public about CCP of Forbidden City, then use related conception and theory to propose recommendations to improve destination image.

1.7 Research Framework

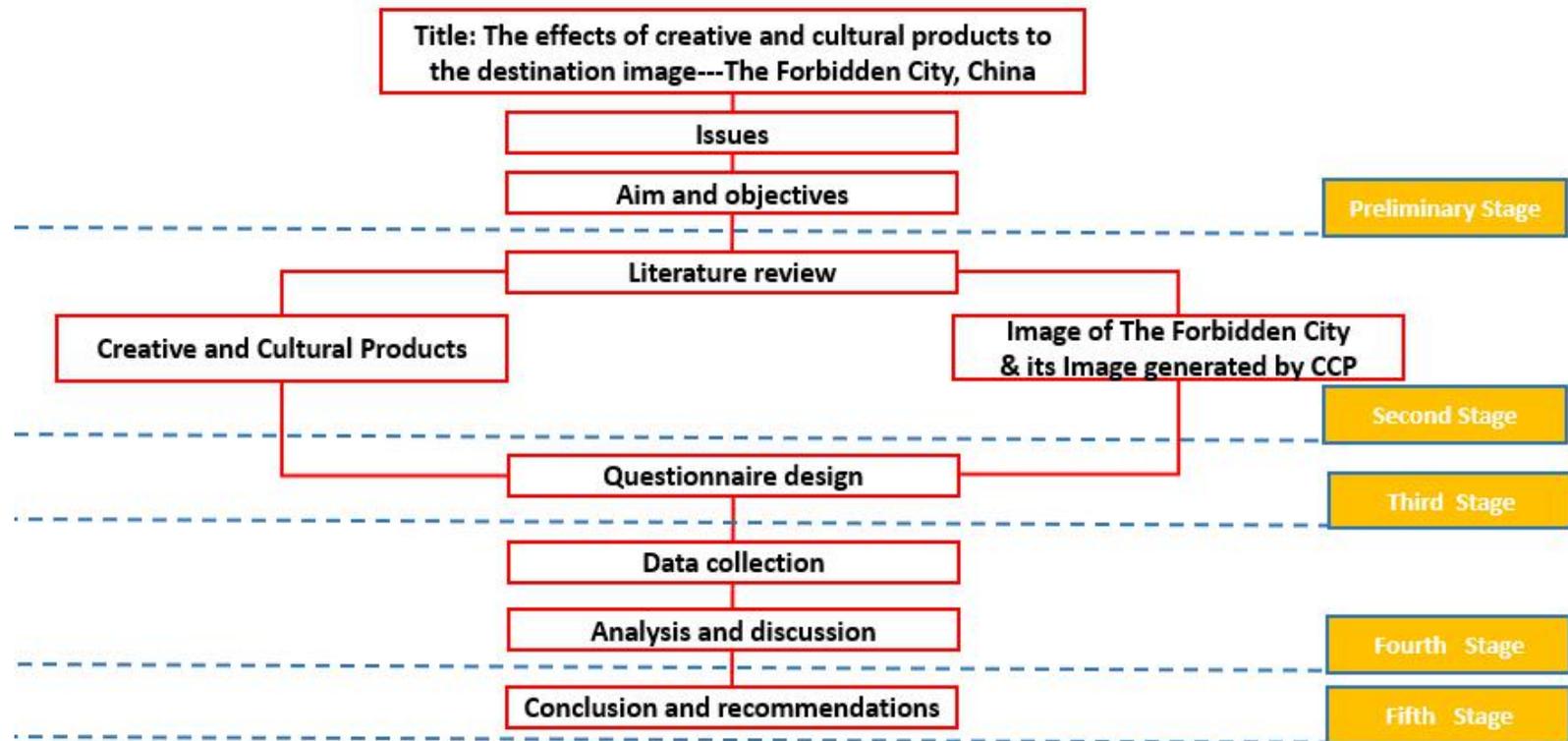


Figure 1.1 Research Framework

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