

DOI:10.18686/cle.v2i1.3547

# The Positioning and Deconstruction of Chongqing's International Tourism Image

**Juan Mao**

School of Management, Yangtze Normal University, Fuling 408100, China

**Abstract:** This paper makes an in-depth analysis of the current situation of Chongqing's tourism industry and the occurrence of tourism resources. Based on the international tourism image positioning of "beautiful Chongqing, a city of mountains and rivers", it deconstructs the international tourism image of Chongqing from the aspects of "soul" and "form", and discusses the bearing relationship between tourism image and tourism resources, hoping to help promote the international tourism image of Chongqing.

**Keywords:** Chongqing; International tourism image; Positioning; Deconstruction

## Introduction

Tourism image is a holistic concept, which reflects the overall reputation and reputation of the tourist destination. There are not a few cases of developed international tourism regions spending huge sums of money on research, design and promotion of tourism image. Chongqing is China's youngest and the only municipality directly under the central government in western China, and it is located in the node of major development strategies such as the "Belt and Road" and "Yangtze River Economic Belt". In recent years, the development of Chongqing relies more on the tourism field, and its international tourism image dissemination and construction is quite representative in the tourism field.

## 1. Current status of Chongqing's international tourism image

Chongqing's tourism resources are rich and unique, leaving a distinct impression on tourists at home and abroad. CNN reported in 2017 that Chongqing was on track to overtake Hong Kong as the world's most visited city. Chongqing has become the most popular Chinese city for foreign tourists, according to a report by the World Tourism Council. In 2017, the Chongqing tourism image promotion video with the theme of "Beautiful Chongqing, a city of mountains and Rivers" was released in Times Square in New York, USA, and attracted wide attention from overseas media.

In recent years, Chongqing has been constantly out of the picture of various international media. The British "Mirror" and "Daily Mail" have reported the picture of the light rail passing through the building, and the complex three-dimensional transportation system of the mountain city has frequently appeared on Twitter, Facebook and other foreign social network platforms. Since 2018, Chongqing Culture and Tourism Commission has successively set up cultural tourism overseas promotion centers in major cities of the United States, Germany, Australia, Japan and other countries, and also built an official overseas communication platform, iChongqing, to carry out regular tourism promotion for overseas tourist sources. Chongqing's beautiful landscape and profound culture have gradually carved an influential tourism image in the minds of foreign tourists.

However, facing the challenge of globalization, Chongqing needs to build an international tourism image if it wants to become a "world famous tourism city", "world first-class tourism destination" and "national tourism center city".

## 2. Analysis of characteristics of tourism resources in Chongqing

Chongqing has a history of more than three thousand years, magnificent natural scenery and heroic urban culture. From the following characteristics of its tourism resources, it is expected to become a world-famous tourist destination.

### 2.1 Obvious spatial agglomeration effect of tourism resources

Chongqing's tourism resources are mainly concentrated in the city, the Three Gorges and Wuling Mountain area. The urban

tourism resources in the main city reflect the unique urban style of the mountain city, which brings together the special tourism resources such as hot springs, food, heritage and folk customs. In addition to Qutang Gorge, Wu Gorge and Xiling Gorge, there are also natural and cultural beauty such as Wushan Small Three Gorges, Fengdu Ghost City, Yunyang Zhangfei Temple and Zhongxian Shibaozhai. The Wuling Mountain tourism resource area is dominated by karst geological landscape, quake lake earthquake site, mountain forest sea, Wujiang gallery, folk customs, pastoral scenery and so on. Tourism resources are distributed in a large volume, forming a combination of advantages in space and having an agglomeration effect.

## 2.2 Strong market attraction of tourism resources

Chongqing has distinctive characteristics of tourism resources, such as Dachuan river, canyon scenery, historical monuments, Bayu style, mountain city scenery, hot spring city, Tiankeng and earth cracks, Wujiang Gallery, Wuling mountain village, Tujia style and pastoral scenery, all of which are very attractive.

## 2.3 World-class tourism resources

According to the grading evaluation of Chongqing tourism resources, there are more than 200 tourism resources belong to the excellent level, of which more than 30 are the best level. The Three Gorges of the Yangtze River, the Wulong Karst landscape, the anti-fascist Far East command center, the ancient battlefield of Fishing City, and the Dazu Stone carvings all have extremely high global popularity and excellent resource quality.

## 3. Chongqing's international tourism image positioning

Chongqing's city (tourism) image and slogan have undergone the following changes:

- (1) 1937-1945: The second capital of the Anti-Japanese War;
- (2) 1945-1997: Western industrial base and industrial city;
- (3) 1997-2008: The Chongqing of the world, the eternal Three Gorges, the fog capital, the mountain city, the furnace;
- (4) 2008-2011: Passion City: "Chinese Cultural City", "Chinese food City", "International landscape tourism City", "Western Fashion City" and "Chinese Brand City";
- (5) 2011-2016: Chongqing, must go! ;
- (6) 2016-2022: Beautiful Chongqing, the City of mountains and Rivers;
- (7) From 2022 to now: Traveling a thousand miles, creating a wide range

It has a sense of history, but it does not reflect the achievements of modernization. "Western Industrial base" reflects the economic status after liberation, but it is easy to leave the shadow of industrial pollution; "Chongqing in the world, the eternal Three Gorges" highlights the development achievements after the direct administration, but brings the misdirection of "farewell to the Three Gorges"; "Fog city, mountain city, furnace" reflects the climate and terrain characteristics, but it will cause the impression that the climate is not suitable and the travel is inconvenient. The "Passion City" highlights Chongqing's humanistic temperament, but it is too vague; "Chongqing, must go!" Show the heroic and dream of Chongqing people, but there is a sense of coercion; "City of Mountains and Rivers · Beautiful Chongqing" highlights the good natural ecology of Chongqing and embodies the traditional landscape culture; "Travel thousands of miles, to the vast" shows the humanistic spirit of Chongqing people constantly creating.

According to the characteristics of Chongqing's tourism resources, this paper holds that the tourism image positioning of "beautiful Chongqing, a city of mountains and rivers" can reflect the most attractive tourism elements although it does not reflect the humanistic connotation. Although the meaning of "beautiful Chongqing" is unclear, it has retained a reverie and has a strong attraction for international tourists. The elements of "beauty" include both natural landscape and colorful culture, with the meaning of "more beautiful scenery". Therefore, this paper will focus on the positioning of "beautiful Chongqing, a city of mountains and rivers", and explore the bearing relationship between Chongqing's international tourism image and tourism resources.

## 4. Deconstruction of Chongqing's international tourism image

The tourism image is the overall evaluation of tourists to various tourism attractions and elements of the destination, and the tourism image needs a series of corresponding elements to "deduce" it. Just as a person's personality changes with different stages and opportunities in life, the personality of a city can be reshaped at different stages of development. Chongqing's urban personality has experienced different definitions under the baptism of more than three thousand years of history: bravery and tenacity in the Bayu period, patriotic self-improvement during the war of resistance, diligent and enterprising after liberation, passion and heroic after the direct administration, fashion and openness in the era of Internet celebrities, so that domestic and foreign tourists feel more and more different Chongqing.

#### 4.1 Beauty is the soul of Chongqing's international tourism image

The “soul” of Chongqing's international tourism image is hidden under its urban personality. The above personality characteristics have the following corresponding world-class tourism resources to interpret its personality connotation:

Ancient and simple + thick corresponding: Dazu stone carvings, White Crane Underwater Museum, Hongya Cave, Ciqikou Ancient Town;

Perseverance + heroic response: Refuse Pit, Refuse Pit, Bai Mansion, 816 Underground Nuclear Project;

Bold + honest corresponding: Chaotianmen pier, Liangjiang cruise;

Passion + hot corresponding: Chongqing hot pot, folk culture;

Enterprising + hope corresponding: People's Auditorium, People's Square, immigrant culture;

Fashion + innovation corresponding: hot spring culture, MICE tourism, Jiefangbei business circle;

Magic + three-dimensional correspondence: urban style, bridge culture, three-dimensional traffic.

#### 4.2 The “shape” of Chongqing's international tourism image – landscape

“Shape” can be understood as the “skeleton elements” of tourism image, which is mainly composed of geology, geomorphology, hydrology, climate, biology and other natural elements. The “shape” of Chongqing's international tourism image is its “landscape”, which is the dominant factor and carries the “soul” of the tourism image. The Yangtze River, Jialing River, Wujiang River, Three Gorges, karst landforms, Wuling Mountain, forests, bamboo sea, subtropical climate and other natural scenery constitute a wonderful landscape picture. Mountain, water, gorge, forest, spring and other corresponding world-class tourism resources are as follows:

Corresponding mountains: Wulong Tiankeng seam, Xiannu Mountain, Nanchuan Jinfosan Mountain, Wansheng Black Valley, Fuling Wuling Mountain Great Rift Valley;

Water corresponding: Yangtze River, Jialing River, Wujiang River;

Corresponding gorge: Three Gorges of Yangtze River, Wushan Small Three Gorges, Wujiang Gallery;

Forest counterpart: Geleshan National Forest Park;

Corresponding springs: East hot spring, south hot spring.

### 5. Conclusion

When building the international tourism image, Chongqing can not be limited to the shackles of the traditional image, but can show people a diversified image. In the future, the tourism image of the city of mountains and rivers, the city of ecology, the city of heritage, the city of food, the city of exhibition, the city of fashion, the city of hot springs, the city of passion, and the city of magic will continue to be deeply rooted in people's hearts, and the relationship between “soul” and “form” and tourism resources will be rebuilt.

### References:

- [1] Tang Dynasty sword, Xu Xingjian. On the design and marketing of Hangzhou International tourism image [J]. Business Economics and Management, 2002, 000(010):57-62.
- [2] Zhao Zhifeng. The evolution of Chongqing Tourism image [J]. Management and Management, 2010(7):87-88.
- [3] General Office of Chongqing People's Government. Chongqing Tourism Development Master Plan (2016-2030) [Z], 2016

### About the author:

Juan Mao (1981-), female, Han nationality, master, teacher of Tourism Management, School of Management, Yangtze Normal University, mainly engaged in tourism enterprise management, tourism resources development and other aspects of research.