

CIS Strategy and Research on the Promotion of "Millennium Salt Capital" Culture

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Abstract

Brand is the carrier of culture, and the process of marketing is to disseminate all the information of the brand to consumers in a resource-optimized way, so as to realize the change of their cognitive structure and behavioral attitude. Brand promotion refers to a series of activities and processes in which an enterprise (brand) shapes its own and product image and is widely recognized by consumers. Generally speaking, a successful and complete brand promotion should include three stages: the first is the promotion stage of brand width, that is, the establishment of brand awareness; The second is the stage of in-depth brand promotion, that is, to enhance the reputation of the brand; The third is the maintenance stage of the brand to enhance the characteristics of the brand. As a demonstration area for the transformation of old industrial cities in China, Zigong should learn from the CIS strategy [CIS abbreviated as CI, the full name is Corporate Identity System, translated as Enterprise Identity System, which is translated as "corporate image unified strategy". Since the mid-fifties of the twentieth century, IBM was the first company in the United States to use this differentiated strategy to win the market, CIS has swept the world for half a century, and has been widely adopted by international enterprises in Europe, America, Japan and South Korea, and has become a modern business strategy for creating an international famous brand. It includes mind identity (MI), behavior identity (BI), and visual identity (VI). Give full play to its own advantages in historical and cultural resources, promote the integrated development of culture and tourism, polish the golden signboard of the national cultural export base, and provide a fresh "Zigong model" for the transformation of China's old industrial cities.

Keywords

CIS Strategic Cultural Tourism Integration; Cultural Brand

1. Introduction

Zigong is the second batch of historical and cultural cities in the country, because of the salt town, because of the salt county, because of the salt city, because of the salt city, famous for the "millennium salt capital", "dinosaur hometown", "southern lamp city", "food house". Nearly 2,000 years of well salt production history has accumu-

lated a rich salt cultural heritage for Zigong, and has left distinctive salt cultural characteristics in urban architecture, scenic spots, local operas, folk arts, folk customs, etc. Zigong salt cultural tourism refers to the theme tourism activities based on the local well salt culture and well salt resources in Zigong. It mainly includes the sites and sites that reflect the production of well salt, the courtyard and hall of salt merchants, the ancient town and street of well salt transportation and trade, and the local food culture with unique economic characteristics of the salt industry. Zigong has many unique salt culture tourism resources, has a good foundation and conditions for the development of salt culture tourism, in the years of development, the salt culture tourism market has begun to take shape. The tourism image of "Millennium Salt Capital" began to be established in the 80 years of the 20 century, and has initially formed a salt cultural tourism attraction led by Zigong Salt Industry History Museum and Shenhaijing and a salt cultural tourism commodity based on a variety of salt series. Zigong salt is rich and diverse in cultural resources, including historical relics, folk culture, regional culture, literature and history, religious culture, natural scenery, local customs and other different categories, both material and non-material forms. However, the richness of the stock of cultural resources does not necessarily lead to the growth of the development of the cultural industry. Culture is the soul of tourism, tourism is the carrier of culture, and the integrated development of cultural tourism can achieve the comprehensive benefits of "improving the quality of tourism connotation with culture, and expanding the spread and consumption of culture with tourism". The relevant departments of the state and local governments support cultural tourism festivals and festivals through joint organizations, preferential policies, capital subsidies and other forms, create tourism performing arts products, develop cultural tourism products, build cultural tourism brands, and encourage the chain operation of tourist resorts.

Zigong can learn from the CIS strategy in the promotion of the cultural brand of "Millennium Salt Capital", implement industrialized operation, and enhance the popularity, reputation and characteristics of the brand of "Millennium Salt Capital". In recent years, the Zigong Municipal Government has made cultural tourism an important force for the city's industrial transformation and upgrading. It is necessary to focus on accelerating the construction of a unique international cultural tourism destination, vigorously promote the integration of salt dragon lantern characteristic cultural resources and industrial capital, build Zigong Dinosaur Cultural Science and Technology Industrial Park and China Lantern World Boutique Scenic Area with international first-class standards, hold the 24th International Dinosaur Lantern Festival, the first China Lantern Expo, and the second International Salt Industry Expo at a high level, implement high-quality urban lighting projects, and comprehensively enhance the charm of "China Lamp City". Promote the development of all-for-one tourism, do a good job in the construction of the heart of Yandu, open and operate the "Old Salt Field 1957", guide the characteristic and differen-

tiated development of rural tourism, and strive to build four national 4A-level scenic spots such as Shenhaijing. However, Zigong cultural tourism is facing the threat of competition from surrounding cities such as Leshan, Yibin and Luzhou, coupled with the single structure of tourism products, insufficient tourism investment, lack of tourism talents, low service quality and single marketing methods, which is not conducive to the construction of Zigong tourism brand and does not coincide with the status of excellent tourist cities in the country. To this end, Zigong can use the CIS strategy to promote the cultural brand of "Millennium Salt Capital", implement industrialized operation, promote the integration of culture and tourism, and enhance the cultural influence and competitiveness of Zigong in the province and even the whole country:

Rely on the concept of CIS to identify and design, and enhance the popularity of the "Millennium Salt Capital" cultural brand.

The construction of any cultural brand needs to have its spiritual core. Zigong has a history of more than 2,000 years, and the "thousand-year-old salt capital" is undoubtedly the most beautiful city card of Zigong. Zigong's advertising slogan is very apt to summarize with "salt and taste", Mr. Liu Yi has a precise interpretation of the connotation of "salt taste": one is the "taste of salt", that is, the thousand-year-old salt capital, the taste of the world, Sichuan salt Jichu, anti-Japanese salvation, dedication to the revolution, contribution to the world, through the vicissitudes of life, a single branch, serve the country, taste in the people, rooted in the hot soil, enduring, carry forward, recast brilliant, this is the true color of Zigong "salt taste". The second is the "taste of food", that is, Zigong salt gang dishes, Sichuan cuisine is famous, Xiaohe Gang is a must, the taste is the most unique, "numb, spicy, fresh, fragrant, tender, crisp, smooth", the seven characteristics are famous, taste all say good, eat can not forget. "The people take food as the sky, food as the taste", the tip of China, eat in Sichuan, taste in Zigong, delicious and delicious Zigong food, this is the "food taste" of Zigong food characteristics. The third is the "human touch", that is, Zigong people are authentic, kind, have a taste, are full of human feelings, enthusiastic and upright, honest and trustworthy, hospitable and make friends, value love and righteousness, is a new love, old life, can be intersected, can be relied upon, can be entrusted to good brothers, good partners, good friends, by the near and far guests from all walks of life and friends from all walks of life and abroad, this is the typical "temperament of the people" of Zigong people. Fourth, the "cultural taste", that is, the unique cultural taste of Zigong, "salt, dragon, lamp" is the "big three uniques", "Gong fan, paper-cutting, tie-dyeing" and bright "small three uniques", natural scenery, long history, legacy charm, shocking world, heroes, talents, inclusive, profound, long-standing, this is the "cultural taste" of Zigong atmosphere mature and pioneering. The fifth is the "taste of wealth", that is, Zigong is a rich Sichuan, well-known in China, and famous overseas. It is a treasure land of feng shui suitable for business, living and products, investing and making money. In the past, the salt industry was

developed, salt merchants gathered, bosses were everywhere, and wealth was rolling. Now, the grand goal of "promoting revitalization and development, winning the overall well-off", "three accelerations", "six major actions", "urban and rural integration, prosperity and happiness" and "new Zigong" shows great vitality, new salt merchants in the new era, new opportunities and new actions, rooted in Zigong, brave to forge ahead, go out, bring in, become bigger and stronger, and benefit one party, which is the "wealth flavor" of Zigong catching up and recasting brilliance. Sixth, the "flavor of the times", that is, Zigong people's self-improvement, perseverance, tenacious struggle, advance in the face of difficulties, natural atmosphere, contribution first, hard work and innovation, catch up and leapfrog, dedication, hard work, stepping on the stone to leave a mark, grasp the iron traces, dare to be the first, unwilling to be the spiritual quality of the future, this is the advanced "era" of Zigong advancing with the times. Liu Yi's article "The Taste of Salt" is reprinted in the online artesian well blog: http://blog.sina.com.cn/s/blog_53e678910102yh7o.html. I think we can also look at the regional culture of Zigong from a broader perspective: Sichuan (including the current Chongqing Municipality) in the traditional sense is a tool

At present, the China Salt Culture Research Center of Sichuan University of Light Chemical Technology and the Zigong Salt Industry History Museum have held many academic seminars on salt politics, salt industry economy, culture and social transformation, and formed a salt culture research team composed of more than 30 people to conduct a more comprehensive research, collation and excavation of Zigong salt culture and regional culture, and assisted the Zigong Municipal Bureau of Culture, Sports, Radio, Film and Television to complete the research work of the "Zigong Well Salt Culture Protection Regulations (Draft)", which provides important intellectual support for the integration of Zigong cultural tourism. The multi-angle and multi-level research vision has also allowed Zigong salt culture and Zigong regional culture to gradually go out of Sichuan and go to the whole country.

Of course, if the exploration and definition of the connotation of the "Millennium Salt Capital" cultural brand belongs to the stage of brand width promotion, it is only the basis for establishing brand awareness. How to make this cultural brand deeply rooted in the hearts of the people, we must strengthen the publicity and promotion work, build a "radioactive" cultural tourism communication strategy, under the leadership of the government, adhere to the principle of culture first and market orientation, establish Zigong cultural tourism communication institutions, organize a strong creative planning team, coordinate the Foreign Propaganda Office, the Foreign Affairs Office, the Bureau of Culture, Sports, Radio, Film and Television, the Tourism Bureau and other relevant departments, formulate practical communication plans, plans and programs, integrate tourism information resources, and focus on the establishment of unique international cultural tourism destinations. Promote the gorgeous transformation of the industrial city to a strong cultural tourism city,

in the production of Zigong tourism theme promotional films, the arrangement of Zigong large-scale cultural and artistic propaganda programs, the development of cheap and high-quality multi-level tourism products, the development of dinosaur-related game software, improve the Zigong tourism promotion network, the use of Sichuan cultural tourism channel, attach importance to the role of the central media, and at the same time use Weibo, QQ, WeChat public account to push Zigong tourism consultation.

In view of the fact that the Zigong Municipal Government website is mainly disseminated by the government, lacks the participation of non-governmental netizens, lacks vitality, and does not have a large number of promotional images for the image of Zigong cultural brand, it is recommended to mobilize non-governmental forces to encourage tourists to hold a variety of brand promotion activities on the Internet, such as photography contests, Zigong travelogue text contests, Zigong movie appreciation (recently filmed "Red Blood London 1894" with the United Kingdom) and other ways to encourage netizens to exchange their impressions of Zigong cultural brands on the Internet

2. Use CIS visual identity design to enhance the reputation of the "Millennium Salt Capital" cultural brand.

Brand reputation is an important part of brand image building, it is the market for people's goodwill and trust in a brand, but also the brand depth promotion part, its purpose is to achieve in-depth interaction with consumers, so that consumers from the heart to experience, recognize and accept the brand, brand culture must be unique and bold innovation, so as to improve brand sales.

In the process of brand promotion, Zigong makes full use of its rich historical and cultural resource endowment, plans large-scale festival activities, further promotes Zigong's "Millennium Salt Capital" cultural brand to the audience, invites outsiders to participate, enhances the audience's recognition of this cultural brand, and then enhances its reputation. The annual academic conference of Chinese salt culture held regularly integrates Zigong and salt culture intensively and plays a role in promoting each other. In the process of discussing and researching salt culture among scholars at home and abroad, it has imperceptibly driven the attention and participation of the entire social class in Zigong tourism.

"Millennium Salt Capital" as a cultural brand focused on building by the Zigong Municipal Government, I suggest that while preparing for the construction of the "Chinese Lantern World" in the Eastern New Town, we should pay attention to the overall consideration of its project as a large-scale cultural tourism development project, and take Zigong's colorful history and humanities and beautiful and magical lantern resources as the matrix, and set up cultural experience areas, lantern landscapes and Fangte Dinosaur Technology Experience Areas and salt and flavor life experience, aiming to build the "Chinese Lantern World" into a window to display the cul-

tural brand of "Millennium Salt Capital". Make tourists feel a unique and unforgettable tourism experience, build it into a magnet to attract domestic and international tourists to visit Zigong, and provide tourists with more high-end tourism products. For example, in the process of export, well salt constitutes a road traffic cultural route featuring salt transportation culture, which is mainly composed of Yunyan stone slab road, fiber road, plank road, river, wharf, ancient bridge and pass, etc., leaving a variety of types, a large number and a large time and space span of salt transportation cultural heritage along the line. The material form involves inscriptions, salt roads, passes, wharves, ancient towns, salt ships, guild hall buildings, etc., while the non-material level mainly includes shipwrights, salt songs, poems and food culture related to salt transportation. It is suggested that the Zigong opera "Salt God" and the large-scale Sichuan opera "Return My River and Mountain" should be included in its Chinese tourism planning and creative planning, which is also the main means to promote the "Millennium Salt Capital" to the outside world.

In 2017, Zigong City Cultural Tourism Investment successively launched Zigong City promotional video and LOGO, selecting the core cultural representative of Zigong "salt, dragon, lamp" as the main element of the logo, and the lower part symbolizes the mother river of Zigong and the artery of the thousand-year-old salt transportation - Puxi River, which also contains the meaning of green ecological and environmental protection. However, the author feels that this LOGO is too ordinary, lacks innovation and characteristics, and does not deeply integrate it with the advertising slogan of "salt and taste", and it also needs to be deeply excavated and endowed with more intrinsic value and meaning on the content theme. The author believes that through the concept of unified design, identification design and various media means to disseminate the information of Zigong cultural tourism brand, improve the audience's awareness and reputation of Zigong cultural brand.

3. Use the behavior recognition system to maintain the brand image of "Millennium Salt Capital" and enhance the audience's characteristics and loyalty to the brand.

In the CIS system, the behavior recognition system is based on a clear and perfect business philosophy as the core, showing the internal system, management, education and other behaviors of the brand (enterprise). Specific to brand promotion, Zigong in the brand promotion should have a clear business philosophy, highlight the characteristics, strengthen the competition and cooperation with the surrounding cities and states, Zigong is in the center of the city in southern Sichuan, facing the surrounding Leshan, Yibin, Luzhou and other surrounding cities of the competition threat, coupled with the single structure of tourism products, insufficient tourism investment, lack of tourism talents, low service quality, single marketing methods, is not conducive to the construction of Zigong tourism brand, and the status of the national excellent tourist city does not coincide.

As far as China is concerned, the main Yandu brands are also Yuncheng in Shanxi, Taizhou in Jiangsu, Yancheng and other places. In the future, Zigong will plan the overall situation with the four-in-one of "Yanlong Lantern City", and it is necessary to cultivate characteristic well-known cultural brand enterprises, accelerate the cultivation of cultural tourism talents, and the construction of transportation infrastructure and supporting projects. In terms of Zigong cultural tourism, we should give full play to the government-led, enterprise-based operation mode, promote Zigong Cultural Tourism Investment and Development Co., Ltd. and "Lantern Township" and other enterprises to open up domestic and international markets, and use the festival and exhibition model to expand the radiation and influence of "Zigong International Dinosaur Lantern Festival", "Zigong International Dinosaur Light Festival" and "Rongxian Big Buddha Temple Cultural Tourism Festival"; Using the development of cultural real estate and theme blocks, we will strengthen and optimize the projects of Ziliujing Old Street, Zhongquan Lantern Town, and Wanda Plaza; Using the old salt works and Jiuda Salt Industry Headquarters and other industrial sites, we will prepare for the construction and expansion of museums that integrate industrial heritage and humanities - Yanbang Cuisine Museum and the Old Salt Works 1957 Project. Use the golden signboard of Zigong Global Geopark to accelerate the construction and development of theme parks, and promote the construction of large-scale theme parks in Fangte Dinosaur World.

Of course, the heart of Zigong Yandu should be a model for the integrated development of old city renovation and cultural tourism, and the following planning can be made: with the old city of Da'an as the core, focusing on Shenhaijing (national key cultural relics protection unit), Jichengjing (provincial cultural relics protection unit) and Da'an Old Street Historic District, condensing the essence of the city's traditional culture, interspersing 32 large and small museums such as "Yanbang Cuisine Museum" and "Zigong Folk Art Museum" to tell the story of the city, and restore cultural events such as Sichuan opera, food, and competitions to inherit the cultural spirit and show "Zigong Memory", awakening the heart of urban memory; With the Wengtang Reservoir, Hongheba and Daijiaba Peninsula as the core, the scattered natural and cultural resources in the area are integrated, and efforts are made to create six cultural tourism and sports and leisure projects such as "Industrial Theme Carnival" and "Living Salt Cultural Park", build rail transit, cableway, and floating plank road characteristic tour transportation, improve supporting facilities to enhance the tourism experience, integrate culture and art, industrial heritage protection, exhibition and vacation, and stimulate the vitality of the old city and the vitality of the salt capital

Industrial transformation and upgrading is the only way for the transformation and development of old industrial cities and resource-based cities under the new normal of the economy, and it is also the top priority of the current supply-side structural reform. Zigong has a good endowment of tourism and cultural resources, and takes

the construction of "international cultural tourism destination" and "national cultural export base" as the starting point. In the construction of the International Jingyan Culture Expo Park, the strong launch of the Dinosaur Kingdom Theme Park, the construction of the International Lantern Cultural Center, etc., the "tourism agglomeration area" and "tourism development area" model are adopted to lead the development of all-for-one tourism with the agglomeration area, create a new Zigong with "salt and taste", condense the Zigong spirit of "self-improvement and contribution", provide spiritual support for Zigong to achieve transformation and upgrading, polish the golden signboard of the national cultural export base, and provide a fresh "Zigong model" for the transformation of China's old industrial cities.

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