

# Brand Rebuilding of Xuan Paper Cultural Town in Anhui Province: A Service Design Perspective

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**Abstract:** This paper explores the issue of brand rebuilding for Anhui Xuan paper cultural town from the perspective of service design. By analyzing the challenges and opportunities faced by the Xuan paper cultural town, and employing service design methodologies, effective strategies for brand rebuilding are proposed. The research aims to provide theoretical support and practical recommendations on how to promote the sustainable development of the Xuan paper cultural town through optimizing service experiences, enhancing brand image, and innovating marketing approaches.

**Keywords:** Service Design; Brand Rebuilding; Xuan Paper Cultural Town; Marketing Innovation; Sustainable Development.

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## 1. Introduction

Xuan paper, as one of the important carriers of traditional Chinese culture, has a long history and profound cultural heritage in Anhui Province. However, with the changing times and intensified market competition, the Xuan paper industry faces numerous challenges, particularly in enhancing its brand influence and market competitiveness in modern society. There is an urgent need for effective brand rebuilding strategies.

## 2. Current Situation Analysis

### 2.1. Development History and Current Status Overview of Xuan Paper Cultural Town

Xuan Paper Cultural Town, located in Anhui Province, is renowned for its longstanding tradition of Xuan paper production. As one of China's four renowned papers, Xuan paper dates back to the Eastern Han Dynasty, possessing profound cultural heritage and high artistic value. The cultural town gradually formed since the end of the last century, focusing on traditional Xuan paper making techniques and cultural experiences, attracting numerous tourists and culture enthusiasts for visits and learning. The town's development not only represents industrial progress but also serves as an exemplary fusion of cultural heritage and innovation. Currently, Xuan Paper Cultural Town has become one of Anhui Province's significant cultural tourism destinations, relying on governmental support, cultural heritage preservation efforts, and positive market responses for its development.

### 2.2. Main Issues and Challenges

Despite its significant cultural value, Xuan Paper Cultural Town faces several challenges. With globalization and rapid information technology advancement, rising competitors pose risks of market share erosion in the traditional cultural industry. The town's brand influence and visibility are relatively limited, necessitating strengthened marketing and brand building efforts. Although the traditional craft of Xuan paper making is unique, integrating it with modern consumer demands presents certain difficulties. Attracting younger consumers while maintaining traditional charm remains a

crucial issue. Additionally, infrastructure development and service quality improvement are essential factors restricting further development of Xuan Paper Cultural Town.

### 2.3. Opportunity Analysis: Market Demand and Development Trends

Despite numerous challenges, Xuan Paper Cultural Town is in a period of both opportunities and challenges. As cultural consumption levels rise, the resurgence and emphasis on traditional culture provide extensive market space for Xuan Paper Cultural Town. The rapid growth of tourism and the rise of cultural experiential tourism allow the town to attract more visitors by enhancing tourist experiences and increasing cultural activities. Government support policies and financial investments in cultural industries provide crucial guarantees for the development of Xuan Paper Cultural Town. The widespread use of internet technology and digital marketing methods offer new opportunities for expanding the market and enhancing brand image.

## 3. Theoretical Basis of Service Design in Brand Rebuilding

### 3.1. Overview of Service Design and Its Application in Cultural Industries

Service design is a systematic approach that emphasizes enhancing the value of products or services by optimizing service processes and improving user experiences [6]. In the cultural industries, service design goes beyond improving the quality of physical cultural products; it focuses on creating profound cultural experiences through designing and managing services such as cultural activities, exhibitions, and guided tours. For instance, Xuan Paper Cultural Town can enhance visitor engagement and satisfaction by designing interactive displays, craft experience activities, and personalized services that deepen visitors' understanding of the history and production process of Xuan paper. Service design also facilitates the cultural industry's shift from traditional product-oriented approaches to user-centered, comprehensive service enhancements, better meeting modern consumers' diverse demands for cultural activities and experiences.

### **3.2. Analysis of the Relationship between Brand Rebuilding and Service Design**

Brand rebuilding involves changing the external image of a brand and, more importantly, reshaping overall brand perception and market position by redefining and optimizing interactions between users and the brand. Service design in brand rebuilding emphasizes enhancing brand differentiation and competitive advantage by improving service quality and user experiences [2]. In the context of Xuan Paper Cultural Town's brand rebuilding, service design methods are essential. They involve in-depth analysis and optimization of every touchpoint and service process within the town to ensure they consistently convey the brand's values and cultural characteristics. Measures such as optimizing guided tours, enhancing interactive experiences, and improving exhibition effectiveness can increase visitor satisfaction and revisit rates, thereby strengthening the town's brand awareness and reputation in the market.

### **3.3. Discussion on the Application of Service Design Methods in Brand Rebuilding for Xuan Paper Cultural Town**

To achieve the goal of brand rebuilding for Xuan Paper Cultural Town, service design starts with comprehensive user research and needs analysis. Through user surveys, market analysis, and behavioral observations, cultural preferences, consumer habits, and participation desires of different user groups are deeply understood. Leveraging data analysis, more attractive and engaging cultural activities and experience projects are designed to enhance overall user satisfaction and brand loyalty. Optimizing service processes and experience design emphasizes creating smooth and efficient service interactions. In Xuan Paper Cultural Town, this involves redesigning guided paths, optimizing visitor routes, and improving facilities to enhance the overall visitor experience. Utilizing digital guide systems, augmented reality technology, and personalized guided services allow visitors to gain in-depth insights into the connotations and historical background of Xuan paper culture.

Integrating cultural expression and marketing communication strategies, service design focuses on optimizing internal service processes and enhancing brand image and cultural identity in the minds of target consumers. This is achieved through innovative cultural expression forms and effective marketing communication strategies. Promoting Xuan Paper Cultural Town's unique stories, collaborating with artists for cultural exhibitions, and engaging in community participation activities aim to attract more cultural enthusiasts and tourists.

## **4. Brand Reshaping Strategy Design**

### **4.1. Enhancing Service Experience Centered Around Users**

In brand reshaping, enhancing service experience is a key strategy. User-centered design methods not only focus on the basic functionalities of services but also emphasize creating positive and enjoyable experiences throughout the user interaction process [4]. For scenes like the Xuan Paper Cultural Town, improving service experience can be achieved through regular user surveys and market analysis to understand diverse user groups' cultural interests, engagement habits, and experience preferences. It is found that visitors are

more inclined towards hands-on Xuan paper making experience activities rather than passive exhibition viewing.

According to different user needs, diverse service experiences should be designed. Exclusive workshops can be provided for artists and culture enthusiasts to deepen their understanding of Xuan paper's history and craftsmanship. Digital guide systems and reservation platforms can optimize visitors' tour processes, reducing wait times and confusion. Staff training should focus on enabling them to provide professional, friendly, and personalized services. Clear service standards and behavioral guidelines should be established to ensure consistent high-quality service experiences for every visitor. Through these measures, the Xuan Paper Cultural Town can establish a strong brand image in service experience, enhance visitor satisfaction and loyalty, and effectively promote successful brand reshaping.

### **4.2. Integration of Visual Communication and Cultural Expression to Optimize Brand Image**

Optimizing brand image involves the seamless integration of visual communication and cultural expression to ensure consistent and strong brand messaging. For Xuan Paper Cultural Town, this includes redesigning or updating brand logos and visual elements to reflect its unique cultural characteristics and artistic style. Maintaining a unified visual style across all brand materials, displays, and advertisements enhances brand recognition and memorability. By employing narrative storytelling, the brand story is strengthened, conveying the history, cultural background, and unique values of Xuan Paper Cultural Town to foster emotional connections and attract culturally inclined target audiences.

Collaborating with local artists to organize cultural exhibitions and art workshops expands the brand's cultural influence and appeal. Advocating for the preservation and inheritance of Xuan paper culture through community engagement and environmental initiatives establishes the brand's leadership in social responsibility. Through effective integration of visual communication and cultural expression, Xuan Paper Cultural Town stands out in the competitive cultural market, further enhancing brand attractiveness and influence.

### **4.3. Innovative Marketing Strategies with Digitalization and Community Engagement**

In the digital age, innovative marketing strategies, particularly those involving community engagement, effectively promote brands and capture the attention of target audiences. Digital marketing strategies utilize social platforms such as Instagram, WeChat, and other social media to share the unique stories, activities, and participation experiences of Xuan Paper Cultural Town, attracting young consumers and culture enthusiasts. Producing high-quality visual and textual content, including blog posts, videos, and images, showcases the artistic charm and historical depth of Xuan paper.

Community engagement and interaction are fostered through organizing and sponsoring local cultural events, art exhibitions, and community education projects, strengthening connections and identity with the local community. Encouraging visitors and artists to share their experiences and works from Xuan Paper Cultural Town increases brand

exposure and user engagement on social media. Data-driven marketing decisions use analytics tools to track and analyze the effectiveness of marketing activities, optimizing strategies based on feedback and data to enhance return on investment (ROI) and brand influence.

Through the combination of digital marketing and community engagement, Xuan Paper Cultural Town achieves broader brand exposure and participation, effectively promoting its unique cultural value and attracting more attention and participation from tourists and culture enthusiasts.

## **5. Case Study and Empirical Research**

### **5.1. Analysis of Similar Cases at Home and Abroad**

Before reshaping the brand of Xuan Paper Cultural Town, a thorough analysis and comparison of successful domestic and international cases can help draw experiences and inspiration, providing effective references for the brand reshaping of Xuan Paper Cultural Town. Hangzhou Songcheng Ancient Romance Theme Park successfully created a scenic spot integrating cultural heritage and tourist experiences by restoring Song Dynasty culture and historical scenes [10]. Through the restoration of historical buildings and precise replication of costumes and artifacts, it presents the complete picture of Song Dynasty culture. Various interactive projects such as traditional opera performances and handicraft making are introduced, allowing visitors to experience the Song Dynasty culture firsthand. The balance between educational and entertainment aspects satisfies the leisure needs of tourists while conveying profound cultural connotations through cultural explanations and historical stories. Colonial Williamsburg, as a historical and cultural restoration site in the United States, recreates life and culture in 18th-century American colonies. Based on detailed historical data, scenes and buildings are restored to ensure the authenticity and integrity of the culture. Through actor performances, participatory activities, and craft demonstrations, interactive education stimulates visitors' interest in learning and participation. Close collaboration with the local community promotes cultural heritage and local economic development through activities and projects.

### **5.2. Case Study of Brand Reshaping of Xuan Paper Cultural Town**

In the process of brand reshaping, Xuan Paper Cultural Town successfully combines cultural inheritance with innovation, attracting a wide range of consumer groups by balancing traditional craftsmanship with modern design. Simultaneously, diversifying Xuan paper products such as artworks, decorations, and stationery meet various consumer demands, enhancing market competitiveness. In terms of experiential design and service upgrades, the town has designed comprehensive cultural experience projects such as sightseeing tours, craft making experiences, and cultural explanations, enhancing visitor engagement and satisfaction. By improving service quality and upgrading facilities, every visitor enjoys a high-quality cultural tourism experience. By redesigning and promoting the brand image and visual identity system, the town retains the uniqueness of traditional culture while meeting the aesthetic demands of modern consumers. Adopting a multi-channel marketing strategy, including social media, offline activities, and participation in

cultural festivals, further expands the brand influence and market awareness of Xuan Paper Cultural Town.

### **5.3. Key Issues and Solutions During Implementation**

During the brand reshaping process, it is crucial to maintain the authenticity of Xuan paper culture in commercial development, avoid excessive commercialization, establish a professional cultural protection team, formulate detailed cultural protection policies and guidelines, and carefully select commercial partners to ensure a balance between commercial development and cultural inheritance [1]. Designing and developing interesting and educational visitor experience projects, guiding visitors through interactive exhibitions, craft workshops, guided tours, and integrating modern technologies such as virtual reality and augmented reality to enhance visitor engagement and learning experiences. Emphasizing market promotion and brand awareness enhancement, customizing promotional activities for different target groups, devising personalized marketing strategies, utilizing social media, content marketing, and word-of-mouth strategies to enhance brand visibility and attractiveness, achieving a positive interaction between cultural inheritance and commercial development, and promoting it as a significant pillar of local economy and cultural tourism.

## **6. Evaluation and Reflection**

### **6.1. Design of Brand Reshaping Effect Evaluation Indicators**

Successful brand reshaping requires multidimensional evaluation to comprehensively measure the development effects of Xuan Paper Cultural Town. Quantify the increase in awareness through market research and brand influence analysis, comparing trends before and after; assess growth through annual visitor statistics, seasonal analysis, and evaluation of online sales volumes; enhance satisfaction through visitor feedback surveys and comment analysis, conducting regular surveys and improving experiences; establish media attention metrics through media coverage and industry awards, evaluating reputation and awareness; assess the preservation of traditional Xuan paper craftsmanship through project production evaluations and artisan training, ensuring continuity.

### **6.2. Lessons Learned and Reflections During Implementation**

Balance cultural preservation with commercialization, establish protective policies and collaborate with experts; optimize visitor experiences, innovate services and feedback mechanisms; succeed in flexible market promotion strategies, driven by data and comprehensive media campaigns; reflect on guiding strategy improvements to ensure sustained development of the town.

### **6.3. Prospects and Recommendations from a Sustainable Development Perspective**

From a sustainable development perspective, the future development of Xuan Paper Cultural Town should focus on environmental protection, community and cultural integration, and technological innovation and digital transformation. Promote sustainable tourism management and low-carbon

travel to reduce ecological footprints, encourage visitor participation in ecological conservation, and promote development towards green environmental protection; strengthen cooperation with communities to promote mutual prosperity of community economy and culture, enhancing residents' cultural identity; leverage virtual reality and augmented reality technologies to invest in developing cultural and creative products and services, expand online and offline experiential projects, and enhance visitor experiences and cultural dissemination effects.

## 7. Major Research Achievements and Prospects

### 7.1. Summary of Major Research Achievements

The study conducted an in-depth analysis of the brand reshaping of Xuan Paper Cultural Town, focusing on balancing the inheritance of traditional Xuan paper craftsmanship with modern design innovation, successfully attracting attention and recognition from modern consumers. Through diversified product strategies such as artworks, decorations, and stationery, the research accurately meets the needs of different consumer groups, expands market coverage, and enhances the town's sustainable development capability within the cultural industry chain. By designing diverse cultural experience projects such as sightseeing tours, craft workshops, and cultural explanations, the study significantly increased visitor participation and satisfaction, promoting comprehensive development in cultural tourism within the town. Through the redesign and promotion of the brand image, and the implementation of omni-channel marketing strategies, the study expanded the market influence and visibility of Xuan Paper Cultural Town.

### 7.2. Strategic Recommendations for Future Brand Development of Xuan Paper Cultural Town

To further consolidate and enhance the brand position of Xuan Paper Cultural Town, it is recommended to continue finding a balance between cultural heritage and innovation. This can be achieved through deep collaboration with local cultural institutions and experts to ensure the integration of traditional craftsmanship and innovative designs, preserving the authenticity of Xuan paper culture. Utilizing modern technologies such as virtual reality and augmented reality to enhance visitor interactivity and engagement is advised. Expanding online sales channels through e-commerce platforms to meet global market demands, and promoting the town towards green environmental protection and low-carbon tourism are crucial strategies. Strengthening interaction with local communities to support local handicraft production and sales, thereby improving residents' quality of life and their sense of identity with Xuan paper culture, is also recommended.

### 7.3. Theoretical Contributions and Practical Significance from a Service Design Perspective

The research delved into the brand reshaping of Xuan Paper Cultural Town from a service design perspective. By

designing comprehensive cultural experience projects and upgrading high-quality services, the study significantly enhanced visitor satisfaction and experience quality, thereby boosting the town's competitiveness. Integration of modern technologies like virtual reality facilitated cultural dissemination and accessibility. Enhanced cooperation with the community increased residents' sense of identity and participation in the town's development. These practical insights provide substantial strategic recommendations for Xuan Paper Cultural Town and deepen the theoretical application and practical significance of service design within cultural tourism.

## 8. Conclusion

Through the perspective of service design, a comprehensive study was conducted on the brand reshaping of Xuan Paper Cultural Town in Anhui Province. Specific strategies and methods were proposed to help Xuan Paper Cultural Town better develop and preserve its unique cultural values in modern society. By optimizing service experiences, enhancing brand image, and innovating marketing approaches, the study aims to effectively promote the sustainable development of the Xuan paper industry. It also serves as a reference and benchmark for the development of similar cultural towns, facilitating their growth and cultural heritage preservation efforts.

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