

The Impact of Cultural Heritage on Qingdao's City Marketing

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Abstract

This paper examines the impact of cultural heritage on the marketing of Qingdao city and analyses how rich cultural heritage resources can be explored, protected and used to enhance the city's image and attractiveness, thereby contributing to the city's economic and social development. The study highlights that the cultural heritage of Qingdao encompasses historic buildings, industrial heritage, maritime culture and a multicultural background, which collectively serve as unique resources that provide a substantial foundation for the city's marketing initiatives. The paper discusses the pivotal role of cultural heritage in urban branding, emphasising that the development of its cultural image, the organisation of thematic activities and the advancement of cultural tourism have collectively contributed to the enhancement of Qingdao's city image and international influence. The empirical section of the study utilised a questionnaire survey (n=360) to ascertain respondents' perceptions of the advantages and disadvantages of cultural heritage, their personal valuation of cultural heritage, and their inclination to reside, visit, establish a business or pursue academic studies in Qingdao due to its attractive cultural heritage. The findings of this study contribute to the implementation of effective city marketing strategies in Qingdao, with the overarching objective being the attainment of economic benefits and the preservation and promotion of cultural heritage.

Keywords: *cultural heritage (CH); city marketing; cultural heritage preservation and development; city branding.*

Introduction

As global economic and social integration continues to develop, the era of marketing dominance is approaching, and the urbanization of China continues to advance, the number of Chinese cities continues to increase and the scale of cities is getting larger (Xia et al., 2024). Economic globalization has made more and more cities linked in various ways, and more and more cities are connected more and more closely, and more and more cities realize the importance of city marketing in the process of city development (Ma et al., 2021). More intense competition between regional, national and even world cities, mainly reflected in the competition of talent, capital, marketing and so on (Gao and Yuan, 2022). How to improve the city's market competitiveness and people's happiness and satisfaction by fulfilling the actual needs of city consumers, and realize the mature, stable, and healthy development of the city, has become the focus of academic circles and governments at all levels (Cardoso et al., 2022). It is increasingly difficult to ignore that, as a result of globalization, city marketing has become part of an extremely competitive business environment (Banks, 2022). The quality of city marketing directly affects the city's GDP, population change, tourism development, and city ranking (Ma et al., 2021). People pay more attention to the level of a city's marketing than ever before, and the level of city marketing directly determines whether people want to live, invest or develop in this city (Wang, 2023).

The current traditional city administration-oriented management model is not enough to meet the needs of today's city development, and this management model is gradually being abandoned (Wang et al., 2021). In the face of increasingly fierce competition among cities, more and more city managers are market-oriented, use the methods and theories of city marketing to plan cities, develop cities with the power of cultural heritage, and invest more capital to build cities (Li et al., 2022). Cultural heritage is a strategic marketing activity in city marketing, and the competition of cities is largely the competition of city culture (Ma et al., 2021). The core value of urban cultural heritage marketing is city culture (Angelidou and Stylianidis, 2020). Combined with the actual situation of Qingdao, through the exploration of city cultural heritage, the

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competitiveness of the city will be enhanced, and the city will form a greater cohesion and a broader city influence (Rivero, 2020).

Literature Review

Overview of city marketing research

The concept of "city marketing" first appeared in the concept of "national marketing". Philip Kotler first proposed the concept of "city marketing" (Xin, 2024). To plan the city according to the needs of businesses and city residents is one of the main goals of city marketing (Attaran et al., 2022). A country can also be managed like an enterprise (Ding and Li, 2021). Like national marketing, city marketing is also developed based on corporate marketing concepts (Kotabe and Helsen, 2022). At the same time, great emphasis is placed on building a city brand, the purpose of the city branding strategy is to shape the city into a unique image of an attractive and competitive place (Bonakdar and Audirac, 2020). City marketing takes the city as a marketing target (Ma et al., 2021). City marketing is the method of applying market, position the city's development direction, shape the city's brand, and use modern marketing methods to convey positive information about the city's development to residents, target audience or non-local merchants through various forms, and show the city's beautiful image (Guo et al., 2024). Systematic planning and integration of the city's political and economic resources to find a development path in line with the laws of the market economy (Liu and Zhou, 2021). To establish the city brand to enhance the comprehensive competitiveness of the city (Ma et al., 2021). It is a marketing science that widely attracts more available social resources to promote the healthy development of cities and meet the needs of city people's material and cultural life (Li, 2020).

In China, theoretical research on city marketing only started in the 1990s, and it started relatively late (Wang, 2022). It was not until 2005 that Chinese marketing scholars began to gradually deepen the research on the theory and practice of city marketing (Wang, 2023). In the process of city marketing activities, we can learn from the successful experience of enterprise marketing, the city is a business, in the process of analysing the city with marketing theory, we can regard the city as a product, segment the market, select the target market, and formulate a suitable city marketing development strategy (Zhen et al., 2024). The development of Chinese cities is also inseparable from the support of other aspects, more and more Chinese scholars are beginning to pay attention to the role of city image and city branding in the promotion of city development, and the combination of local characteristics of traditional culture and modern culture can enhance the competitiveness of the city's cultural industry and improve the city's taste (Chen et al., 2024).

Due to the early urbanization and rapid development in European and American countries, the overall theoretical level is much higher than that of China (Duan and Ye, 2022). With China's accession to WTO and reform and opening, the speed of China's urbanization has accelerated significantly, and research on basic city marketing theory has gradually begun, mainly drawing on the world's advanced experience (Wang and Wu, 2023). The overall Chinese city marketing theory is more inclined to the actual function and not to propose a new theoretical model. Most of China's city marketing is formed spontaneously due to the historical evolution and the role of the natural environment, or plans formed due to the regulation of the macroeconomic system, there is no mature theoretical system and overall planning for city marketing. (Xu and Mo, 2024). At present, China's city marketing is still in the exploratory stage, lacking systematic and scientific theories as guidance, China's city marketing needs both practical and theoretical innovations (Lin et al., 2023).

Content of City Marketing

City marketing is an extended application of traditional marketing theory, combining specific supporting elements of marketing to integrate and promote the various resources of a city to achieve its city development objectives (Sun et al., 2022). A city will have its clear development purpose and corresponding development plan, and city marketing is to analyse the city development elements, development goals and development plans, and present them to specific groups such as city residents, industrial enterprises and foreign tourists, and strive to get corresponding feedback (Li, 2022). City marketing is the extension of

regional marketing, when the concept of the region is circled in the city dimension becomes city marketing, city marketing process is still based on a specific city development goal, relying on all the city development resources for systematic publicity and promotion (Wang, 2021). According to the framework of marketing theory, the essence is to regard specific target groups such as industrial investors, local residents and tourists as "customers", while cities create "city products" based on their own resources, such as creating a good business environment, tourism environment, living environment, etc., so as to attract more customers to use or consume "city products", and "customers" will also form specific feelings and evaluations of "city products" based on their own actual feelings (Liu, 2022).

Properties of Cultural Heritage

Cultural heritage is the tangible, or intangible remains with historical value, cultural value, artistic value and scientific research value that were built, produced, created and expressed by people in a certain historical period (Kumar and Singh, 2022). Both tangible and intangible cultural heritage contain rich or certain connotations (Ursu et al., 2022). Exploring and studying the properties of cultural heritage is of great significance for understanding, recognizing and exploring the properties of cultural heritage, for effective protection, inheritance development and rational use of cultural heritage, and for better city marketing services (Harrison et al., 2020).

The properties of cultural heritage refer to the fundamental attributes inherent in cultural heritage itself that determine its nature, characteristics, appearance, value and outreach (Patria, 2021). The properties of cultural heritage can be broadly described as follows.

Periodicity: The chronological nature of cultural heritage allows researchers to interpret its historical value, reflecting significant events, ideologies, and social structures of specific eras (Zwegers, 2022). This period-based perspective helps in understanding the socio-political and economic context of cultural artifacts, whether they are tangible or intangible (Hmood et al., 2023). For instance, the work by Prof. Marie-Theres Albert highlights how historical narratives around heritage sites, such as Dresden, shape cultural memory and identity, especially when reconstructed after destruction due to ideological conflicts (Sussemihl et al., 2023).

Anthropogenic Nature: Cultural heritage is largely man-made, embodying the values and ideologies of its creators (Wang et al., 2024). UNESCO's discussions on living heritage emphasize how heritage reflects the creators' cultural identities, ideologies, and worldviews (Wei, 2021). This attribute is pivotal, as it links cultural expressions directly to the communities that produce them, reinforcing identity and continuity across generations (Wei, 2021).

Artistry: Artistic elements are evident in both tangible and intangible heritage and play a crucial role in defining the aesthetic and symbolic values of cultural heritage (Yan, 2021). Artistry in cultural heritage conveys the aesthetic and emotional expression of the creator's time, thus contributing to the richness and diversity of cultural heritage (Chen et al., 2024). This is exemplified by UNESCO's safeguarding of intangible heritage, which includes traditional art forms that convey cultural symbolism and the shared identity of communities (Zhang, 2020).

Intellectuality: Knowledge underpins cultural heritage, as it requires an understanding of relevant practices and historical contexts (Yu, 2023). Cultural heritage is not only a product of creative endeavour but also of accumulated knowledge that allows communities to recreate and reinterpret heritage over time (Acri et al., 2024). UNESCO's frameworks highlight how intellectual efforts ensure the survival of traditional knowledge systems, such as indigenous practices, thus keeping heritage vibrant and adaptable (Gwervevende and Mthombeni, 2023).

Ethnicity and territoriality: Different ethnic groups contribute distinctive elements to cultural heritage, reflecting different customs, traditions and geographical influences (Nie et al., 2022). How different groups maintain distinctive cultural practices that are closely linked to their environment and way of life (Huang, 2024). The regional diversity of heritage enriches the global cultural landscape and promotes a more

inclusive understanding of history and identity (Settimini, 2021). Considering the above discussion, the current research explores on answer following question:

RQ1: What are the influences of cultural heritage on Qingdao city marketing?

RQ2: How to increase the Qingdao city's cultural heritage attributes?

This research focuses on investigating the influence of cultural heritage on Qingdao's city marketing, focusing on the in-depth discussion of the internal connection between cultural heritage and Qingdao's city marketing, and focusing on the role of cultural heritage in Qingdao's city marketing. And how to use the function of cultural heritage to help the city develop better, and how to make the function of cultural heritage play a greater value in city marketing.

Methodology

Since the research aims to examine the impact of cultural heritage on Qingdao's city marketing, the authors chose the method of quantitative research using an online questionnaire. The questionnaire was spread on social media platforms using referral sampling for convenience.

Hypotheses

H1 There is a significant difference in the knowledge of the concept of cultural heritage between the options for demographic categories

H2 Visitors are attracted by the tourism infrastructure and the natural environment, as well as the cultural heritage to Qingdao city

H3 Significant difference in perception of Qingdao's cultural heritage those who want to visit, to move, to study and to invest there between options for demographic categories

Questionnaire

This study collected statistical data through a structured questionnaire consisting of 4 main sections with a total of 19 questions. The first part of the questionnaire contained 6 general multiple-choice questions to understand the basic information of the respondents, including their gender, age, occupation, education level, household income and area of residence. The second part of the questionnaire included questions related to Qingdao city marketing, in which a 5-point Likert-type scale was used, ranging from 1 (very unaware) to 5 (very aware). The third part of the questionnaire focused on understanding the respondents' knowledge of cultural heritage. The fourth part of the questionnaire again uses a 5-point Likert-type scale to reflect respondents' perceptions of the influence of cultural heritage on tourism, investment, learning, and living in Qingdao's city marketing.

Data Collection and methods of analysis

The primary channels utilised for the collection of the questionnaire encompassed forums on pertinent subjects, social media platforms, and analogous digital spaces. This approach was executed in accordance with the snowball method, whereby respondents from the initial round were then approached and invited to participate in the study. Total of 360 questionnaire responses were received, with 0 invalid questionnaires judged according to whether they were filled out according to the criteria, and 360 valid questionnaires were finally generated.

Descriptive statistics were used for assessing the respondents demographical data. Means calculation was used to analyse the variable values like heritage knowledge, preference. Tukey B's analysis was used for comparing means between the demographic groups. Generalised Linear Models was used to determine which demographic variables have a significant effect and to what extent on respondents' actual cultural

knowledge. Paired Samples Test was used to compare the general question of how important cultural heritage (CH) is to cities, and to what extent CH influences individuals when travelling, studying, settling or starting a business in Qingdao.

The sample population

Table 1 presents the socio-demographic profile of the 360 respondents with frequencies and percentages of gender, age, occupation, education level, monthly income and place of residence.

Males accounted for 46.39% and females 53.61%, with females slightly outnumbering males. In the age distribution the main age group is concentrated in 18 to 30 years with the largest percentage of 30.3% (18-25 years) and 33.3% (26-30 years). Fewer people were less than 18 years old and more than 50 years old, accounting for 1.9% and 2.5%, respectively.

Table 1. Questionnaire demographic characteristics (n=360)

Items	Category	Frequency	Percentage
Gender	Male	167	46,4
	Female	193	53,6
Age groups	Under 18	7	1,9
	18 to 25	109	30,3
	26 to 30	120	33,3
	31 to 40	85	23,6
	41 to 50	30	8,3
	Over 50	9	2,5
	Occupation	Other	7
Student		142	39,4
Employee		118	32,8
Self-employed		18	5,0
Public official		32	8,9
Labourer		43	11,9
Educational level	Less than a bachelor's	50	13,9
	Bachelor's degree	187	51,9
	Master's degree	78	21,7
	Higher than a master's	45	12,5
Monthly income	Less than 800 EUR	34	9,4
	800~1500 EUR	100	27,8
	1500~2500 EUR	115	31,9
	2500~3500 EUR	59	16,4
	More than 3500 EUR	36	10,0
Place of residence	Asia	243	67,5
	Europe	91	25,3
	North America	10	2,8
	South America	5	1,4
	Africa	3	0,8
	Australia	8	2,2

Source: The authors' own work.

In the occupational distribution students had the largest share of 39.4%, followed by employees (32.8%). Public officials (8.9%) and labourers (11.9%) were relatively less. In the education level more than half of them have a bachelor's degree (51.9%). 21.7% have a master's degree and 12.5% have an education higher than a master's degree. 13.89% have an education level lower than a bachelor's degree.

In the distribution of monthly income, the main income is concentrated between 800 and 2500 EUR, 27.8% (800 to 1500 EUR) and 31.9% (1500 to 2500 EUR) respectively. The percentage of people with income below 800 EUR is 9.4% and 10,0% with income above 3500 EUR.

The geographical distribution of respondents is as follows: more than two-thirds of respondents live in Asia, a quarter in Europe and only 7.2% in other continents.

Result and Discussion

Analysis of the H1 hypothesis

The initial question of the questionnaire was of a self-report nature, wherein respondents were invited to rate their awareness of the concept of cultural heritage on a 5-point scale.

A subsequent analysis employed sociodemographic elements to assess the respondents' self-perceived level of knowledge regarding cultural heritage. No significant differences were observed between genders, with respondents assigning themselves an average rating of 3.91. Women exhibited a slightly higher mean rating of 3.93, while men recorded a mean rating of 3.89.

Across age groups, those aged 26 to 40 (4.16, 4.12) show the highest level of awareness, while those aged 41 to 50 (3.57) and those aged 50 and over (3.44) show the lowest. No significant differences were found between age groups.

A statistically significant discrepancy was identified among the various categories of employment (highlighted in colours), as determined by Tukey's ad hoc test (see **Table 2**). The category of self-employed individuals exhibited the lowest mean scores (2.89), while students, manual workers, and employees demonstrated significantly higher means.

Table 2. Significant difference in knowledge of cultural heritage by sociodemographic category (n=360)

Tukey B ^{a,b} Occupation	N=360	Subset for alpha = 0.05	
		1	2
Self-employed	18	2,89	
Public official	32	3,41	3,41
Other	7	3,43	3,43
Student	142		3,94
Labourer	43		4,07
Employee	118		4,14
Educational level			
Less than a bachelor's degree	50	2,94	
Bachelor's degree	187		3,99
Master's degree	78		4,09
Higher than a master's degree	45		4,33
Monthly income			
More than 3500 EUR	36	3,53	
2500~3500 EUR	59	3,73	3,73
Less than 800 EUR	34	3,88	3,88
800~1500 EUR	100	4,01	4,01
1500~2500 EUR	115		4,17
Place of residence			
Africa	3	3,00	
Asia	243	3,74	3,74

South America	5	4,00	4,00
Europe	91	4,23	4,23
Australia	8		4,63
North America	10		4,90

Source: The authors' own work.

With regard to the relationship between education and knowledge of the subject, it is evident that individuals with the least formal education demonstrate the least familiarity with the topic. Conversely, those who have attained a university degree exhibit a marked increase in their understanding, suggesting a positive correlation between educational attainment and subject comprehension. Furthermore, the data indicates a clear gradient in knowledge levels across different educational categories, with individuals from the highest income bracket exhibiting the least perceived knowledge about the subject. In contrast, those with an income ranging from €1500 to €2500 demonstrate the highest levels of perceived knowledge. A comparison of respondents based on current location or place of residence reveals a significant disparity between those residing in Africa and those in Australia, North America, with the latter demonstrating a clear predominance.

Subsequently, respondents were prompted to specify which of the elements enumerated they considered to be encompassed by the concept of cultural heritage. The concept of cultural heritage is broad in scope, encompassing the collective cultural assets accumulated by preceding generations for each generation. This encompasses monuments and cultural intangibles. In order to facilitate analysis, eight categories have been created in relation to Chinese culture. With this question, we wanted to test prior self-reported beliefs about cultural heritage. We wanted to know how many of the given items were selected (each of the items belonging to the conceptual category, the choice is correct if all of them are ticked by the respondents): Tangible cultural heritage: Architecture, Industrial heritage, Historic building heritage; and Cultural heritage: Traditional music, Traditional drama, Folklore.

In the preceding section, the most salient influencing factors according to the GLM were examined (**Table 3**).

Table 3. Results of the GLM (n=360)

Tests of Model Effects			
Source	Type III		
	Wald Chi-Square	df	Sig.
(Intercept)	251,883	1	0,000
Where do you live area?	27,719	5	0,000
What is your gender?	0,500	1	0,480
What is your educational level?	0,213	3	0,975
What is your monthly income?	19,019	4	0,001
What is your age group?	5,767	5	0,330
What is your occupation?	4,945	5	0,423

Source: The authors' own work.

Upon conducting an analysis of the actual knowledge values with GLM, a significant correlation was identified between residence location and monthly income.

For more exact analysis we compared the means based on all the variables. The analysis revealed no significant differences between gender and employment categories; however, significant differences were observed for the remaining variables (see **Table 4**).

Table 4. Significant differences between self-reported and actual knowledge of cultural heritage by demographic factors (n=360)

Tukey B ^{a,b}	N=360		
Age group			1
41 to 50	30		0,33
18 to 25	109		0,48
Under 18	7		0,71
26 to 30	120		0,78
31 to 40	85		0,79
Over 50	9		1,22
Educational level			
Less than a bachelor's degree	50	-0,40	
Bachelor's degree	187		0,55
Master's degree	78		1,21
Higher than a master's degree	45		1,40
Monthly income			
More than 3500 EUR	36	0,31	
2500~3500 EUR	59	0,37	
800~1500 EUR	100	0,63	
1500~2500 EUR	115	0,81	0,81
Less than 800 EUR	34		1,41
Place of residence			
Asia	243	0,25	
Africa	3	1,33	1,33
Europe	91	1,37	1,37
Australia	8	1,75	1,75
South America	5	2,00	2,00
North America	10		2,50

Source: The authors' own work.

No significant differences were identified between age demographics; however, the data unequivocally demonstrate that individuals over the age of 50 exhibited an overestimation of their knowledge concerning cultural heritage, while those in younger age brackets demonstrated an underestimation.

The data pertaining to educational attainment serve to underscore the pivotal role of education and the acquisition of knowledge. It is evident that there is a direct correlation between the educational attainment of the respondent and their proficiency in cultural heritage knowledge. A marked discrepancy emerges in the outcomes observed among the three distinct groups: those possessing the most limited knowledge during their high school education, those who have attained a bachelor's degree, and those who have obtained a master's degree or higher qualification.

In terms of income, there is a significant difference between the lowest income group and the highest income group, in inverse proportion: the lowest income group knows the most about heritage-related

sectors and reports. It is likely that this group includes mostly students and recent graduates, whose monthly income is more typical of a starting salary.

When examined by place of residence, a significant disparity in knowledge is evident among individuals residing in Asia compared to those in North America, however, it is imperative to acknowledge the substantial variability in the number of completers, a factor that has the potential to influence the outcomes.

In order to test the **first hypothesis (H1)**, a self-report scale question and a knowledge-based checkbox question were analysed. The results from the responses to these two questions demonstrate that there is no gender difference, with self-assessment and knowledge of cultural heritage being balanced. Across age groups, respondents over 50 years of age overestimated their self-esteem, while the other age groups underestimated their knowledge of cultural heritage. The findings further demonstrate a clear correlation between education level and knowledge quality, with higher levels of education correlating with higher levels of knowledge. Additionally, the data reveal an inverse relationship between monthly income and knowledge, with the highest income groups demonstrating the lowest levels of knowledge, while the lowest income groups exhibit the highest levels of knowledge.

Analysis of the H2 hypothesis

To test the second hypothesis (H2), we asked two questions. One was *What do you like about Qingdao*, the other was *What do you dislike about Qingdao*. As illustrated in **Figure 1**, the graph displays the respondents' perception of the appeal of Qingdao. In blue, the data points represent all respondents (N=360), while in red, the data points represent those who have visited the city (N=186).

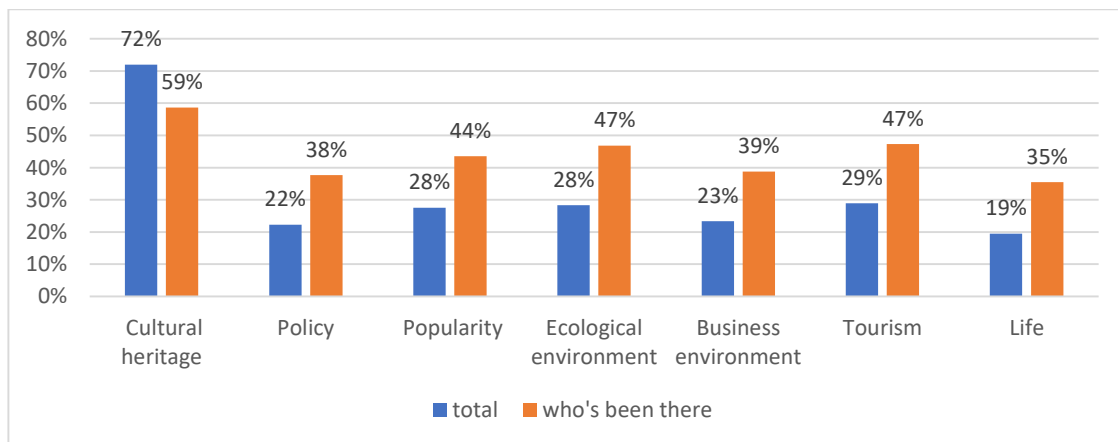


Figure 1. What respondents liked in Qingdao (n=360)

Source: The authors' own work.

The cultural heritage displayed in the first column is the most notable attraction, however, it is interesting to note that those who had not yet visited the city (72%) were significantly more likely to have selected this option than those who had already visited (59%). The other options were rated higher by those who had already visited the site. The second most popular attractions were the developed tourism sector (47%) and the natural environment (47%).

In contrast, we also inquired about the disadvantages of the city, and the results of this survey are shown in **Figure 2**.

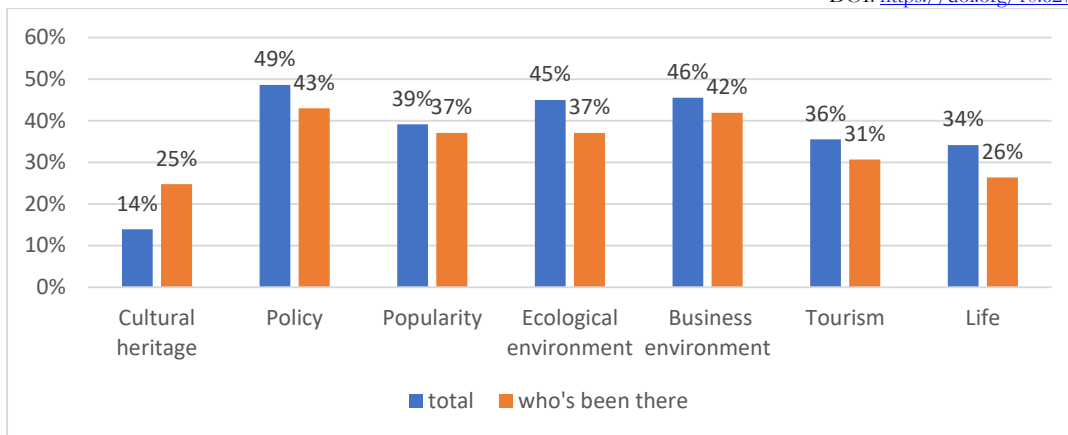


Figure 2. What respondents disliked in Qingdao (n=360)

Source: The authors' own work

It is interesting to note that individuals with no personal experience of the city tend to hold more negative views than those who have visited. The primary source of disapproval from both groups of respondents is strong political influence. The business and ecological environment, as well as the population, also demonstrate high levels of disapproval.

As illustrated in **Figure 3**, we have compiled the responses of individuals who have provided their insights regarding the nominations. It is evident that cultural heritage emerges as the predominant attraction, however, it is noteworthy that a segment of the population, constituting 25% of the sample, perceives it as a burden, thereby diminishing its appeal.

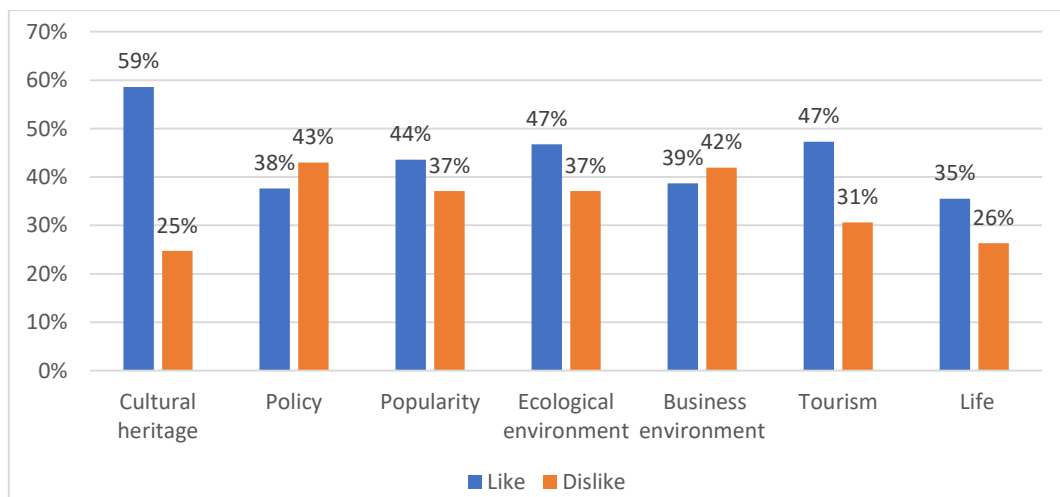


Figure 3. Opinions of respondents who have been to Qingdao (n=186)

Source: The authors' own work

The **second hypothesis (H2)** is confirmed, with cultural heritage being the primary attraction, but also the superior tourism infrastructure and the natural environment. However, the results also demonstrate a convergence of positive and negative effects, which are levelling off in short order. This suggests that the proportion of individuals who favour a given feature is equal to the proportion who dislike it.

Analysis of the H3 hypothesis

In the third hypothesis, four distinct modes are considered: visit, establishment, place of learning and business venture. The objective of us is to ascertain the extent to which the cultural heritage of Qingdao City exerts an influence on the activities in question.

Firstly, respondents were invited to consider a theoretical question regarding the importance of cultural heritage to the city. The responses demonstrated a significant discrepancy by educational level when socio-demographic factors were taken into account. Bachelor's and master's graduates exhibited a substantially higher propensity to place value on the significance of cultural heritage in comparison to those lacking formal education (**Table 5**).

Table 5. Significant differences in perceptions of the impact of cultural heritage by respondents' educational attainment

Importance of cultural heritage to the city			
Tukey B ^{a,b}	N	Subset for alpha = 0.05	
		1	2
Educational level			
Less than a bachelor's degree	50	3,62	
Higher than a master's degree	45	4,02	4,02
Bachelor's degree	187		4,08
Master's degree	78		4,12

Source: The authors' own work.

A Paired Samples Test was employed to compare the general question of how important cultural heritage (CH) is to cities, and to what extent CH influences individuals when travelling, studying, settling or starting a business in Qingdao. The results of this comparison are displayed in **Table 6**. In all four cases, a significant difference was identified between the importance attributed to CH and the different purposes for which the activity was undertaken.

Table 6. Importance of CH and the relationship between the four intentions (n=360)

Paired Samples Test	Paired Differences					t	df	Sig.
	Mean	Std. Dev.	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Importance of CH Travel to Qingdao	0,158	0,800	0,042	0,075	0,241	3,753	359	0,000
Pair 2 Importance of CH Live to Qingdao	0,258	1,041	0,055	0,150	0,366	4,709	359	0,000
Pair 3 Importance of CH Study to Qingdao	0,250	0,955	0,050	0,151	0,349	4,966	359	0,000
Pair 4 Importance of CH Invest to Qingdao	0,228	0,986	0,052	0,126	0,330	4,381	359	0,000

Source: The authors' own work.

The results obtained demonstrate unequivocally that there is a greater propensity to concur, identify and endorse the principles. However, when these principles are applied to our own lives and plans, a marked shift in attitude becomes evident, as evidenced by the significant differences observed.

An examination of the four intentions yielded the following results: regarding gender, as illustrated in **Table 7**, there is no statistically significant discrepancy between the mean scores on the five-point scale, also tested by ANOVA Table. However, it is noteworthy that female participants consistently attained higher scores compared to their male counterparts in all four instances.

Table 7. Gender averages of the five factors (n=360)

Gender	Importance of CH	Travel to Qingdao	Live to Qingdao	Study to Qingdao	Invest to Qingdao
Male	4,04	3,80	3,73	3,73	3,72
Female	4,00	3,91	3,78	3,80	3,85
Total	4,02	3,86	3,76	3,77	3,79

Source: The authors' own work.

When looking at the four intentions, we found significant differences in two cases: for the intention to study by education and for the intention to invest by age group.

Table 8. Intention to learn according to the importance of cultural heritage by respondents' level of education (n=360)

Study to Qingdao			
Tukey B ^{a,b}	N	Subset for alpha = 0.05	
Education		1	2
Less than a bachelor's degree	50	3,32	
Higher than a master's degree	45	3,78	3,78
Master's degree	78	3,78	3,78
Bachelor 's degree	187		3,88

Source: The authors' own work.

As illustrated in **Table 8**, individuals who possess a bachelor's degree place significant importance on the cultural heritage of the city, perceiving it as a crucial factor influencing their inclination to pursue further education. In contrast, those lacking a degree demonstrate a lesser inclination towards ongoing academic pursuits. This discrepancy between the two groups highlights a notable divergence in their educational aspirations and priorities.

As illustrated in **Table 9**, a substantial discrepancy in responses to the question regarding the initiation of business ventures and the allocation of capital is evident among different age demographics.

Table 9. Willingness to invest according to the importance of cultural heritage by age groups (n=360)

Invest to Qingdao			
Tukey B ^{a,b}	N	Subset for alpha = 0.05	
Age groups		1	2
Under 18	7	2,57	
Over 50	9	3,33	3,33
41 to 50	30		3,60
18 to 25	109		3,73
31 to 40	85		3,89
26 to 30	120		3,92

Source: The authors' own work.

The under-18 age group is not yet interested in the world of work, nor do they give it any thought. Their low scores are significantly different from those of the four age groups between 18 and 50. The latter group is the one most likely to be looking for a job or creating a job. The low value of the over-50s clearly demonstrates that this demographic is no longer interested in new investment.

Table 10. Perceptions by place of residence (n=360)

Place of residence	N	Importance of CH	Travel to Qingdao	Live to Qingdao	Study to Qingdao	Invest to Qingdao
Asia	243	3,92	3,76	3,66	3,68	3,66
Europe	91	4,11	3,92	3,80	3,79	3,96
Australia	8	4,25	4,25	4,38	4,63	3,96
Africa	3	4,33	4,33	4,33	3,33	4,50
North America	10	4,80	4,60	4,90	4,60	4,70
South America	5	4,80	4,80	4,00	4,70	4,60

Source: The authors' own work.

As illustrated in **Table 10**, the responses given by participants are indicative of their current place of residence. Of particular note is the fact that the majority of responses were received from respondents residing in Asia and Europe. While no significant differences were detected, the average scores obtained from respondents residing in Asia and Europe were comparable, and significantly higher scores were obtained from respondents residing in other continents. It is hypothesised that while respondents residing in Asia allocated higher scores to their experience, respondents residing in more distant locations allocated higher scores to their potential and possible aspirations. This is evidently the case for respondents in the Americas, where their values are significantly elevated.

Conclusions, Suggestions and Limitations

In answering one of the research questions concerning the impact of cultural heritage on Qingdao's city marketing, the results obtained demonstrate that cultural heritage exerts a considerable influence on the tourism, lifestyle, investment and learning dimensions of urban marketing. The majority of respondents to the questionnaire concurred that cultural heritage is of paramount importance to city marketing, and that it constitutes a significant factor in the assessment of a city's appeal to visitors.

How to increase the Qingdao city's cultural heritage attributes?

It is the contention of the present study that the addition of cultural heritage to an urban environment should be predicated upon an appreciation of the cultural heritage characteristics of the city itself, alongside an in-depth, active and broad public exploration of the existing cultural heritage characteristics. The results of the questionnaire indicate that the following areas should be prioritised for the enhancement of the city's cultural heritage: industrial heritage, architectural complex, cultural monuments.

The findings indicated that respondents residing in Asia allocated the lowest levels of importance to cultural heritage, travel, learning, investment and housing. This observation suggests two potential interpretations. Firstly, cultural heritage may not be a novel concept for respondents from Asia, as they have been exposed to it throughout their lives and it is a part of their quotidian existence. Secondly, they have encountered both the benefits and the drawbacks of cultural heritage. Consequently, respondents from Asia appear to adopt a somewhat cynical stance, in contrast to those from other continents.

In contrast, non-Asian respondents ascribed a significantly higher economic value to the city's cultural heritage. Consequently, they allocated notably higher ratings across all categories. However, it is important to acknowledge that their responses may be influenced by wishful thinking rather than empirical experience, given their lack of personal residence in the city.

Suggestions

A comprehensive exploration of the city's hidden cultural heritage is imperative to ensure the preservation and promotion of its unique identity. A meticulous organisation and summary of the city's historical narrative is essential for articulating its past achievements and glories. The existing conditions can then be amalgamated to establish an exhibition or display hall, facilitating an analysis and evaluation of the potential for the city to regain its former glory. The establishment of commemorative days can foster a sense of belonging and historical identity among the city's residents. It is imperative to acknowledge the significance of all elements that have the potential to contribute to the cultural heritage of the city, including industrial sites, humanistic sites, and architectural complexes. The cultural heritage of the city can be enhanced through conservation efforts and the development of new structures that breathe life into the cultural heritage in the contemporary era. The construction of theme parks dedicated to cultural heritage can also contribute to this goal.

The integration of cultural heritage and city marketing is also a key objective, with the aim of attracting more people to visit, invest, study or live in a city. The combination of cultural heritage and city marketing can make city marketing more practical and increase the interest of potential visitors. This combination can be achieved by setting up social accounts dedicated to cultural heritage, for example. The integration of cultural heritage into the cultural life of the masses in a variety of forms is to be encouraged, as is the acceleration of the integration of urban and rural public cultural service systems. Cultural benefit projects are to be implemented on a wide scale. Relying on cultural positions, the effectiveness of cultural services is to be improved. The combination of cultural heritage and city marketing is to be promoted through performances and academic exchanges, academic lectures and exhibitions.

The necessity for improved protection of the city's cultural heritage is indisputable. A plethora of cities have previously suffered significant destruction to their cultural heritage, including the demolition of ancient city walls during urban expansion and the premature protection of dialects, which has resulted in the loss of numerous dialects. The preservation of cultural heritage serves as a catalyst for urban development, and cultural heritage should be a primary consideration in the marketing development of cities. It has been demonstrated that there is a greater propensity for the reflection and development of existing cultural heritage to occur in a more expeditious manner when compared with the creation of new ones.

Limitations

The findings of this study are indicative of the opinions of respondents collected using the snowball method; consequently, the results and conclusions are based on these responses. It is hypothesised that the diversity of the sample population, and the diversity of responses, will help to ensure that cultural heritage is valued in the city of Qingdao

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