

Research on Brand Visual Image Design of Local Rural Tourism Scenic Spots

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Abstract: Under the background of China's rapid economic development, people pay more attention to spiritual pursuit, which greatly promotes the development of tourism. The local and rural tourism included in tourism is a popular choice for tourists at present. However, the tourism industry as a whole has not been integrated, and the rapid development of local rural tourism has been greatly restricted. It Based on the background of local rural tourism, this paper studies the characteristics of local rural tourism scenic spots, explains the significance and function of creating scenic spot brand visual image and puts forward relevant design schemes. I Hope to promote the promotion and sustainable development of local rural tourism.

1. Research background

1.1 Literature review

Since the founding of New China, with the rapid improvement of China's economic level, the level of citizens' cultural quality has also continuously improved. Citizens are also gradually shifting from commodity consumption to spiritual consumption. Due to the vast territory of our country, the regional cultural characteristics are remarkable, and the most representative is the local villages (Jin,2017). In recent years, China has made great efforts to develop tourism. On the basis of tourism, China has proposed to develop rural tourism. To this end, the central government issued document No.1 in 2016, proposing to “strengthen the protection of rural ecological environment and cultural relics, develop small towns with historical memory, regional characteristics and ethnic customs, and build charming villages with one village, one product, one scene and one rhyme” (Huang,2015). As China's rural tourism is in its initial stage and develops slowly, China pays less attention to the visual image design of tourism brands. Most villages have no brand image and do not know how to spread it to promote tourism image. The characteristics of local resources are the basis for the development of rural tourism. We must respect and protect the unique local culture. Building a brand of rural scenic spots with cultural characteristics is helpful to guide consumers, trigger consumers to consume, and meet consumers' aesthetic and spiritual needs (Wang and xu,2015). Promoting the development of local rural tourist attractions can increase farmers' income to a certain extent, provide local residents with employment opportunities, and greatly promote local economic development.

1.2 Purpose of research

Rural tourism in China is mostly farmhouse entertainment, recreational fishery, sightseeing agriculture and so on. There is no unique brand in local rural scenic spots. There is no innovation in the visual image, copying and imitating each other, resulting in more and more similar style of scenic spots. The importance of regional culture and scenic brand has been neglected, which leads to the lack of culture and the loss of tourists. This paper illustrates the significance and function of brand image design by illustrating the unique brand visual images of several rural tourism scenic spots. It also puts forward the ways through which rural tourism scenic spots can create unique rural brand image and promote local development.

2. The characteristics of local rural tourism scenic spots

2.1 Rural life and environment as the basis

Country is the symbol of peace and stability, carrying the local accent, local and local conditions. Most villagers work at sunrise and rest at sunset, which is a tranquility that city residents can not enjoy. The rural residential density is low, and the unique residential environment is also in sharp contrast with the city's high-rise buildings, reinforced concrete. Living in the countryside, feeling the gentle breeze and the smoke during meals, which is different from the way of life and living space of the city, can bring great spiritual satisfaction to the urban residents who have been separated from the towns for a long time. Such traditional villages are the material witness of the agricultural era. Feng Jicai said, "Traditional villages are the beautiful nostalgia of the Chinese nation." The unique rural architecture and living environment retain a lot of historical information, cultural memory, artistic creation and lifestyle. Everywhere in the traditional architecture is condensed with the great efforts and wisdom of the ancestors. Living and living in traditional villages in China, we can feel the local flavor more clearly.

Take Cheng zi zhai, Xishuangbanna, Yunnan as an example. Most of the Dai people live in Pingba area. The climate is mild all the year round and there is no distinction between seasons. Therefore, bamboo buildings are unique buildings in the area. Bamboo buildings are built in the form of dry railings, that is to say, houses leave the ground, buildings are built on pillars for people, and the lower overhead is used for closing livestock and placing goods. Bamboo buildings are usually built on the back of mountains, with the characteristics of moisture-proof, ventilation and heat dissipation, hygiene and comfort, and prevention of insects and snakes. The characteristics of Dai bamboo buildings are that all the building materials are bamboo, including furniture, which is also made of bamboo. There are many bamboos in the Dai Pingba, which are usually used locally when it is built. The Dai bamboo building built with bamboo fully reflects the lightness, dexterity, chic, practical, rich in national characteristics and customs.

2.2 Characteristic Cultural Experience

There are great differences in culture. Rural tourism should be based on the specific local culture and presented to tourists in different forms. Tourists can experience the influence of local culture and increase their knowledge in the process of traveling. Culture has implications and manifestations. Dialect, wall painting, diet, opera, film and television are the first manifestations of culture. The second manifestation of rural culture is the specific material such as special food processing, tourist commodities, arts and crafts, tourist souvenirs and so on. The culture contained in rural tourism is different from that contained in urban tourism, which is an important reason why rural tourism attracts tourists.

Take Shuhe Ancient Town as an example. Shuhe is the earliest residence of Naxi people and the birthplace of Mu Chieftain. There is an ancient bridge in Shuhe during the Wanli period of Ming Dynasty. It has been more than 400 years since then. It reveals the profound cultural connotation of Shuhe. Shuhe Ancient Town also has an ancient street, Sifang Street, which is the oldest market in Bazi, Lijiang. It has a night market, and there are no lights but torches, so it is called the night market firefly. There are also well-known Longtan reflections of snow mountains, ancient broken Tablets, Sansheng Palace incense and other scenes full of cultural flavor.

2.3 Good ecological environment

Rural tourist attractions are mostly urban people who have lived in the city for a long time and pay more attention to spiritual needs rather than material pursuits. They spend a long time in high-rise buildings, facing the asphalt roads and hurried people, they pursue happiness and relaxation different from the city. Beautiful natural scenery and good ecological environment can make tourists relax physically and mentally, and their hearts will be full of happiness, which is different from the happiness of urban material satisfaction.

A good ecological environment has fresh air, and there are all kinds of animals based on this

ecological environment, which is the most desirable experience for urban tourists.

Take Lianhu Bay in Hengyang as an example. Lianhu Bay is built on the Xiangjiang River, including ecological farms, Diaoyu Island, Shili Lianhe River and other ecological scenery. It is “the most beautiful village on the Xiangjiang River”. The scenic area has excellent ecological environment and fresh air. There are boats on the lake, boatmen can sing local fishing songs, full of local culture. The lotus on the lake and the birds on the lake are full of natural flavor, which makes the tourists return to nature physically and mentally and have a deep memory.

3. The significance and function of brand image design in scenic spots

The new era has changed from the past material needs to spiritual needs. Building a good local rural brand image is the focus of the current rural tourism development. At present, there is no good planning for rural tourist attractions, and there are many problems. For example, assimilation is serious and there is no local style of its own. The propaganda means are backward and the propaganda efforts have not been enhanced. Cultural resources are not found enough, and there is no culture with its own characteristics. These aspects will affect the survival and development of local rural tourism, so the transformation and upgrading of rural tourism is the necessary change for sustainable development. In the process of brand building. On the one hand, the development and utilization of ecological environment and resources, to a certain extent, can be said to protect the ecological environment. On the other hand, in the study of brand image design, it is a process of knowledge accumulation and theoretical sublimation, and the quality of personnel has also been improved. With a unique brand effect, tourists can feel the folk culture and local cultural customs. Generally speaking, it enhances the competitiveness of the same industry, enhances the regional economic efficiency and promotes the cultural value. Shaping the brand image of scenic spots, starting with geographical features, historical culture and folk customs, lays the foundation of cultural connotation. In order to catch the eyes of tourists and strengthen the overall perception of local rural scenic spots. Let tourists have emotional resonance to the local rural tourist attractions, and realize the sustainable development of local rural tourism.

4. The ways to improve the brand visual image design of local rural tourism scenic spots

4.1 Basic design of visual image in scenic spots

On the basis of vision, natural color is the most appropriate. Maintaining the natural color effect will give tourists a sense of reality and satisfaction. The environment is arranged according to the characteristics of the region. Naturally, the landscape should not be changed. The tourists are pursuing nature. The change of environment will make tourists feel beautiful temporarily, but the purpose of local rural tourism is to relax and pursue nature. The unauthorized change of environment will be regarded as artificial landscape by tourists, which does not reach the desired level in mind, thus losing confidence in local rural tourism. Residential areas can be slightly changed, filling and repairing on the basis of the original, to ensure safety, do not add modern equipment. For example, natural gas, tap water and other modern tools. The road should be kept as it is, and a certain number of garbage cans should be added to protect the environment. Decoration can be done on the wall to highlight the local rural culture.

4.2 Visual image symbol design of scenic spots

Design their own unique rural symbols, including landmarks, fonts, mascots, souvenirs. Visual image application should highlight the brand of local rural tourism scenic spots. For example, it is different from other scenic spots in the identification of scenic spots. The use of characteristic geographic scenery or architectural style, to create a sense of visual impact for tourists, leaving a deep impression on tourists. We should also design our own unique mascots in rural scenic spots, with the positioning of tourist attractions, unique shapes, and local culture to give life to the mascots, mascots had better have their own stories, so that tourists have a profound understanding of the mascots. Local celebrity calligraphers are the best choice for fonts, and celebrity effect and

calligraphy are important factors for publicity. Souvenirs should also have local cultural characteristics. Local suiTable special agriculture or animal husbandry can be made into souvenirs. Attention should also be paid to catering to tourists' consumption psychology, high-quality suiTable, low-grade and practical combination, the most important tourists think that unique is the true meaning of the memorial of the scenic spot. We simply find several prominent symbolic designs, as shown in Figure 1.



Figure 1.Symbol Design

4.3 Visual image design of scenic area service personnel

Staff members are well-groomed and uniformly dressed. Uniform logos, fonts and standard colors are labeled to facilitate the identification of tourists and to form distinct rural image features. Female service workers have neat hair, wash regularly and do not dye their hair. Male service workers use flat back as their standard hairstyle. Maintaining facial cleanliness is particularly important. Men should keep their moustaches clean and odorless at all times. When you See the tourists with a smile, full of energy. Hands and shoes should be kept clean and tidy to give tourists a sense of neatness and cleanliness. Appearance is important, and the service personnel in scenic spots are more important. They should have the spirit of service. Take care of the tourists patiently, listen to their opinions and hearts, and solve their problems carefully. Familiar with the route of local villages, know the place of basic facilities. Establish appropriate training institutions, train service personnel, qualified before they can take up their posts. We should avoid the occurrence of events similar to the slaughter in Sanya, destroy the simple style of the countryside, and damage the image of the local countryside.

4.4 Marketing promotion design based on new media

At present, the development prospects of local rural tourism are good, but the propaganda is far from enough. In the era dominated by new media, the advertising effect produced by terminals such as computers and mobile phones is much better than traditional media such as TV and newspapers. Advertising marketing based on new media can integrate images, videos and voice, so that tourists can understand the characteristics of scenic spots more intuitively. The specific operation method has three points. The first point is that traditional media and new media are combined, and they are overly integrated. With the help of the credibility and dissemination of traditional media, combined with the rapid and intuitive penetration of new media, a comprehensive and three-dimensional propaganda pattern is formed. Secondly, with the help of the Internet to build a “Taobao” marketing platform and official website, the industry chain of animal flow business and business will develop together. Third, the development of public number platform should include the introduction of local rural scenic spots and the map of local rural scenic spots. Creating new media propaganda is the best way of marketing.

5. Conclusion

The image design of local rural tourism brand is changed through the visual image of foundation, symbol and service personnel. Highlighting the differences of regional culture, reflecting the characteristics of tourism, advertising through new media than traditional media in a more comprehensive way. Building a good brand image of rural tourism can achieve the integration of brand culture and regional culture and produce good effects. Through case studies, this paper studies the attracting focus of rural tourism scenic spots, and on this basis, improves the image design. It brings new theoretical thinking to the systematic construction of the visual image of scenic spots, makes the local rural tourism brand develop toward high taste, promotes the local economic development, and promotes the progress of social civilization.

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