

Research on Cultural Tourism Brand Design of Hai Hun Hou Guo Relic Park

He Xiaoke

Jiangxi Modern Polytechnic College, Nanchang, Jiangxi, 330095, China

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Abstract: Cultural tourism has gradually become one of the main directions of tourism development. Nowadays, the homogeneity of tourism products is becoming more and more serious. This paper aims to explore how to build Hai Hun Hou Guo Relic Park into a well-known brand of cultural tourism with distinct characteristics, promote the integration of culture and tourism in a wider and higher level, and enhance its attraction, influence and competitiveness.

1. Introduction

The tourism industry across the country is booming. The cultural tourism industry, which focuses on the development and protection of cultural heritage resources, has developed rapidly. It has become a way to transform local economic development and an important breakthrough to promote the development of cultural industries. China has a long history and rich cultural heritage resources, which provides conditions for the development of the tourism industry. Culture is an important resource for tourism, and the connotation of tourism is the experience of culture. People's longing for deep culture is the core of cultural tourism. Cultural tourism has become a favorite form of tourism. The construction of cultural tourism brand is an important means to promote the development of national cultural tourism as an emerging industry. The global economy has entered the era of brand competition. The essence of modern tourism industry competition is brand competition. Brand creation has become an inevitable choice in the development of modern market economy.

2. Current status of brand design of Hai Hun Hou Guo Relic Park

In 2015, with the excavation of the Tomb of Hai Hun Hou in the Western Han Dynasty in Nanchang, it quickly became a hot topic in China. A large number of exquisite cultural relics came out, and a large area of cemetery structure, tombs and city sites were well preserved, which made the world amazing. Tomb of Hai Hun Hou has become the best-preserved site in China so far. It has unique cultural resources, as a traditional calendar of the Han Dynasty in Nanchang. The carrier of history and culture has unique advantages in the construction of cultural tourism brand. From June 2016 to June 2017, the project was officially launched as the "Planning Year" for Hai Hun Hou Guo Relic Park. The project changes the situation of protection and restoration of key cultural relics into the integration of the overall protection of cultural heritage resources and the development of cultural tourism industry, thus transforming the advantages of cultural heritage resources into the advantages of cultural industry.

With the protection and development of Hai Hun Hou Guo Relic Park and the development of cultural tourism industry, as an excellent representative of China's historical and cultural heritage resources, according to the government's requirements for building a world-class national archaeological site park, it will inevitably have a strong development potential, but it also faces many challenges and challenges, such as the protection of cultural resources, regional development and brand image. Shaping and disseminating, the development of literary and creative industries, etc., are all issues that need to be considered in the process of building a strong cultural tourism brand.

At present, Hai Hun Hou Guo Relic Park is still in the stage of development and construction, and there is no complete brand identification system. From the current situation of brand research

by scholars in the United States and Japan, the core is to explore how to maintain the sustainable development and competitive advantage of products and create strong brand with characteristics. Therefore, how to use the shaping of cultural brand to establish a distinctive local tourism image and enhance the competitiveness of cultural tourism is an important issue in the process of brand shaping.

3. Design of cultural tourism brand of Hai Hun Hou Guo Relic Park

The core of cultural tourism is cultural experience. It relies on unique resources, adapts to the needs of modern tourists in pursuit of interactive experience and understanding of cultural connotation, and gradually becomes one of the main directions of tourism development. With the rapid development of cultural tourism products all over the country, brand products are easy to be imitated under the reality that the homogeneity of tourism products is becoming more and more serious. How to win in the competition of homogenization state, the shaping of brand image becomes one of the important means and strategic weapons. Tourists' recognition of a tourism product comes from the recognition of a well-known brand. Therefore, building a well-known brand of cultural tourism with distinctive characteristics is the core competitiveness of tourism products.

3.1 Extraction of Han Dynasty cultural elements

The Han Dynasty was a Dynasty with multi-ethnic country and political unity and economic prosperity. With the vigorous development of various national cultures, a rich and splendid culture of the Han Dynasty was formed. The Han Dynasty has the cultural characteristics of diversity, openness, scientific and technological innovation, full implication, and so on. It is gorgeous and colorful, blooming in a hundred flowers, absorbing a large number of foreign cultures. At the same time, the Han culture has also been widely disseminated. The Han Dynasty was recognized as a dynasty advocating scientific and technological innovation. Its level of scientific and technological development ranked first in the world and was an outstanding representative of Han dynasty culture.

Han Dynasty art has a wide range of subjects, rich connotations and diverse forms. The Han Dynasty worshipped immortal culture. In its decorative patterns, costume design and other artistic fields, we can see that it emphasized the characteristics of meaning, and pursued the Abstract characteristics of things. Therefore, most of the Han Dynasty's artistic works are exquisite in meaning and exist objectively in the form of art. Han culture is an important source of brand design. It integrates the extracted Han elements into the process of brand image and brand communication with modern design methods, and shows the profound connotation of Han culture to the world, making it a business card for the transmission of Han culture. Common elements of Han dynasty culture include decorative patterns, colors, modeling elements and so on. For example, from the main artifacts of the Han Dynasty, we can extract representative contours, such as jades, bronzes, tiles, bronze mirrors, and use modern design techniques to design a brand image with the combination of Han dynasty culture and modern art forms. Of course, the extraction of Han elements can not only stay on the simple shape and shape, but also be based on the full understanding and understanding of the Han dynasty culture and objects themselves, which can be transformed into Abstract graphics with unique implications, thus conveying the spiritual connotation of the Han dynasty culture.

By refining the elements of Han dynasty culture, we can integrate the connotation and concept of Han dynasty culture into the design of brand image, get rid of the assimilation and homogenization of cultural tourism, build a strong brand of cultural tourism in Hai Hun Hou Guo Relic Park and integrate cultural resources, cultural connotation and cultural ideas into the process of visitor's tour in various forms, so as to achieve the purpose of cultural guidance and Revelation for tourists. To enhance the cultural content in the process of tourism and the output value and quality of tourism industry.

3.2 Dynamic brand visual design

The development of design is always accompanied by the progress of science and technology and the maturity of information technology. The extensive use of new media makes the traditional media gradually replaced by digital media. The static two-dimensional plane information transmission mode is affected by the dynamic multi-dimensional transmission mode, which impacts people's inherent visual habits and concepts. The traditional way of brand image design and display has been unable to meet people's increasing aesthetic and experience needs. Modern brand design is undergoing tremendous changes, towards a more dynamic, three-dimensional, diversified direction.

"Scientists have found that more than 83% of human information is acquired through vision, 11% by hearing, 3.5 by touch, and the rest by taste and smell. Multidimensional sensory experience is a comprehensive experience established by five senses: vision, hearing, touch, taste and smell. Therefore, in the dynamic brand visual design, to strengthen the visual image of people's five senses of experience and stimulation, can stimulate the audience's cognitive interest in the brand image and deepen the impression of the brand.

3.2.1 Dynamic vision

The dynamic design of brand breaks through the constraints of traditional design on space and time dimension. The expression of visual image develops from two-dimensional static to multi-dimensional dynamic. Graphic elements realize visual extension, and integrate the interactive elements of sense organs, and display dynamic through diversified new media. The emergence of micro-blog, micro-messaging, e-commerce platforms and other communication carriers, as well as changes in the visual communication environment, all indicate that traditional design can no longer meet the needs of social development. As early as 2000, as shown in Figure 1, the brand design of Hanover World Expo in Germany used dynamic design. The logo adopted dynamic wavy graphic design forms, using red, orange, yellow, green, blue and purple. Such colors, according to different occasions and environments, display different colors and irregular dynamic images, embody the concept theme of maintaining the movement of the World Expo, daring to innovate and thinking flexibly, and form a strong contrast with the traditional plane static forms of expression, bringing a new visual experience.



Fig. 1 Brand Design of Hanover World Expo

Nowadays, with the serious homogeneity of brands, it is particularly necessary to incorporate the dynamic identification design into the brand design of Hai Hun Hou Guo Relic Park. This personalized expression can more easily stimulate the viewers' positive emotional experience and psychological feelings and leave a deep impression.

3.2.2 Hearing design

"Sound stimulates the autonomic nervous system of the human body. Scientists have found that soft music slows the circulation of blood in the human brain, while lively music increases the flow

rate of blood in the human body. High-pitched or fast-paced music can strain the muscles of the human body, while bass or adagio music can make people feel relaxed. Music can cause the autonomous response of the brain in charge of human emotions and sensations, and make the mood change. It can be seen that hearing can affect people's emotions to a large extent. For example, in the dynamic image design of Hanover World Expo, the effective use of sound elements, combined with the change of logo image, through the way of sound transmission to render the atmosphere, so that the viewer's experience increased more interesting and interactive, which is worth learning and learning in the dynamic image auditory design.

3.2.3 Touch design

Tactile sense comes from a sensory feeling brought about by different materials. Different materials bring different feelings. For example, wood gives people a natural rough texture, metal brings a cold and hard feeling, silk brings a smooth and delicate feeling. Material design is added to the brand image shaping of Hai Hun Hou Guo Relic Park to make visual symbols more vivid and dynamic, thus enriching the five senses of the viewer and arousing the emotional experience of the viewer.

The design of five senses in dynamic brand image pays more attention to user experience. It is no longer the output of one-sided brand information, but completed in the interaction with the viewer. This more direct and effective interaction increases the communication between the audience and the brand, improves the recognition and memory of the product, and makes the brand more affinity.

3.3 Design integration in the context of new media

The rapid development of new media technology has greatly changed the concept and form of brand visual design. The emergence of new media forms such as Internet, digital technology, wearable devices, interactive experience, virtual environment and mobile terminals has changed people's life style. For visual design, the diversified development of new media context brings new challenges to designers. Rich materials and diverse media provide more possibilities for design.

In the information age, from the perspective of integrated design, starting from the current situation of the brand design of Hai Hun Hou Guo Relic Park, this paper combines design with modern information technology, optimizes the allocation of resources, innovates constantly, caters to the changes of information dissemination market and consumer demand, and further clarifies the development direction of brand design in order to realize the personalized interaction of visual language.

4. The shaping of cultural tourism brand helps the brand influence of Nanchang City

Nowadays, cultural tourism has become the most potential tourism industry in many countries and regions. It is a hot area of cultural consumption. Under such circumstances, in order to build Hai Hun Hou Guo Relic Park into a national archaeological site park protection and development project, we must take brand strategy as the core competitiveness.

In the plan of "Nanchang Hai Hun Hou Guo Han Dynasty Relic Park ", we put forward five display concepts of "Hai Dun Element", "Yuzhang Characteristics", "Jiangxi Charm", "Han Dynasty Momentum" and "Chinese Civilization". It can be seen that Hai Hun Hou Guo Relic Park will be a combination of historical and cultural heritage, excellent traditions, folk customs and other elements. It takes the "Han Culture" as its representative and bears the historical mission of protecting excellent historical and cultural heritage and inheriting excellent culture. On the basis of this positioning, we will combine the new media technology to personalize the brand image of Hai Hun Hou Guo Relic Park. This is of great significance for the sustainable development and rapid promotion of cultural tourist attractions. At the same time, building a strong brand of cultural tourism can enhance the competitiveness of Nanchang. We can promote the development of cultural tourism industry in Nanchang by brand building.

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