

## **Explore the application of regional cultural elements in the brand image design of rural tourism**

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**Keywords:** Regional cultural elements; Rural tourism; Brand image design

**Abstract:** As a representative symbol of tourist destination, tourism brand can effectively attract tourists and form lasting tourism competitiveness. The brand design of rural tourism should follow the principle of regional differences and highlight local characteristics; Using the principle of resource elements to give full play to resource advantages; Implement the principle of sustainability and promote rural green development. By analyzing the design principles of rural tourism brand image, this paper expounds the main elements of rural tourism brand image design, and explores the application strategies of rural tourism brand image design, so as to promote the balance between brand style and visual image, excavate systematic application elements, and enhance the three-dimensional characteristics of brand image.

### **1. Introduction**

With the rapid development of social economy, people's material living standards have been greatly improved, and gradually began to yearn for the natural living environment in the countryside. Under the influence of this cultural demand, rural tourism flourishes and develops. However, due to the lack of experience in tourism brand image design, rural tourism is gradually homogenized. Starting from the development theory of rural tourism, this paper combs the design principles of its brand image, analyzes the cultural elements that can be used for brand design in combination with the resource advantages of rural areas and the current situation of tourism development, and finally puts forward the design optimization strategy of ancient villages in Longnan county from the perspective of design application. The main constituent element of regional culture is geographical factor. The geographical environment of different regions is different, especially in China, which has a vast land and abundant resources, and the geographical environment is very different. In addition, different regions have different development processes, resulting in different historical details. Different regional cultures show different lifestyles and social customs handed down from generation to generation. Different regions have different folk customs. It is these different regional cultures that stimulate people's yearning for other regions and promote the development of tourism.

### **2. The current situation of rural tourism development in China and the design of rural tourism brand image**

#### **2.1 Current situation of rural tourism development**

In recent years, China's rural tourism has developed rapidly and begun to take shape. However, due to lack of understanding and backward thinking, rural tourism in many areas is chaotic, which is mainly reflected in blindly following the trend and lack of characteristics. Due to people's lack of understanding of the essence of rural tourism culture, many areas blindly follow suit and lack the core characteristic and basic support point of local characteristic local culture, resulting in rural tourism without focus, characteristics and creativity. The stereotyped rural tourism industry seriously affects the competitiveness of local tourism and leads to a serious waste of funds, Destroyed the internal cultural ecology of the countryside. At the same time, market docking is ignored. Although many governments vigorously support the development of rural tourism, they

ignore market factors, do not fully conduct market research, and blindly develop tourism products without understanding the needs of tourists, resulting in inaccurate tourism market positioning and lack of due market value in the development of rural tourism products and services. Thirdly, the marketing concept and means are backward. The development of rural tourism in many areas is too blind, lacks overall planning, and does not build a scientific and perfect management system, resulting in single marketing products and services, vicious market competition, brand construction and the strategic goal of "going out". Finally, the consumption power is insufficient. Most rural tourism projects are single, most tourists are "one-day tour", and there are few repeat visitors. In addition, the infrastructure construction lags behind and the brand promotion and publicity is insufficient, which leads to the rapid digestion of tourists' curiosity about rural tourism and is difficult to mobilize their consumption desire.

## **2.2 Rural tourism brand image design**

First of all, there is a lack of planning, weak brand awareness, and rural tourism development is at a low level. There is no reasonable overall arrangement during development. Most operators are local farmers, weak brand awareness, blind and over development and investment, resulting in a single form of rural brand image, imperfect overall layout of rural development and unbalanced rural development. The establishment of tourism brand image also requires a lot of long-term investment in human, financial and material resources. Most rural tourism brand development focuses on the tourism resort integrating patriotism education base, memorial hall and red tourism. In addition, the village will also build a rural tourism service area integrating rural living area, market, farmhouse entertainment and high-quality home stay. Although rural tourism has been gradually on the right track, the problems such as lack of tourism signs and vague brand image need to be overcome gradually.

Secondly, the rural infrastructure is backward and the service quality is weak. Rural tourism should not only have beautiful rural landscape and folk customs, but also have convenient transportation and good services. Although most areas have tourism resources, their development lags behind because of insufficient infrastructure and weak ability to receive tourists. Operators only care about immediate interests and ignore long-term development. Some road signs and parking lots are not equipped perfectly, and the accommodation environment and sanitation are poor. Most rural tourism practitioners are local villagers, lack of effective and systematic training and poor service awareness.

## **3. Design principles of rural tourism brand image**

With the gradual expansion of the development scale of rural tourism, only relying on rural natural resources, customs and landforms can not drive the rural industrial development. We must create a characteristic rural tourism cultural brand and enhance the competitiveness of rural tourism through diversified publicity means. Based on rural characteristics and design principles, its image design needs to be carried out around three principles. Regional characteristics are the most distinctive source of design materials. Mining regional characteristics is an indispensable design principle. Fully mining local resources can provide image connotation support for the brand, and the principle of sustainable development can promote the parallel development of rural development and protection.

### **3.1 Principle of regional differences**

As a unique cultural symbol, different regional cultures are the elements that can best highlight the local tourism characteristics. By implanting regional elements into the tourism brand design of ancient villages, tourists can deeply experience the local customs, cultural heritage and values. In fact, tourism resources are regional cultures formed through long-term historical development and social evolution. It is under the support of these local characteristic cultures that the tourism industry can develop. Therefore, the design of rural tourism brand should be based on the local regional cultural development context, develop different regional resources layer by layer, and

transform them into distinctive image symbols to show the personalization and characteristics of local culture. Take the Yuan Dynasty liquor house in Lidu ancient town, Jinxian County, Jiangxi Province as an example. Due to various historical reasons, the local winery of the Yuan Dynasty was damaged before. Therefore, the local government cooperates with social organizations to develop local wine culture resources to restore village construction. After integrating various resources, the local characteristic wine culture has been used to develop a tourism industry focusing on the tourism of shaojiufang in the Yuan Dynasty. The liquor making workshop of the Yuan Dynasty has displayed a number of historical relics since the Yuan Dynasty and has been selected into the list of national industrial heritage. At present, Lidu wine industry has completed the expansion and empowerment of the immersive experience project of the site, and added relevant experience projects such as live performance.

### **3.2 Resource element principle**

A local leading industry is mainly produced by a good combination of local resource advantages and development opportunities. It plays an important role in driving rural economic development and improving rural external image. As the engine of attracting foreign resources and stimulating industrial upgrading, rural tourism can expand consumer groups and increase investment opportunities, so as to promote the development of industry. Therefore, there is an internal relationship between rural tourism and rural industry. At the same time, the design of tourism brand should start from the local resources, pay attention to the combination of tourism and industry, constantly tap the characteristic resources in the local industry, refine the publicity elements in line with the tourism image, and build a more three-dimensional and rich brand image. In addition, rural local natural resources are also an important source of tourism brand design materials. Integrating natural resource elements into brand design can effectively highlight the local resource advantages, give full play to the brand value of resources, and provide richer connotation and characteristics for the brand. For example, carry out brand design according to the shape and living habits of local characteristic animals, and integrate the color, shape and other elements of natural plants into the brand symbols.

### **3.3 Sustainability principle**

The concept of sustainable development mainly advocates that in the process of development, we should not only pay attention to the development and construction of resources, but also pay attention to the harmony between man and nature, and promote the construction of green ecology. When applied in rural tourism, the principle of sustainability is mainly reflected in the visual image, humanistic landscape, product image, etc. we should not only consider the aesthetics and practicability of the design, but also integrate the environmental protection factors of natural ecology, so that the design can highlight the humanistic characteristics and visual aesthetics. Therefore, designers must deeply visit the countryside, conduct in-depth investigation on the local natural ecological environment and cultural resources, comprehensively consider from the perspectives of environmental protection and economy, ecology and aesthetics, and spread the concept of ecological environmental protection and green development with the help of brand symbols.

## **4. Main elements of rural tourism brand image design**

In the process of brand image design, the constituent elements of the design are inseparable from the local historical and cultural characteristics, customs and customs. Longnan ancient village condenses rich Hakka cultural customs. After thousands of years of historical accumulation, it has formed diversified historical and cultural resources, which has also become an important support for its development of rural tourism. Traditional patterns in rural areas have formed unique Hakka cultural symbols by refining various folk things. At the same time, Longnan also has rich folk culture, such as diet, festivals, architecture and so on.

Table1 Main elements of rural tourism brand image design

Main elements of rural tourism brand image design	raditional patterns with regional characteristics
	folk art and culture

#### 4.1 Traditional patterns with regional characteristics

Rural areas contain rich Hakka culture and always inherit Hakka traditional customs. As an important part of Hakka culture, Hakka traditional patterns have built unique characteristics with their intuitive visual image and unique cultural symbols, carrying Hakka traditional art aesthetics and excellent local spirit. Through continuous innovation and development, auspicious patterns have become one of the indispensable decorative elements such as handicrafts and buildings, and become a distinctive symbol of Hakka culture. Integrating traditional patterns into the local tourism brand image can let people understand the local people's aesthetic concept, spiritual culture and living customs, enhance the cultural connotation of the brand, highlight the rural tourism characteristics and avoid the phenomenon of homogeneous tourism. At the same time, such design elements have a strong rural style, create a rural quiet and livable cultural atmosphere, and can arouse people's yearning and love for rural life. These bright colors can also be used in brand image design to form cultural symbols in rural areas; The things depicted in the pattern are mainly mountain birds, fish and insects, which come from the countryside and highlight the characteristics of ancient villages.



Figure 1 Rural traditional patterns

#### 4.2 Folk art and culture

Folk culture mainly refers to the life culture formed by different regions or different nationalities in the long process of historical evolution. It is the crystallization of the people's life wisdom and has rich folk culture. Folk culture includes both material customs and traditions and intangible cultural customs. Integrating folk art into the image design of rural tourism brand can condense the strong local traditional cultural connotation into a new form of artistic expression, and extend it through modern aesthetic concept, so as to make folk culture glow with new era value under the bearing of brand symbols. With a long history of rural culture, a unique folk culture system has been formed.

### 5. Application strategy of regional cultural elements in rural tourism brand image design

Combined with different design elements, the brand image design of ancient villages in Longnan county should innovate the application mode, fully tap the local tourism characteristics, form a unique tourism brand and stimulate the vitality of rural tourism. In the specific design, we should pay attention to the coordination and unity of brand style and visual image, organically unify the design elements and brand publicity entities, and create a multi-level and three-dimensional rural tourism brand image.

#### 5.1 Pay attention to the coordination and unity of brand style and visual image

In the visual image design, we should combine the different characteristics and main categories

of traditional patterns of ancient Hakka villages, select appropriate design elements, and transform them into unique design shapes through diversified design methods. For example, when selecting traditional animal and plant patterns, it is best to retain the prototype of the pattern so that its original meaning and cultural connotation will not change due to the change of form. At the same time, combining it with the specific theme of rural tourism can better highlight the characteristics of Hakka culture; When designing line text patterns, we can use its own design beauty and graphic change law to create, so as to create a new brand image. In terms of overall brand style, Hakka people always maintain a simple and natural life state, and the life concept conveyed by their traditional patterns is also the harmonious coexistence between man and nature. Therefore, the brand image design of rural tourism should start from the local living environment and create a simple rural atmosphere for tourists, So that they can immerse themselves in the natural state of life and feel Hakka culture.

## **5.2 Explore the application elements in brand image design**

The systematic application of brand image is mainly to combine the brand image with the publicity material object, so as to expand the influence of the brand and enhance the uniqueness of the brand. The tourism publicity of ancient villages in Longnan county not only needs the help of posters, picture books and other publicity means, but also should pay attention to the promotion of brand advertising, make full use of brand advantages, deepen people's impression of rural tourism and maximize the value of brand image. Design according to the characteristics of different folk customs and theme culture, create a unique advertising image, and publicize in large-scale festival activities in combination with the folk culture content of Longnan ancient village.

## **6. Conclusion**

In short, the image design of ancient village tourism brand should not only highlight novelty and intuition, but also carry out comprehensive design in combination with local tourism characteristics. Only in this way can we give play to the brand effect and expand the influence of local tourism. Ancient villages in Longnan county are rich in cultural resources and customs. We should pay attention to building their brand image and promote the prosperity and development of tourism industry

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