

Research on the Visual Design of the Kaiping Diaolou and Villages Tourism Products Based on Regional Culture

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Abstract:

In view of the lack of a unified visual image of the Kaiping Diaolou and Villages tourism products on the market at present, the inaccurate use of regional cultural elements, and the lack of innovation and differentiation, regional cultural elements are taken as the core of the visual design of the Kaiping Diaolou and Villages tourism products, and the promotion strategies of visual design of the Kaiping Diaolou and Villages tourism products are summarized, that is, to comprehensively tap regional cultural elements, emphasize individuality and diversity Innovative interaction and experience methods, as well as a unified visual image design strategy. Through in-depth analysis of the regional cultural connotation of the Kaiping Diaolou and Villages, this paper discusses the relationship between them and the visual design of tourism products, and further explores the potential and application value of visual design in regional cultural tourism. Meanwhile, this study will explore how to convey the core values of regional culture through visual design, create attractive and unique tourism products, enhance tourists' tourism experience and cultural cognition, and provide theoretical and practical guidance for the development of regional cultural tourism. At the same time, we hope to promote innovation and progress in the visual design of regional cultural tourism products.

Keywords:

Kaiping Diaolou, Rural Tourism, Regional Culture, Visual Design, Tourism Products

1. Introduction

With the rapid development of the tourism industry and the increasing demand for cultural experiences, regional cultural tourism has become a hot topic in the tourism industry. Regional culture, as a unique tourism resource, attracts more and more tourists with its unique historical, geographical, and cultural characteristics. In this context, the Kaiping Diaolou and Villages, as one of the representatives of Chinese traditional villages, has become a popular destination of regional cultural tourism with its unique architectural style and rich historical and cultural connotation.

The design of the Kaiping Diaolou and Villages tourism visual promotional materials plays an important role in attracting tourists, shaping tourism image and improving tourism experience. The upgrade of visual promotional material design will help regional culture and attract more tourists to visit and travel.

2. Materials and Methods

2.1. Overview and Application of Regional Cultural Elements

2.1.1. The Concept and Characteristics of Regional Culture

Regional culture refers to the unique cultural phenomena and values formed within a specific geographical area, including local history, traditional customs, architectural styles, etc. Regional culture has the characteristics of carrying local characteristics and historical accumulation, reflecting the lifestyle, belief system, and aesthetic concepts of the local people. As an important form of tourism resources, it has unique attraction and expressive power.

2.1.2. The Application of Regional Culture in Tourism Products

The application of regional culture in tourism products can enrich the tourism experience, enhance the attractiveness and competitiveness of tourism products. By integrating regional cultural elements into the design and expression of tourism products, a unique regional brand image can be created to attract tourists' interest and attention.

As one of the representatives of Chinese traditional villages, the Kaiping Diaolou and Villages has rich regional cultural characteristics. In the Kaiping Diaolou and Villages tourism products, the application of regional cultural elements can enrich the product connotation, increase the emotional resonance and Cultural identity of the product. By integrating the architectural style, traditional handicrafts, folk culture and other elements of the Kaiping Diaolou and Villages into the visual design of tourism products, a unique artistic image and atmosphere can be created, so that tourists can experience the unique charm of local regional culture, create a matching image and style, and enhance the artistic sense and attraction of products.

2.2. Analysis of Regional Cultural Elements of the Kaiping Diaolou and Villages

2.2.1. Elements of Material culture

Architectural style and structure: As one of the representatives of regional culture, Kaiping Diaolou's architectural style and structure are the core elements of its Material culture. The appearance of the blockhouse is towering and presents a multi story pavilion style, reflecting the exquisite craftsmanship and unique aesthetic concepts of ancient Chinese architecture. The building structure of the blockhouse is stable, often using wooden structures, stone walls, and unique staircase designs. The furniture and furnishings inside Kaiping Diaolou are also an important part of Material culture elements. Furniture is often made of wooden materials, with traditional manufacturing techniques and design styles. The display items include various decorations, murals, calligraphy and painting works, etc., showcasing the aesthetic taste and cultural pursuit of the family.

Art decoration and carving: The exterior and interior of Kaiping Diaolou often use rich art decoration and carving elements, showcasing exquisite and meticulous

craftsmanship and magnificent visual effects. The commonly used materials for carving include wood, stone, and bricks and tiles, and common patterns include flowers, mythical beasts, figures, etc., reflecting the artist's creative talent and aesthetic pursuit.

Folk customs: Kaiping Village also retains rich folk customs, such as traditional folk dances, songs, dramas, and other forms of performance. These folk activities represent the way of life, emotional expression, and social interaction of the local people. There are often unique handicrafts made in villages, such as bamboo weaving, wood carving, embroidery, etc. These handicrafts showcase the intelligence and traditional craftsmanship of the local people, possessing unique artistic value and cultural connotations.

2.2.2. Spiritual and cultural elements

Cultural connotation: Kaiping Diaolou is not only a form of architecture, but also carries rich historical and cultural connotations. There are permanent ancestral halls, shrines, and other places inside the blockhouse to worship ancestors and gods, reflecting the importance of family, faith, and traditional values.

Traditional customs and festive activities: Kaiping Village retains a wealth of traditional customs and festive activities, which reflect the spiritual beliefs, lifestyles, and social interactions of village residents. For example, the celebration of traditional festivals such as the Spring Festival and the Mid-Autumn Festival, as well as the marriage, sacrifice and other customs, are an important part of the spiritual culture of Kaiping village.

3. Results and Discussion

3.1. The Current Situation of the Kaiping Diaolou and Villages Tourism Products

At present, the Kaiping Diaolou and Villages tourism products are gradually concerned and promoted in the tourism market. More and more tourists are coming to the Kaiping area to appreciate the magnificent scenery of the watchtowers and experience the simple customs of the villages. Some travel agencies and cultural institutions have also started to carry out relevant tourism routes and activities to promote the development of the Kaiping Diaolou and Villages tourism.

In terms of tourism product design, some tourism companies have attempted to integrate regional cultural elements into the visual design of blockhouse and village tourism products. They use the image of a blockhouse, the unique landscape of a village, and traditional elements in the logo, promotional posters, and guide manuals of their products to create a visual effect that is in line with local culture.

3.2. Existing problems

3.2.1. Lack of a unified visual image as a whole

At present, the visual image of the Kaiping Diaolou and Villages tourism products lacks overall unity. Different travel agencies, scenic spots, and cultural institutions have adopted different styles and elements in their design, using different design styles and expression techniques in promotional posters, brochures, and guidebooks. They lack a unified brand image, which makes it difficult for tourists to form a consistent understanding and impression. Secondly, some logo designs are too simple,

lacking uniqueness and recognition, and unable to effectively convey the characteristics and charm of blockhouses and villages. In addition, the color and visual elements used in the visual design of the Kaiping Diaolou and Villages tourism products are diverse, which has brought confusion to tourists and can not form a unified cognition and impression of the Kaiping Diaolou and Villages tourism products.

3.2.2. The application of regional cultural elements is not precise enough

Some tourism products have the problem of not being precise enough when using regional cultural elements. Some designs are too simplistic or exaggerated, unable to truly express the unique charm and cultural connotations of blockhouses and villages. The lack of in-depth exploration and understanding of regional cultural elements leads to unsatisfactory expression effects in visual design. For example, some tourism products only use a small number of symbols or patterns to represent the cultural connotations of blockhouses and villages. This design cannot fully showcase the rich history, tradition, and value of blockhouses and villages, making the visual effects of tourism products appear dull and lacking depth. Some designs pursue uniqueness and attractiveness while neglecting the authenticity and connotation of regional culture. This design may cause tourists to misunderstand the true image of the blockhouses and villages, and cannot accurately convey the essence of regional culture.

3.2.3. Lack of innovation and differentiation

The visual design of some tourism products lacks innovative and differentiated features, overly imitating traditional patterns and styles in form, and lacking freshness and creativity that combines with the trend of the times and the needs of tourists. This makes tourism products lack competitiveness in market competition and difficult to attract more tourists to participate. Some the Kaiping Diaolou and Villages tourism products lack interaction with consumers, lack opportunities for tourists to participate in them and experience the regional culture, and cannot really stimulate tourists' interest and participation. Some tourism products lack personalized and diverse experiences in design. They may place too much emphasis on the presentation and introduction of scenic spots, unable to meet the needs and expectations of different tourists. The traditional navigation methods, display forms, and explanation content can no longer meet the pursuit of interaction and experience for modern consumers.

4. Conclusions

4.1. Design Strategy of the Kaiping Diaolou and Villages Tourism Products

4.1.1. Fully explore regional cultural elements

By deeply understanding and studying regional cultural elements such as history, tradition, architecture, folk customs, art, etc., designers can accurately capture their uniqueness and integrate them into visual design, enabling tourism products to better showcase regional characteristics and cultural charm. By studying symbols, totems, patterns, and other elements in regional culture, designers can extract their features and apply them to the visual design of tourism products. For example, the special shape of a blockhouse, local traditional patterns, and the use of specific colors can all become sources of inspiration for design. You can also use typical local colors and textures, such as the colors of bricks and stones in local buildings, traditional textile

patterns, etc., to integrate them into the visual design of tourism products. This not only enhances the correlation between the product and regional culture, but also creates unique and attractive visual effects. In addition, designers can use local art forms such as painting, sculpture and Paper Cuttings for reference in the visual design of tourism products. This not only showcases the artistic characteristics of the region, but also adds an artistic atmosphere and beauty to the product. While incorporating regional cultural elements, designers can also moderately integrate modern elements to maintain the fashion and attractiveness of tourism products.

4.1.2. Emphasize personalization and diversity

The visual design of tourism products should take into account the preferences, interests, and cultural backgrounds of different tourist groups to provide a richer and more diverse experience. Personalized design can include customized navigation services, personal interactive experiences, personalized souvenirs, etc., allowing tourists to have a unique and unique travel experience. Tourism products should focus on creating personalized experiences for each tourist. By designing flexible tourism routes and activities to meet the interests and needs of different tourists. For example, customized tour services can be provided, allowing tourists to freely choose the tourist attractions and experience projects to provide a more personalized travel experience. The design of tourism products should provide diverse content presentation methods to meet the needs and interests of different tourists. Designers can consider presenting regional cultural elements more vividly and interestingly through multimedia displays, interactive experiences, and story explanations. In addition, providing multilingual interpretation services and information dissemination can also attract more international tourists and promote cultural exchange. In order to increase the participation and experience of tourists, designers can introduce innovative interactive methods. For example, designing interactive exhibition or experience areas for tourists to participate in interactive activities, understand regional culture, and gain a deeper level of experience. Interactive games, handcrafting, and traditional skill learning can all become design tools to increase interactivity. Tourism products should also consider the design of souvenirs and products. Personalized souvenir design can be creatively designed based on regional cultural elements, allowing tourists to truly feel the unique charm of regional culture when purchasing souvenirs. In addition, designers can also consider launching limited edition or customized products to increase the uniqueness and collectible value of the product.

4.1.3. Innovative interaction and experience methods

In order to enhance interaction and experience with consumers, designers should explore innovative ways of interaction and experience. This can include introducing virtual reality (VR) technology, augmented reality (AR) technology, interactive displays, etc., allowing tourists to have a deeper understanding and participation in regional culture. At the same time, designers can also design participatory activities, interactive displays, and experiential explanations to enhance tourists' participation and experience. By utilizing virtual reality and augmented reality technology, designers can create an immersive experience for tourists. Through virtual tour, historical reproduction and interactive display, tourists can have a deeper understanding of the history, culture and features of the Kaiping Diaolou and Villages. At the same time, augmented reality technology can also integrate virtual elements into the real environment, providing tourists with a new interactive experience.

4.1.4. Unified visual image

In order to create a unified and unique visual image, designers should establish consistent design norms and standards to ensure consistency and coherence in the visual presentation of tourism products. This includes a unified color scheme, graphic elements, layout style, etc., to make tourism products visually recognizable and brand distinctive. Designing a unique and representative logo can be a visual representative of the Kaiping Diaolou and Villages tourism products. The logo should have a concise and clear form and unique graphic elements, which can intuitively convey regional cultural characteristics. In addition, establish a complete signage system, including signs, road signs, guide maps, etc., which can provide clear guidance and information for tourists. Select colors and fonts suitable for the regional cultural characteristics of the Kaiping Diaolou and Villages to build a unified visual image. Color selection should consider regional characteristics and draw inspiration from local natural scenery, historical buildings, or traditional cultural color elements. The font selection should conform to the style and atmosphere of the Kaiping Diaolou and Villages, and be able to convey the characteristics of regional culture. Use specific graphics and pattern elements to create a visual image related to the regional culture of the Kaiping Diaolou and Villages. Graphics and patterns can come from local architectural forms, traditional handicrafts, or regional unique patterns. By utilizing these elements, unique visual effects can be created to enhance the visual experience of tourists. Ensure that the unified design language is maintained in all aspects of the Kaiping Diaolou and Villages tourism products, including graphic design, logo design, decoration design, etc. The unified design language can create a coordinated overall effect, so that visitors can feel the consistency and coherence of the regional culture of the Kaiping Diaolou and Villages in their experience.

Conflicts of Interest

The author declare that there is no conflict of interest regarding the publication of this article.

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