MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

KYIV NATIONAL UNIVERSITY OF TECHNOLOGIES AND DESIGN

Faculty of Design

Department of Graphic Design

BACHELOR'S THESIS

on the topic:

Development of a visual complex for the tourism culture of Tanguo Ancient City

Specialty 022 Design

Educational program Design (by types)

Performed by: a student of the BED-20 group

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Kyiv 2024

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ABSTRACT

Creative Design of Tourism Culture of Tanguo Ancient City analyzes the historical and cultural connotation of Tanguo Ancient City. With the vigorous development of modern economy, the tourism industry has become more and more extensive. Therefore, a set of innovative cultural travel design is constructed.

This design scheme respects the history, excavates the cultural connotation, optimizes the tourism experience as the basic principle, builds a unique attractive ancient city cultural tourism brand. The logo design, IP image design and extension, poster design, etc. are completed through the structure of the "ancient city". The IP image designed with the local specialty "Ginkgo" as the prototype was born, through the IP image to draw a variety of emojis, through a series of advertising and poster design to appeal to people's correct view of cultural tourism, so that science and technology can better integrate into life. As a whole, it presents a lovely and simple feeling. Through the derivative of cultural and creative products, the public publicity highlights the integration of historical culture and modern tourism, which has a positive role in promoting the future protection and development of the ancient city.

Keywords: Tan Ancient City; Cultural tourism creative design; Derivative design; cultural connotation; creative products

CONTENT

INTRODUCTION

Relevance of the study. The purpose of this study is to deeply study the cultural tourism and innovation characteristics of Tanguo Ancient City, explore the style and text connotation of the ancient city, and provide support for the protection, inheritance and development of ancient city architecture.

Ancient city cultural tourism ideas can be displayed in tourist places around the country to show the unique charm of ancient city architecture to consumer groups. Through the publicity of cultural and creative products, people can more intuitively understand the value of the ancient city architecture, historical significance and cultural traditions, and enhance the knowledge and understanding of the ancient city civilization.

This design scheme respects the history, excavates the cultural connotation, optimizes the tourism experience as the basic principle, builds a unique attractive ancient city cultural tourism brand. The logo design, IP image design and extension, poster design, etc. are completed through the structure of the "ancient city". The IP image designed with the local specialty "Ginkgo" as the prototype was born, through the IP image to draw a variety of emojis, through a series of advertising and poster design to appeal to people's correct view of cultural tourism, so that science and technology can better integrate into life. The overall feel is lovely and simple

The purpose of the research: The public publicity through the derivative of cultural and creative products highlights the possibility of the integration of historical culture and modern tourism, which has a positive role in promoting the future protection and development of the ancient city.

Research Objectives:

1. Analyze the tourism culture of the ancient city.

2. Analyze the intangible cultural characteristics of ancient cities

3. Analyze some items included in Ancient City creative products.

4. Determine the requirements of functional planning and spatial solutions for the ancient city.

5. Identify artistic and aesthetic solutions for the ancient city.

6. Determine the specific details of material selection for the creation of ancient City creative products.

The research subject (theme) is Tanguo Ancient city tourism culture creativity.

The object (focus) of the research The design scope and promotion depth of ancient city cultural and creative products.

Research methods. This paper adopts the following theories and thematic research methods: literature research method, investigation research method, case analysis method, graphic creative method.

Elements of scientific novelty. The novelty element of science. This study will contribute to the further development of ancient city culture in order to cope with the expansion and application of ancient city in modern knowledge. The design experience of cultural and creative products in ancient city is analyzed. The basic principles of ancient city tourism culture creativity are determined.

Practical significance. The results of this study can be used for the promotion and application of the cultural creative products of ancient city, as well as the future development of Tanguo Ancient City.

Structure and volume of the thesis.

Task Content: Cultural and creative works: Display ancient city style and cultural creative products

Poster: Tanguo ancient City

Video: The production process and the results of the work display

Chapter I
INTRODUCTION

1.1 Background of topic selection

With the vigorous development of the modern cultural tourism industry, various places have excavated historical and cultural heritage and transformed it into tourism resources to attract tourists, so as to promote the prosperity of the local economy. As a cultural site with high historical value, the protection and development of the ancient city of Tanguo has attracted more and more attention. The proposal of creative cultural tourism design aims to excavate and revitalize the history and culture of the ancient city, and enable tourists to understand and feel the thousand-year-old charm of the ancient city through innovative display techniques and interactive experiences, so as to enhance the tourism attraction of the ancient city.

Under the background of the rapid development of China's modern cultural tourism industry, various regions have dug out rich historical and cultural heritage and transformed it into attractive tourism resources to attract tourists and promote the prosperity and development of local economy. As a cultural site with high historical value, the preservation and development of Tanguo Ancient City has been paid more and more attention. Under this background, creative cultural tourism comes into being, its core goal is to dig deep and vigorously promote the historical and cultural heritage of the ancient city.

Through the creative tourism design of the history and culture of Tanguo Ancient City, we can use innovative display techniques and interactive experience, so that tourists can more intuitively understand and feel the millennium charm of the ancient city. This move can not only enhance the tourist attraction of the ancient city, but also allow tourists to deeply understand the rich history and culture of China during the experience process, and further stimulate their enthusiasm for cultural inheritance and protection.

Under the guidance of creative cultural tourism design, Tanguo Ancient City will present itself in front of tourists with a new attitude. Through innovative display techniques, such as VR, AR and other technologies, visitors will be able to experience the historical changes of the ancient city and appreciate its unique cultural features. In addition, interactive experiential design, such as role play, field exploration, etc., will enable visitors to better integrate into the historical atmosphere of the ancient city and experience its cultural connotation.

In short, creative cultural tourism design has injected new vitality into the protection and development of Tanguo Ancient City. On the basis of fully exploring and inheriting the history and culture, we will use innovative means to enhance the tourist attraction of the ancient city, so that more people can understand and love this thousand-year-old city, and jointly safeguard this valuable historical and cultural heritage. At the same time, this article will provide a new model for the development of cultural tourism industry in our country, and provide reference for the development of cultural tourism industry in other regions.

1.1.1   The purpose and significance of the topic

Based on the tangible cultural heritage of Tancheng in terms of tourism culture through the performance of cultural and creative products, this design can let more people understand this intangible heritage and culture, so that the material heritage culture can be displayed in the eyes of the public, and more innovative components can be integrated into today's daily life on the basis of this excellent traditional culture. In order to let the masses understand the tangible cultural heritage of the ancient city of Tanguo, this design aims to better convey the wonderful content of the tourism culture of the ancient city of Tanguo with interesting story images through the presentation of visual forms. Through the research and collation of "Tanguo Ancient City", as well as the combination of local representative culture, a set of visual design on tourism creativity can be

made, so as to better understand the connotation of local culture, so as to provide support for the development of material heritage and tourism culture.

This design project is deeply planted in Tancheng, a piece of land with a long history, and takes its dazzling material cultural heritage in the field of tourism culture as the source of inspiration. We aim to build a bridge of communication through a series of carefully created cultural and creative products, so that these intangible heritage and unique culture with profound heritage can enter the public's vision with a more vivid and intimate attitude, so that they will not only become accessible artworks, but also a beautiful cultural landscape in daily life. In this process, we will fully respect and excavate Tancheng's excellent traditional cultural genes, skillfully integrate modern design concepts and innovative technologies, so that it can be revitated in the inheritance, which not only retains the traces of years, but also adds the vitality of The Times.

In order to fully and vividly demonstrate the unique charm of the ancient city of Tang Guo, the design emphasizes the power of visual narrative. We are not only satisfied with static display, but strive to weave a fascinating story through dynamic images, interactive experience, interesting illustrations and other visual forms, so that every audience can feel the historical pulse and cultural charm of the ancient city of Tang. These story images will not only be the reproduction of history, but also the re-creation of culture. They will fly into the homes of ordinary people with creative wings, and stimulate people's curiosity and desire to explore traditional culture.

Through in-depth research and data collection of "Tan Guo Ancient City", we carefully selected a series of most representative cultural symbols and elements, such as simple architectural features, unique folk activities, legendary historical figures, and so on, as the core materials for creative design. On this basis, combined with the modern aesthetic trend and market demand, we plan to make a comprehensive tourism cultural creative visual design plan, covering many aspects from brand image building, guide system design, souvenir development to digital media application, and strive to show the broad and

profound and unique charm of Tancheng culture in an all-round and multi-dimensional way.

The ultimate goal of this project is to build a platform that allows more people to easily contact, deeply understand and fall in love with Tancheng's material cultural heritage, while promoting the development of local cultural tourism industry and promoting the common prosperity of local economy and social culture. We believe that through such design practice, not only can enhance people's sense of identity and pride in local culture, but also attract more domestic and foreign tourists' attention, making Tancheng and its rich history and culture still shine a charming light in today's globalization, becoming a cultural bridge connecting the past and the future.

1.1.2 Introduction to the topic selection

This topic plan will apply the design and creation of tourism culture in the ancient city of Tanguo to tourism promotion, so as to achieve the purpose of promoting science popularization, and at the same time, it can also promote the development of the cultural tourism industry and better understand the rich content of China's cultural tourism. So as to provide more support for the development and research of China's cultural tourism. With the rapid development of social economy, people's material living standards have been significantly improved, and the people's needs for spiritual and cultural aspects have become more and more diversified, multi-level and multi-faceted, which is also the cutting-edge concept of cultural tourism design.

This project aims to skillfully integrate the profound historical and cultural heritage of Tankuo Ancient City with the innovative design of modern tourism culture. Through a series of well-planned promotion activities, it not only allows tourists to obtain the nourishment of knowledge during the tour and realize the purpose of popular science education, but also strives to stimulate the vitality of the cultural tourism market and inject new impetus into the vigorous development of this industry. We hope to take this opportunity to dig deeper and showcase the

diverse features of Chinese cultural tourism, from the ancient city of Tanguo to other cultural treasures in the vast land of China, leading domestic and foreign tourists to embark on a journey of cultural exploration across time and space.

With the rapid development of the social and economic train, the material life of the residents is increasingly rich, and the pursuit of the spiritual world is also showing an unprecedented diversification trend. People are no longer satisfied with simple sightseeing Tours, but are eager to experience the depth of culture and feel the temperature of history during travel. This deep spiritual and cultural demand calls for higher levels and more diversified cultural tourism products and services. It is based on this background of The Times that our project came into being, trying to stand at the forefront of cultural tourism design, integrate education, fun and participation, and create a tourism experience that conforms to modern aesthetics and does not lose cultural heritage.

We will use multimedia technology, virtual reality (VR), augmented reality (AR) and other modern scientific and technological means to make the historical story and cultural connotation of Tankuo Ancient City presented to tourists in a more vivid and intuitive way, so as to make the ancient cultural heritage "alive" and make it a bridge connecting the past and the future. At the same time, cultural festivals, academic seminars, interactive workshops and other activities are held to promote cultural exchange and inheritance, enhance public awareness and participation in cultural heritage protection, and further promote the deepening and development of cultural tourism research.

To sum up, this project is not only an innovative practice for the tourism culture of Tanguo Ancient City, but also an important measure to respond to the call of The Times and meet the growing needs of people for a better life. With its unique charm, it will lead the new fashion of cultural tourism, contribute wisdom and strength to the development of cultural tourism industry in China and even the world, and open a wonderful journey to explore the broad and profound Chinese civilization.

1.2 Research Methods

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At present, this topic needs to span multiple disciplines, including computer science, psychology, economics, sociology and other disciplines. Based on this, the design will inevitably include multiple disciplines and technical directions, exploring how to apply tourism cultural technology to different scenarios to improve people's quality of life and happiness.

The design work is no longer a simple technical pile, but to cleverly combine the unique charm of tourism culture with a variety of technical directions. This includes, but is not limited to, the use of artificial intelligence to optimize travel experiences, the in-depth understanding of tourist behavioral psychology through big data analysis, the design of incentives to promote sustainable tourism by incorporating principles of behavioral economics, and the use of sociological theories to build a more harmonious and inclusive travel community environment.

Our goal is to explore how these technologies and methods can be seamlessly integrated into different life scenarios, from micro-travel planning in busy cities to cultural immersion experiences in remote villages, from personalized recommendations on online virtual tourism platforms to intelligent management of offline physical scenic spots, all of which reflect the deep integration of technology and humanity.

Through this effort, we aim not only to enhance the attractiveness and convenience of tourism activities themselves, but more importantly, to fundamentally improve people's quality of life and happiness by enriching people's cultural horizons, enhancing the sense of connection between people, and providing more intimate and personalized services. This is a perfect encounter about wisdom and beauty, efficiency and emotion, and also an active exploration and practice of a better life form in the future.

(1) Literature research method

Read a large number of literature related to this proposition, understand how to master the design of tourism cultural and creative products and regional characteristics, and find relevant design works. Through the study of existing literature, we can understand the current situation of the development of the

ancient city, collect pictures and videos of the design of the ancient city's tourism cultural and creative products, and summarize, sort, classify and analyze the data.

During the journey of exploring the design mystery of tourism cultural and creative products and the deep integration of regional characteristics, I immersed myself in a wide range of literature materials in related fields, including not only authoritative design theoretical works, but also the latest research reports and in-depth analysis articles of the industry. My goal is to master how to skillfully integrate the essence of local culture into the creative design of modern tourism commodities in an all-round and multi-angle way, so as to create excellent cultural and creative works with both cultural heritage significance and fashion sense.

In order to feel the charm of tourism literature and creativity more directly, I actively searched and studied a series of successful design cases at home and abroad. These works not only show how designers accurately capture the unique features of regional culture, but also present these elements in new and interesting ways in product design, from exquisite handicrafts to creative digital experiences, each work is a modern interpretation of traditional culture.

As for the specific research object of ancient city, I dig deeply into its historical evolution, cultural heritage and current development, and strive to fully understand its unique value as a tourist destination. Through the network platform, professional database and field investigation, I have collected a large number of pictures and videos about the cultural and creative products of ancient city tourism. These first-hand materials cover a wide range of fields from traditional souvenirs to high-tech interactive experiences, and every frame of image and every second of video contains the re-interpretation and innovative expression of the ancient city story.

After data collection was completed, I carried out systematic summary work to ensure the integrity and accuracy of information. Then, advanced digital tools are used to sort and classify, and a clear database is built according to product types, cultural elements, design concepts and other dimensions. Through careful analysis of these valuable materials, I try to reveal the design logic and market

trend behind successful tourism cultural and creative products, so as to provide a solid foundation and source of inspiration for subsequent creative development. In addition, I also paid attention to consumer feedback and market response, trying to extract the key elements to enhance the attractiveness and market competitiveness of tourism cultural and creative products, so as to better integrate regional characteristics in future design practice and create in-depth and popular tourism cultural and creative products.

(2) Survey and research methods

Through the investigation, we will understand the current situation and trend of the visual design scheme market in the ancient city, investigate and analyze it, find out its characteristics and its formation process, and analyze various factors affecting cultural tourism. Organize cultural tourism cultural and creative products, have a comprehensive understanding of the design concept, and provide support for promotion and marketing.

In order to further explore the market context of ancient city visual design solutions, we have carefully designed and implemented a comprehensive research program. This program aims to uncover the full scope of the current market, focusing not only on the richness of its present situation, but also on the subtle changes in future trends. Through field visits, expert interviews, questionnaires and other means, we have collected a large number of first-hand information, and strive to describe the outline of this field comprehensively and accurately.

In the process of analysis, we carefully sorted out the diverse styles and unique creativity of the ancient city visual design, and revealed the design concept and cultural roots behind these schemes. Through the review of historical documents and the comparison of modern technology application, we trace the evolution path of ancient city visual design from germination to maturity, and elaborate the complex interactive process of its characteristics. On this basis, we also pay special attention to the integration of globalization and localization background, how to retain the traditional charm at the same time, integrate innovative elements, so that the ancient city visual design with new vitality and vitality.

As one of the important driving forces to promote the development of ancient city visual design, cultural tourism has many influencing factors and interweaving. We systematically analyze the profound impact of multiple factors such as policy orientation, market demand, technological innovation and community participation on cultural tourism and visual design. Especially in the digital age, how to use emerging technologies such as AR and VR to enhance visitor experience has become a highlight of our research.

In addition, we know that excellent cultural and creative products are the bridge between design and market. Therefore, we focus on organizing and developing a series of cultural tourism products that not only reflect profound cultural deposits, but also conform to modern aesthetic tastes. This includes but is not limited to special souvenirs, art derivatives, interactive experience projects, etc. Each work strives to achieve a harmonious coexistence of tradition and modernity in the design concept, so that visitors can feel the temperature and depth of culture in the purchase and use.

Finally, in order to ensure that these well-planned visual programs and cultural and creative products can effectively reach the target group, we have developed a thorough promotion and marketing strategy. Combined with diversified online and offline channels, storytelling marketing, KOL cooperation, social media interaction and other ways are used to enhance brand influence and stimulate the interest and resonance of potential consumers, so as to provide solid support and impetus for the sustainable development of ancient city cultural tourism.

(3) Case study method

Through the analysis and generalization of the existing cultural tourism visual innovation transformation, comparative research, learning from the expression of innovation and cultural preservation in their design, difference analysis, grasping the cultural characteristics in the existing design, and more reasonably carrying out the design ideas of this proposition. This paper compares and analyzes the relevant design strategies at home and abroad with practical

applications, and draws on their successful experiences and failures. Provide the foundation for the positioning and design of the brand.

In the in-depth exploration of the broad landscape of visual innovation in the field of cultural tourism, this study is committed to conducting a comparative research feast across the boundaries of time and space through the detailed analysis and comprehensive generalization of existing cases. This is not only an in-depth exploration of the interaction mechanism between innovative thinking and cultural inheritance, but also an artistic exploration of how to balance the "new" and "old" in the design language. In each design case, we carefully observe how innovative methods inject new vitality into the cultural heritage on the basis of not destroying the original charm of the cultural heritage. At the same time, through the method of difference analysis, we accurately extract the unique cultural symbols in each case to ensure that the design ideas can not only highlight the uniqueness of regional culture, but also conform to the modern aesthetic trend.

Based on a global perspective, this paper has extensively collected and screened a series of representative cultural tourism visual transformation projects at home and abroad, which may successfully integrate the essence of traditional culture with modern design concepts to create a refreshing tourism experience; Or for various reasons failed to fully realize the original intention of its design, leaving a lesson worth pondering. Through a systematic comparative analysis of the successes and failures of these cases, we aim to reveal the design strategies that can inspire and promote cultural confidence, while also pointing out potential risks and challenges, providing valuable lessons for subsequent design practice.

On this basis, this study further focuses on how to translate the above research results into specific brand positioning and design implementation strategies. We emphasize that in a rapidly changing market environment, brands need to not only deeply understand their own cultural roots, but also flexibly apply these tried-and-tested design wisdom to build a bridge of emotional resonance with their target audience in a differentiated and story-driven way of expression. Through such methodology guidance, the aim is to help designers and

decision makers to grasp the cultural context more confidently and accurately, so that every cultural tourism design can become a bridge connecting the past and the future, telling its own moving story, so as to stand out in the fierce market competition and achieve sustainable development.

(4) Graphic Creativity Method

Graphic creative aids are used to design products such as illustrations and posters through hand-drawn and computer-generated graphics to build a brand.

Graphic creative AIDS, as the right hand in the field of modern design, cleverly combines the inspiration of traditional hand-drawn art with the infinite possibilities of advanced computer technology, opening up a way for designers to design efficiently and creatively. These tools are not limited to simple line drawing or color filling, they range from the quick capture of a preliminary concept sketch to the careful elaboration of elaborate illustrations, each designed to enhance the uniqueness and visual impact of the work.

When it comes to creating engaging illustrations and memorable posters, Graphic Creative AIDS help designers push creative boundaries with its rich library of features such as diverse brush simulations, precise vector editing, and intelligent layout suggestions. Designers are free to experiment with different styles and techniques, whether they are pursuing retro hand-painted textures or exploring futuristic digital art, which can be realized with the support of these tools.

In addition, these tools are indispensable for building and strengthening the brand image. Through the use of unified visual elements, the creation of customized graphics, and the precise matching of brand colors and fonts, graphic creative AIDS ensure that every design output can deeply convey the brand's core values and unique personality. It makes a brand's visual storytelling more consistent, whether it's a small icon on social media or a spectacular display on a large outdoor billboard that instantly grabs the attention of the target audience and impresses them.

In summary, with its tribute to hand-drawn art and deep integration of computer-generated technology, graphic creative AIDS have become an important

driver in the field of design to promote innovation and create a superior visual image of the brand. In the ever-changing aesthetic trends and increasingly fierce market competition, they provide strong support for designers, making creativity boundless and brands extraordinary.

1.3 Current status of domestic research

1.3.1   Current status of domestic research

The ancient city of Tanguo is divided into two modes: the ancient city rebuilt on the basis of historical relics and the completely new ancient city. Obviously, the ancient city of Tanguo belongs to the latter. Although the construction of such an ancient city is based on the real local history, it is more of a cultural representation and tribute. Tancheng, with more than three thousand years of historical and cultural accumulation, is an indispensable part of Qilu culture. Its profound cultural heritage includes filial piety culture, Confucian culture, Dongyi culture and military culture, which gives birth to the unique charm of this land. The project of Tanguo Ancient City cultural tourism characteristic town takes ancient Tanren and Xiao culture as the soul, Han and Tang architectural style as the skeleton, and Suzhou garden style as the flesh and blood, and deeply explores the essence of Dongyi culture, Confucian culture, Xiao culture, military culture and folk culture (Xu Fu Long, 2022).

Tan Guo Ancient City, as a cultural tourist resort that cleverly integrates ancient and modern charm, its construction concept goes beyond simple historical restoration, but aims to harmonize the historical gravity with the modern aesthetic through innovative design techniques. This ancient city is not only a time capsule, storing memories of the past, but also a living cultural museum, vividly showing the vicissitudes of wind and rain and cultural heritage of Tancheng for 3,000 years.

In terms of planning, the project of Tanguo Ancient City's characteristic town of cultural tourism is ingenious and chooses a non-traditional reconstruction mode, that is, creative reproduction on the basis of respecting historical facts. This

way makes the ancient city not only retain the tribute to the ancient Tancheng style, but also integrate the fresh blood of The Times, so that visitors can feel the simple historical atmosphere, but also enjoy modern services and facilities. This design philosophy of blending old and new is the unique feature of Tanguo Ancient City that distinguishes it from other traditional restoration projects.

Tancheng, as the treasure of Qilu culture, has profound cultural accumulation, which is reflected in many aspects. The culture of filial piety has been given a fresh vitality here, the teachings of Confucianism have penetrated into every corner of daily life, the mystery and antiquity of Dongyi culture have covered the land with a layer of legend, and the military culture has witnessed the brilliant chapters of countless strategists and warriors. These rich cultural elements have been carefully refined and displayed in Tanguo Ancient City, every brick, tile, grass and wood seems to tell the story of thousands of years.

It is worth mentioning that the design of the ancient city has fully absorbed the majestic architecture of Han and Tang dynasties and the exquisite elegance of Suzhou gardens, and the perfect combination of the two has created a space experience that is both classical and clever. During the walk, tourists seem to travel through time and space, for a while in the magnificent palace, feel the bold of the emperor and general; Then linger in the winding garden path, experience the elegant feelings of literati. Such a design is not only impressive, but also a successful attempt to deeply explore traditional culture and modern expression.

In addition, Tanguo Ancient City also deeply explores the Xiao culture and other local characteristics, as well as the related folk customs, by holding various cultural festivals, exhibitions and interactive experiences, so that tourists can contact and understand the cultural essence of this region in an all-round and multi-angle. This immersive cultural experience undoubtedly provides a valuable platform for inheriting and promoting the cultural heritage of Tancheng and even the whole land of Qilu.

All in all, Tanguo Ancient City is not only a tourist destination, but also a cultural journey through time and space. It carries the heavy history in an

innovative way, and at the same time shows the broad and profound and infinite charm of Chinese culture to the world.

"Confucius Tantan spread good stories, thousands of years of ancient county reputation." Tancheng County, located in the southernmost part of Shandong Province, is a treasure land with rich culture and a thousand-year history, known as the southern gate of "hospitable Shandong". Tancheng is not only "the township of Ginkgo Biloba in China" and "the Township of Willow in China", but also is rated as "National Cultural Advanced County" and "China Green County". Here has a long history, splendid culture, unique geological landforms and numerous historical sites, rich geothermal resources and superior natural ecological environment (Tourism, 2012).

In today's era of rapid development, the tourism industry has reached unprecedented heights. In recent years, with the promotion of the concept of all-for-one tourism, China's rural tourism has entered a new stage, which has promoted the integrated development of rural industries, increased farmers' income, and promoted the progress of rural economy. Tourism development has expanded from a point to a surface to benefit a wider range of people. Tancheng County has become a bright spot in tourism development with its unique ancient culture, filial piety culture and Yimeng culture woven by revolutionary culture. In recent years, the red tourism industry in Yimeng has made remarkable achievements, the scale of the industry has been expanding, the market has become increasingly prosperous, and it has shown a good momentum of continuous growth. Despite this, the dispersion of red tourism resources, the weakening of brand influence, the lack of informatization level and the lack of service awareness have gradually emerged, the economic growth rate has slowed down, and the quality of development needs to be improved urgently (Yan, 2022).

In the long river of history, Tancheng County is like a bright pearl inlaid in the south of Qilu land, its profound cultural heritage and natural scenery add radiance to each other, writing a legendary chapter of "Confucius spread a good story, the ancient county was famous for thousands of years". Tancheng, not only bearing the traces of thousands of years, but also with its unique cultural charm

and ecological beauty, has become a beautiful business card in the south of Shandong Province, and is known as a southbound door to the magnificent world of "hospitable Shandong".

Here, ginkgo trees stand in abundance, willow shadows dance, natural landscape and humanistic feelings are integrated, giving Tancheng the reputation of "China Ginkgo Village" and "China Willow Village". The title of "National Cultural Advanced County" and "China Green County" is a high recognition of the long history, rich culture and ecological civilization construction on this land. Tancheng's geological wonders, ancient relics and abundant geothermal resources constitute an ecological circle of harmonious coexistence between nature and humanity, attracting countless seekers and travelers to stop and linger.

With the rapid rotation of the wheel of The Times, tourism has ushered in unprecedented development opportunities. The rise of the concept of global tourism, like a fresh wind, blows all over the land of China, opening up a new road for rural tourism in China. Tancheng County, with its unique Yimeng cultural heritage, has become a leader in this wave, integrating simple history and culture, profound tradition of filial piety and passionate revolutionary spirit. Yimeng Red Tourism, in the new era, is full of vitality, not only the scale is expanding, the market prosperity is unprecedented, showing a strong momentum of growth, becoming an important engine to promote local economic development.

However, behind the glorious achievements, there are also challenges that cannot be ignored. The distribution of red tourism resources is relatively scattered, the brand effect needs to be strengthened, the information construction is lagging behind, and the service quality still has room to improve. These problems are like an undercurrent, testing the sustainable development ability of the tourism industry in Tancheng and even the whole Yimeng region. Faced with the reality of slowing economic growth, how to maintain growth while improving the quality of development, strengthen brand influence, use modern information technology to optimize tourism experience, enhance service awareness, has become a key issue to be solved.

In short, Tancheng County, as a treasure place with both natural beauty and cultural heritage, is standing at the crossroads of tourism industry upgrading and transformation. By deepening the integrated development of cultural tourism, strengthening resource integration and brand building, and improving service quality and technological innovation, Tancheng is fully capable of overcoming the current challenges, making this historic pearl shine more dazzling in the new era, and continuing to write the immortal legend of "hospitable Shandong" South Gate.

At present, with the deepening of people's brand awareness, brand image, brand culture, brand value and other words are gradually known to the public, brand image is not limited to the logo or some external identity design, but also a kind of cultural and connotation embodiment. In the field of tourism brand image design, most local governments in China are aware that the tourism industry can drive local economic development, so as to vigorously carry out the construction and development of tourism products. However, many development and construction are in a hurry, and the positioning of tourism brand image and the extraction of core culture are relatively weak, which affects the subsequent brand promotion (Xiaolin, 2020).

In today's society, with the increasing maturity and deepening of consumers' brand cognition, brand is no longer just a logo of products or services, it has evolved into a comprehensive experience, covering multiple dimensions such as brand image, brand culture and even brand value. These concepts, like a subtle trend, have gradually penetrated into the daily context of the public, prompting people to pay more attention to the meaning and story behind the selection of goods and services. The brand image, which may once have been understood only as a logo or visual element, has now been given a deeper connotation - it is the external expression of corporate culture, philosophy and personality, and is a bridge to the emotional resonance of consumers.

Especially in the tourism industry, local governments have increasingly realized that tourism, as a beautiful local business card, has immeasurable value in promoting regional economic growth and enhancing the image of the city. Therefore, all localities have increased investment, committed to the innovation

and development of tourism products, and strive to attract domestic and foreign tourists through rich tourism resources, promote local employment, and promote diversified economic development. However, in this boom of tourism development, some problems have also been exposed: the construction of tourism brand image in some areas is relatively hasty and superficial, and the lack of in-depth market research and cultural mining. Such practices often lead to blurred positioning of tourism brands, and the core cultural values cannot be effectively refined, which makes it difficult for brands to stand out among many competitors, affecting the establishment of long-term brand loyalty and effective marketing strategies.

In order to overcome the above challenges, local governments and related enterprises need to adopt a more systematic and scientific approach to tourism branding. This includes digging deep into local historical and cultural heritage, refining unique selling points, and integrating these unique cultural elements into the brand image through high-quality design and narrative techniques to make it a compelling story. At the same time, strengthen the interaction and communication with consumers, use digital media platforms to tell brand stories and build emotional links, so that tourism brands become not only a geographical symbol, but also a deeply rooted lifestyle proposal. In addition, the continuous brand management and maintenance can not be ignored to ensure the consistency and coherence of the brand image, long-term planning of the brand development strategy, in order to stabilize the position in the fierce market competition and achieve sustainable development.

1.3.2   Current status of foreign research

With the acceleration of globalization and the rapid development of science and technology. Tourism has become one of the main choices for modern people's pastime. The development of foreign tourism markets has always attracted much attention, and this article will analyze the current situation of the development of ancient city tourism in foreign countries and look forward to future trends.

In the context of the accelerating process of globalization, countries in the world are increasingly connected, and the rapid development of science and technology has not only greatly promoted the development of economy, but also profoundly changed people's lifestyle and leisure choices. Tourism, an ancient and eternal activity, has been given a new meaning and vitality in the 21st century, and has become one of the important ways for modern people to pursue spiritual relaxation, cultural exploration and broadening their horizons.

Among the many tourism options, the foreign tourism market has attracted the attention of tourists from all over the world with its unique charm. From romantic ancient cities in Europe to mysterious ancient capitals in Asia, from historical sites in Africa to ancient civilizations in the Americas, every ancient city abroad is a witness of time, carrying rich historical stories and cultural deposits, providing travelers with a spiritual journey through time and space. Therefore, foreign ancient city tourism is not only the pursuit of beauty, but also a deep dialogue about culture, art, architecture and even philosophy.

This paper aims to deeply analyze the current development status of ancient city tourism abroad, and explore how to find a balance between protection and development, tradition and innovation. With the rise of the concept of sustainable tourism, many ancient cities have begun to adopt more prudent and responsible management measures, seeking to promote local economic development while preserving the authenticity and integrity of historical heritage to the maximum extent. This includes limiting the flow of visitors to reduce pressure on monuments, promoting digital guided Tours to enhance the visitor experience, and directly benefiting local residents through participatory community tourism projects to jointly safeguard this precious cultural heritage.

Looking forward to the future, the development trend of foreign ancient city tourism will pay more attention to personalization and experience, combined with cutting-edge technologies such as virtual reality and augmented reality, to create an immersive cultural experience for tourists, so that people can preview the ancient city style before stepping out of the country, or get knowledge supplement beyond time and space during the tour. At the same time, the concept of green

tourism and eco-tourism will be further integrated into the planning of ancient city tourism, encourage low-carbon travel, emphasize the respect and protection of the natural environment, and ensure the long-term healthy development of tourism.

In short, foreign ancient city tourism is in an era full of challenges and unlimited opportunities. Through scientific and reasonable planning and management, it can not only meet people's yearning for a beautiful travel experience, but also contribute to the inheritance and development of world cultural heritage, so that these ancient city walls continue to shine in the new era.

One of the most striking features of ancient Chinese cities, the ancient city walls were military fortifications built of rammed earth. The ancient city walls are of considerable research value, as they are the boundaries of the city and a symbol of power. However, many sites have been destroyed due to natural erosion and human activities (Shunli W, 2024).

As a multi-functional complex integrating cultural protection, consumption experience and economic growth, urban historical and cultural districts have increasingly become the first choice for in-depth tourism under the trend of historical heritage protection and consumption upgrading. Due to the complexity of the construction purpose, inherent function, and operational management of historic districts, it is challenging to evaluate historic districts scientifically and rationally. (Lu Y, 2023)

The ancient city wall, as the treasure of ancient Chinese city style, is not only a strong military defense line, but also a cultural symbol precipitated in the long history. These architectural wonders, most of which are based on rammed earth and built of stone and brick, stand tall, witnessing the change of dynasties and the integration of civilizations. They are not only physical boundaries, dividing the world inside and outside the city, but also spiritual and power landmarks, highlighting the prosperity and order of ancient cities. Over time, these walls have become a valuable repository for the study of ancient building techniques, urban management and even social structures, with each mottled brick telling a story of the past. However, the natural wind, frost, rain and snow and the disorderly development in the process of human modernization have brought irreversible

damage to these historical sites, and the protection and restoration work is particularly urgent.

At the same time, with the increasing enthusiasm of people to explore the cultural roots, the city's historical and cultural blocks have been given new life in the new era. These neighbourhoods are not only a microcosm of history, but have developed into diverse Spaces integrating cultural heritage preservation, modern consumption experiences and economic dynamism. Walking on the green stone road, tourists can not only feel the artistic charm of ancient architecture at close range, but also enjoy the fun brought by consumption upgrading in a variety of specialty shops, from traditional handicrafts to modern cultural creative products, every detail reveals the unique charm of the integration of ancient and modern. This kind of in-depth tourism mode makes historical districts no longer a silent display of the past, but a living platform for cultural exchange, which promotes cultural inheritance and innovation.

However, how to realize the sustainable development of the block while protecting the historical authenticity is a complex and meticulous subject. The construction and management of historic blocks need to balance the interests of many parties, not only respect the historical appearance, but also meet the functional needs of modern society, and take into account the improvement of economic benefits and community participation. Therefore, it is a major challenge to establish a set of scientific and reasonable evaluation system to comprehensively consider the historical value, cultural expression, environmental protection measures, commercial operation mode and other aspects of the block. This requires policy makers, planners and all sectors of society to work together with wisdom and ingenuity to safeguard this hard-won cultural heritage and let the glory of history illuminate the road to the future.

Abroad, the current state of the tourism market deserves attention. With the adoption of the Internet, more and more people choose to book and plan their trips online. Both individual travelers and business travelers are able to make efficient and fast bookings through the travel platform. According to data from market research agencies, by the end of 2020, the annual revenue of the foreign tourism

market exceeded $50 billion. This number shows the huge potential of the online travel market. However, with the rapid development and brutal expansion of modern cities, traditional cities and historic districts have been complicated in color, the landscape is fragmented, and local characteristics are lost. Urban renewal of old neighborhoods often has a significant impact on the sense of place and identity. However, there is still a lack of post-updated systematic evaluation of old areas with cultural resources based on multi-stakeholder public satisfaction. Due to poor tourism planning, advanced environmental pollution control technology and equipment in many rural areas are insufficient, resulting in the destruction of many tourism resources. As a result, this disruption affects the further development of rural tourism. Often seen as a tool for community development and poverty alleviation, tourism is considered a non-agricultural activity that is key to generating income and employment opportunities for poor urban and rural residents, as well as promoting economic growth in these communities. Community-based tourism has been advanced as a bottom-up strategy that encourages local communities to access more just and equitable benefits to meet their family needs. Despite the potential of tourism in community development, it is a controversial topic that requires both theoretical and applied research. This article provides an overview of tourism and community development research and provides directions for the future.

On an international scale, the dynamic evolution of the travel market is attracting close global attention. The rapid progress and popularization of Internet technology, like an unstoppable trend, has profoundly changed the way people travel. From solo adventurers to business travelers, all types of travelers are turning to online platforms to take advantage of their convenience for trip planning and service booking. These travel platforms have greatly enriched the travel experience with their efficient and immediate service response, as well as personalized and diverse choices, while also driving the digital transformation of the entire industry. The latest data from market research institutions show that by the end of 2020, the annual total revenue of the foreign online tourism market is expected to exceed the 50 billion US dollars mark, which is not only a clear proof

of the booming online tourism industry, but also indicates the huge business potential and unlimited possibilities in this field.

However, behind this modern tourism boom, there are challenges and reflections that cannot be ignored. With the rapid expansion of modern cities, the traditional blocks and ancient urban features bearing rich historical and cultural memories are facing unprecedented impact. The unique urban texture and local characteristics of the past are gradually blurred and even disappeared in the tide of modernization. Although old city renovation projects aim to improve residents' quality of life, they often ignore the protection of regional culture and community identity, resulting in the lack of comprehensive consideration of multi-stakeholder public satisfaction in the process of urban renewal. Especially for old areas rich in cultural resources, how to achieve sustainable development while retaining traditional charm has become an urgent problem to be solved.

In addition, as an important branch of tourism, the development potential of rural tourism is also limited by environmental problems. Due to inadequate tourism planning and lagging environmental protection measures, some areas in the pursuit of economic benefits in the process of ignoring the protection of the ecological environment, the lack of necessary pollution control technology and equipment, resulting in the destruction of natural landscape and cultural heritage, seriously affecting the sustainable attraction of rural tourism and long-term development. Rural tourism is not only related to economic benefits, but also an important way to maintain ecological balance and promote the integrated development of urban and rural areas.

In this context, tourism is widely seen as a powerful tool to drive community development and alleviate poverty. It is seen as an economic growth point in the non-agricultural sector, providing a valuable source of income and job opportunities for urban and rural residents, especially those in poor areas. The community-based tourism development model emphasizes a bottom-up approach and encourages the active participation of local communities in tourism development to ensure that local residents can share the benefits of tourism fairly,

meet basic family needs, and promote the overall harmony and prosperity of the community.

However, the relationship between tourism and community development is not without controversy, which involves complex interest relations, cultural conflicts, environmental impacts and other issues, which need to be solved gradually through in-depth theoretical and practical exploration. Therefore, research on the interaction between tourism and community development is particularly important, not only to provide a scientific basis for policy formulation, but also to guide tourism towards a more inclusive and sustainable development path.

However, rapid industrialization and urbanization have contributed to the development of rural tourism. It is of great significance to understand the coupling relationship between tourism and ecological environment due to the complex interaction of tourism-induced environmental effects. The degree of coordination between tourism and ecological environment in Shandong Province is generally on the rise. Shandong Province should understand the most important variables of coupling and coordination between tourism and ecological environment, and take effective measures to balance the relationship between tourism and ecological environment. Therefore, we can discuss the development and innovation path of tourism products from the aspects of local ethnic culture, landscape elements, scientific and technological integration, and local talent advantages, so as to help tourism products enhance cultural connotation, create characteristics, and improve product functions and innovation levels. (J, 2018) (Lei T, 2016) (H, 2020)

However, in this era of rapid development, rapid industrialization and urbanization, like a double-edged sword, promote rapid economic growth, but also quietly stimulate people's yearning for natural tranquility and traditional culture. This trend has virtually promoted the vigorous development of rural tourism, making it a new fashion for modern people to seek spiritual comfort and relaxation. The interaction between tourism activities and the ecological environment is like a complex web, which contains both positive promoting effects, such as increasing the income of local residents and enhancing the

awareness of ecological protection, and negative challenges, such as ecological damage and over-exploitation of resources. Therefore, a thorough understanding of the interweaving of this series of environmental effects is crucial to reveal the subtle and profound coupling relationship between tourism and ecological environment, and is a key step to achieve sustainable tourism development.

Taking Shandong Province as an example, as an important province in the east coast of China, its rich natural resources and profound cultural heritage provide unique conditions for the development of tourism. In recent years, Shandong Province has achieved remarkable results in promoting the coordination and symbiosis between tourism and ecological environment, and the overall trend shows a positive trend. Behind this achievement, it is the result of a deep understanding of the coupling coordination mechanism between tourism and ecological environment, and it is also a reflection of the joint efforts and scientific planning of local governments and all sectors of society. In order to further consolidate and enhance this good situation, Shandong Province needs to continue to pay attention to and identify the most critical variables affecting the coupling coordination, including but not limited to the management of tourist carrying capacity, the effectiveness of ecological environmental protection policies and community participation, and ensure a win-win situation between tourism development and environmental protection through precise policies.

On this basis, the innovation and development path of tourism products in Shandong Province should be a comprehensive exploration road integrating multi-culture, scientific and technological wisdom and local characteristics. First of all, digging deep into the essence of local national culture and integrating it into the tourism experience can not only enrich the cultural connotation of tourism products, but also allow tourists to feel the thick history and cultural charm during play. Secondly, make full use of the uniqueness of landscape elements to create differentiated tourism projects, such as ecological agriculture experience, wetland park Tours, etc., so that natural beauty becomes a highlight to attract tourists. Moreover, we actively explore the deep integration of science and technology and tourism, and use modern technological means such as virtual reality and

augmented reality to provide tourists with novel and interactive sightseeing methods, while also assisting in environmental monitoring and protection. Finally, give full play to the advantages of local talents, encourage innovative thinking and local creativity, and cultivate a group of professional talents who understand tourism and love ecology. They are the core force to promote the iterative upgrading of tourism products and maintain regional competitiveness.

In short, Shandong Province should continue to walk in the forefront of the harmonious integration of tourism and ecological environment, and continuously strengthen the intrinsic value and external attraction of tourism products through the above-mentioned multidimensional strategies and practices, so as to harvest gold and silver mountains while protecting the green mountains and rivers, and set a model for the sustainable development of tourism in the country and even the world.

Summary of the chapter I

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1. Explore the current situation of the ancient city in depth, including not only its architectural style, the history of the street layout, but also the lifestyle and customs of the local residents

3. Deepen our understanding and knowledge of the unique cultural background of this region. This step is crucial as it lays a solid foundation for our subsequent cultural inheritance and innovation.

4. On the basis of comprehensive background investigation, the artistic expression forms and cultural connotations of ancient cities are analyzed in detail, so as to determine a set of scientific and reasonable creation methodology.

5. This methodology should integrate traditional craftsmanship with modern aesthetics, respect the authenticity of history, and take into account the novelty of creativity, aiming to reproduce the ancient city style through art, and stimulate the public's interest in and resonance with traditional culture.

6. Study and discuss in detail the attraction of ancient city cultural tourism to different consumer groups and its influence mechanism. This includes analyzing

multidimensional data such as visitors' age distribution, interests and preferences, and consumer behavior to understand how they experience the ancient city culture while contributing to the development of the local economy and the enhancement of social identity.

7. In addition, attention should be paid to the potential impact of tourism activities on the original ecological culture of the ancient city to ensure sustainable development.

8. Make full use of the power of network technology, such as social media, virtual reality and other emerging platforms, to broaden the publicity channels of cultural and creative products and enhance their market influence. It is clear that cultural and creative products should have the characteristics of uniqueness, story and interaction, so as to become a bridge connecting consumers and ancient city culture.

Chapter II
BACKGROUND RESEARCH AND DESIGN POSITIONING

2.1 Network research

With the number of tourists and tourism revenue on major holidays in 2023 increasing to a certain extent compared with 2022 (Figure 1), the whole year showed a trend of high and steady growth. Especially during the "Mid-Autumn Festival + National Day" 8-day super long holiday, the number of domestic tourists and domestic tourism revenue have recovered to the level of 2019, and there has been a slight increase. The number of "Mid-Autumn Festival + National Day" 8-day trips increased by 4.1% year-on-year in 2019, and tourism revenue increased by 1.5% year-on-year in 2019.

Normalized tourism and travel have promoted the development of medium- and long-distance cultural tourism, and the travel radius and leisure distance of the number of tourists have increased significantly (Figure 2)

It is estimated that the number of domestic tourists in the country will be close to 4.9 billion in 2023, a comparative increase of about 90%; The domestic tourism revenue reached about 4.9 trillion yuan, a comparative growth of 140% (Figure 3).

Since 2014, China's cultural and creative industry has entered a stage of vigorous development, and the enthusiasm for social capital investment has soared, but it is basically in the experimental stage, and it is not until 2018 that it really ushered in stability (Figure 4).

Studies have shown that 95.5% of consumer groups will buy cultural and creative products, indicating that consumers have a high interest in cultural and creative products; "Collectibles" and "daily use" are the two main uses of most groups to buy cultural and creative products (Figure 5).

Post-00 women are the main force of cultural and creative consumption, and women account for 58.2% of cultural and creative products; In terms of age, the post-00s generation is the main consumer force, accounting for 49.8%; By city, consumers in second- and third-tier cities and below account for a significant proportion (Figure 6).

Undergraduates are the majority of consumers who buy cultural and creative products, and students are the main consumer group, and consumers have a rigid consumption concept of cultural and creative products, with more than 70% of the respondents spending less than 500 yuan (Figure 7).

Personal interest and the popularity of co-branded products around the industry drive the purchase of cultural and creative products, and the consumption of cultural and creative products is mainly driven by consumer interest, so as long as there is creativity, theoretically speaking, everything can be cultural and creative. Added value, design, and commemorative significance are the three most important points that can motivate consumers to purchase (Figure 8).

Tancheng County's Yimeng culture, woven with its unique culture, filial piety culture and revolutionary culture, has become a bright spot in tourism development, and in recent years, the red tourism industry in Yimeng has made remarkable achievements(Figure 9).

Through the analysis of questionnaire surveys, it is found that most consumer groups are interested in the cultural and creative products of the ancient city, and the age group is usually between 18-25 years old, and most of the consumer groups are students (Figure 10).

2.2 Data Integration

In the process of sorting out the materials of the ancient city of Tanguo, the cultural tourism materials of the ancient city in the past five years were collected, and I felt the development of China's cultural tourism industry in the past five years and the changes in people's needs. The design works can be better integrated into the modern environment, making the creative cultural tourism design of the ancient city more rich and vivid. With modern cultural tourism design works, the original thinking was broken when the IP image design was carried out, and the design works were coordinated as a whole in combination with the topic.

In the deep excavation of the historical dust of Tanguo Ancient City, I had the honor to immerse myself in the time tunnel of nearly five years, carefully sorting out every precious cultural tourism information. This is not only a dialogue with time, but also a personal witness to the vigorous pulse of China's cultural tourism industry. In the past five years, the rhythm of culture has danced with the needs of The Times. From a single sightseeing tour to a deep experience, people's tourism needs are like flowers blooming in spring, increasingly showing a diversified and personalized new look.

Design, as a bridge between the past and the future, plays a crucial role in this transformation. My design concept follows the pace of The Times, and is committed to making each work not only a historical reproduction, but also a skillful integration into the blood of modern cities, as if the ancient Tanguo City has found its own melody in the movement of the new era. Through the wings of creativity, cultural tourism design has been endowed with a richer and more vivid soul, it is no longer just a representation of space, but has become an emotional resonance, a symphony of cultural inheritance and innovation.

When exploring the infinite world of IP image design, I dare to break free from the shackles of traditional thinking, dare to dream, dare to be different. Each design element is no longer isolated, they are closely linked around a core theme, and together weave a whole picture that is both story-telling and rich in cultural heritage. This overall coordinated design philosophy is like a well-choreographed drama, in which every role and scene are indispensable and jointly tell the unique legendary story of Tanguo Ancient City, so that tourists can not only touch the traces of history, but also feel the emotional link across time and space in their participation and experience.

In short, through careful combing and deep understanding of the cultural tourism materials of Tanguo Ancient City, my design trip aims to create a series of works that can arouse resonance and lead the trend, so that this ancient city can be revitalized under the nourishment of cultural creativity and become an ideal place for modern people to find their spiritual home and cultural identity.

2.3 Design positioning

The design is designed to enhance the depth and quality of the travel experience, rather than simply increasing the number of visitors. Through the way of entertaining and educating, tourists can learn and understand the culture of Tanguo in the play, this kind of experiential tourism not only makes tourists full of harvest, but also brings a positive reputation to the ancient city, thereby attracting more tourists and forming a virtuous circle.

The design is exquisitely conceived, and its core goal is to deeply explore and enhance the connotation and texture of the tourism experience, far beyond the simple pursuit of the superficial needs of tourist growth. It skillfully integrates the dual attributes of education and entertainment, making travel no longer just a sightseeing tour, but an immersive exploration of knowledge and culture. Under the guidance of this design concept, tourists can participate in the elaborately choreographed dramas, which not only have fascinating plots, but also contain the

profound historical and cultural heritage of Tan country, making the learning process lively and interesting and impressive.

Through this way of edutainment, every traveler who enters the ancient city can gradually uncover the mysterious and charming veil of Tanguo culture in laughter and amazement. They may experience the daily life of Tan people in ancient times in a costume drama. Or perhaps in an interactive exhibition, personally touch those cultural relics through time and space replica, feel the temperature of history. Such experiential tourism makes knowledge learning no longer a boring task, but a kind of pleasure and enjoyment. When tourists end their journey, they will be full of profound understanding and sincere admiration for Tanguo culture.

In this way, the high degree of satisfaction of tourists is naturally transformed into the power of word-of-mouth. Their sharing and recommendation on social media, like a trickle of water, converge into a river, bringing extensive and positive publicity effect to the ancient city Tan. This kind of spontaneous communication based on high-quality experience is more real and persuasive than traditional advertising, and effectively attracts more tourists seeking in-depth cultural experience. With the gradual expansion of tourist groups, the ancient city is not only popular, but also prosperous economic activities, forming a virtuous circle ecosystem with the improvement of tourism quality as the core. In this process, Tanguo not only consolidated its status as a cultural tourism destination, but also promoted the inheritance and development of local culture, achieving a win-win situation of economic benefits and cultural value.

Summary of the chapter II

1. In order to fully unlock the deep charm of the ancient city's cultural tourism, we plan to carefully dig out the stories and cultures hidden under the dust of time through in-depth and detailed background research. This is not just a simple exploration of the distribution of cultural creative products, but a journey through time and space to discover the essence of traditions that can touch the

hearts of modern people. We will visit historians, folk artists, and even read ancient books and documents, and strive to accurately capture every cultural element that can inspire creative inspiration, so that every cultural and creative product carries the thick history and unique customs of the ancient city.

2. Driven by data science, our team will carefully integrate all kinds of information resources and implement refined data planning to ensure that every step of decision-making is based on evidence. Through rigorous market research, in-depth understanding of the needs and preferences of target consumers

3. Select the product design scheme that can reflect the ancient city's cultural heritage and meet the modern aesthetic taste. From selection to production, each process will incorporate innovative thinking and technical support, and strive to create both artistic value and practical cultural and creative products. This is not only a manufacturing process, but also a cultural re-creation and inheritance, so that the ancient wisdom in the modern society revitalized.

4. To display ancient City's creativity, we spare no effort to build a diversified platform integrating sales and communication functions. Online, we use social media, e-commerce and virtual reality technology to create an immersive shopping experience, so that consumers can feel the unique cultural atmosphere of the ancient city even if they are thousands of miles away; Offline, set up characteristic physical stores and interactive exhibitions, become the city's cultural landmarks, attract tourists to stop, so that every purchase behavior into a profound cultural exchange.

5. We are committed to becoming a bridge between the past and the future, so that the creative light of the ancient city can illuminate the wider world, so that more people can listen to the voice of history and feel the temperature of culture through these exquisite cultural and creative products.

Chapter III
DESIGN PROCESS AND RESULTS

3.1 Tanguo Ancient City Tourism Cultural and Creative Design

3.1.1 Tanguo Ancient City Tourism Cultural Creative Design Concept

The creative cultural and tourism design of the ancient city of Tanguo, the creative cultural tourism design of the ancient city of Tanguo, fully reflects the application of the concept of sustainable development in practical operation. Through the strategies of preserving historical heritage, promoting community participation, green tourism, economic diversification and in-depth tourism experience, this design aims to create an ancient city cultural tourism brand with balanced development in the three aspects of economy, society and environment, and provide reference for the protection and revitalization of similar ancient cities. Such design practices are not only conducive to the sustainable development of the ancient city of Tanguo, but also provide a new direction for thinking about cultural heritage protection and tourism innovation on a global scale.

The creative design of cultural tourism in the ancient city of Tang, as an outstanding model that combines profound cultural heritage and modern innovative thinking, vividly shows how the concept of sustainable development takes root in the delicate and comprehensive practical operation level. The design cleverly combines a reverence for historical sites with a forward-looking vision for the future, seeking to give a new lease of life to this sleepy old city through a series of carefully planned strategies.

First of all, in terms of protecting historical heritage, the design team has taken meticulous restoration measures to ensure that every brick and tile is taken the best care, while using high-tech means to record and display the historical story of the ancient city, so that visitors can walk between the monuments, as if through time and space, to experience the glory days. In addition, special

emphasis has been placed on the living inheritance of intangible cultural heritage, and activities such as folk festivals and handicraft experiences have been held to revitalize traditional culture in interaction.

Promoting community involvement is another highlight of the design. From the beginning of the planning, the project actively invited local residents to participate in the discussion, ensuring that the renovation plan would not only preserve the ancient city's appearance, but also meet the needs of residents in modern life. Through the training program, many residents have become cultural communicators or providers of small-scale tourism services, not only improving their quality of life, but also deepening the sense of cultural experience of tourists.

The concept of green tourism has been put into practice here. The design incorporates eco-friendly infrastructure such as solar lighting and rainwater harvesting systems to reduce the environmental burden. At the same time, low-carbon travel methods are encouraged, such as setting up bicycle rental points to guide tourists to explore the ancient city in a more environmentally friendly way and enjoy the harmonious coexistence of nature and culture.

The economic diversification strategy focuses on long-term development, aiming to attract different types of tourists, extend the tourism industry chain, create more job opportunities, and achieve a win-win situation between economic growth and social welfare through the development of various business forms such as characteristic homestays, cultural and creative markets, and high-end cultural forums.

The in-depth tourism experience is designed to immerse every visitor in the unique charm of the ancient city. Through customized guided tour routes, virtual reality technology to recreate historical scenes, and expert lectures, visitors can gain a deep understanding beyond the surface sightseeing, and feel the rich cultural connotation and historical value behind the ancient city.

All in all, the creative design of cultural tourism in the ancient city of Tang is not only a successful case, but also provides valuable practical experience and inspiration for ancient cities facing similar challenges around the world. It proves that under the premise of respecting history, benefiting people's livelihood and

protecting the environment, promoting the sustainable development of cultural tourism through innovative design is a completely feasible path, and opens up a new vision and direction for the protection and utilization of world cultural heritage.

3.1.2 The tourism cultural and creative design of the ancient city of Tanguo is finalized

In the final draft of the tourism and cultural creative design of the ancient city of Tanguo, the main color used is yellow-green, and it has been expanded on the basis of yellow-green. It makes the design more in line with the theme and has a sense of hierarchy, and can give a vivid and vivid experience. Some images such as real-life photos are used in the accompanying pictures, which can be more appropriate to the real life of the consumer group, so that the audience can understand the impact of cultural tourism creativity on society more empathetically.

3.2 IP Design

3.2.1 IP Design Concept

The IP image can deeply let the reader experience the author's artistic conception, and can increase the impression of the viewer and attract many eyes. So as to have the effect of publicity. At the same time, it can have a better effect on publicity. At the time of image design.

First of all, how to use the image and how to combine it with the advertising design in the subsequent design, I initially thought of "ginkgo" as a hair, which is more interesting and modern, and arouses the emotional resonance of the audience.

Based on this idea, the hairstyle is more vivid and cute when integrated into the round body, and the image looks pleasing to the viewer.

3.2.2 Finalization of IP design

In the design, based on the initial positioning of Ginkgo's image and character integration into the IP image, the sketch of the first version was adopted, and optimized and upgraded, green was used in the head, red was used in the corners, red and green were used in the clothes, and the horns were added to break the inherent monotonous image, and the accessories were used in associated colors to make a novel presentation.

3.3 Poster design

Poster design is mainly in the design of the main visual poster. The design of the poster uses a uniform color of bright yellow with black fonts and green as embellishments, the overall look is more eye-catching, and the overall typography is like a character slowly walking out of the background, making the picture look concise and clear.

3.4 Font graphic design

The design of the font graphics is based on the image of the ancient city wall. The overall image is more vivid, simple and clear, and at the same time, it can also increase the sense of experience, so as to drive the publicity logo of cultural tourism, extract the shape characteristics of the ancient city of Tanguo, and take the prominent and clear pattern design as the main composition of the logo.

3.5 Derivative peripheral design

A series of emojis and peripheral cultural and creative products are derived from the IP image, and when the next step is extended, it is considered that

different scenes need to be integrated into the illustrations, so the corresponding extension is carried out

Summary of the chapter III

1. Precise research and analysis is like the guardian of creative design, ensuring that every step of decision-making is based on solid facts, effectively avoiding the misunderstandings and traps that may be encountered in the design process. This persistent pursuit of accuracy not only enhances the professionalism of the work, but also lays a solid runway for the free flight of innovative thinking.

2. In the world of typography and graphic design, variety is the soul. From classically elegant serif typefaces to modern, simple sans-serif styles, from delicate hand-drawn patterns to bold, avant-garde geometric shapes, each selection strives to break the rules and present a unique visual language. This diversity not only enrichis the viewer's sensory experience, but also enables the design work to stand out from the numerous competitions and be unique.

3. Innovative and creative design in poster design is a dual revolution of vision and thinking. It requires designers to go beyond traditional frameworks and subtly blend new ideas and technical approaches to create a refreshing visual impact. Whether through unconventional layouts or clever interactions using light and shadow effects, every attempt is made to reach the audience's innermost resonance and inspire unlimited imagination.

4. The detailed decoration draws on the style and cultural essence of ancient cities, and every stroke contains profound historical heritage. Through the fine description and artistic representation of ancient buildings, these details not only add to the cultural texture of the work, but also let the viewer feel the breath and pulse of history through time and space.

5. In the whole scene design, the clever use of yellow-green tone injects a vivid and real natural atmosphere into the picture. This is not only the choice of color, but also a celebration of the vitality of nature. The yellow-green color is warm and vibrant, and it gently balances the visual elements, making the whole

design scene more harmonious and unified, making people feel like they are in a dreamlike and real environment.

6. The close combination of poster and IP image design aims to create a comfortable and attractive visual composition. By digging deeply into the unique character and story background of IP, the design team carefully creates an image that matches it, which not only enhances the brand's recognition, but also makes the poster itself become a living body with emotions and stories. Such a design strategy not only attracts the eyes of the target audience, but also plants a deep brand impression in their hearts and builds a lasting emotional connection.

Chapter IV
THE CREATIVE PROCESS

4.1 Questions

In the early stage, there is little relevant information, the quality of materials is insufficient, there is a lack of effective information, the ability to screen and process literature is insufficient, and the awareness of time planning is vague. The difficulties encountered in the design process are mainly how to skillfully integrate the IP image into the design of the poster, how to look more harmonious and unified, and give the audience space to associate and think. It cannot form a unified whole, and it is not highly recognizable. Subjective confusion and uncertainty about which topic to choose for in-depth research.

4.2 Methods

Use academic websites to collect, screen, analyze and organize relevant data. Plan your time wisely and make a good plan. Unify the color system and strengthen the image of the poster. Through the overall color adjustment, the IP image reduces the contrast and improves the saturation to form a unified overall design scheme. Pay attention to the technology of the industry and understand the latest development trends of current cultural tourism. Have the courage to try new methods, focus on innovation, form your own unique point of view, and clarify your goals.

By understanding the hot spots of materials, communicating with the tutor at any time, understanding the shortcomings and making timely innovations and improvements, they can carry out timely innovation and creation.

4.3 Design achievements display

Summary of the chapter IV

1. The creative cultural tourism design of Tanguo Ancient City skillfully integrates the time-honored tourism experience with modern cultural creative products, opening up a novel and dynamic path for the dissemination and inheritance of intangible cultural heritage. In this way, the ancient cultural heritage not only gives new vitality in modern society, but also allows tourists to enjoy the fun of travel while deeply feeling the charm of traditional culture, promoting the living protection and innovative development of culture.

2. Under the guidance of this design concept, each cultural creative product has been carefully carved and its shape design is delicate and subtle, vividly reproducing the unique architectural style and cultural heritage of Tanguo Ancient City. IP design is more ingenious, through a series of vivid characters and stories, truly and creatively depict the historical changes and cultural inheritance of the ancient city, so that visitors seem to travel through time and space, experience those stories that have been covered by the years, and deepen the understanding and resonance of the cultural connotation of the ancient city.

3. The aim is to stimulate the public's enthusiasm for cultural tourism and the desire to explore creative products, and encourage people to participate in the discovery and protection of cultural heritage in a more proactive manner. It is not only a commercial activity, but also a cultural awakening movement, aiming to awaken people's pride and responsibility for local culture, and jointly contribute to the maintenance of mankind's precious cultural heritage.

4. In this way, the creative cultural tourism design project of Tanguo Ancient City is gradually building a bridge connecting past and future, tradition and innovation, so that the world can see the bright light of Chinese traditional culture.

Chapter V
SUMMARY

After this graduation project, I learned a lot of new ideas, so that the design thinking and concept rose to a new level, although the first contact encountered a lot of difficulties, but uphold the image must make a good effect of the heart, step by step to improve the update, at first for the design confusion did not know where to start, but after continuous collection of information, analysis and research, gradually get started with the operation proficient.

In addition, when designing posters, I learned how to use elements to bring the best visual experience to the viewer, and how to present the main thing. When designing derivative products, I was impressed by the idea of coordination and practicality. The effect of graphic design when applied to products with a sense of light and shadow and volume may not be consistent with expectations, and it is necessary to pay attention to whether the colors are coordinated.

In the design of the IP, he made a bold imagination in terms of creativity, and added his own ideas to the picture to make the IP more vivid and vivid, making the IP image works have a unique style.

In general, I learned a lot of things that I didn't learn before, which is an improvement of my learning ability, and I have a new charter in my future career development plan.

Summary of the chapter V

1. The creative cultural tourism design of Tanguo Ancient City is not only a profound exploration of the long history, but also a gorgeous feast that skillfully integrates the wisdom of ancient civilization with modern creative ideas. It describes in detail the in-depth exploration and research of the essence of ancient city culture, and through artistic expression techniques and the assistance of science and technology, those dusty stories and traditional skills are revived. On

this basis, a series of cultural and creative products came into being. They are not only commodities, but also a bridge connecting ancient and modern cultures, so that every visitor can feel the cultural resonance across time and space in the experience.

2. In this design concept, the protection of intangible cultural heritage is given a crucial position. Designers carefully plan and strive to reflect the respect and inheritance of these "living fossils" in every detail. From ancient folk art to endangered handicraft techniques, each intangible cultural heritage is cleverly integrated into the tourism experience, both as a highlight of display and as a medium of education, ensuring that these valuable cultural genes can be effectively protected and continue to flourish in the new era, inspiring people's sense of identity and pride in traditional culture.

3. The power of creativity lies in its ability to touch people's hearts in a unique way, thus stimulating consumer groups to pursue cultural values and increase their interest in shopping. The creative cultural tourism project of Tanguo Ancient City has successfully attracted wide attention and love by virtue of its unique cultural creative products and its derivatives.

4. These cultural and creative products, whether exquisite handicrafts, story-rich souvenirs, or interactive experiences combined with high-tech, have become a new driving force to promote cultural consumption with their novel design and profound cultural heritage. They not only enrich the travel memory of tourists, but also inject fresh blood into the development of local economy, showing the huge potential and infinite possibilities of cultural and creative industries.

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APPENDIX
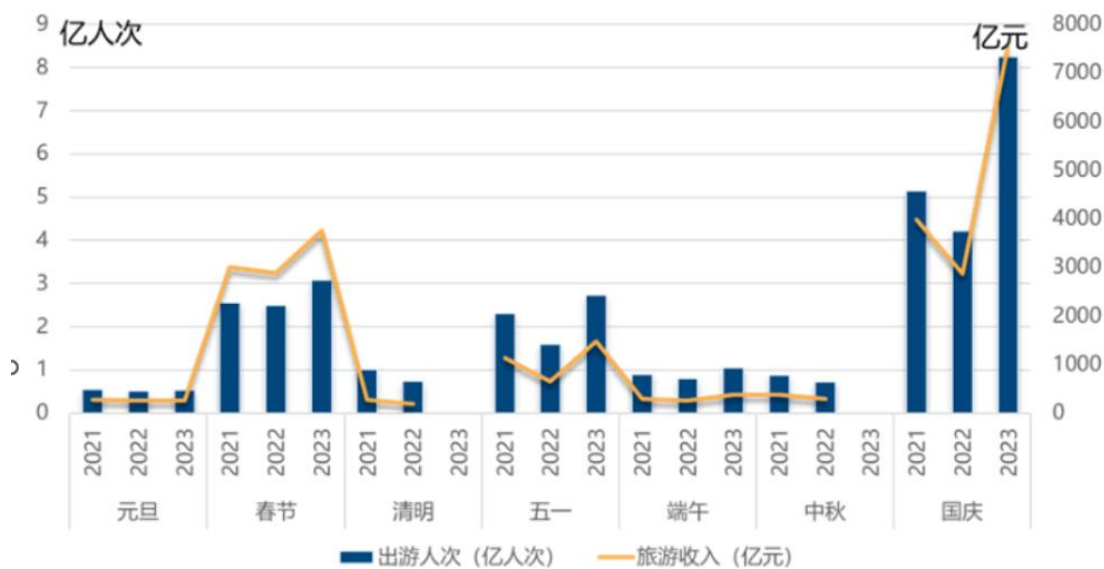
chart 1

chart 2
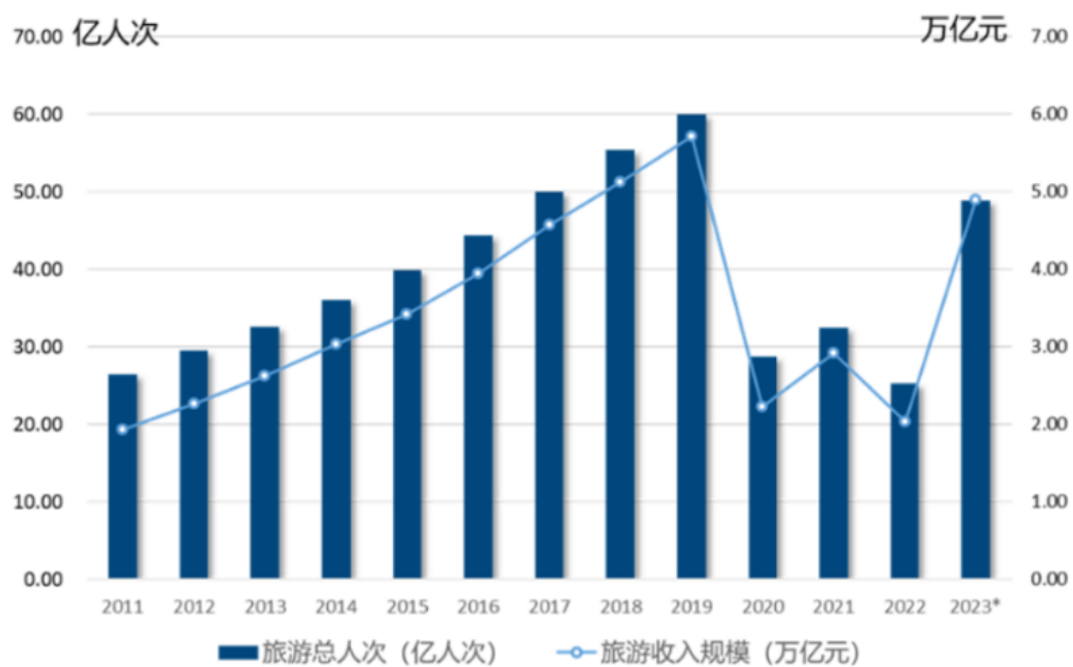
chart 3

chart 4

chart 5

chart 6

chart 7

chart 8
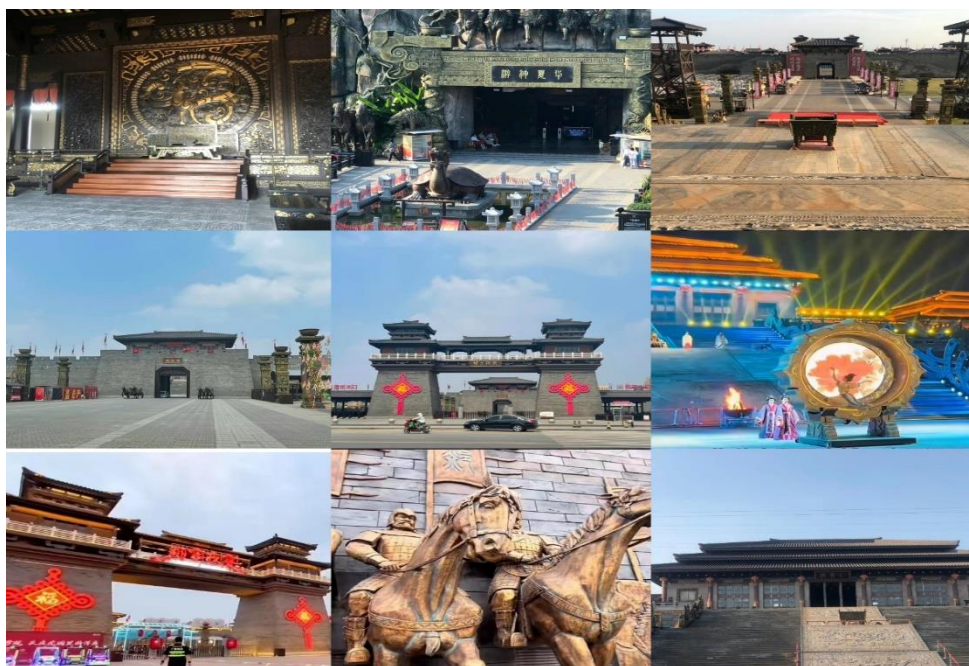
chart 9

郯国古城创意文旅问卷调查

1.您的性别： [单选题]

选项	小计	比例
男	55	47.83%
女	60	52.17%
本题有效填写人次	115	

2.您的年龄段： [单选题]

选项	小计	比例
18岁以下	6	5.22%
18~25	35	30.43%
26~30	28	24.35%
31~40	18	15.65%
41~50	13	11.3%
51~60	10	8.7%
60以上	5	4.35%
本题有效填写人次	115	

3.您的学历： [单选题]

选项	小计	比例
初中及以下	0	0%
高中/中专	0	0%
大学专科	55	47.83%
大学本科	40	34.78%
研究生及以上	20	17.39%
本题有效填写人次	115	

4.您目前从事的行业： [单选题]

选项	小计	比例
制造业	3	2.61%
建筑业	3	2.61%
物流交通	7	6.09%
教育/培训	6	5.22%
互联网	3	2.61%

选项	小计	比例	
计算机/软件	7		6.09%
批发和零售	3		2.61%
住宿餐饮业	3		2.61%
金融业	5		4.35%
房地产业	5		4.35%
出租/租赁	4		3.48%
专业服务（如法律/咨询服务）	4		3.48%
科学研究	4		3.48%
生活服务（如家政/美发类服务）	3		2.61%
医疗卫生/社会保障	12		10.43%
文化娱乐	3		2.61%
政府事业单位	3		2.61%
农、林、牧、渔业	9		7.83%
水利环境公共设施管理	5		4.35%
电力燃气	3		2.61%
学生	6		5.22%
国际组织	0		0%
其他	14		12.17%
本题有效填写人次	115		

5. 您对古城文化感兴趣吗？ [单选题]
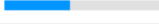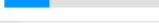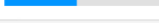
选项	小计	比例	
A. 非常感兴趣	10		8.7%
B. 比较感兴趣	11		9.57%
C. 一般般	45		39.13%
D. 不感兴趣	49		42.61%
本题有效填写人次	115		

6. 您对文化创意产品感兴趣吗？ [单选题]
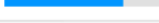
选项	小计	比例	
A. 非常感兴趣	14		12.17%
B. 比较感兴趣	11		9.57%
C. 一般般	52		45.22%

选项	小计	比例	
D. 不感兴趣	38		33.04%
本题有效填写人次	115		

7. 您喜欢在旅行中参加哪种类型的活动？ [多选题]

选项	小计	比例	
A. 参观历史遗迹	34		29.57%
B. 体验传统手工艺	55		47.83%
C. 参与文化表演	48		41.74%
D. 品尝当地美食	33		28.7%
E. 参加文化讲座	53		46.09%
本题有效填写人次	115		

8. 您觉得古城文旅应该包含哪些元素？ [多选题]

选项	小计	比例	
A. 传统手工艺制作	94		81.74%
B. 文化表演	99		86.09%
C. 主题展览	44		38.26%
D. 互动体验活动	95		82.61%
E. 文化创意产品购物	87		75.65%
本题有效填写人次	115		
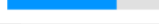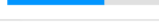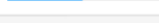
9. 您会选择住在古城内还是古城外的酒店？ [单选题]

选项	小计	比例	
A. 古城内	37		32.17%
B. 古城外	60		52.17%
C. 没有偏好	18		15.65%
本题有效填写人次	115		

10. 您会选择参加古城的夜间活动吗？ [单选题]

选项	小计	比例	
A. 会	50		43.48%
B. 不会	51		44.35%
C. 视情况而定	14		12.17%
本题有效填写人次	115		

11. 您觉得古城文旅需要哪些便利设施？ [多选题]

选项	小计	比例	
A. 无障碍设施	30		26.09%
B. 免费WiFi	64		55.65%
C. 便利的交通接驳	80		69.57%
D. 中文/英文导览服务	71		61.74%
E. 儿童游乐设施	55		47.83%
本题有效填写人次	115		

12. 您对古城的历史故事感兴趣吗？ [单选题]

选项	小计	比例	
A. 非常感兴趣	9		7.83%
B. 比较感兴趣	9		7.83%
C. 一般般	62		53.91%
D. 不感兴趣	35		30.43%
本题有效填写人次	115		

12.您认为文旅应该改进哪一方面 [矩阵单选题]

题目\选项	很不满意	不满意	一般	满意	很满意
视觉识别系统	6(5.22%)	3(2.61%)	26(22.61%)	33(28.7%)	47(40.87%)
文化使用	6(5.22%)	7(6.09%)	21(18.26%)	41(35.65%)	40(34.78%)

13.您更喜欢哪种类型的文创产品 [矩阵量表题]

该矩阵题平均分：3.91

题目\选项	1	2	3	4	5	平均分
具有地方特色的	8(6.96%)	6(5.22%)	21(18.26%)	38(33.04%)	42(36.52%)	3.87
设计感强的	7(6.09%)	6(5.22%)	15(13.04%)	38(33.04%)	49(42.61%)	4.01
简约的	7(6.09%)	5(4.35%)	23(20%)	42(36.52%)	38(33.04%)	3.86
小计	22(6.38%)	17(4.93%)	59(17.1%)	118(34.2%)	129(37.39%)	3.91

14. 您对于古城的票价是否满意？ [单选题]

本题平均分： 1.89

选项	小计	比例	
非常满意	8	▪	6.96%
满意	9	▪	7.83%
一般	60	▬▬▬▬	52.17%

选项	小计	比例	
不满意	38	▬▬	33.04%
本题有效填写人次	115		

15. 您对于古城提供的导览语言选择是否满意？ [单选题]

本题平均分： 1.93

选项	小计	比例	
非常满意	10	▪	8.7%
满意	10	▪	8.7%
一般	57	▬▬▬▬	49.57%
不满意	38	▬▬	33.04%
本题有效填写人次	115		

16.您对于古城的安全措施是否满意？ [评价题]

本题平均分： 3.96

选项	小计	比例	
很不满意	6	▪	5.22%
不满意	6	▪	5.22%
一般	22	▬	19.13%
满意	34	▬▬	29.57%
很满意	47	▬▬▬	40.87%
本题有效填写人次	115		

17.您对于古城的整体体验满意度如何？ [评价题]

本题平均分： 3.93

选项	小计	比例	
很不满意	5	▪	4.35%
不满意	8	▪	6.96%
一般	16	▬	13.91%
满意	47	▬▬▬	40.87%
很满意	39	▬▬	33.91%
本题有效填写人次	115		

题目平均分之和： 23.44

chart 10

郯国古城旅游文化创意设计
- 海报设计
  - 古城历史元素
    - 郯国的历史背景
    - 古城在历史上的地位和影响
  - 具有旅游资源
    - 古城内的历史文化遗迹
    - 自然景观与生态环境
    - 古城内景点元素
- IP形象设计
  - 具有地方特色
    - 银杏元素
    - 融合地方民俗风情
  - 创新文化特色
    - 可爱活泼
    - 具有纪念意义
  - 颜色运用
    - 新颖创新
    - 简约又不简单
- Logo设计
  - Logo图形
    - 具有古城墙形象
    - 历史文化元素
  - 字体设计
    - 带有古典风格
    - 文化活动相关推广文化
- 衍生周边
  - 户外产品
    - 路牌、指示牌
    - 道旗、宣传栏
    - 售票机、手机客户端
    - 抱枕、台历
    - 油纸
  - IP表情包
    - 惊喜、惊讶
    - 开心、郁闷
    - 微笑、大笑
  - 墙绘
    - LED电子指示牌
    - 墙体彩绘
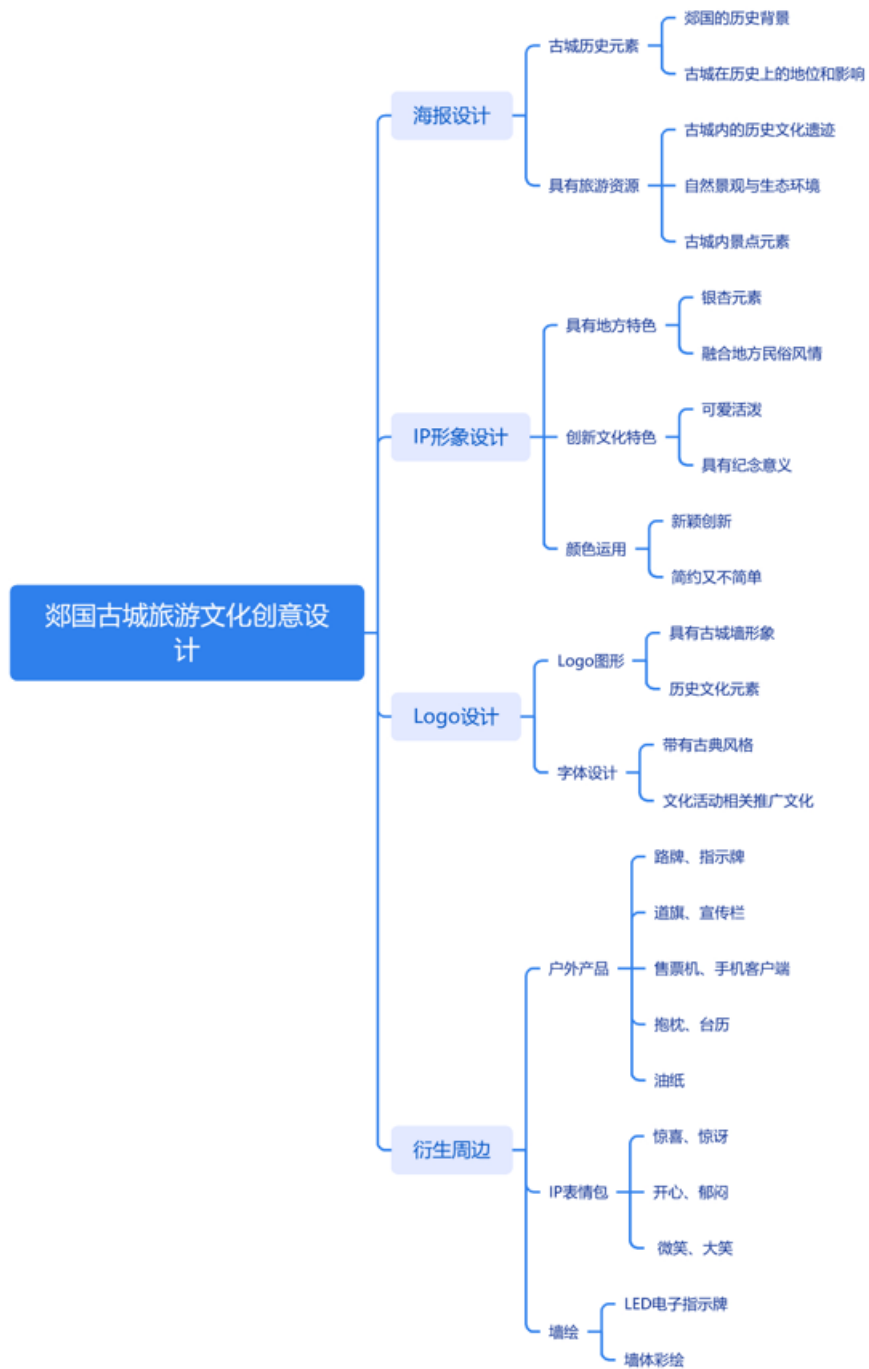
Mind Map 3-1-1

Figure 3-1-1

Figure 3-1-3
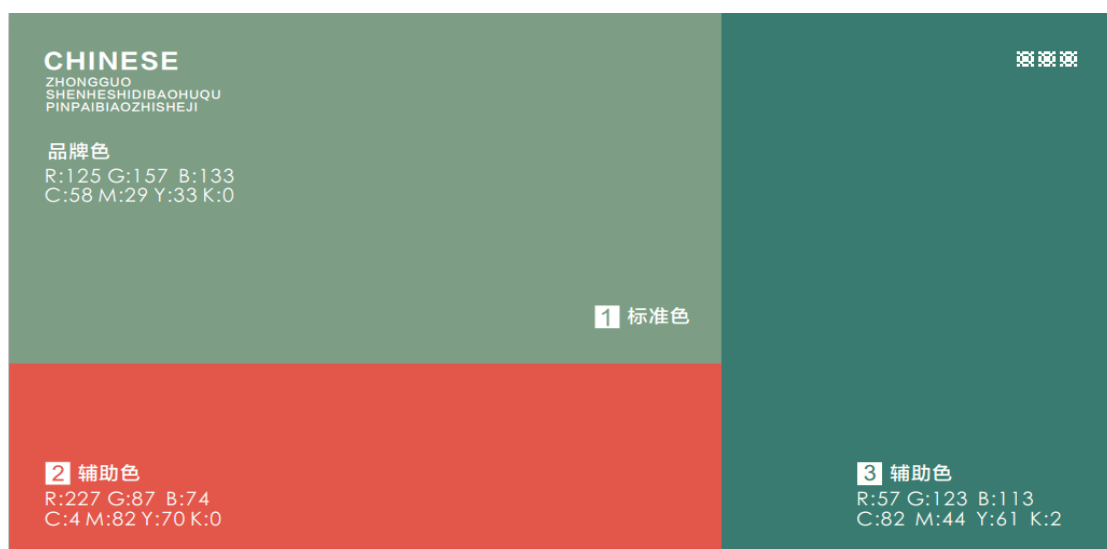
Figure 3-1-4

Figure 3-2-1

Figure 3-2-2

Figure 3-2-3

Figure 3-2-4

Figure 3-2-5

Figure 3-3-1

Figure 3-5-1

Figure 3-5-2

Figure 3-5-4

Figure 3-5-7

Figure 3-5-8

Figure 3-5-9

Figure 3-5-11

Figure 3-5-12

墙绘2   抱枕

Figure 3-5-14

墙绘2   油纸

Figure 3-5-15