

Design and Application of Nanning Tourism Brand System Based on Visual Orientation of Regional Characteristic Cultural Elements*

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Abstract—With the changes and development of the period, the society is in a state of continuous improvement. The spiritual needs of people can be satisfied through rich cultural elements in their daily life. In the constantly changing state of life, people prefer more sentimental life, so they are fond of traveling. Tourists hope to feel the profound cultural heritage when participating in leisure activities. As the capital city of Guangxi and a gathering place for ethnic minorities, Nanning has rich natural scenery and human resources. Visual orientation plays a vital role in making consumers have a good experience, and must be guided by the leading role of tourist attractions to create a Nanning tourism brand.

Keywords—regional characteristics; cultural elements; tourism identification; guiding system; design and application

I. INTRODUCTION

In the process of designing the tourism identification system, the regional cultural elements often need to continuously explore the visual expression of the tourism identification guidance system, and actively display the connotation of regional cultural characteristics to interpret the process of combining techniques and multiple creative designs. First, on the one hand, it can effectively focus on the point and gather people, actively promote the culture of tourism landscapes with rich regional characteristics. At the same time, realizing the design of external visual publicity image, effectively realize the interconnection and intercommunication, and better reflect the connotation of characteristic culture in the scenic spot, and meet the multi-faceted interactive experience of tourists; it can also complement each other, and promote regional culture can be passed down through the symbolic visual language. In addition, it can solve the problem of homogenization and simplification in the tourism visual image design path in a timely manner, actively solve the problem of interdisciplinary and intercultural communication media construction, and effectively solve the creative performance of cultural elements in the current design process.

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II. REVIEW OF RESEARCHES IN CHINA AND WESTERN COUNTRIES

A. Overview of Researches in China

Visually oriented design refers to the design of road recognition system, including graphics, text, markers and other elements, which are indicative and systematic; it refers to the identification of the direction in the space in a narrow sense. Xiang Fan, the associate professor of the Guangzhou Academy of Fine Arts believes that: "The guiding design is to integrate and organize information about the space environment to help users quickly and accurately reach the destination information design." Broadly speaking, it refers to specific things in the space such as signage, signs, symbols, lines, signal lights, etc. System refers to a complete system composed of certain norms and standards, which are repeated in accordance with the corresponding relationship. With the rise and development of new media, the guiding system has emerged new carriers. The universal application of tools such as the Internet and mobile phones has become a popular necessity. The state has relevant policy support, which makes the image of urban tourism promoted under the promotion of new media, and promotes the transformation and upgrading of the image communication mode of tourism destinations. Relevant scholars in China have paid close attention to the development. The research results are concentrated in the following aspects:

- Studying the Regionality of Brand Image Visual Design from the Field of Tourism (Huang Jun, 2007);
- Discussing Tourism from the Perspective of New Media Marketing Enterprise (Wang Lepeng; Yao Mingguang; Wang Yujun; 2011);
- Exploring the Visual Design of Tourism Brand Image from the Perspective of Experience (Yang Shuhan, 2014);
- Studying the Application of Guidance System Design from the Perspective of Regional Graphic Language (Ma Wei, 2011);

- Exploring the Design of Visual Guidance System from the Perspective of Humanistic Care (Qin Yuanyuan, 2014);
- Taking the "Network Osmanthus Culture Tourism Festival" Held in Shou'an Town, Wenjiang District as An Example, Exploring the Development of Tourism Economy from the Perspective of Online Media (He Zhoufu, 2014).

B. Overview of Researches in Western Countries

From the beginning of the last century, the research on relevant foreign theories has been studied from the perspectives of cognition and psychology for "space memory", "space recognition", "cognitive map", information processing, and human spatial cognitive behavior. The concept of orientation was first proposed by Kevin Lynch in his work in *Image of the City*. Guidance System Design has already established a relatively systematic discipline, a guided process in western countries. They have summarized a complete set of design theories based on materials, user visual psychology and other researches.

III. THE MEANING OF THE TOPIC

As a provincial capital city of Guangxi Province, Nanning has many ethnic minorities and rich tourism resources, showing a very high grade and profound cultural heritage. However, the current content of Nanning cultural tourism brand image shows a "fragmentation" mode lacking of systematicness, such as weak connection of bus routes among different attractions, sporadic local accommodations, insufficient humanization of the guidelines in transportation sites and billboards in scenic spots. This paper analyzes the spatial recognition, cognitive maps, information processing and other issues of sights, traffic, accommodation and other aspects in the visual guidance system. By using cognitive theory and art design system methodology, a new model for the design of tourism guidance system in Nanning city is constructed to better promote the development of tourism in Nanning.

A. Theoretical Significance

On the one hand, through the application of cognitive theory and art design system methodology, it is of practical significance to sort out the standardization of tourism-oriented system design in Nanning. On the other hand, the standardization of Nanning tourism-oriented system design brings reference value to other relevant government functions.

B. Practical Significance

First, it is convenient for the general public in transportation, accommodation and accommodation; second, it can increase the income of the local tourism economy; third, it can also explore and promote the local humanistic characteristics and natural landscape of Nanning; fourth, it's helpful to enhance the visibility of Nanning's tourism brand culture.

IV. THE TOURISM IDENTIFICATION GUIDANCE SYSTEM

A. Identification and Guidance System

1) *Identification system*: It mainly refers to the ability to clearly and accurately reflect the name, content and specific orientation of a thing in a specific space. Using the symbolized graphics, along with the relevant text information, establishes the spatial distribution of the visual image system, but the process of setting needs to be systematically arranged. Each part and various elements have a close relationship, and the inextricable links form a systematic combination. If any link is missing, the complete identification system will not be reflected.

2) *Guiding system*: The guiding system can reflect the path-finding function, ensuring that each marking system can be reasonably linked to a certain spatial range, and realize visually connected various images, symbols and other information in the specific spatial environment, thereby transmitting to relevant audiences to meet their specific orientation needs. In order to realize the information needed for different groups to efficiently harvest in an unfamiliar environment, the guiding system and the marking system are support and related to each other. An inseparable part can be established under the same environment, and thus belong to the same large environmental system.

3) *Identification guidance system*: The identification guidance system mainly refers to the establishment of a more standardized and safe guidance system in the space environment where information is needed, ensuring that the transmission of various information can be recognized more quickly, thereby helping the visiting personnel to obtain information more efficiently, which is a systematic solution to the identification of the space environment, the scientific nature of this approach will directly affect the search process of the destinations required by the audience. The identification guidance system itself is a large environment, which is mainly established by the common composition of the identification system and the guidance system, and the connection between them is inseparable.

B. Tourism Identification Guidance System

The tourism identification guidance system is designed to meet the needs of modern development. It reflects the high recognition and information content through the establishment of comprehensive and modern works. In the designing process, the characteristics of regional culture should be fully demonstrated, and the multi-faceted features and characteristics of the scenic spot or region should be displayed, which can effectively enhance the regional image, extend the stay time of the audience in the tourist scenic spot, and strengthen the visitor return rate to meet the actual needs of the audience. Tourism identification guidance systems need to pay more attention to the realization of multiple functions, which should cover the core and basic components of scenic, urban or regional tourism infrastructure. In addition to facilitating the travel of tourists, the identification system also provides 24 hours of uninterrupted service to

help local residents and visitors to find convenient roads and living places. Through the rational design of the tourism sign-oriented system, local residents and tourists can find their destination smoothly, and at the same time it effectively reduce the burden of the scenic spot, which is an essential necessary service facility system for the tourist attractions.

C. Construction of Tourism Identification Guidance System

1) *Elements taken into consideration:* It's important to clear the information chain, that is, it is necessary to use simple, recognizable symbols or pictogram icons in the process of establishing the identification guidance system. Through the comprehensive analysis of color contrast, color purity and brightness, the choice of materials should pay attention to anti-corona surface, preferably easy to identify environmentally friendly materials. The font must be easy to read, especially in the choice of font and the choice of font size should in accordance with the clarity requirements of reading. The most important level of information is to ensure the process of information processing is more convenient. From the beginning to the end of the logo-oriented, it must be consistent with the information chain of the destination, so as to reflect the meaning of the design. In the process of design, there are many elements to consider, but we should pay attention to the actual needs of the public, and design a more humanized tourism logo from their points of view. This is the image demand in the information age, and requires the comprehensive analysis of the actual situation in the process of establishing the identification guidance system.

2) *Design of using function:* The design of the function should pay attention to provide the scenic spot information for the actual needs of the tourists. The theme route should fully show the basic overview of the attraction and provide safe navigation and positioning for the new visitors. At the same time, pay attention to the identity of the destination, setting a quick direction and provide specific streets and event venues for those who do not know the specific route. This kind of information is provided through master plan or dynamic media, with additional information of unknown scenic spots. This targeted service to the masses can better reflect the "humanity" characteristics, allowing the public to find the key points to solve the problem according to their actual needs, and to meet the destination needs through simple search.

3) *The embodiment of basic functions:* The construction of the logo-oriented system should fully reflect the concept of space. Through the composition of various visual symbols, it can display systematic expressions. Therefore, it is necessary to skillfully use languages such as words, graphics and symbols, as well as plants, buildings, etc. It can also adopt plants, buildings and other forms, showing good identification function, interpretation function and extension function. This kind of affable design allows visitors to see the representative things of this scenic spot better. Although

it is just a simple symbolic representation, it has an intuitive expression effect, which makes it easy for visitors to find out the locations they wanted.

V. THE APPLICATION OF REGIONAL CULTURAL ELEMENTS IN THE DESIGN OF TOURISM IDENTIFICATION SYSTEM

With the development and changes of the society, people's lives are gradually exposed to more electronic products. The use of mobile phones and tablets facilitates their daily travel, especially during the travel process. Visitors can be provided with the best quality experience through the simple prompts of network information, allowing them to purposely visit and play according to relevant orientation information. At present, Nanning tourism has used new media for publicity and planning. Nanning tourism information can be obtained on the Internet and mobile APP. However, the lacking of systematic orientation design and tourism resource planning has led foreign tourists knowing a small amount of Nanning tourism resources and ignoring a large number of Human landscapes and scenic spots. Therefore, our innovation points are using the online and offline methods, using traditional and new media visual orientation design to improve the image of Nanning cultural tourism brand, so that the Nanning cultural tourism brand is more standardized and systematic. The platform accommodates all aspects of Nanning tourism, such as new publicity of attractions, new sightseeing routes, new visual orientation design and special services, new accommodations, etc., all these measures will better integrate and plan tourism resources, improve service functions, and build a service platform that facilitates and benefits the people. The main points are as follows:

A. Creating a Tourist and Sightseeing Line with a "One Hour" Tour Route

The tourist special line will be set up to highlight "Nanning History and Culture" and "Special Scenery" respectively on the basis of the original bus routes. Nanning is rich in tourism resources, including Nanhu Park, Qingxiu Mountain (National AAAAA level tourist attraction), People's Park Ancient Fort, Guangxi Medicinal Botanical Garden, Shishan Park and Martyrs Monument. Setting the LED display screen at the tourist bus stop, and the citizens or tourists can experience the bus arrival time and distance under the line. It can be applied to each bus station; the Nanning map is set at the prominent position of each bus station, respectively, using red, yellow, the three colors to distinguish attractions, food, accommodation, and a QR code is to give the public and visitors the most direct and real online experience.

B. Designing Nanning Special Food and Accommodation Platform with Advertising Orientation System

Nanning has a lot of food and souvenirs, which is one of the highlights attracting tourists. For example, Laoyou Silk noodles, Baxian Silk noodles, Dry Silk noodles, Roller Silk noodles, Babao Rice, Lemon duck, sour, Wangfu beef, raw rice flour, etc., which shows a strong local characteristics.

Although Nanning currently has two food streets, Zhongshan Road Food Street and Nongyuan Road Food Street, the regional advantages are not obvious. The new media (Internet, mobile APP, etc.) will be used to develop the online "Nanning Special Products Pavilion" for external display and online sales. The featured window is an intuitive way to experience the convenience and convenience of the online shopping experience in the Nanning specialty store.

It's necessary to use the guidance system to design the location guide map of Nanning franchise hotel, input the starting point and end point, and experience the fastest and convenient route on the line, so that visitors can save time and get rid of the strange feeling of entering and leaving Nanning.

C. Designing Humanized Traffic Stations and Billboard Guidelines in Scenic Spots

It's necessary to use visual guidance systems to set up billboards at high-speed intersections and service stations, high-speed rail stations, light rail stations and other transportation points to provide tourism-oriented information (food and accommodation maps). At the same time, increase the LED-oriented display system and mobile phone online inquiry in the scenic spot, reasonably plan the tourist route and provide the best route guidance map. Visitors can arrange and control the time on the basis of freely selecting the scenic spots, and set reminders and help in the location of the scenic spots and related services; scenic tour guides and staff can use unique uniform clothing showing the Nanning landscape as a clothing pattern, in the form of ink painting on the scenic clothing, accessories, increase the characteristics of its scenic spots, reflecting the regional nature of Nanning attractions. The establishment of the billboard is intuitive and three-dimensional, which allows visitors to clarify what they need according to relevant guidelines, and to plan and have a purposeful tour. Through the design of different categories, they can make more targeted visits and appreciation. This is the most influential symbol of the use of regional cultural elements in Nanning.

VI. PROSPECTS OF THE APPLICATION OF REGIONAL CULTURAL ELEMENTS IN THE DESIGN OF TOURISM SIGNAGE GUIDANCE SYSTEM

Today, with the rapid development of globalization, the protection and inheritance of culture are emphasized all over the world, which shows the prominent position of culture. If the product loses its cultural value, it will not be able to show its corresponding influence, so it will be hindered in the process of promotion, and there is no corresponding cultural consumption. Different ethnic groups and regions have different rich culture. The profoundness of Chinese civilization needs to be carried forward in the process of inheriting national culture. This is an important driving force for the diversified development of the new century. At this stage of tourism, the promotion of regional culture is very significant, and the related regional cultural elements have become the main elements in the design of tourism identification system. If the regional culture is not reflected in the design of the tourism identification guidance system, it

will not be able to show the whole tourism culture personality, so, it has brought negative effects to tourists and has become a stumbling block to the development of tourism. Through the application value of regional cultural elements in the design of tourism sign-oriented system, its future development trend is clearly showing on. By inheriting and carrying forward the cultural elements with regional characteristics, let the five thousand-year civilization spread and help to cater "The development strategy of "going out" of the country. It is the inevitable result of the development of the era to a certain stage, and it is also a symbol of the progress of the times. In the future development of tourism, the cultural elements of regional characteristics will show greater charm and have a long history of communication and shoulder the mission of historical civilization.

VII. CONCLUSION

Through the use of regional distinctive cultural elements in the tourism sign-oriented system, it can fully satisfy the dual needs of visitors' visual aesthetics and spiritual culture in the process of serving scenic spots, and display the unique scenery and characteristics of the scenic spot. It can realize the construction of harmonious tourism culture environment by combining education with music, help to promote the sustainable development of regional cultural resources, build development channels for the further inheritance and development of regional culture in scenic spots, and promote the integration and advancement of tourism economy and scenic area culture.

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