Design and Research on Visual Image of Rural Tourism Brand in Pinggu District of Beijing under the Background of Rural Revitaliation

Caochen Xue¹,a, Yonggang An¹,²,³,⁴,b*, Pengfei Huo²,c and Lisheng Zhang ¹,d

1 The School of Landscape Architecture, Beijing University of Agriculture
2 Beijing Engineering Research Center of rural landscape planning and design
3 Beijing Laboratory of Urban and Rural Ecological Environment
4 Beijing Collaborative Innovation Center for Eco-environmental Improvement with Forestry and Fruittree

Email: a 1227724767@qq.com, b 7491832@qq.com, c 41295870@qq.com, 2824002589@qq.com

Abstract. Brand visual image plays a very important role in modern tourism marketing, and it is an important channel for tourists to obtain tourism destination positioning. It can not only provide consumers with directional information of tourism destination, but also help the development of local industry and the sale of products. Based on the analysis of the role of visual image design in the shaping of rural tourism brand image, combined with the background of Rural Revitalization policy and the characteristics of rural tourism brand image, this paper constructs the model of rural tourism brand image, and puts forward the promotion strategy of rural tourism brand image.

1. Introduction
Rural tourism takes the rural natural and cultural objects as the tourist attractions, relying on the beautiful landscape, natural environment, architecture and culture resources in rural areas, and on the basis of traditional rural leisure tourism, it expands and develops new tourism modes of conference vacation, leisure and entertainment projects. In 2015, the central government of China stressed to vigorously develop leisure agriculture and rural tourism. The development of rural tourism and Rural Revitalization have a high degree of unity. The construction of tourism brand image is very helpful to tourism.

2. SWOT Analysis on the Development of Culture and Tourism Brand in Pinggu District
Advantages: first of all, Pinggu District has a good ecological environment. Pinggu District is rich in ecological resources, and its forest coverage rate and tree greening rate are both in the forefront of Beijing. There are thousands of mountains and rivers in the area, and the weather is rich. Every spring, 260000 mu of peach blossom blooms at the same time. The overwhelming atmosphere is very impressive. In terms of tourism resources, Pinggu District also has many scenic spots, such as Jinhai lake, Shilin gorge, karst cave, etc., among which Jinhai lake is the largest water area for sightseeing in Beijing.

Disadvantages: Pinggu area is rich in natural resources, but there is no landmark tourism logo, and the peach industry with outstanding characteristics has no strong logo image to promote.

Opportunity: at present, China mainly promotes rural revitalization, which has a great help to the development of tourism and agriculture in Pinggu's large rural areas. Pinggu is also the venue of the
2020 World Leisure Conference.

Challenge: change the traditional design thinking, integrate with the Internet communication mode, and create a new era of rural brand development strategy.

3. Development Strategy of Tourism Signs in Erpinggu District

3.1. VI Image Design of Pinggu Village and Town

First of all, based on the local characteristics, industrial characteristics, natural resources and other factors, the relevant cultural image symbols are extracted. Through the correlation evaluation of each cultural image symbol, the combined image can be extracted and integrated to represent the entire Pinggu region's cultural image attribute logo design. On the basis of logo logo, the whole set of Pinggu VI image design, such as mascot design, VI system design, tourism website UI design, is carried out to fully show Pinggu features, cultural features, industrial features.

![Pinggu culture logo](image1)

**Figure 1.** Pinggu culture logo

![Image design of Pinggu village and town](image2)

**Figure 2.** Image design of Pinggu village and town
3.2. **VI image Design of Pinggu Agricultural Products**
First of all, we should firmly grasp Pinggu's largest agricultural characteristic peach industry and give full play to the role of cultural and creative design in promoting peach industry. Secondly, the design style and connotation should be related to the VI image design of Pinggu village and town to enhance the degree of logo. The VI image design of peach theme includes industrial logo, cartoon logo and packaging design.

![Image design of agricultural products in Pinggu Village](image)

**Figure 3.** Image design of agricultural products in Pinggu Village

3.3. **Packaging Design of Pinggu Tourism Derivatives**
Based on the different cultural and natural features of each village in Pinggu, a series of packaging design of tourism gifts for each village is designed. On the one hand, tourism income is increased by selling tourism derivatives. On the other hand, tourism derivatives are used to increase rural image.

- A. Pinggu peach culture hand gift design - peach fruit, mahogany, peach blossom
- B. packaging design of Pinggu cultural legend theme creation series
- C. a series of theme creation and packaging design for the landscape style of a rural ladder Valley in Pinggu District
4. Visual Promotion Design of Pinggu Rural Cultural Landscape

In addition to logo, visual image design also contains substance substance, such as interior architecture and village image. In the brand design of this kind of material, we usually advocate the protection based approach. That is, keep the original articles in the building as much as possible, and use all kinds of modern maintenance means to extend the service life. For places with low cultural value, we can apply surface graffiti and other methods, fully apply VI image design to the rural scenic area guide and logo system, and show Pinggu image and cultural wall on the spot by hand drawing. Integrate and display the landscape attributes and cultural attributes. Including 1. Guide system 2. Sign system 3. Hand painted cultural wall 4. Landscape sculpture

To sum up, this paper takes Pinggu as the research object, and makes an in-depth research and Analysis on the current situation of rural brand visual image design, the integration mode of regional culture and the transformation form. Only when the designers can fully understand the rural culture and name the cultural center of gravity, can they fully display the characteristics of local culture and rural culture in the finished product of brand design image, and truly give the village an image sign that can not only integrate its cultural connotation, but also its development characteristics.

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Figure 4. Packaging design of tourism derivatives in Pinggu town
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