Research on the Visual Interaction Design of Tourism Destination Brands Based on Regional Features

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Abstract: In the process of rapid development of my country's tourism industry, there are serious problems in the homogeneity of tourist destinations and tourism projects, which will affect the brand building effect of tourist destinations to a certain extent. Through the analysis of the design theory and design model of tourism destination image in the current development process of tourism industry, we can find that regional brand is the main core in the design process of tourism destination. Visual design plays an important role in shaping the brand image of tourist destinations. Therefore, we need to pay attention to the effective connection between the image design of regional tourism destinations, and explore the methods and approaches of image design for regional tourism destinations. Only in this way can the brand design level of the tourist destination be improved.

1. Overview of Tourism Destination Brand Image
Tourist destination refers to the spatial combination of tourism facilities and service systems that form a strong attraction for tourists, have a certain scale, and can meet the specific tourist purpose of tourists. The brand image of a tourist destination mainly refers to the image of a tourist destination with a brand function. Specifically, people describe and evaluate activities in tourist destinations and the landscapes and things that attract tourists when they travel. Usually, the brand image of the tourist destination includes the name product, trademark, packaging, history, reputation, advertisement, symbol, price, etc. [1].

2. Regional Tourism Culture Analysis
Regional culture is an important part of the process of designing the destination brand. Because the regionality is for a specific region, in this tourist destination, the main manifestation of its regionality is the community composed of the natural environment and social and cultural factors. Things in this area have a common regional performance, and are the most representative cultural resources composed of various factors such as customs, lifestyle, natural environment and material carrier in a certain area. The biggest feature of regionality is that it can show the personality of a certain region. In the process of rapid development of tourism, in order to improve the design level of the regional brand image of the tourist destination, we need to pay attention to the regional culture of the tourist destination. This is an inevitable requirement for promoting the development of tourism culture. Regionality itself also plays a vital role in the brand image that constitutes a tourist destination.
2.1 Composition of Regional Tourism Elements
The main components of regional tourism culture are shown in Figure 1. The specific content includes the following aspects: First, the natural geographical features. This element refers to whether a certain region has a unique advantage in terms of geographical characteristics and is completely different from other regions. Natural geographical features are generally tourism resources formed on the basis of natural scenery. It mainly includes the image beauty, color beauty, sound beauty, dynamic beauty and static beauty of the natural landscape. The visual image presented by natural geographical features is a dominant visual perception. Tourists can obtain spiritual satisfaction through the experience of the natural environment and natural scenery. Second, historical and cultural characteristics. It mainly includes the historical relics, historical figures, historical events and ancient cultural backgrounds of an area with influence and popularity in the development process. For example, Beijing Forbidden City, Yuanmingyuan Ruins, Terracotta Warriors of Qin Shihuang Mausoleum. Third, national cultural characteristics. This tourism resource refers to the nation's own cultural tradition in a specific area. The splendid culture and ethnic customs formed by the people of all ethnic groups in ethnic minority areas during the long historical development process. For example, the nomadic culture in the grasslands of Inner Mongolia and the Tibetan Buddhist culture in Tibet all have unique ethnic customs. Folklore culture has strong nationality, regionality, sociality, inheritance and variability. It will attract tourists to a large extent and bring tourists a sense of novelty. It is the most easily recognized tourist cultural resource. Moreover, in the process of developing tourism, this kind of folk customs has relatively high participation, which enables tourists to experience the folk cultural characteristics of different ethnic groups. Therefore, the characteristics of folk culture are important regional cultural types that must be considered in the design of regional tourism destination brand image.

2.2 The Relationship Between Visual Aesthetic Characteristics of Regional Cultural Elements
After analyzing the components of the regional culture of the tourist destination, we need to analyze and study the relationship between the various elements, so that we can give full play to the positive role of regional culture in the design of the brand image of the tourist destination. Natural geographical features are the most basic constituent factors in the development process of a certain area. The historical culture of a tourist destination can reflect the natural relationship to a certain extent. Using regional natural geographical features can understand the traditional culture and customs of the nation. However, historical cultural characteristics, folk cultural characteristics and geographical natural characteristics are themselves integrated with the regional nature of the region and cannot be separated. In the process of analyzing the various elements, we must grasp the overall concept of the whole, we need to make a holistic perception of the geographical location, and then understand and...
master the national life. Only on this basis is it necessary to understand the landscape and culture of the region, so that we can fully experience the cultural value of the region during the overall tourism activities. After understanding the regional landscape and cultural habits of tourist destinations, tourists can experience the overall value of tourism activities, can be able to recognize the overall image of the tourist destination, and can give the tourist destination a deeper brand meaning [2].

3. The Significance and Feasibility of Visual Interaction Design of Tourism Destination Brands Based on Regional Features

When designing the brand image of tourist destinations, it is of great significance to adhere to the design of tourism culture with regional characteristics. First, regional culture itself is one of the main manifestations of brand design. Carrying out regional brand image design with regional culture as the core can not only effectively enhance the local economic development capacity, but it also can promote the non-development of tourism and catering industries. At the same time, it also has huge economic development benefits, enabling cultural resources to be transferred to economic benefits. Second, the use of online media and Internet technology for publicity can further enhance the influence and coverage of the regional brand image. To a certain extent, it can lay a good foundation for the protection and inheritance of regional culture. Third, the use of regional culture to carry out tourism destination brand image design is also in line with the development trend of social culture. Because in the process of the development of regional cultural brands, it is necessary to integrate and use the various elements of regional culture, which can promote the development of regional cultural industries and related derivative products. Especially in the information age, the effective integration of regional cultural brand design and new media has positively helped to enhance the development potential of regional culture. New media is based on information technology, which can comprehensively utilize the advantages of the Internet and mobile phones. It has the characteristics of massive information, high convenience, and convenient interaction. It plays a vital role in the design and communication of regional cultural brands [3].

In the process of carrying out brand image design of tourism destinations based on regional culture, the related theoretical development is relatively mature and perfect, and the development time of brand image design theory is relatively long. In the process of rapid economic and social development, relevant researchers are constantly enriching and perfecting the intrinsic value of brand image design. In the design of regional cultural brand image, relevant theories can lay a good theoretical foundation for the entire design work. In addition, the regional cultural brand itself is an inevitable product of the development of the market economy. In the rapid development of the market economy, we can give full play to the positive role and application value of regional cultural brands and enhance the economic benefits of regional cultural brands, so that we can maximize the commercial attributes of regional culture. This is compatible with the development trend and laws of modern commodity economy, and lays a realistic foundation for the design of regional cultural brand image. Coupled with the continuous improvement of people's living standards, since the quality of life has been greatly improved, people begin to pay more attention to the pursuit of spiritual culture. This has also laid a good consumer foundation for the further development of the tourism industry, and effective regional cultural brand image design can fully meet the public's consumer demand for spiritual culture [4].
4. The Strategy of Visual Interaction Design for Regional Tourism Destination Brands

4.1 Design Principles

The following design principles need to be followed in the process of designing the tourism destination brand image based on regional characteristics. First, systematic. Regional culture itself has local characteristics, and its comprehensiveness and diversity are relatively strong. In the design process, it may affect the design level because of more perspectives. Designers can use systematic principles to analyze and study the regional culture, and then master the specific image design form and expression methods of the regional culture. In this way, not only can the disordered elements be imaged and ordered, but it can also form a mainline design plan to give full play to the brand image value of regional culture. In the process of tourism brand image design, effective application of systematic and unified visual symbols can improve the brand image, communication power and influence of the tourism destination. In the systematic principle design process, we must give full play to the positive role of the basic elements, mainly using the basic elements to complete the brand logo, color assistance, color graphics, travel slogan, and mascot design. Moreover, we must also pay attention to the design of the application elements, mainly from the aspects of souvenir design, advertising, public service and guidance system. Second, differences. Regional culture itself has strong differences, which is also the main factor that attracts tourists in tourist destinations, and is an important prerequisite for the development of tourism. In the process of orderly marketization and fierce competition, differentiated and personalized brand images can gain the attention and favor of the audience. Therefore, it is necessary to fully consider the design form in the design process, and to design a distinctive brand image based on regional culture is an important condition for enhancing the attractiveness of tourist destinations. Designers must go deep into the local area, understand and investigate the local tourism culture, and compare and analyze with similar tourism brand image design. Only in this way can we absorb domestic and foreign excellent design cases, analyze the experience of failed design cases, and highlight the differences in the brand image design of tourist destinations. When adhering to the principle of differentiated design, we must also pay attention to highlight some regional cultures that have obvious differences and can attract tourists, so that we can use customers to generate curiosity and improve the brand image design effect. Third, innovation. Designing the brand image of the tourist destination. The process itself is an innovative process. In the process of digging into the uniqueness of the regional culture, the designer must use novel implementation methods to improve the brand image design level, so that the tourists can have a sense of the entire regional culture. Only through recognition and understanding can we be invincible in the fierce competition in the tourism market. Designers should proceed from thinking innovation, element innovation and expression innovation in the design process, so as to enhance the innovation effect of the overall brand image of the tourism destination and ensure that the brand image design of the tourism destination maintains long-term vitality.

4.2 Design Method

In order to effectively design the brand image of the tourism destination of regional culture, the designer must make full use of new media methods while drawing on the traditional design methods, thereby promoting the effective integration of traditional design methods and new methods. Only in this way can the brand design of regional tourism destinations be improved. First, learn from traditional culture. In the process of traditional regional cultural brand image design, more attention is paid to visual symbols. We can summarize regional
culture and extract typical visual symbols that can represent the characteristics of local regional culture. In the process of extracting regional cultural visual symbols, the designer must ensure that the visual symbols have a strong visual impact, so that the designed things have good influence and communication effects, and then they can give full play to modern information technology in the process of information dissemination. The advantages. When designing a brand image, the designer needs to accurately grasp the overall characteristics of the local regional culture and extract several visual symbols that can collectively represent the characteristics of the local social culture, economy and culture. Second, we must strengthen the use of new media technologies. In the information age, information technology based on Internet technology has been widely used in various fields of social production and life. The application advantages of information technology are obvious, which has brought about a great change in the way people receive information. In order to improve the overall level of regional cultural brand design, we need to make full use of modern information technology. Moreover, we must actively explore new design methods and forms of communication, and strengthen the effective combination of information technology features and visual image design. Only in this way can the influence of the regional cultural brand image be further enhanced, and the brand image design effect of the tourist destination can be guaranteed. In the process of applying new media technology, designers not only need to use and draw on the relevant theories of brand image design, but also need to integrate the advantages of new media applications and take regionality as the main object to achieve brand image design. Only in this way can the relevant elements and main characteristics of regional culture be transformed into visual symbols, and on this basis, the use of modern information technology can effectively expand the spread of cultural images. After the designer completes the visual symbol experience design work, he must also consider the active role of modern information technology in the promotion of visual symbols. In this way, you can make full use of local portals, mobile APP applications, WeChat public accounts and other methods to accurately spread specific groups of people. This can not only further expand the effect of regional cultural image building, but also effectively increase the influence of regional cultural brands [5].

5. Conclusion
In a word, in the process of designing the tourism destination brand image based on regional culture, designers need to have a comprehensive understanding of the components of regional culture. Otherwise, the designer must grasp the core characteristics of the local regional culture, so as to build a visual symbol with strong visual conflict. As a result, the brand image of regional tourism destinations will be built, the attraction of tourist destinations to tourists will be enhanced, and the tourism and catering industry in tourism destinations will flourish.

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