

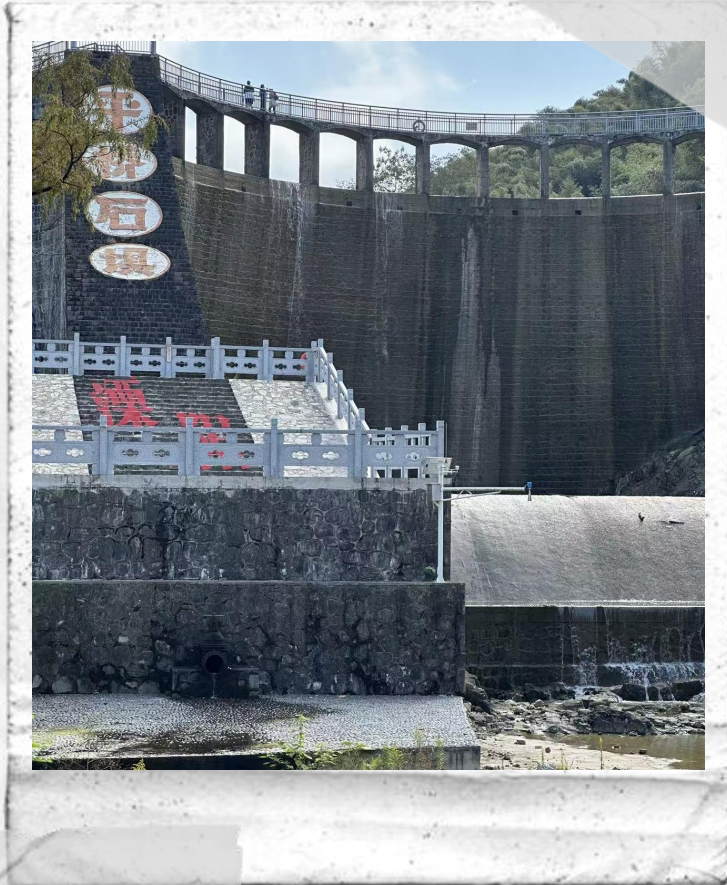


Kharkiv State Academy of Design and Arts
Graphic design department
Visual Communication Design

Research on Tourism Brand Development of Pingqiao Village in Liyang from the Perspective of Agricultural, Cultural and Tourism Integration

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Group:
Practice Supervisor:

ISSUES AND RELEVANCE



01 Why is this topic important?

Rural tourism increasingly needs distinctive brands rather than relying only on natural resources. Pingqiao Village has valuable ecological, agricultural, and cultural resources, but it lacks a coherent tourism brand and visitor experience. This study explores how design can help transform these resources into sustainable local value.

02 What do I want to research or create?

I aim to develop a tourism brand system for Pingqiao Village. The project includes brand positioning, a visual identity, an IP character, themed illustrations, a visitor map, cultural and creative products, packaging, and promotional materials.

03 How is it connected to culture, design, people, or history?

The project draws on the water-conservancy memory of Pingqiao Stone Dam, local farming culture, bamboo-and-tea landscapes, and everyday village life. Design translates these cultural resources into understandable and engaging experiences for families, young visitors, study-tour groups, and local residents.

04 What is the cultural, historical, or social background of this theme?

The Rural Revitalization Strategy and the integration of agriculture, culture, and tourism have created new opportunities for rural development in China. Pingqiao Village represents a typical rural destination in southern Jiangsu, where ecological protection, cultural inheritance, tourism development, and local livelihoods need to develop together.

■ THESIS INFORMATION

- **Master's Thesis Topic:**

Tourism Brand Development of Pingqiao Village, Liyang, from the Perspective of Integrated Agriculture, Culture, and Tourism

- **Object of Research:**

Pingqiao Village, Tianmuhu Town, Liyang City, Jiangsu Province, China

- **Subject of Research:**

Tourism brand construction and visual communication design for rural destinations

- **Territorial and Chronological Scope:**

Pingqiao Village and its surrounding rural tourism area in Liyang, with a focus on its current development conditions and contemporary brand design practice



RESEARCH METHODS

Based on the research topic and purpose, through the study of the literature materials of Pingqiao Village in Liyang, the historical culture of Pingqiao Village was understood, as well as the current market demands and design trends. Appropriate theoretical basis and practical reasons were found, providing certain theoretical and practical references for the design of the tourism brand image of Pingqiao Village.

Literature Review Method 01

Through on-site investigation, we explored the local cultural resources, tourism development situation, and deeply experienced the local cultural conditions and historical background. We also identified the actual needs of Pingqiao Village for this design research, thereby providing a basis for the brand study and further improving the subsequent tourism brand image design practice of Pingqiao Village.

02 Field Investigation Method ★

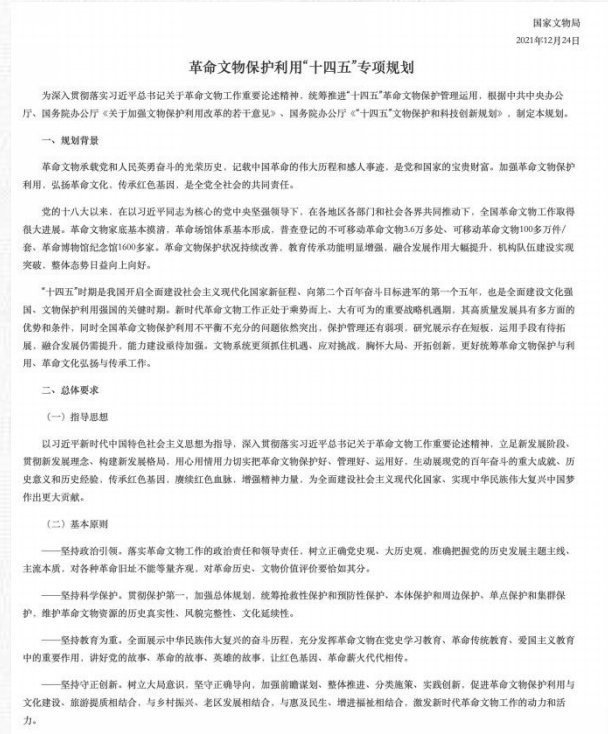
Case Analysis Method 03

Search for other successful cases of agricultural tourism brand construction both domestically and internationally, analyze their design methods, element extraction forms, ways of integrating culture and region, etc., in order to provide form and design strategy references for the research of this paper.

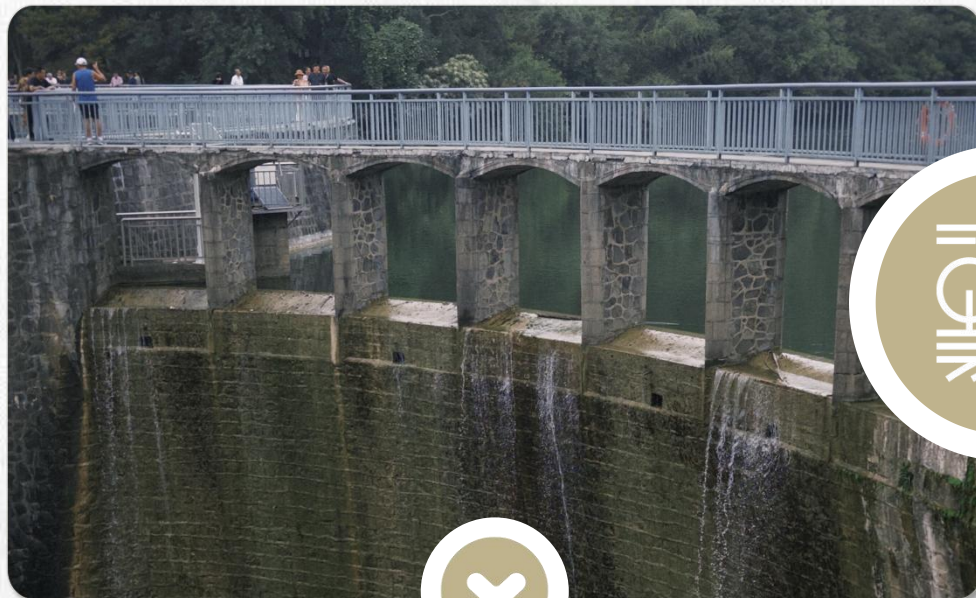
04 Design Practice Method ★

Combining theoretical knowledge with design practice, an overall design was carried out for the tourism brand visual system of Pingqiao Village in Liyang, including: logo, standard font, brand IP design, wayfinding system, cultural and creative products, and packaging of characteristic agricultural products, etc., in order to promote the development of the tourism industry in Pingqiao Village, Liyang.

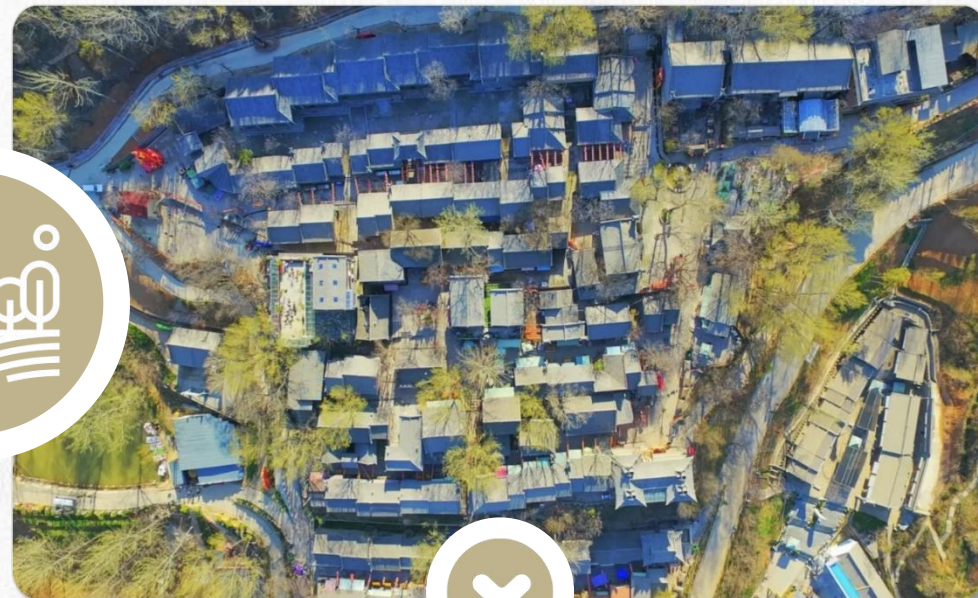
RESEARCH BACKGROUND



As the Rural Revitalization Strategy advances, the integration of agriculture, culture, and tourism has become an important national approach to rural development. The 2024 Central Document No. 1 called for a modern rural industrial system integrating these sectors, while the 2025 document further emphasized the deep integration of rural culture and tourism. This model combines a strong cultural brand identity, interactive visitor experiences, and agricultural products and derivatives.



In recent years, with the significant investment from the government, the infrastructure of Pingqiao Village has been greatly improved, providing a foundation for cultural tourism and online promotion. However, a systematic tourism brand image has not yet been formed, nor has an entry point been provided.



The deepening of the integration of agriculture and tourism has given rise to many innovative concepts, which requires rural tourism brands to break through the limitations of presenting only a single resource. However, the domestic rural tourism market still faces problems such as ambiguous brand image, relatively superficial extraction of cultural symbols, and weak association of agricultural tourism elements, which need to be addressed.

■ RESEARCH SIGNIFICANCE

Current research on the integration of agriculture and tourism mostly focuses on macro development models, while research on tourism brand image design mostly emphasizes the visual expression of a single culture. There is less research that simultaneously addresses both aspects.

Pingqiao Village has diverse rural cultural landscapes. By disassembling and reconfiguring various element symbols, this paper explores the visual transformation of such composite landscapes, builds tourism brand images, and supplements theoretical cases for the visual design of rural cultural landscapes.

Theory



Practice



The tourism resources such as "Self-driving Route No.1 - Water Conservancy Dam Tour - Agricultural Scenery - Special Industries" were integrated and refined to form a unique tourism brand for Pingqiao Village. This provides scientific and effective practical evidence for this research topic. This not only enhances the local villagers' sense of cultural identity and promotes the sustainable development of the agricultural tourism industry in Lishang Pingqiao Village; but also protects and promotes the unique local cultural heritage, achieving the integration of tradition and modernity, and the positive interaction and win-win situation between cultural inheritance and tourism development.

RESEARCH SOURCE

01

The economic significance of cultural and tourism development was first proposed in 1966.

In 1966, the UNESCO Courier magazine published the 12th issue, titled "Cultural Tourism: The Untapped Economic Treasure of Development", where the economic significance of cultural tourism development was first proposed.

03

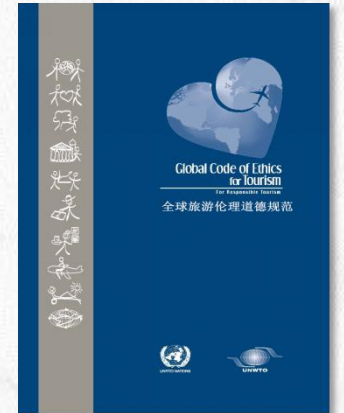
In 1999, discussions were held to address new issues related to culture and tourism.

In 1999, the title of "Messenger" was "Tourism and Culture: Reflections on Integration", discussing new issues, cases and solutions that emerged during the development of cultural tourism, as well as how to regulate the development of cultural tourism.

05

Fleischer (2000)

Fleischer (2000) pointed out that the core driving force of rural tourism stems from "reverse differentiation" – that is, the difference between the urban characteristics of the source area and the rural characteristics of the destination.



02

The concept of "tourism culture" was first proposed in 1977.

In 1977, American scholar Robert McIntosh first proposed the concept of "tourism culture" in his book "Tourism: Elements, Practice, and Basic Theory", and regarded culture as a core element of tourism research.

04

How to Develop Cultural Protection in 199

In October 1999, the World Tourism Organization (UNWTO) released the "Global Tourism Ethical Guidelines", which discussed how to protect cultures during the development and integration of tourism.

06

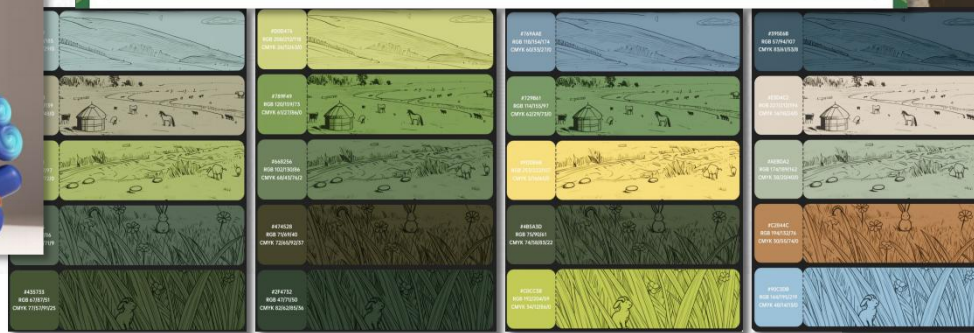
Bernard Lane (2004)

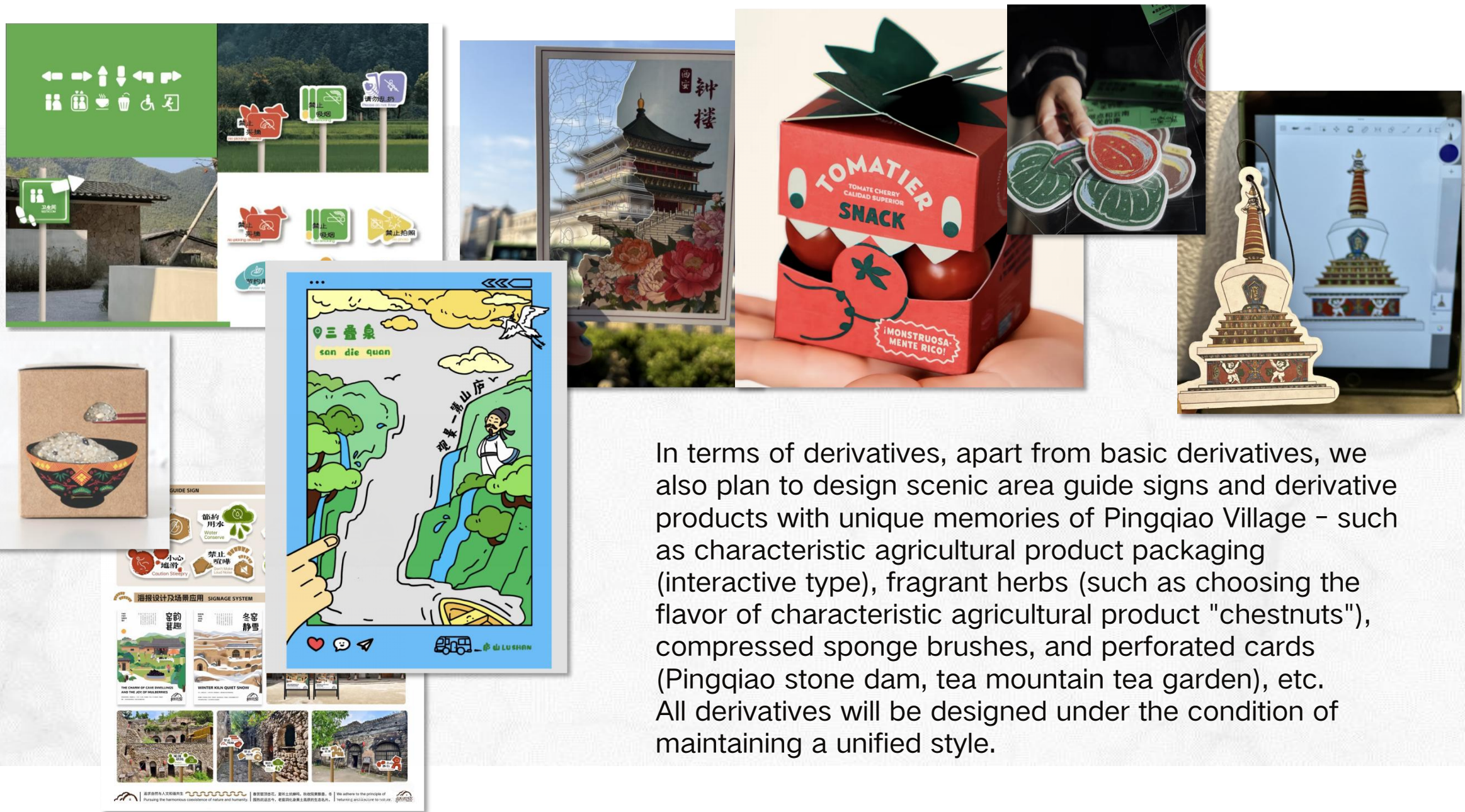
Bernard Lane (2004) incorporated agricultural production and rural tourism into a unified analytical framework, formally proposing the concept of agricultural tourism, and advocating that small-scale leisure activities in rural areas should be the core driving force to promote coordinated industrial development.

BRAND DESIGN REFERENCE

Complete the basic contents of this project design practice (including LOGO, IP image, base color, poster design, etc.) Brand design mainly considers using green, slightly gray colors, yellow, and blue as the main tones.

The LOGO is considered to be based on semiotics, extracting elements, simplifying them, or integrating them with the font. The IP adopts the design of anthropomorphizing inanimate objects or abstract concept organisms.





In terms of derivatives, apart from basic derivatives, we also plan to design scenic area guide signs and derivative products with unique memories of Pingqiao Village – such as characteristic agricultural product packaging (interactive type), fragrant herbs (such as choosing the flavor of characteristic agricultural product "chestnuts"), compressed sponge brushes, and perforated cards (Pingqiao stone dam, tea mountain tea garden), etc. All derivatives will be designed under the condition of maintaining a unified style.

CONCEPT SKETCH

This design is centered around the concept of "agriculture, tourism and culture integration". Through the extraction of the stone masonry texture, arched contours and waterfall flow of Pingqiao Stone Dam, as well as regional elements such as bamboo leaves, tea buds, streams and farmland, a visual language that combines natural texture and cultural memory is constructed. The design follows the theme of "Stone Dam Listening to Waterfall, Bamboo Sea Seeking Pleasure, Tea Field Resting" and connects the water conservancy heritage, ecological landscape, agricultural experience and leisure tour into a complete tourism narrative. In terms of visual expression, the main colors used are bamboo green, tea green, water blue and stone gray. Combined with handwritten-style signs, theme illustrations and auxiliary patterns, the brand temperament of Pingqiao Village, which is natural, close, witty and experiential, is conveyed. Based on Pingqiao Stone Dam, an approachable anthropomorphic IP image is created, transforming the abstract water conservancy culture into a navigable, interactive and communicable brand character; and it is extended to guide maps, theme posters, study guides, agricultural product packaging, cultural and creative gifts and social media content. Through brand building, the agricultural, cultural and tourism resources of Pingqiao Village form a coordinated linkage, further enhancing its tourism brand recognition, experience and communication value.



■ BRAND BUILDING PRESENTATION



This design draws its inspiration from the most representative Pingqiao Stone Dam in Pingqiao Village, integrating its water conservancy cultural memory and rural landscape ecology into the brand visual expression. The logo features a font with a handwritten texture, reflecting the natural, simple and warm atmosphere of the Jiangnan countryside; the graphic part extracts the arched structure, stone texture and water flow form of the stone dam, and incorporates ecological images such as bamboo forests and mountainous areas, making the brand image not only have clear regional identification but also present a relaxed atmosphere of rural leisure. The overall color scheme mainly consists of black, stone gray, water blue and bamboo green, symbolizing the historical depth of the stone dam, the agility of the water system and the vitality of the mountains and forests. By combining landmark landscapes, cultural stories and natural experiences, the brand image of Pingqiao Village as a tourist destination that is "viewable, visitable and perceptible" is created.

■ BRAND BUILDING PRESENTATION



The IP image is based on the core prototype of Pingqiao Stone Dam. Through anthropomorphic design, it endows the water conservancy relics with friendly and interactive personality traits. The character's head features the thick stone masonry outline of the stone dam, incorporating details such as arched dam bodies, rock textures, moss, etc., highlighting the unique landmark memory of Pingqiao Village. The clothing and accessories incorporate elements of bamboo leaves, tea, and rural travel. The overall design adopts round and smooth proportions, natural and fresh colors, and hand-drawn texture, reducing the distance perception of the water conservancy project, making it more relatable to families with children, young tourists, and study groups.

In terms of application, the IP extends multiple sets of actions and expressions around different scenarios such as viewing waterfalls, wandering, picking tea, resting, and explanations. It can be applied to guide signs, 打卡 devices, theme posters, social media stickers, and cultural products. Through the continuous companionship and story-based expression of the IP, the abstract stone dam culture is transformed into understandable, memorable, and shareable tourism experience clues, further enhancing the affinity and dissemination power of Pingqiao Village's brand.

BRAND BUILDING PRESENTATION



01 / 包装应用
TEA GIFT PACKAGING



02 / 文创周边
CULTURAL SOUVENIRS



03 / 纸品与伴手礼
STATIONERY & GIFTS





CONCLUSION

This study develops a tourism brand system for Pingqiao Village by integrating its stone-dam water-conservancy culture, bamboo-and-tea pastoral ecology, and rural lifestyle. A unified visual identity, anthropomorphic IP character, themed illustrations, visitor map, and cultural and creative products transform local resources into recognizable and experiential brand assets. The project demonstrates how design can connect cultural interpretation, visitor services, and consumption, providing a sustainable foundation for rural tourism development, brand communication, and future community collaboration.





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THANK YOU