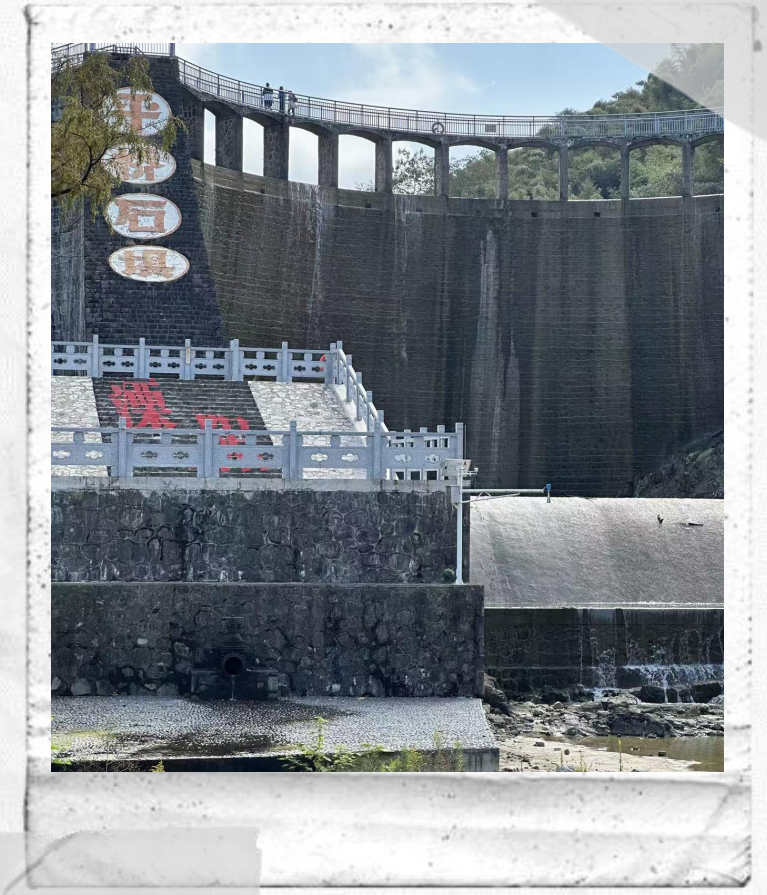
Kharkiv State Academy of Design and Arts
Graphic design department
Visual Communication Design

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

Student: **Chen Xingyi**
Scientific superviser: **Andriy Zvonyk**, PHD in Economics, associate professor

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

01 Literature Review Method

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.

02 Field Investigation Method

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.

03 Case Analysis Method

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



求是网 | 理论资源导航

农文旅深度融合 助力乡村全面振兴

来源：求是网　作者：朱旭升　2025-03-10 17:19:26

习近平总书记强调，全面推进乡村振兴，要立足特色资源，坚持科技兴农，因地制宜发展乡村旅游、休闲农业等新产业新业态，贯通产加销，融合农文旅，推动乡村产业发展壮大，让农民更多分享产业增值收益。2024年中央一号文件明确提出，要“加快构建粮经饲统筹、农林牧渔并举、产加销贯通、农文旅融合的现代乡村产业体系”。这一重要部署，正式将“农文旅融合”纳入乡村振兴战略的总体框架之中。2025年中央一号文件提出发展乡村特色产业，要求“深入实施农村产业融合发展项目”，“推进乡村文化和旅游深度融合”，为扎实推进乡村全面振兴提供了重要路径。

政策领航：锚定农文旅融合新坐标

从产业发展角度审视，农文旅融合突破传统产业壁垒，推动产业间的交织融合。深入挖掘乡村文化元素，将其融入农产品生产、加工、销售的全链条开发流程，打造特色文创农产品，有效提升附加值。不仅如此，还可以进一步延伸农业产业链条，优化产业结构，促使农业向多功能方向转变，为农村经济增添新活力。

在城乡要素流动层面，农文旅融合吸引社会资本、先进技术和专业人才纷纷涌入乡村，成功激活闲置资源。社会资本积极投身农村基础设施建设和旅游项目开发，筑牢发展根基；先进技术广泛应用于农业生产与服务领域，提升农业生产效率与服务质量，专业人才带来前沿理念和丰富经验，为乡村发展注入智慧源泉。同时，乡村优质农产品和特色文化资源借机加快流通速度，有力促进城乡间资源共享，缩小城乡差距，推动城乡一体化发展。



2025年中央一号文件提出 推进乡村文化和旅游深度融合

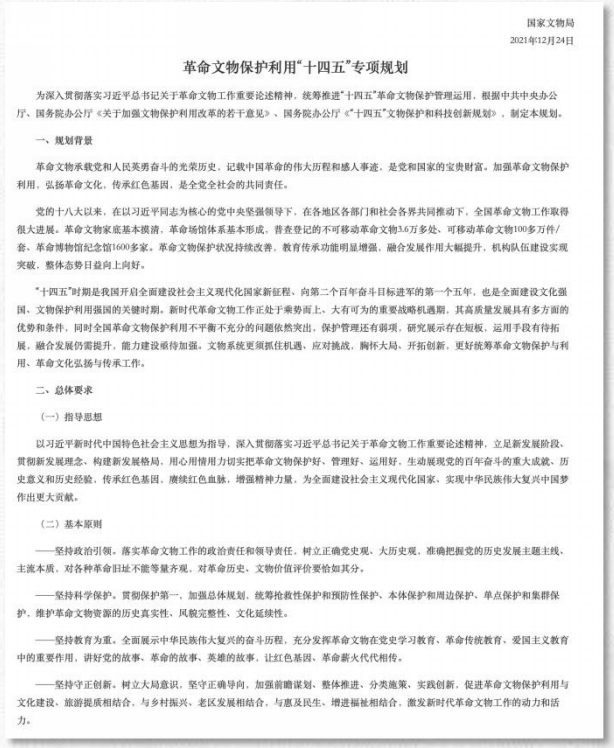
中国旅游报　2025-02-24 19:49 北京

据新华社电 2月23日，《中共中央 国务院关于进一步深化农村改革 扎实推进乡村全面振兴的意见》发布。这是党的十八大以来第13个指导“三农”工作的中央一号文件。2025年中央一号文件提出，推进乡村文化和旅游深度融合，开展文化产业赋能乡村振兴试点，提升乡村旅游特色化、精品化、规范化水平。引导农民发展适合家庭经营的产业项目，因地制宜发展庭院经济、林下经济、民宿经济。

2025年中央一号文件明确，发展乡村特色产业。深入实施农村产业融合发展项目，培育乡村新产业新业态。拓宽农民增收渠道。发展各具特色的县域经济，支持发展就业容量大的富民产业，促进农民就近就业增收。

2025年中央一号文件还提出，加强文明乡风建设。进一步加强新时代农村精神文明建设，强化思想政治引领，实施文明乡风建设工程，推动党的创新理论更加深入人心、社会主义核心价值观广泛践行。建立优质文化资源直达基层机制，丰富农村文化服务和产品供给，创新开展“戏曲进乡村”等文化惠民活动，加强乡土文化能人扶持，引导群众性文体活动健康发展。推进传统村落特色保护区建设，加强乡村文化遗产保护传承和活化利用，深入实施乡村文物保护工程。推进农村移风易俗。规范农村演出市场，深入整治低俗表演活动。

2025年中央一号文件全文共6个部分，分别为：持续增强粮食等重要农产品供给保障能力、持续巩固拓展脱贫攻坚成果、着力壮大县域富民产业、着力推进乡村建设、着力健全乡村治理体系、着力健全要素保障和优化配置体制机制。（编辑：宋雨秋）



国家文物局

2021年12月24日

革命文物保护利用“十四五”专项规划

为深入贯彻落实习近平总书记关于革命文物工作重要论述精神，统筹推进“十四五”革命文物保护管理运用，根据中共中央办公厅、国务院办公厅《关于加强文物保护利用改革的若干意见》、国务院办公厅《“十四五”文物保护和科技创新规划》，制定本规划。

一、规划背景

革命文物承载党和人民英勇奋斗的光荣历史，记载中国革命的伟大历程和感人事迹，是党和国家的宝贵财富。加强革命文物保护利用，弘扬革命文化，传承红色基因，是全党全社会的共同责任。

党的十八大以来，在以习近平同志为核心的党中央坚强领导下，在各地区各部门和社会各界共同推动下，全国革命文物工作取得很大进展。革命文物家底基本摸清，革命场馆体系基本形成，普查登记的不可移动革命文物3.6万多处，可移动革命文物100多万件/套，革命博物馆纪念馆1600多家。革命文物保护状况持续改善，教育传承功能明显增强，融合发展作用大幅提升，机构队伍建设实现突破，整体态势日益向上向好。

“十四五”时期是我国开启全面建设社会主义现代化国家新征程、向第二个百年奋斗目标进军的第一个五年，也是全面建设文化强国、文物保护利用强国的关键时期。新时代革命文物工作正处于乘势而上、大有可为的重要战略机遇期。其高质量发展具有多方面的优势和条件，同时全国革命文物保护利用不平衡不充分的问题依然突出。保护管理还有弱项，研究展示存在短板，运用手段有待拓展，融合发展仍需提升，能力建设亟待加强。文物系统更须抓住机遇，应对挑战，胸怀大局、开拓创新，更好统筹革命文物保护与利用、革命文化弘扬与传承工作。

二、总体要求

（一）指导思想

以习近平新时代中国特色社会主义思想为指导，深入贯彻落实习近平总书记关于革命文物工作重要论述精神，立足新发展阶段，贯彻新发展理念，构建新发展格局，用心用情用力切实把革命文物保护好、管理好、运用好，生动展现党的百年奋斗的重大成就、历史意义和历史经验，传承红色基因，赓续红色血脉，增强精神力量，为全面建设社会主义现代化国家、实现中华民族伟大复兴中国梦作出更大贡献。

（二）基本原则

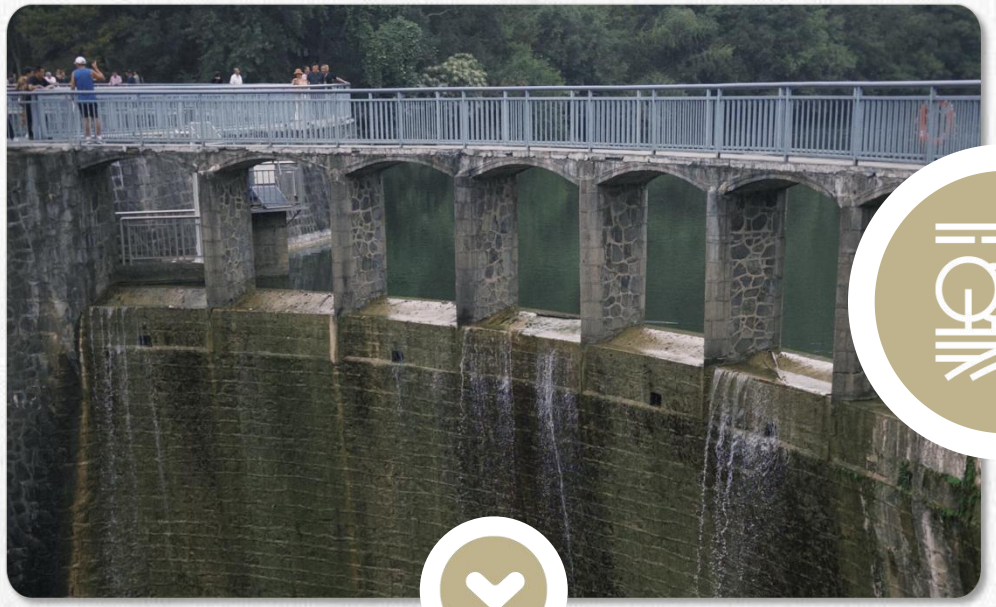
——坚持政治引领。落实革命文物工作的政治责任和领导责任，树立正确党史观、大历史观，准确把握党的历史发展主题主线、主流本质，对各种革命旧址不能等量齐观，对革命历史、文物价值评价要恰如其分。

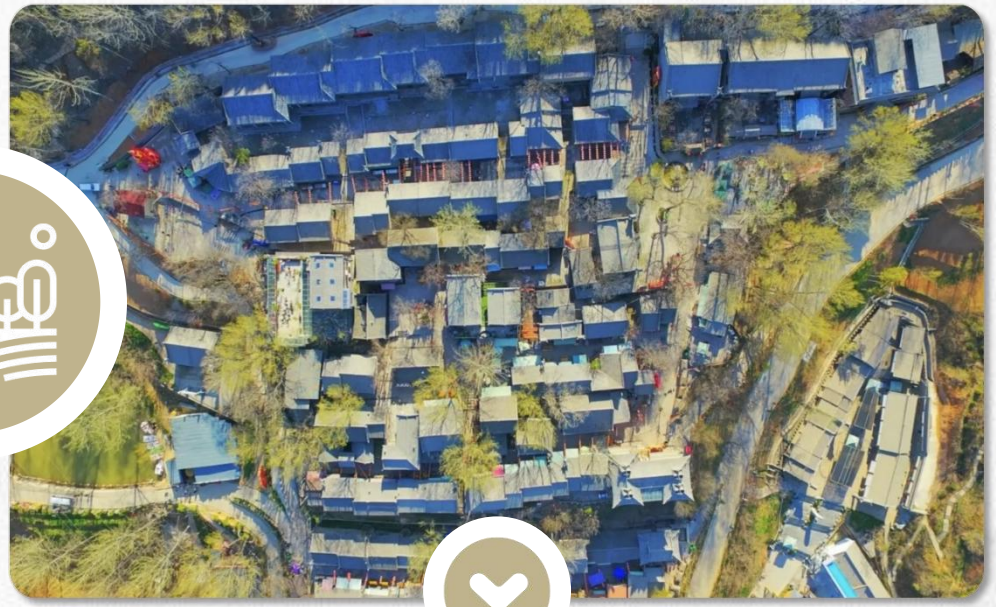
——坚持科学保护。贯彻保护第一，加强总体规划，统筹抢救性保护和预防性保护、本体保护和周边保护、单点保护和集群保护，维护革命文物资源的历史真实性、风貌完整性、文化延续性。

——坚持教育为重。全面展示中华民族伟大复兴的奋斗历程，充分发挥革命文物在党史学习教育、革命传统教育、爱国主义教育中的重要作用，讲好党的故事、革命的故事、英雄的故事，让红色基因、革命薪火代代相传。

——坚持守正创新。树立大局意识，坚守正确导向，加强前瞻谋划、整体推进、分类施策、实践创新，促进革命文物保护利用与文化建设、旅游提质相结合，与乡村振兴、老区发展相结合，与惠及民生、增进福祉相结合，激发新时代革命文物工作的动力和活力。

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.





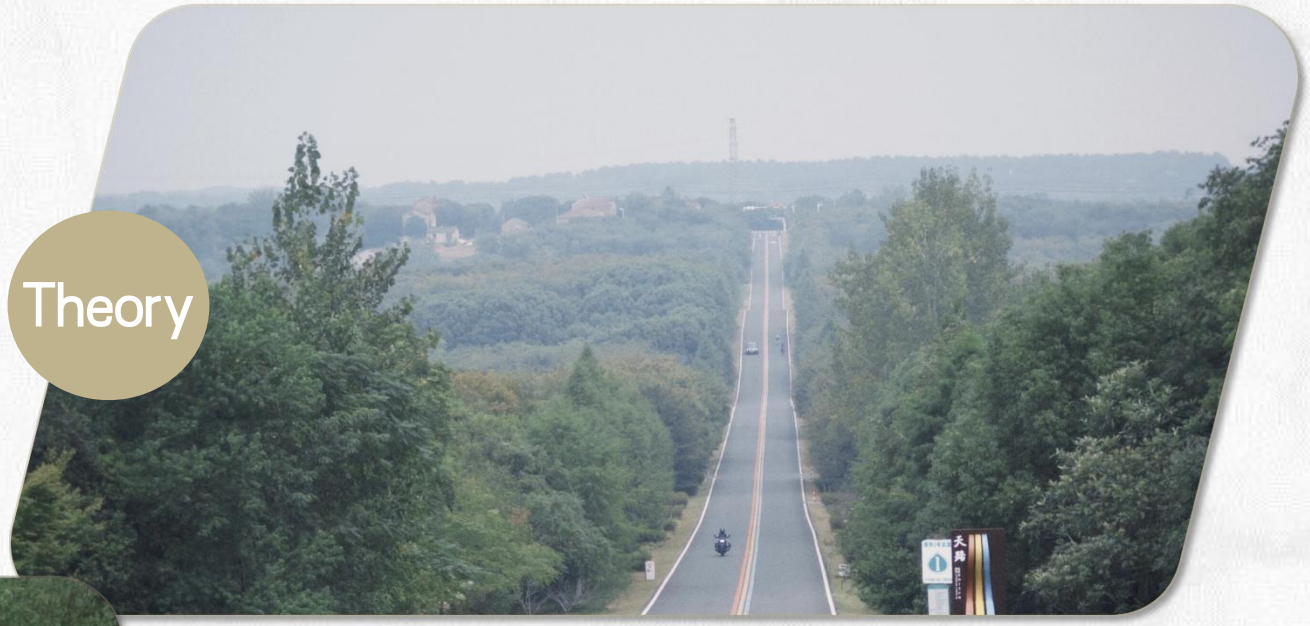
In recent years, with the significant investment from the government, the infrastructure of Pingqiao Village has been greatly improved, providing a foundation for cultural tourism and online promotion. However, a systematic tourism brand image has not yet been formed, nor has an entry point been provided.

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.

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.

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.

04

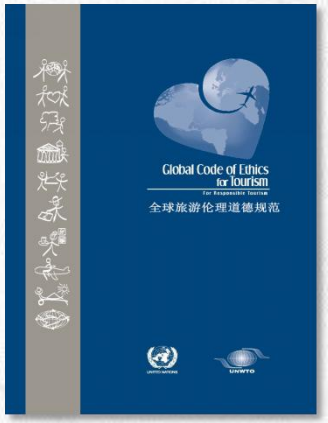
How to Develop Cultural Protection in 199

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.

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.



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.

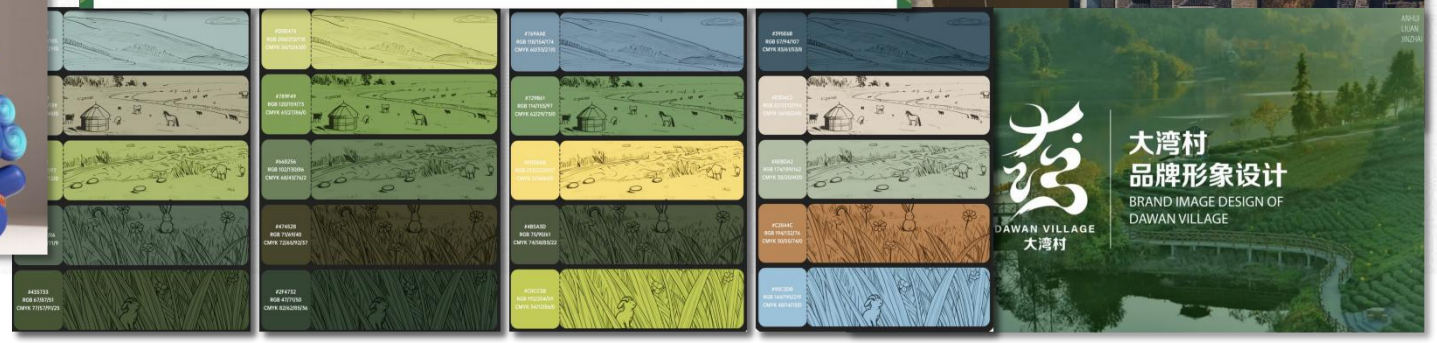










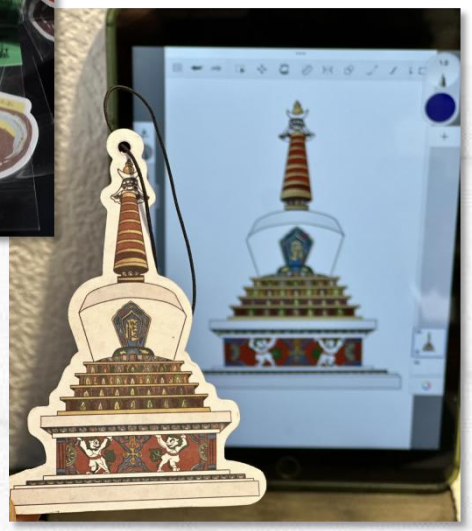




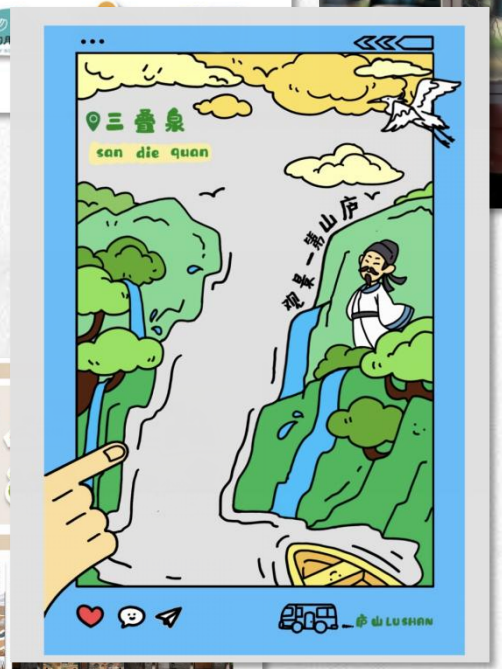


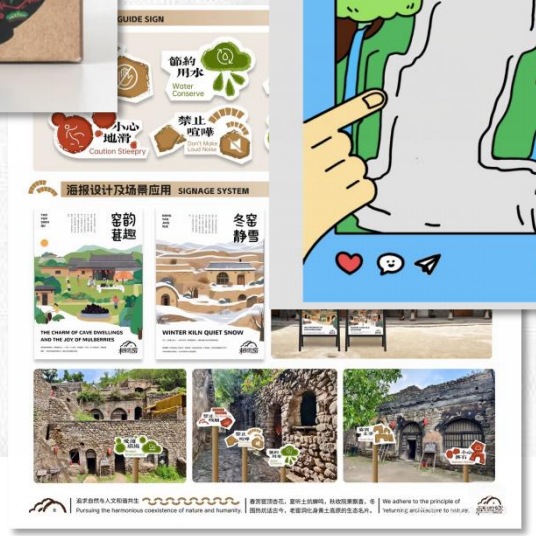












In terms of derivatives, apart from basic derivatives, we also plan to design scenic area guide signs and derivative products with unique memories of Pingqiao Village - such as characteristic agricultural product packaging (interactive type), fragrant herbs (such as choosing the flavor of characteristic 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













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.

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

THANK YOU