

Research and Application of Cultural Travel Image Design in Qujialing Cultural Publicity

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Abstract: With the increasingly rich lives of urban and rural residents and the increasing pursuit of a better life, the cultural and tourism industries have ushered in an era of integrated development. The cultural and tourism IP comes from this, integrating the local historical background or excellent historical culture with the local tourism industry through personalized and contemporary expression techniques. This article delves into the unique material and spiritual cultures of Qujialing, forming local cultural and tourism illustrations and IPs, promoting the integration of Qujialing culture and tourism. Through the promotion and application of Qujialing cultural and tourism illustrations and IPs, Qujialing culture is known to more people and more tourists are willing to come to Qujialing for tourism. At the same time, it drives the development of Qujialing's characteristic agricultural and sideline products and local tourism industry.

Keywords: Illustrative Art; Cultural and Tourism IP; Qujialing Archaeological Site; Culture.

1. Introduction

In recent years, illustration art, as an aesthetic product, has been widely applied in various fields and is loved by modern people. With the development trend of the information age, illustration design is no longer simply a book illustration, but is also frequently used in the commercial field, becoming an important form of artistic expression. With the continuous rise of China's international status, the total economic income of the domestic tourism market is still steadily growing, and the number of tourists is increasing year by year. The demand for consumption in the tourism market by the domestic people is also gradually increasing. The rapid development of the tourism market has increased the public's demand for tourism culture, and the sense of identification and focus on ethnic culture has also strengthened. In order to better attract consumers, the tourism industry also needs to enhance the image of urban tourism and spread the core content of tourism culture to the public through effective communication channels, in order to strengthen deep emotional communication.

2. Overview of Qujialing Culture

2.1. Research Purpose and Significance

2.1.1. Research Objective

The Qujialing Site was announced as a national key cultural relic protection unit in 1988 and has now been listed as one of the 100 major cultural relic protection sites in China. In July 2012, the Hubei Provincial People's Government announced and implemented the "Overall Plan for the Protection of Qujialing Site Cultural Relics". In 2013, the Qujialing Archaeological Site Park was applied for approval. After such efforts, this dusty archaeological site was able to reignite. However, this time it is closely related to our local people. The successful application for the construction of Qujialing Archaeological Site Park has opened a new chapter in this long history. It is the wish of all Jingmen people to showcase the history and culture of the archaeological site park here. This article will use illustrations and IP images as media to design works that can convey the charm of Qujialing

culture and expand its influence. Each city has its own unique cultural business card, in which tourism culture has profound narrative value and bears the local story text, such as folk culture, cultural allusions, and folk market life. How to accurately convey this tourism cultural information in the form of illustrations and attract consumers' attention to the greatest extent is the problem that the author aims to study. For example, as shown in Figure 1-1, the overseas edition of China Daily, which has won the "Best International Newspaper Award", adopts an artistic form of illustration and a unique narrative style, successfully baptizing the public with Chinese aesthetic culture. The illustration design in the layout integrates the charm of Chinese art and modern aesthetic trends, which has a strong visual impact and provides important reference significance for the visual presentation and promotion of tourism culture.

2.2. Case Analysis of Domestic and Foreign Cultural Tourism IP Design

After Wuhan Zhuoer Cultural and Tourism Group entered Changyang, it conducted research and in-depth exploration on the local culture of Changyang. Based on the tourism market in Changyang County, it created a pair of "Changyang Gift" IPs: Liba and Xilan according to the local cultural customs of Changyang. The IP images were created into emoticons for initial dissemination and use on WeChat platforms, and more cultural and creative products about Liba and Xilan were derived, promoting the upgrading of tourism and shopping in Changyang County. At the same time, we have successfully enhanced the brand influence of "Changyang Gift" within the county through various means such as Changyang Gift brand, IP image, and themed cultural and creative activities. Abroad, Kumamoto Prefecture in Japan defines the IP image as a bear by naming it Kumamoto Prefecture. The shaping of the IP image and the setting of colors revolve around the local characteristics, highlighting the uniqueness of the region. Activities carried out according to the IP image, such as powder blusher throwing fun activities in Kumamoto County, have made Kumamoto County popular rapidly and driven the growth of tourism economy in Kumamoto County. Derive Kumamoto Bear peripheral products through IP. Promoted

the monetization of tourism consumption in Kumamoto Prefecture.

3. The Artistic Expression of Qujialing Culture in Illustration Design

3.1. The Application Value of Theme Illustration Design for Qujialing Cultural Tourism

The development of tourism themed illustration design has led to an increasingly wide range of applications, involving visual media such as books, magazines, packaging, games, displays, websites, electronic publications, and mobile devices that we come into contact with every day. Illustration design can fully unleash the imagination and creativity of creators, endow works with vividness and artistry, and make them a contemporary design work with aesthetic characteristics. Tourism themed illustration design, as a form of visual communication, a means of disseminating information, and a tool for advertising promotion, has cultural and commercial value.

Cultural values: In the report of the 19th National Congress of the Communist Party of China, it was proposed that we should establish cultural confidence, promote the dissemination of culture, and develop cultural creative products. Based on the current era background, it can be found that illustration design has always been integrated into the cultural and creative industry, and the development of the cultural and creative industry can be promoted through illustration art to promote local culture. For example, the Palace Museum, the British Museum, and others have combined the current trend of creative industry development and used illustration as a form of design for cultural and creative products, overcoming language barriers between countries and ethnic groups, and intuitively and effectively spreading their own culture. Not only can it attract public attention and interest in tourism information, but it also helps to promote the cultural image of the country, which has very important practical significance.

3.2. The Artistic Imagination Context of Qujialing Culture

Artistic imagination can break through the constraints of time and space, diversify the presentation of ideological contexts in artistic creation, and create many unexpected possibilities. In ancient literary theory, the meaning of imagination is often known as "divine contemplation", "silhouette", "transmigration", etc. Its breadth of thinking and rich accumulation of traditional Chinese culture enriches the artistic image context of illustration creation, and broaden the spiritual scene of spiritual and material travel. The application of artistic imagination in thinking originates from the

expectation, longing, or release of an emotion in life. These feelings and memories have nurtured fragmented imaginative plots and records of thinking trajectories, breaking through sensory experiences and using illustration design to form a spiritual virtual image of human interaction, expanding the aesthetic imagination space. In the design process of tourism themed illustrations, we break the fixed thinking of the objective world and design the images as virtual artistic conception that is nowhere to be found in the real world. Utilize symbolic visual elements to express the philosophical meaning hidden behind the screen. Transcendental imagination, the spatial meaning of geographic information, the visual scene of new media, and the individual consciousness of creators are all the source and driving forces that can be exerted in artistic imagination creation. Based on the tactile points of concrete things, emotions are objectified and materialized, and the "emptiness" of emotions is combined with the "reality" of forms, guiding the viewer's perceptual feelings, associations, and emotional deepening, resulting in an artistic effect of "having all the forms but infinite meanings", Give the spirit more freedom and expression.

4. Conclusion

Tourism themed illustration design, as a medium for urban tourism promotion, promotes the dissemination of urban regional culture and economic development through tourism image promotion and visual translation. This article takes tourism themed illustration design as the research object, explores the combination path of narrative thinking and tourism themed illustration design through narrative thinking and excellent illustration cases at home and abroad, and provides innovative ideas for the visual construction, cultural output, and tourism promotion of tourism culture.

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