CHINA'S LUSHAN CITY IMAGE DESIGN TO PROMOTE TOURISM

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Abstract

The purpose of this research were to study the image of Lushan City in China, design the image logo of Lushan Mountain, and promoted tourism. The tools used for the research included descriptive analysis, field study, and quantitative research, by which the present situations and existing problems of the Lushan Mountain tourism image were investigated and summarized. The influence of tourists and residents on the tourism image design was evaluated by obtaining the information in the questionnaire. The positioning of Lushan Mountain tourism image design was summarized according to the government planning and policies on Lushan Mountain tourism. The results showed that there were four distinct seasons and abundant tourist resources in Lushan Mountain and shaping the image of Lushan Mountain tourism in all seasons helped promoting Lushan Mountain tourism. Through the study of 8 visual symbols of Lushan Mountain and the colors of the four seasons of Lushan Mountain, a multi-form tourism image logo and related application design of Lushan Mountain were designed. The overall satisfaction rate of the visual image design of Lushan Mountain was analyzed using a 5-point Likert scoring method with the theoretical median value of 3 as the reference value. The discussion results from the experts and tourists on the satisfaction rate of the visual image design of Lushan Mountain tourism showed that in the overall satisfaction of the visual image design of Lushan Mountain tourism and the satisfaction of various other aspects, the overall satisfaction of the visual image design of Lushan Mountain tourism was 4.02, and the mean value of satisfaction in other aspects was between 3.93-4.07, all being higher than the theoretical median value of 3.

Introduction

Lushan City is affiliated with Jiujiang City, Jiangxi Province, and is a county-level city named after the scenic spot of "Lushan Mountain". The scenic spot of Lushan Mountain in Lushan City is adjacent to the Yangtze River in the north and Poyang Lake in the east. It has rolling mountains, beautiful scenery, a sea of clouds, and a pleasant climate, which is a famous summer resort at home and abroad. Lushan Mountain is an oval mountain, a typical mountain region, with an area of about 302 square kilometers. There are more than 1,000 houses of 18 national architectural styles preserved on Lushan Mountain. Bailudong Academy on Lushan Mountain, founded in AD 940, is one of the earliest institutions of higher learning in China. Lushan Mountain was also once the center of Buddhism and Taoism in southern China in history. In 1996, Lushan Mountain was listed as a world cultural landscape. The development of tourism in modern times in Jiangxi Province started with the development of Lushan Mountain. Lushan Mountain, located in the south of the Yangtze River, belongs to the subtropical eastern monsoon climate. The cities around Lushan Mountain are very hot in the summer, but Lushan Maintain is as cool as spring. Even in hot July, the average temperature is only 22.6 degrees Celsius. Before the reform and opening up of China, Lushan Mountain was only a well-known political and cultural mountain famous for holding conferences there as a summer resort. The tourism industry has been mainly

dominated by reception tasks. After the reform and opening up, the tourism industry of Lushan Mountain gradually entered a stage of take-off.

Since the Third Plenary Session of the 11th CPC Central Committee, Jiujiang Municipal Government has strengthened the management of the tourism industry. Especially since the release of the film "Romance on Lushan Mountain" in 1980, Lushan Mountain has got an instant hit at home and abroad. In 1984, the Lushan Mountain Scenic Area Administration Bureau was established. At the beginning of the reform and opening up, Lushan Mountain was one of the leading scenic spots in China's tourism industry. But its tourism development has slowed down in recent years, resulting in its status in China's famous mountain scenic spots being gradually replaced by other traditional famous mountains such as Mount Huangshan and emerging famous mountains such as Zhangjiajie. Replace. Over the years, the image of Lushan Mountain as a summer resort in the minds of tourists has tended to be solidified, therefore, the tourism seasonality has been a major obstacle to the sustainable development of its tourism industry.

In May 2016, an announcement was issued by the People's Government of Jiangxi Province: adjust some of the administrative divisions of Jiujiang City and establish a county-level City of Lushan. Since then, the bull governance pattern of Lushan Mountain has changed. The establishment of Lushan City to incorporate Lushan Mountain and the unified management of Lushan City has led to a historical transformation that helped to form the great tourism brand of Lushan Mountain and assisted the tourism industry in Jiangxi to take off. In 2020, to further promote the high-quality development of the tourism industry of the province, the Party Committee and People's Government of Jiangxi Province put forward the work requirements of the industry chain chief system for implementing the industry chain of tourism, building a "strong province in tourism", improving the design level of scenic service facilities in our province, promoting the integrated development of cultural tourism industry and design service industry, and opening up the whole chain of the cultural tourism industry in serving tourists. Through innovative design, the service facilities of the scenic spot have seen fundamental improvement, so that the service facilities of the scenic spot can carry dual functions of serving tourists and promoting culture to serve tourists better. The Department of Culture and Tourism and the Department of Industry and Information Technology of Jiangxi Province have extensively solicited creative design proposals for scenic service facilities, including collecting the creative design proposals for Lushan Mountain Scenic Spot and have encouraged major tourist attractions of the province to actively promote the transformation and upgrading of scenic service facilities.

The results of the investigation on the image status of Lushan Mountain Scenic Area show that: 1. The tourist image is solidified, and the development of scenic spots and tourism publicity are deficient; 2. The standards of public facilities are not unity, and the functions are deficient; 3. There is a lack of tourism brand image, and there is an urgent need to reshape the tourism image.

Research objectives

To Study the image of Lushan City in China, design the image logo, and promote tourism.

Literature review

Li Songzhi (2014) Lushan Mountain Tourism Culture: Lushan has a rich cultural heritage and distinctive regional characteristics. Lushan Mountain culture is an important resource and support for the development of Lushan Mountain tourism. Culture serves the development of tourism, which is an important direction for the study of culture of Lushan

Mountain. From the perspective of tourism culture, the book took an in-depth analysis of the connotation of Lushan Mountain tourism culture and gave a systematical discussion on the tourism culture, religious tourism culture, academy tourism culture, architectural tourism culture, political tourism culture, leisure tourism culture, and folk tourism culture, popular science tourism culture and other tourism cultural resources, characteristics, and tourism aesthetic value of Lushan Mountain landscape. Zhang Xinyou (2016) Comparative Research on Domestic Tourism Brand Image and Advertising Language: With the rapid development of the domestic cultural tourism industry, the competition among cultural tourism destinations and projects are increasingly intensified, and the intensity of publicity and promotion is constantly increasing. How to establish a distinctive and easy-to-remember visual image of cultural tourism, make cultural tourism projects stand out in communication and promotion, and attracting more target consumers, has become the main problem to be considered. Zhang Jingdan (2021) Research on Visual Symbol Design and Application of City Tourism Image: Design and application of visual symbols require innovative combination and deconstruction of image symbols, indicators, and symbols. When applying visual symbols to the image design of city tourism, designers need to clarify their functions. Whether it is to condense and spread urban culture, or to beautify the environment, the design and application of visual symbols of city tourism image have significant significance. Therefore, designers should pay attention to give full play to the advantages of local traditional culture, refine rich design materials, and integrate them into the design of visual symbols in a skillful way to further display the local humanism characteristics, especially to maximize the advantages and value of visual symbols to make tourism the city shows its unique charm and unique humanism spirit.

Shirley Kha-Sien Chia; May-Chiun Lo; Zaidi Bin Razak; Yin Chai Wang; Abang Azlan Mohamad (2021) Impact of Destination Image on Tourist Satisfaction. The moderating effect of information technology (IT): Tourism is a multifaceted field and to understand its complexity, none of its components should be excluded. Based on the opinions and thoughts of tourists, this research aims to determine to what extent the destination image has an impact on satisfaction with that destination. Survey data was collected from tourists who visited key tourist attractions in Kuching, Sarawak. SmartPLS 3 was applied to assess the developed model based on path modeling and bootstrapping. The results revealed that political images, cultural images, and infrastructure factors on destination image are positively related to tourist satisfaction. It was found that information technology (IT) does not play any moderating role in the relationships between destination image and tourist satisfaction. Results have further indicated that the tourism industry can be improved for getting satisfaction among tourists by offering a better development of significant destination image in Sarawak.
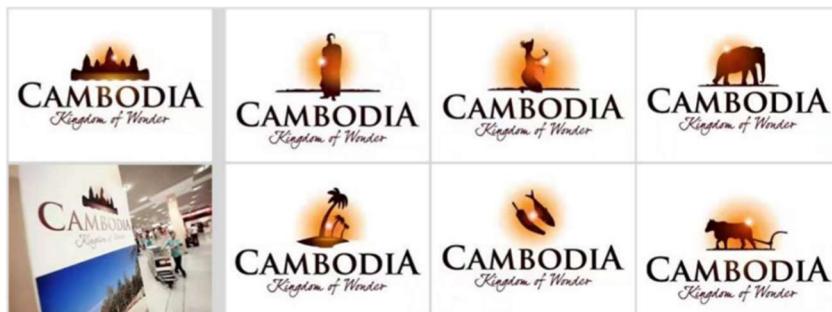
Figure 1 : Cambodia National Tourism Image Logo
Source : https://www.baidu.com/ (Retrieved January 10, 2022)

Cambodia's national tourism image logo is a design project jointly cooperated by the Cambodia National Tourism Administration and the World Bank, designed by Scott Lambert. Through an investigation of seven tourist

attractions in Cambodia, the design team came to realize that Cambodia is a great country with a splendid cultural heritage. To change people's longstanding monotone impression of Cambodia, the team decided to reflect more than just the design concept of Angkor Wat in the logo work. Finally, a series of 9 logos were designed, integrating various Cambodian tourism elements, showing a distinctive and colorful Cambodian national tourism image with a unified and integrated visual atmosphere, which fully highlighted the characteristics of different tourism elements in Cambodia. This is a method very suitable for the design of a city tourism image logo and has been proven highly efficient in the communication effect by practices.

Figure 2 Lushan Mountain Logo
Source: https://www.baidu.com/ (Retrieved January 10, 2022)

The current logo of Lushan Mountain is very old-fashioned. When asking tourists and residents, many people do not know about the Lushan Mountain logo. The tourist logo of Lushan Mountain has not played a role in promoting the scenic spot and shaping the image of the scenic spot. Having consulted Mr. Cheng, Director of the Lushan Mountain Management Committee, I learned that this logo was used a long time ago, but the specific design time could not be verified. According to a dissertation retrieved on CNKI which is about the brand image of Lushan, it is mentioned that the logo was designed long ago by Yu Guoxian, a teacher at Lushan Middle School. The logo graphic consists of the peak of Lushan Mountain and the image of the archway at the south gate of Lushan Mountain.

Figure 3 : Applications of Lushan Mountain Logo
Source: Xiaohong Deng (2022)

Figure 4 : Lushan Mountain South Gate, Lushan Mountain North Gate, Lushan Mountain Cableway
Source: https://www.baidu.com/ (Retrieved January 10, 2022)

Figure 5 Lushan Mountain Public Transport
Source: Xiaohong Deng (2022)

Figure 6 Lushan Mountain Tourist Souvenirs
Source: Xiaohong Deng (2022)

Tourist souvenirs in Lushan Mountain Scenic Spot are greatly homogenized, with no local characteristics and no using signs, and there is no way Lushan Mountain can be promoted through souvenirs. After photographing and sorting out other public facilities in the scenic spot, it had been found that in the scenic spot of Mao Zedong Lushan Mountain Poetry Garden alone, there were 3 different materials and colors of the dust bin, and for the entire scenic spot, there were more than a dozen kinds, which is very visually inconsistent, and lack of a unified logo on the dust bins. There was no corresponding outdoor advertising in the center of Lushan Mountain Scenic Area of Guling Town, Lushan City.

Figure 7 Lushan Mountain Tourism Service Facilities
Source: Xiaohong Deng (2022)

The researchers led a delegation of students from Jiujiang University to investigate the tourism environment of Lushan Mountain and found many related problems, such as the unstandardized and unified orientations of tourist

attractions, and the difficulties in map identification and map understanding, which have all affected the experience of tourists and the impressions on their destination.

Research methodology

The existing research and documentation in the field of study were examined, and an integrated qualitative approach was adopted by the researcher. The study was conducted in the following steps:

4.1 Descriptive analysis. To gain a better understanding, the researcher has complied with the information of the study area to better comprehend the tourism patterns, tourism characteristics, and the related knowledge of the history and beliefs of tourism destinations. The following tools and methods are applied the following tools and methods are applied.

1) Conducting a questionnaire survey among tourists.

2) Conducting in-depth interviews with Lushan Mountain research experts and randomly interviewing some tourists.

3) Conducting participatory and non-participatory observations.

4) The design scope includes tourism image logo design, logo auxiliary graphic design, logo App application, outdoor advertising application and other tourism image promotion application. Design objectives: First, convey the new image through the design and preparation of Lushan Visual Image Manual; Second, released the design works through exhibitions.

4.2 Research Scope.The scope of this study includes:

Stage 1: Lushan Mountain field survey and Lushan tourists research scoping and sampling.

Stage 2: Study the image design of domestic and foreign tourist destinations and study the innovative information of the image design of tourist destinations. Design method: The city image of Hangzhou, a tourist city in China, and the national tourism image of Cambodia. Through the analysis and research on the characteristics of the four seasons and the tourism advantages of Lushan Mountain, using the multi-form tourism image logo design method, the visual image logo of Lushan Mountain tourism is designed, extended, and applied in tourism promotion.

Stage 3: Study the visibility, adaptability, accuracy, and extensibility of tourism image logos. Multi-form logos are easy to convey the rich content of city tourism of Lushan Mountain and the rationality and effectiveness of the contact point design of the tourism image of Lushan Mountain.

4.3 Research Instruments

Stage 1: The researcher created a tourist questionnaire for the study. The first part is general information about tourists, including gender, age, and income. The second part is about the history and culture of Lushan Mountain, the basic information about tourism image, and the related problems of tourism image construction.

Stage 2: Based on the research data, the researcher determined the in-depth and detailed interview information. A successful visit was conducted to the area and a random number of tourists were interviewed to obtain the results.

Stage 3: Design evaluation, which is to investigate the satisfaction rate of the visual image design of tourism of Lushan Mountain. By collecting user data, the reliability and validity of the satisfaction rate are tested.

4.4 Data Analysis. The research aims at the processing and data analysis of the visibility, adaptability, accuracy, and extensibility of the Lushan Mountain tourism image logo, and the rationality and effectiveness of the Lushan

Mountain tourism image contact point design. Statistics used for data analysis are mean, percentage, and standard deviation analysis. The overall satisfaction rate of the visual image design of Lushan Mountain was analyzed using a 5-point Likert scoring method with the theoretical median value of 3 as the reference value. The respondents were generally satisfied with the overall and specific aspects of the visual image design of Lushan Mountain tourism.

Research results

From the study to the innovative design of Lushan Mountain tourism image: the relationship between tourism image, cultural image, and product design. After completing the data analysis in this chapter, the findings are discussed, and the following recommendations and key points are summarized. In the research on the tourism culture of Lushan Mountain, the researcher has selected 8 images of Lushan Mountain from Lushan City. The relationship among belief, wisdom, and tradition in the cultural dimension is as follows:

Table 1 The relationship among belief, wisdom, and tradition in Lushan City

Picture	Image title	Image	Description
1	Peak Wulao		Peak Wulao is 1436 meters above sea level. The mountain looks up like five old men sitting on the ground, so it got its name meaning "Peak of Five Old Man". Peak Wulao has distinct mountain shape features and is a representative peak of Lushan Mountain.
2	Lushan Waterfall		Lushan Waterfall has already got its fame in the Tang Dynasty, and it is a very spectacular sight. Scholars and writers have given Lushan Waterfall a very high reputation.
3	Bailudong Academy		Located in Lushan City, Bailudong Academy is one of the four key academies in China. It was the highestlevel educational institution in China in the Song Dynasty and was known as the "source of the academy" of higher education in China.

Picture	Image title	Image	Description
4	Beauty House		There are many houses in Lushan Mountain. The Beauty House is the most famous. This house fully reflects the beautiful concept of a "garden city" that emerged at the end of the 19th century.
5	Guling OX Sculpture		Guling Town is the reception center of Lushan Mountain Scenic Spot, a beautiful and unique park-like mountain city in the surrounding clouds. The OX Sculpture in the central park is the symbol of Kuling Town. Tourists come here to take pictures when the clouds and fog dissipate.
6	Skiing		Skiing is a special project of Lushan Mountain tourism. The winter ice and snow entertainment projects at Lushan Mountain are very popular among tourists, and Lushan Mountain has gradually become the best tourist destination in winter in southern China.
7	Red maple leaf		The autumn leaves of Lushan Mountain are very famous for their beautiful scenery. Every autumn, many tourists hike up the mountain to see them. The red leaves highlight the beauty of Lushan Mountain. Red has also become the unique autumn color of Lushan Mountain.

Picture	Image title	Image	Description
8	Azaleas		Azaleas are the most dazzling flower on Lushan Mountain. A famous Chinese poet compares Lushan Mountain to "Xishi (A beautiful lady in ancient China) of the flowers". Azaleas are the provincial flower of Jiangxi Province and the alpine flower of the most ornamental value in Lushan Mountain during spring and summer.

When using these eight kinds of images, the researcher selected the seasonal colors and tourism image elements related to Lushan Mountain from the four seasonal characteristics of Lushan Mountain, which is an innovative connection for the development of Lushan Mountain tourism cultural image. The researcher proposed a framework connecting the development of tourism image design with the characteristics of Lushan Mountain.
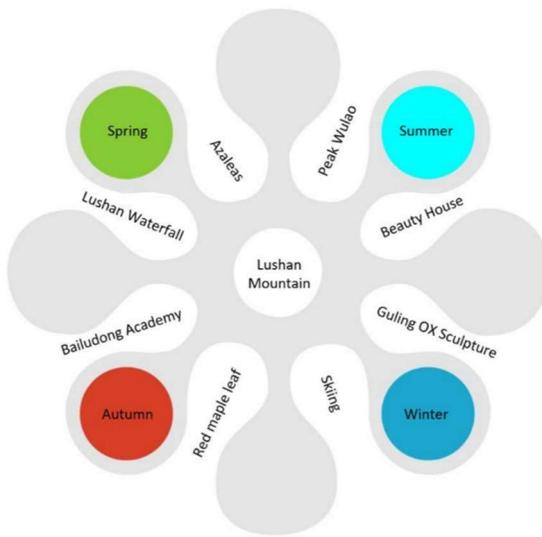

Figure 8 : The Connection Framework of Tourism Visual Image Design and Lushan Mountain
Tourism Characteristics
Source: Xiaohong Deng (2022)

The Lushan Mountain tourism image design process must consider the criteria of the cultural identity framework. The design consists of 8 Lushan Mountain visual elements and combines the shapes and patterns used in the design. From the visual image design orientation of Lushan Mountain to the innovative image design, the method of multi-form logo design is adopted to unify the design style. The main tourism logo of Lushan Mountain designed by the researcher is in a stable shape and follows a certain visual expression rule. Then the representative 8 visual elements in the city tourism image of Lushan Mountain are extracted into graphics, symbols, etc., and filled into it. This multi-

form logo shape is a unified form of graphics so that the whole design is of a uniform nature. The comprehensive results and design elements of the four seasons of Lushan Mountain are summarized and designed, and the 8 visual elements of Lushan Mountain relate to the characteristics of the four seasons and the visual design. Connect each graphic design with the brand contact point to convey the message of the Lushan Mountain tourism image into the visual design.
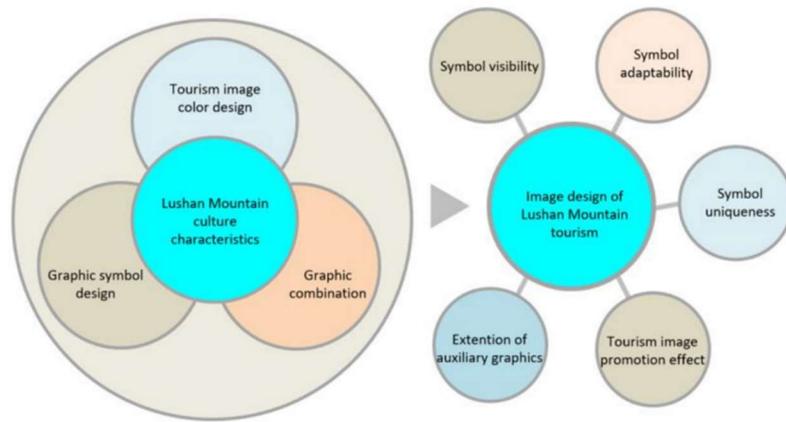
Figure 9 : The Relationship of Visual Image Design of Lushan Mountain Tourism
Source : Xiaohong Deng (2022)

The discussion results on the satisfaction from experts and tourists on the visual image design of Lushan Mountain tourism are as follows: The overall satisfaction rate of the visual image design of Lushan Mountain was analyzed using a 5-point Likert scoring method with the theoretical median value of 3 as the reference value. In the overall satisfaction rate of the visual image design of Lushan Mountain tourism and the satisfaction rate of other aspects, the overall satisfaction of the visual image design of Lushan Mountain tourism is 4.02, and the mean value of satisfaction in other aspects is between 3. 93-4.07, all being higher than the theoretical median value of 3. It shows that the satisfaction with the visual image design of Lushan Mountain tourism is at a high level, and users are generally satisfied with the visual image design of Lushan Mountain tourism.

Conclusions

This study reveals the relationship of the seasonal characteristics of Lushan Mountain, the advantages of tourism resources, the advantages of tourism culture, and the tourism image of Lushan Mountain from a cultural dimension, establishing a creative bond and developing the design of the tourism image of Lushan Mountain. Lushan Mountain is a tourist destination with rich tourist culture. The researcher selected 8 images representing Lushan Mountain from the research results, which came from Lushan City. The 8 elements of the plant, landscape, academy, and entertainment items representing the image of Lushan Mountain are artistically processed and painted in abstract Chinese painting expression techniques, which are used as the image elements of Lushan Mountain and as the publicity graphics of the visual tourism image of Lushan Mountain. The painted graphics adopted ink painting techniques and color processing. All graphics maintain a unified style and use the effect of ink painting smudges to show the characteristics of clouds and mists in Lushan Mountain.

Figure 10 : Eight Representative Visual Image Designs of Lushan Mountain
Source: Xiaohong Deng (2022)

The researcher analyzed the characteristics of the four seasons on Lushan Mountain and selected colors and figures related to the seasons. Four colors are used to represent the four seasons, and the abstract geometry represents different tourist landscape characteristics of the four seasons. The red arcs represent flowers and plants, the bright blue triangles represent the Peak Wulao of Lushan Mountain, the green rings represent the Ruqin Lake and the Cloud and Mist Tea Garden of Lushan Mountain, and the blue arcs represent the Lushan ski resort and cable car in winter. The logo of Lushan Mountain is designed in an abstract geometric shape, with a unified graphic style, and strong adaptability, and is simple and easy to be recognized. The standard Chinese character "中国庐山 (Lushan, China)" uses simplified Chinese characters in the Chinese calligraphy font Xingcao. The font is simple and easy to recognize, with the Chinese ink style. The Kodchasan font is used for Standard English characters, and the curves and radians of the font are consistent with the graphics of the logo.

Figure 11: Logo Design Reflecting the 4 seasons Characteristics of Lushan Mountain
Source: Xiaohong Deng (2022)

The main logo of the tourism image of Lushan City designed by the researcher is in a stable shape with certain visual expression rules, which is a unified form of graphics. Then the representative elements of the city's tourism image are refined into graphics, and symbols and are filled into the logo. The multi-form logo design can meet the needs of Lushan City's tourism multimedia publicity and diversified promotion content.

The researchers used the combination of geometry and eight graphics to reflect the image of Lushan Mountain in the logo designing and adopted the method of multi-form logo design to design the logo of Lushan Mountain in four seasons. The multi-form signs are rich in content and interesting, and the sub-signs are both interrelated and relatively independent, both diversified and unified, which can be adapted to a variety of media, convey abundant complex information, and create a perfect image of Lushan Mountain tourism brand.

Figure 12 : Multi-form Logo design of Lushan tourism image
Source: Xiaohong Deng (2022)

Studies have been conducted on the combination of logo images with standard words and graphics, extending to various tourism image promotion applications. These images can be well recognized by people and play an active role in promotion. The design and application of the visual tourism image of Lushan Mountain is mainly the application of the contact points between tourists and the tourism brand of Lushan Mountain. Brand contact points are the focus of tourism visual image promotion. Through tourism image design, a unified visual language standard can be established for the entire tourism promotion and application design. The brand contact points of Lushan Mountain tourism image mainly include the advertising system, official application, social platform, official system, tourist souvenirs, etc. Maintaining the integrity and consistency of brand image design is conducive to establishing a clear tourism brand image and promoting the multi-channel and multiplatform tourism image, which are helpful for tourists to have a deeper understanding of the tourism image of Lushan Mountain and establish a good tourism image of Lushan Mountain.

Figure 13 : Lushan Mountain Four Seasons Tourism Poster
Source: Xiaohong Deng (2022)

Figure 14 : Lushan Mountain Tourism Image Design Manual and Tourism Image Promotion

Source: Xiaohong Deng (2022)

Recommendations

1. Recommendations for implementing the findings.

The researcher believes that demand analysis is an early stage of the whole process of tourism image design. It is an important step to bridge the cognitive gap between designers and tourists and can provide important information for future tourism image design. Demand analysis is divided into two parts. First, tourists demand analysis. Different types of tourists can be attracted based on the types of tourist destinations and characteristics of tourist projects. Designers need to examine the demographic characteristics and consumption needs of target consumers. Second, demand analysis of tourist destinations. Every tourist destination has its own characteristics and social responsibilities, as well as the unique demands for tourism image design. Before designing, the designer needs to fully communicate with tourism administration sector and tourists of Lushan to obtain important information about tourism image design for the implementation of tourism image design.

2. Recommendations for further research.

The researcher believes that establishing a healthy interaction mechanism to facilitate the full participation of exchange and cooperation for designers, tourism administration sectors and tourists of Lushan, is an important guarantee to promote the smooth application of tourism image design, obtain market response and social benefits. In the early stage of tourism image design, the functionary of tourism administration sector should cooperate with the designer on conducting market research and data analysis on tourists and target consumers to help with the design. In the design evaluation stage, a special evaluation team can be set up by the tourism administration sector to evaluate whether the tourism image design plan conforms to the main objectives of the tourism destination development and promotion, and whether the design conveys the information of tourism cultural resources correctly. According to the evaluation results, recommendations on the modifications of the design are made or decision on whether to carry out the promotion is concluded.

Tourists shall fully participate the design process. In the early stage of tourism image design, designers need to understand the characteristics of target consumer groups, such as consumption preference, consumer demand,

perception, and acceptance of cultural resources. In the later stages of design evaluation, designers need to understand how the design is perceived by the target consumers. The government organizations of Lushan shall strengthen the publicity of the history and culture of tourist destination, cultivate potential consumer groups, and transmit the excellent culture and art of the tourist destination.

Acknowledgement

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