

Longtan Grand Canyon in Luoyang, China: Visual Symbol

Media Design of Tourist City

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Abstract

This qualitative study aimed to investigate the history and culture of Longtan Grand Canyon in Luoyang and the development of its tourism image and visual symbol, (2) to explore and analyze the current problems of visual symbols in the scenic area, and (3) to propose designs for visual symbols in the Longtan Grand Canyon Scenic area. The population and samples used in this study were divided into two groups: (1) the group that studied and analyzed the design data were the staff of the relevant departments of the Longtan Grand Canyon; (2) the satisfaction assessment group included the staff of the relevant departments of the Longtan Grand Canyon, tour guides and tourists. (Shorten this sentence) The research tools used in the study were surveys, observations, and questionnaires. The statistical quantities were mean and standard deviation. The study found that

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the scenic area of Longtan Grand Canyon in Luoyang has a long history and culture, and its scenic area has significant research value. On this basis, designing its visual symbols should follow the corresponding visual design principles, and the relevance of visual symbols to urban tourism should be clarified. The visual symbols of the Luoyang Longtan Grand Canyon Scenic Area are finally designed by refining their elements.

Keywords: visual symbols, urban tourism, Longtan Grand Canyon, Luoyang

1. Introduction

Luoyang Longtan Grand Canyon Scenic Area, formed after 1.2 billion years of geological deposition and 2.6 million years of water cutting and rotary erosion of the high gorges and valleys, landslide wonders, can be called one of the best in the world and enjoys the names of "China's First Gorge of the Roach Valley," "Ancient Oceanic Natural Museum," "Canyon Extraordinaire," and "Yellow River Water Gallery," etc. It is also the core scenic area of the National Geopark and Demei Mountain World Geopark. It is also the core scenic spot of the National Geopark and Deimei Mountain World Geopark. The scenic spot is rich in cultural symbols and has particular research value. Secondly, the current system of visual symbols in the scenic area has problems such as unclear visual symbols, untimely updating, non-uniform elements, etc. By analyzing the internal research data of

the scenic area, a set of visual recognition systems suitable for the scenic area is designed in a series.

In conclusion, this study researches and innovates the application of urban tourism visual symbols in the Luoyang Longtan Grand Canyon Scenic Area. Its purpose is to enhance the influence of the logo and visual symbols of Luoyang Longtan Grand Canyon Scenic Area; timely visual symbols of Luoyang Longtan Grand Canyon Scenic Area to carry out a certain visual update, promote the visual optimization of the visual symbols to promote the unification of the visual symbols and the economy to play a role in promoting the development of the visual symbols and economic unification; at the same time, it also provides a certain path of innovative development of the product for the followers with the ideas.

2. Research Objectives

1. To study the history and culture of Luoyang and the Longtan Grand Canyon scenic area, the development of its tourism image and visual symbols.
2. To study and analyze the current problem of visual symbols in the scenic area of Longtan Grand Canyon in Luoyang.
3. To design the visual symbols of the Longtan Grand Canyon scenic area in Luoyang.

3. Literature Review

From a general point of view, in the past thirty years since the reform and opening up, the economy has been developing at high speed, the urbanization process has been accelerating, and the large-scale development and construction of urban tourism has led to the destruction of the cultural heritage of the historical and cultural cities, the loss of the urban characteristics and the convergence of urban culture; at the same time, the evolution of the mass demand for tourism and the expansion of the tourism market have become obvious, and the pressure on the protection of the tourism culture has become more and more significant. Therefore, the sustainable development of tourism has become a trend and a necessity for both the heritage protection of historical and cultural cities and the development of humanistic tourism in the cities, for which an evaluation system is urgently needed to guide the sustainable development of tourism in China's historical and cultural cities. (Kong Ni, 2022: 36-39.) From the point of view of the final destination of the scenic spot, the image of the tourist destination plays an important role in the decision-making process of tourists, and it is one of the most crucial factors in attracting potential tourists and the promotion effect of the image of the tourist destination is crucial to the development of the tourist destination, and it is a powerful tool for the tourist destination to form a competitive advantage, to cope with the competition of the space, and to carry out sustainable development. (Guyu, 2022: 40-42.) For visual symbols, the design of visual symbols should pay attention to distinguishing between the CIS design of the city and the CIS of the enterprise, summarizing and generalizing the various elements of the city, and focusing on how to use visual symbols to identify a city and the city's external promotion. The research on

urban visual identity systems from the perspective of visual communication design needs to be refined and systematized. (Cheng Baoping, 2009: 4-7)

Therefore, we have to understand the overall development of a region fully, according to the specific situation, and then conduct an in-depth investigation; each visual symbol has a meaning for us to be able to deeply understand the meaning of the symbols, to deepen the meaning of the symbols further. Combine the visual symbols with the actual situation of the scenic area to innovate the visual symbols in line with the characteristics of the scenic area.

4. Scope of Research

4.1 Scope of Population and Sample in the Research

This study is qualitative, and the researcher conducted a systematic random sampling from the study population within the following range:

Tourists: tourists who are traveling in Luoyang Longtan Grand Canyon Scenic Area.

Locals: local people of Luoyang who live near the Luoyang Longtan Grand Canyon Scenic Area, who are relatively more knowledgeable than others about the changes and development of the scenic area, and who have their perceptions and insights into the understanding of the scenic area.

Scenic staff: Scenic staff for the scenic area of the internal understanding and its changes and development is familiar with the heart, so you can get

first-hand information to understand the Longtan Grand Canyon Scenic Area quickly.

Design professionals: From the professional point of view of design, more in-depth design analysis of the existing problems of the scenic area visual symbols, as well as optimizing the design of the specific direction.

Tourism agency staff: Tourism agencies are docked for the internal and external scenic spots; therefore, for the scenic spots and tourists' understanding of the changes is more detailed, they can intuitively analyze and make a comprehensive evaluation.

5. Research Methodology

The research methods used in this study are as follows:

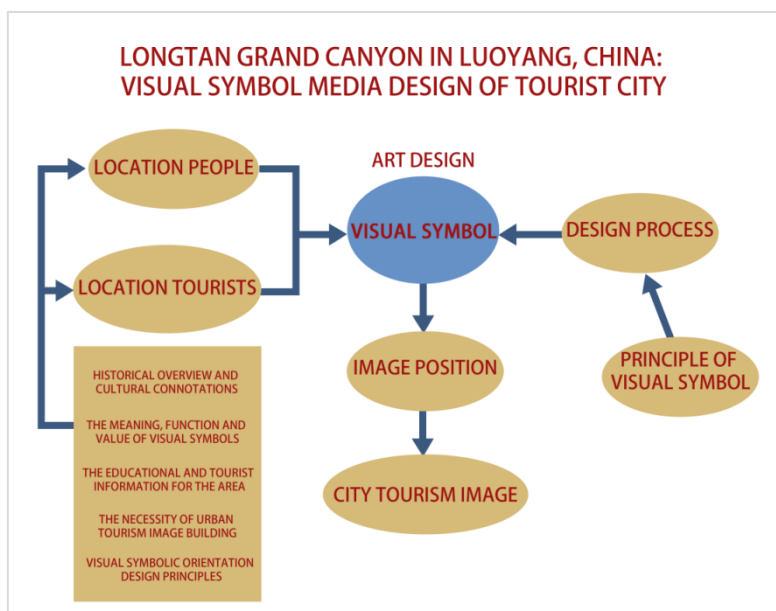
1. Study the history and culture of Luoyang Longtan Grand Canyon Scenic Area and analyze the current situation of visual symbols in the scenic area.
2. Study the visual symbols of Luoyang Longtan Grand Canyon Scenic Spot, analyze the design principles of visual symbols, and apply them.
3. Study and refine the characteristics of visual symbol elements in Luoyang Longtan Grand Canyon Scenic Area and summarize the design features.
4. According to the characteristics of the elements of the scenic spot, sketch the design and formulate the corresponding concepts.

5. According to the elemental characteristics of the visual symbols of the scenic spot, complete the design of finished drawings and conduct questionnaire research.

6. Through research and analysis, develop the optimal visual symbols and use them to carry out the subsequent design of the visual identification system.

7. Draw relevant conclusions, report the design results, and publish the final research results.

6. Research Framework



As shown in the picture, the top part of the picture is the theme of my research, the image of Longtan Grand Canyon Scenic Area in Luoyang, China: the design of visual symbol media in the tourist city, the center part of the picture is the visual symbols, which is also the final content of the output I want to produce, and the left part of the picture is the information I am researching, which is aimed at the historical and cultural connotations of the scenic area, the significance, function and value of the visual symbols, the educational and tourist information of the area, the image of the city's tourism The research is conducted on the history and cultural connotation of the scenic spot, the meaning, function and value of the visual symbol, the educational and tourist information of the area, the necessity of building, the design principle of visual symbol orientation, etc., and the visual symbol is the final product which is acted through the value orientations of the local Luoyang people and local tourists. On the right side of the picture is the process of my design. After studying the principles of visual symbols, the design process is reflected in the visual symbols through artistic design. The visual symbols are used in the city's tourism image through image positioning.

6.1 Definitions of Specific Terms

City tourism image in this paper refers to the Luoyang city tourism resources, tourism environment, and conditions analysis, focusing on the analysis of the future long-term factors for a comprehensive analysis and the study of the Luoyang Longtan Grand Canyon Scenic Spot tourism area for positioning.

Visual symbols expressed in this paper refers to the visual symbols under the research carrier of Luoyang Longtan Grand Canyon Scenic Spot, which is set under the regional characteristics of Luoyang tourism, and through the combination, repetition, and arrangement of symbols and so on, to achieve further an optimal visual effect, which is aimed at the overall design of Luoyang Longtan Grand Canyon, including the scenic spot's pattern, the road markings, the notice boards, the signs, the signposts, the Behavior, symbols of the design, to enhance further the overall visual impact of urban tourism in Luoyang, enhance the understanding of the design of visual symbols in Luoyang, etc., and further enhance the cultural impact of visual symbols.

7. Research Results

The results of this study are summarized and categorized into 3 items according to the research objectives:

1. Luoyang Longtan Grand Canyon Scenic Area is rich in history and culture. It has a certain reference design value, and enhancing visual symbols helps the overall development of the scenic area.

2. The current situation of visual symbols in the Luoyang Longtan Grand Canyon Scenic Area has certain problems, and solutions are proposed to refine the elemental characteristics of visual symbols in the scenic area.

3. For the redesign of the visual symbols of Luoyang Longtan Grand Canyon Scenic Area, the diagrams and the later product diagrams are shown.

7.1 Cultural richness of Luoyang Longtan Grand Canyon Scenic Area and the diversity of visual symbols

Luoyang Longtan Grand Canyon Scenic Area has a rich history and cultural resources. Itself has several sign designations, such as Longtan Gorge Geological Site Protection Zone Boundary Monument, Longtan Gorge Scenic Area-Henan Luoyang Demeishan National Geopark, National Geological Demeishan Geological Museum, etc., and the embodiment of these cultural elements through the form of the modern way to carry out a certain display and storage. However, the development of tourism culture must be based on the product of the times to carry out the corresponding changes in the development, according to a certain

economic or material culture base to carry out appropriate changes to fully demonstrate the natural landscape elements within the scenic area, as well as the cultural characteristics of the tourist sites, etc., so that people can fully understand the scenic area of the overall cultural strength of the whole and its overall upward mobility.

Visual symbols are the main means of visual communication. Belonging to the visual symbols are photos, charts, graphs, images, arrows, text and graphic text, etc." Viewing symbols from another angle, the direction of visual communication shows that symbols are the starting point of our interactions; we need to use the form of symbols to express the meaning we want, usually with the help of people's visual sense of this characteristic slowly impact on people's understanding of the memory, based on the visual symbols of the language to form a deeper understanding of the other side of the observation and understanding.

Visual symbols are a medium for us to convey information; we rely on glasses to observe the world to show some abstract information, etc., through the most concise and fast way of expression to carry out a kind of intuitive expression. Visual symbols are symbols of artistic visualization of creation and a

form of artistic expression. It is a kind of design, beauty, and rich cultural content combined in a material embodiment of the way. However, in the continuous development, people's understanding of visual symbols is gradually deepened, and the requirements for visual symbols are also increasing daily. Hence, we need to consider visual symbols' development, direction, depth, and other characteristics. At the same time, visual symbols have the basic characteristics of all symbols, which can be used to build a new status and way of thinking and communication.

Of course, when we design visual symbols, we should follow the following principles: functionality, logic, and aesthetics of visual symbol design. We can use the conversion depiction method, text creativity method, element reorganization method, and other related design techniques.

7.2 Longtan Grand Canyon Scenic Area Visual Symbols Current Situation

Analysis Solution Measures

Utilizing a questionnaire survey, the status quo of visual symbols in Luoyang Longtan Grand Canyon Scenic Spot is explored, and the following data chart shows the specific statistical information.

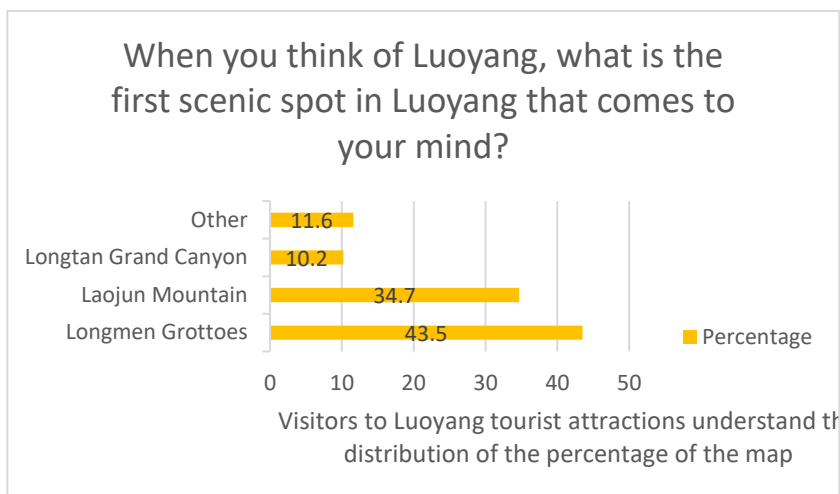


Figure 2: Luoyang scenic area to understand the percentage chart

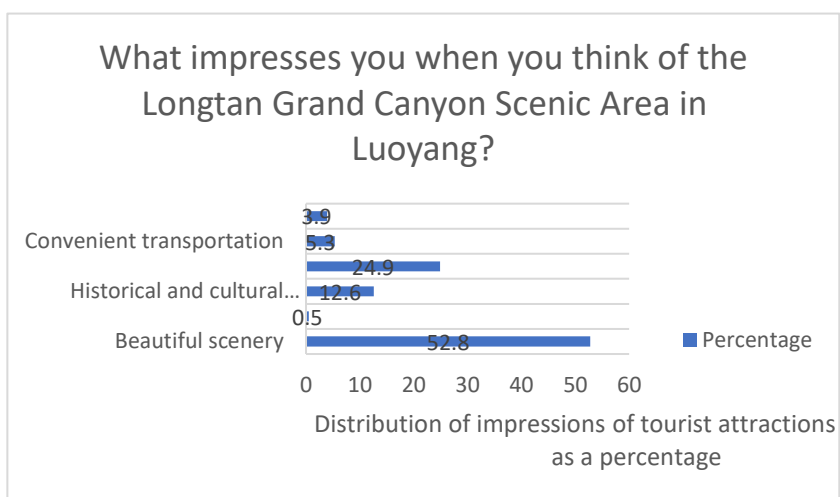


Figure 3: Distribution of tourists' impression of Luoyang tourist attractions

as a percentage

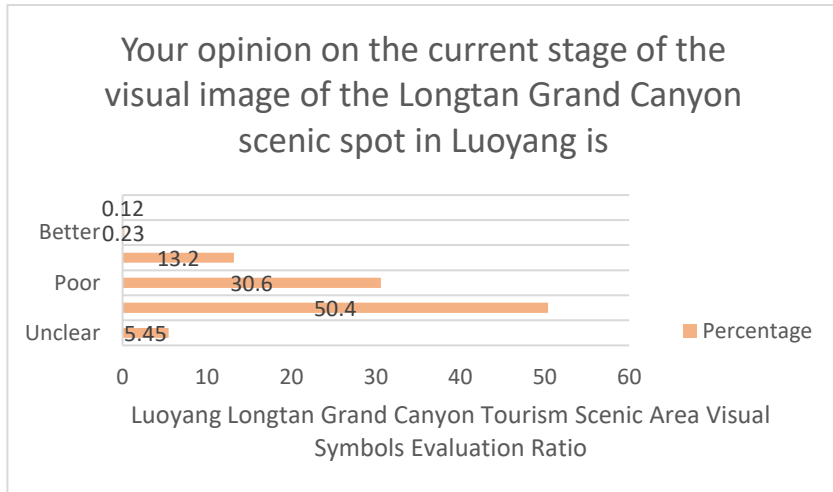


Figure 4: Evaluation of visual symbols in Luoyang Longtan Grand Canyon

Tourist Attractions as a percentage of the map

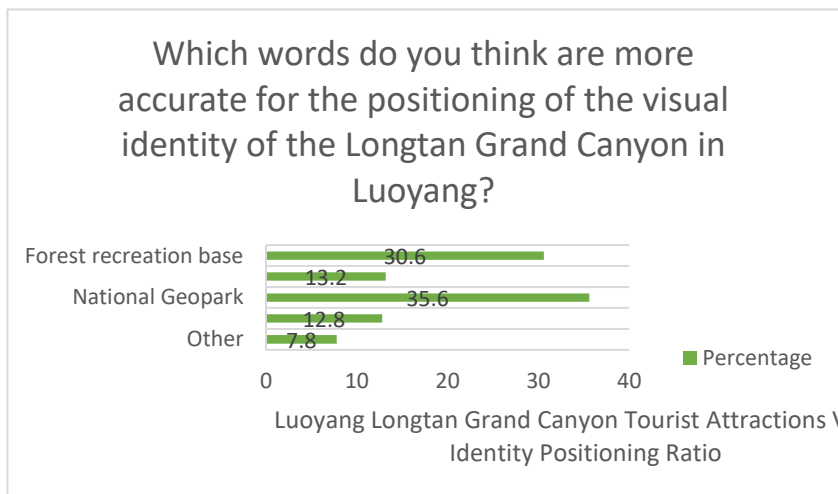


Figure 5:Statistical diagram of the percentage of tourism visual image

positioning in Luoyang Longtan Grand Canyon Scenic Area

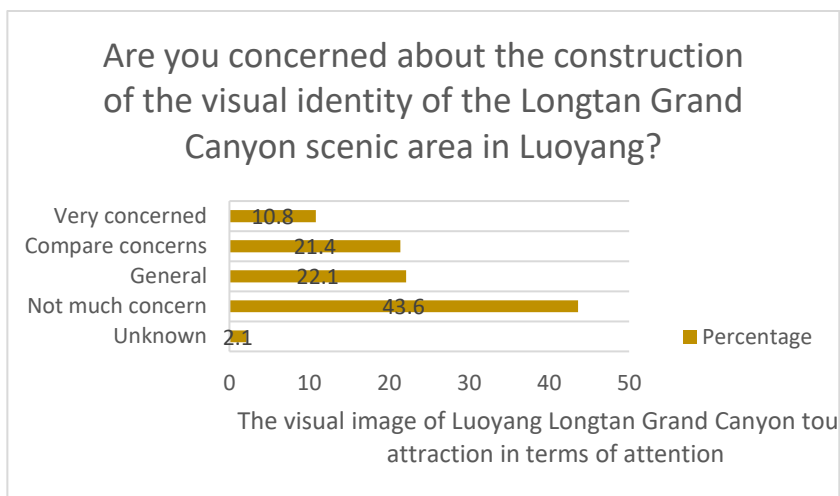


Figure 6: Percentage of attention to the visual image of Luoyang Longtan Grand Canyon Scenic Area

The data analysis concluded that the public's recognition of the scenic area is not high, the tourists' experience needs to be improved, and the cultural characteristics of the region are not obvious. Secondly, through the way of field visits and inspections, it is concluded that the tourism image of Luoyang Longtan Grand Canyon Scenic Area visual symbols are not clear, and the design consciousness is weak. Visual symbols failed to update in time, visual symbol elements are not unified, lack of overall planning. As well as the visual symbols of the scenic area have problems such as inconvenient viewing recognizability. Therefore, certain solution strategies are proposed for the existing visual symbol problems, strengthening the importance of Luoyang Longtan Grand Canyon's

tourism image design and improving the audience's attention. Secondly, formulate image planning in line with the Luoyang Longtan Grand Canyon scenic area and integrate visual symbol elements. Three enhance the recognizability of the tourism image of Luoyang Longtan Grand Canyon Scenic Area.

Luoyang Longtan Grand Canyon Scenic Area visual symbols elements of the refinement of the study for the scenic area within some of the famous attractions to refine the corresponding design elements. The analysis and understanding of the visual elements of the Longtan Grand Canyon Scenic Spot, a deeper understanding of the specific characteristics of the scenic spot's current visual elements, its visual elements reflect the diversity, symbolism, obscurity, uniqueness, and other related visual characteristics, therefore, in the subsequent design process, the characteristics of the visual symbolic elements should be fully considered. Optimize the design of Luoyang Longtan Grand Canyon Scenic Area. Its purpose is to let the visual symbols output content have a certain reference significance value, which can be for the overall development of the scenic area to enhance the value of the role.

7.3 The results of redesigning the visual symbols of Longtan Grand Canyon Scenic Spot are shown

The following are ten finished drawings designed according to the visual symbol elements of Luoyang Longtan Grand Canyon Scenic Area



Figure 7: Longtan Grand Canyon Scenic Area 10 designs into the map

Based on the screening of 10 visual symbols, the best visual symbols7 were selected through data analysis for post-design application.

Descriptive statistics					
		Minimum value	Maximum value	Average	Standard deviation
Symbol 1	10	45	28.4	13.612	
Symbol 2	10	45	27	15.248	
Symbol 3	8	50	25.6	16.456	
Symbol 4	6	50	27.6	17.516	
Symbol 5	10	50	27	17.176	
Symbol 6	2	72	33.6	27.401	
Symbol 7	4	84	35.4	32.323	
Symbol 8	6	60	30.8	21.982	

Symbol 9	10	54	26.6	16.426
Symbol 10	8	42	25.8	14.184

Figure 8: Statistical table of design chart data

The above chart through the data questionnaire survey for the scenic spot tourists, design professionals, scenic spot staff, and tourism organizations; we know that the average value of symbol 7 is 35.4 for all the highest, and its standard deviation is also the highest, followed by the symbol 6, the average value of symbol 8 is close to the next, respectively, 33.6, 30.8, the two symbols are also more popular, according to the data, we finally choose the symbol 7 for the final design.



Figure 9: Part of the late visual symbol design application diagram

The pictures show the late application of anti-aircraft guns, posters, signs, display flags, garbage cans, billboards, coaches, etc. The design is closely combined with the main logo as well as the characteristics of the visual symbols of the Longtan Grand Canyon Scenic Area. Through the above analysis, a set of people's favorite visual symbols and related products are finally designed. Luoyang Longtan Grand Canyon Scenic Area tourism image visual symbol design

should follow the cultural characteristics of the region and summarize the specific cultural characteristics through repetition, arrangement, rotation, and other means of re-combination to achieve an optimal combination. In the success of the design of visual symbols, a key point is to see whether it can move the target group; therefore, in the design of the Luoyang Longtan Grand Canyon Scenic Area visual symbols must follow the regional cultural values, designed to suit the unique visual symbols of Luoyang Longtan Grand Canyon Scenic Area logo.

8. Conclusion

8.1 Interaction between urban tourism image and visual symbols

On the other hand, city tourism favors the overall image recognition for the city, which is an evolving multi-level composite system. Unlike tourist scenic areas, city tourism has a rich, holistic system of tourism resources. As a tourist destination, its attraction differs from a scenic area. A tourist scenic area is a natural or specific humanistic landscape constantly attracting tourists. In contrast, in addition to some natural and humanistic landscapes, a city's politics, economy, entertainment, culture, and other factors will be part of the city tourism, which will have a certain attraction for city tourists. There is also a certain relationship

between city tourism and visual symbols; visual symbols radiate to city tourism through visual symbols to develop the local economy better.

8.2 Visual symbols combined with the characteristics of cultural elements of scenic spots

The study shows that the Luoyang Longtan Grand Canyon scenic area tourism image visual signs have certain deficiencies in their publicity, cultural understanding, the audience's understanding there is still a weak awareness of the links, visual symbol elements are not unified, the lack of overall planning; watching the recognition is not convenient and other related issues. According to the status quo of its problems, put forward certain solution strategies, a development of image planning in line with the scenic area, the integration of visual symbols elements; two to strengthen the importance of scenic tourism image design, improve the audience's attention; three to enhance the Luo scenic area tourism image recognizability. Only by combining the visual element characteristics of the scenic area with the specific situation can we design the visual symbol characteristics that people are satisfied with.

8.3 The re-design of visual symbols should follow the design principles

For the design of Luoyang Longtan Grand Canyon scenic area, visual symbols for design generalization. Through the analysis of the understanding of visual elements, etc., in the design of visual symbols should reflect the unity of individuality and commonality, the unity of nationalities and modernity, the unity of function and form, the principle of complementarity, the principle of correspondence, the principle of concreteness, affinity and other related principles. Luoyang Longtan Grand Canyon Scenic Area Tourism Image Visual Symbol Design should follow the cultural characteristics of its region, summarize and summarize the specific cultural characteristics, and re-combine them by repeating, arranging, rotating, and other means and methods to achieve an optimal combination. Only when the tourists accept the visual symbols will its later brand cultural value publicity and promotion be twice the result with half the effort.

9. Research recommendations

Advice to academics:

I read many literature references, for the correlation between the two and the further refinement of the internal research is very little, more of a generalized

stroke. Research scholars should focus more on studying visual symbols of tourism in regional scenic spots in the future, taking the city as a carrier, refining the internal details, and study the internal details of regional scenic spots in depth.

Suggestions for local governments and local people:

For the development of some scenic spots, the government should be in a positive posture to deal with the problems encountered; the government should increase the tourism publicity for regional scenic spots, for the maintenance and updating of equipment and facilities to invest a certain amount of care. Secondly, the government can carry out ideological and cultural education in colleges and universities, and the publicity of the visual symbols of the regional scenic spots should be increased, so that people know the visual symbols of the scenic spots, which can further attract people to the scenic spots.

For the local people,

The development of scenic spots needs to rely on word-of-mouth publicity of the local people, only the people for the scenic spot cultural yearning to play a role model for foreign tourists. Of course, on the other hand, people need to take care of the scenic property culture and, at the same time, protect

the public tourism cultural resources so that for other tourists is also a kind of respect and understanding. For the scenic radiation cultural products, for shoddy products, resolutely say no, the maintenance of the rights and interests of the scenic area should be the product of people and the government under the common role, only interaction, in order better to promote the overall development of the scenic area.

The total amount of research results on visual symbols for urban tourism in China is relatively small. Still, in a growing state, for the tourism image of a single city, research is increasing for the scenic area of the visual symbols of the research is less and less. As for the research direction of urban tourism visual symbols, the research on the development history, cultural connotation, symbolic features, innovation, and development of visual symbols of urban tourism image is relatively rich.

In today's world, the depth of people's research field is deepening, whether it is for the city's cultural understanding of the output, or for the depth of understanding of the visual symbols of scenic spots, etc., but in this research process are trying new methods, trying to explore the verse symbols that are suitable for the regional city tourism, this kind of attempt it is not a quick

conclusion, the times are constantly developing, and the cultural concepts are also constantly changing, when the You think that the content of your research is adapted to all, it is not inevitably some narrow-minded, visual symbols it must be the product of history and culture together, of course, more prominent to reflect the characteristics of the times, only in this way, the content of our research can continue to launch a new product, in order to faster promote the overall development of the visual symbols of the image of the city tourism, in order to design a visual symbols of the people happy to see.

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