

Research and Design on the Logo and Tourism Advertisement Media of the Zhangye Danxia Pingshanhu Grand Canyon Scenic Area

Mengyu Zhang¹, Suparirk Kanitwaranun² and Pitiwat Somthai²

E-mail: dingding-sh@outlook.co.th

¹ *Ph.D. candidate of Doctor of Philosophy Program in Visual Arts and Design, Faculty of Fine and Applied Arts, Burapha University.*

² *Doctoral Dissertation Advisor at Faculty of Fine and Applied Arts, Burapha University.*

Received: March 04, 2024 Revised: June 12, 2024 Accepted: June 13, 2024

Abstract

This study aimed: (1) to explore the natural and cultural characteristics, spiritual connotations, and artistic values of the Zhangye Danxia Pingshanhu Grand Canyon scenic area; (2) to extract visual symbols from six key landmark attractions within the area to design a logo and a set of tourism advertisement media based on these findings, with applications extended to appropriate tourist souvenirs; and (3) to evaluate the newly designed logo, tourism advertisement media, and tourist souvenirs for effectiveness and appeal. The research employed a combination of literature review, on-site investigations, creative design methods, and satisfaction evaluation techniques. The satisfaction evaluations were conducted through randomly distributed questionnaires targeting a sample of 100 tourists visiting the scenic area.

The findings indicated that: (1) The Zhangye Danxia Pingshanhu Grand Canyon scenic area featured magnificent and diverse natural landscapes with vibrant colors. The six main landmarks held significant spiritual and cultural value, including the origin and historical legend of “Jiulong Huihai,” associated with the nine sons of the Chinese dragon (“Loong”) in Chinese culture, and the depiction of the famous Western Han Dynasty general, Huo Qubing, in the “General Stone” landmark. Another example included the heroic figure of Fu Xi represented in “Yixiantian.” (2) The existing logo of the scenic area was found to be ineffective in conveying the unique characteristics and essence of the attractions, and there was an evident lack of suitable tourism advertisement media and tourist souvenirs. (3) The design inspiration for the new logo and tourism advertisement media was derived from the scenic area’s vibrant and colorful characteristics, as well as its associated myths and legends. Five tourist souvenirs were selected for incorporating the new designs: wall clocks, monthly calendars, phone cases, circular fans, and parasols, all of which hold cultural significance. (4) The evaluation results showed high satisfaction scores for the designed logo ($\bar{x} = 4.32$) and tourism advertisement media ($\bar{x} = 4.39$), indicating that they were perceived as highly suitable. Among the tourist

souvenirs, circular fans received the highest satisfaction score ($\bar{x} = 4.49$), followed by parasols ($\bar{x} = 4.48$).

Keywords: Logo, Tourism advertisements media, Tourist souvenirs

Introduction

In recent years, with the rapid development of the national economy and the continuous improvement in social living standards, people have paid more attention to spiritual needs, and travel vacations have become a major leisure activity. The economic benefits brought by tourism are no longer limited to ticket sales for scenic areas; instead, people's consumption preferences have shifted from general commodities to aesthetic experiences, with an increased emphasis on concepts, fashion, and spirituality (Li, 2014). With the rise of tourism, successful examples of some scenic areas have inspired many others to pursue tourism development. Although some relatively successful imitation cases have emerged, the development of scenic areas often shows signs of homogenization due to the increasingly fierce competition in the tourism market. This has led to issues in the image promotion of scenic areas, such as poorly produced tourism advertisement media and improper selection of media platforms for advertising. Therefore, using tourism advertisement media as an effective marketing tool to expand the visibility of scenic areas and maximize economic benefits remains a crucial and thought-provoking challenge.

The Zhangye Danxia Pingshanhu Grand Canyon scenic area is located in Pingshanhu Mongolian Township, Ganzhou District, north of Zhangye. The area extends 40 kilometers from east to west and 26 kilometers from north to south, covering a total of 150 square kilometers. Its core scenic area is approximately 35 square kilometers (Zhao, 2021). Many geologists, as well as domestic and international tourists, have compared Zhangye Danxia Pingshanhu Grand Canyon to the Grand Canyon of Colorado in the United States, noting it as a new discovery for photographers and a significant landmark for tourism in western China (Teng, 2018). The altitude of the scenic area ranges from 1500

to 2550 meters, featuring a red-layer landform with flowing gullies as its defining characteristic. The terrain is low and gentle, mainly in shades of red, white, and maroon, and the shapes of the canyons and mountains are quite unique.

Although the Zhangye Danxia Pingshanhu Grand Canyon scenic area has abundant natural scenic tourism resources as the foundation for development, compared with other scenic areas with high passenger flow in recent years, the popularity of this scenic area is not high, the promotion efforts are not in place, and the development is relatively slow (Zhao, 2021). One important reason for the unsatisfactory development of the Zhangye Danxia Pingshanhu Grand Canyon scenic area is that the cultural connotations and visual symbols of the scenic area have not been well analyzed and refined, and the culture of the scenic area has not been well reflected in tourism advertisements media. If this problem is solved, it can enable tourists to have a deeper understanding of the historical, cultural, and artistic value of the Zhangye Danxia Pingshanhu Grand Canyon scenic area, enhancing the visibility and dissemination of the scenic area.

The design of logos and tourism advertisement media is currently an effective way to increase the popularity of scenic areas. The Itoigawa World Geopark in Niigata Prefecture, Japan, is a strong case study. As Japan's first World Geopark, it consists of 24 natural landscapes with independent attractions (Xiao & Zhang, 2018). The park's tourism advertisement media are designed around four fairies wearing stone-patterned kimonos exploring a "stone journey" in Itoigawa. These advertisements extend to tourist souvenirs such as brochures and cards. When people think of the Itoigawa World Geopark, they envision the fairies in stone-patterned kimonos, effectively promoting the scenic area and rapidly increasing its popularity. Therefore, a successful logo and tourism advertisement media design can reflect the unique characteristics of a scenic area and enhance its visibility, thereby adding value.

Currently, most research on the design of tourism advertisement media focuses on traditional formats, such as realistic landscape photo posters. After

examining the logo and tourism advertisement media design for the Zhangye Danxia Pingshanhu Grand Canyon scenic area, it was found that there is limited exploration in this field, highlighting the value of this study.

In this article, the researchers designed a new logo for the Zhangye Danxia Pingshanhu scenic area. They also extracted six cultural symbols with spiritual and aesthetic value from the mythological stories associated with the six landmark attractions within the scenic area and used these symbols to create new visual graphics. Subsequently, these visual graphics were applied to tourism advertisement media, elevating their artistic value and providing new approaches for the design of tourism advertisement media for the Zhangye Danxia Pingshanhu Grand Canyon scenic area. The goal of this paper is to enable tourists to gain a deeper understanding of the historical, cultural, and artistic significance of the Zhangye Danxia Pingshanhu Grand Canyon scenic area, while also enhancing its popularity and recognition.

Research Objectives

- 1) To explore the natural and cultural characteristics, spiritual connotations, and artistic values of the Zhangye Danxia Pingshanhu Grand Canyon scenic area
- 2) To design a logo and tourism advertisements media for the Zhangye Danxia Pingshanhu Grand Canyon scenic area.
- 3) To evaluate the satisfaction of the completed tourism advertisements media design in order to popularize the Zhangye Danxia Pingshanhu Grand Canyon scenic area.

Research scope

Regional Scope: Pingshanhu Grand Canyon Geopark, Pingshanhu Mongolian Township, Ganzhou District, Zhangye, China.

Design Scope: The geographical background of the Zhangye Danxia

Pingshanhu Grand Canyon scenic area was first studied, and its spiritual connotations and artistic values were analyzed. Visual symbols from the mythological and legendary stories associated with the six landmark attractions of the scenic area were then extracted and visually processed to design a series of tourism advertisement media. These designs were subsequently applied to suitable tourist souvenirs, including a monthly calendar, phone case, circular fan, and parasol.

Evaluation Scope: The evaluation of the logo, the six newly designed tourism advertisement media, and the selected tourist souvenir designs was conducted through purposive sampling. A sample group of 100 tourists who visited the Zhangye Danxia Pingshanhu Grand Canyon scenic area was selected for this purpose.

Research method

Tourism advertisement media for the Zhangye Danxia Pingshanhu Grand Canyon scenic area were studied and designed. To promote and build the image of the scenic area, the following research methods were set up:

1. Literature research was conducted on the natural geographical environment of the Zhangye Danxia Pingshanhu Grand Canyon scenic area. The relevant information is provided in the introduction section of this article, and this information was used as inspiration for designing the scenic area logo.
2. The logo of the scenic area was designed, followed by a satisfaction assessment. The scenic area logo was then applied to a wall clock as a carrier for tourism advertisement.
3. Keywords for six landmark attractions in the scenic area were obtained, providing new concepts for the creation of tourism advertisements.
4. Creative research methods were used to design tourism advertisement media for the six landmark attractions and were further extended to the design of small tourist souvenirs.
5. Satisfaction evaluations were conducted using on-site questionnaire

distribution. Based on the feedback from 100 tourists, the satisfaction of the logo, the six newly designed tourism advertisement media, and the selected tourist souvenir designs—including wall clocks, calendars, phone cases, circular fans, and parasols—was evaluated. A rating scale was used to perform statistical analysis on the data, including the average score (M) and standard deviation (SD). The rating scale scores were estimated as follows, based on Thienwet (2022):

Rating Scale for Satisfaction Evaluation

Score Range	Meaning
4.51-5.00	Most suitable
3.51-4.50	Very suitable
2.51-3.50	Moderate applicability
1.51-2.50	Not very suitable
1.00-1.50	Least suitable

Research Results

The study first obtained information on the natural and cultural environmental characteristics, spiritual connotations, and artistic values of the Zhangye Danxia Pingshanhu Grand Canyon scenic area. This information served as inspiration for designing a new logo that captures the essence of the area. Additionally, the wall clock was chosen as a carrier for this logo, integrating its visual identity into a functional souvenir.

Furthermore, six representative landmark attractions within the Zhangye Danxia Pingshanhu Grand Canyon scenic area were illustrated, and four suitable tourist souvenirs were selected for presentation. These souvenirs, designed to incorporate visual elements inspired by the scenic area, highlight its unique cultural and artistic values.

The newly created logo, tourism advertisement media, and tourist souvenirs were all evaluated for satisfaction to determine their effectiveness and appeal.

Relevant information on the natural and cultural environmental characteristics, spiritual connotations, and artistic values of the Zhangye Danxia Pingshanhu Grand Canyon scenic area was gathered and used as inspiration for designing a new logo for the scenic area. The wall clock was selected as a carrier for the logo. Additionally, six representative landmark attractions within the scenic area were presented through illustrations, and four suitable tourist souvenirs were chosen for presentation.

The logo, tourism advertisement media, and tourist souvenirs were evaluated for satisfaction. The findings indicate that the current logo of the Zhangye Danxia Pingshanhu Grand Canyon scenic area is a badge-style design that lacks modernity. The logo graphics consist of basic mountain shapes, roads, the sky, and an airplane, with minimal abstraction. While the mountains of the Zhangye Danxia Pingshanhu Grand Canyon are depicted specifically, the logo fails to effectively convey the unique characteristics and essence of the scenic area.

On-site investigations were conducted at six landmark attractions in the Zhangye Danxia Pingshanhu Grand Canyon scenic area, including a visit to the tourist center. It was discovered that the current tourism advertisements and promotional materials have not fully explored the elements of these attractions, and the development of distinctive tourism advertisement media is lacking. Furthermore, the tourist souvenirs available at the center, such as luminous cups, jewelry, and dolls, do not incorporate local cultural elements, indicating a need for more creative and locally inspired designs.

In addition, the natural, geographical, and historical cultural keywords associated with the Zhangye Danxia Pingshanhu Grand Canyon scenic area were explored. The area's essence and appearance were analyzed to inform the logo design. The following elements were incorporated into the logo:

1. The geological evolution of the area over the past 2 billion years, transitioning from a vast ocean to the current canyon landscape.
2. The presence of magnificent peaks within the scenic area.
3. The solemn and majestic nature of the area.

4. The vibrant and colorful landscapes of the scenic area.

Traditional Chinese water patterns were used to symbolize the area's oceanic origins, and these patterns were combined with the current mountainous forms to highlight the natural beauty of the landscape. The logo's design employed a geometric visual language and badge style to convey the spirit of the scenic area. The colors used in the logo were inspired by the vibrant hues of the Zhangye Danxia Pingshanhu Grand Canyon and were adjusted to enhance their purity. The logo design sketch and the completed logo design draft are shown in Figure 1 and Figure 2, respectively.



Figure 1 Sketch of Logo Design



Figure 2 Completed Logo Design Draft

Table 1 Satisfaction Evaluation Results of Logo Design

Project	\bar{x}	S.D.	Opinion level
1. It effectively conveys the temperament and appearance of the scenic area.	4.43	0.65	Very Suitable
2. The design form is novel and unique.	4.27	0.75	Very Suitable
3. The color selection of the logo is appropriate.	4.27	0.73	Very Suitable
Overall	4.32	0.71	Very Suitable

Based on the opinions of 100 tourists, the evaluation results of the logo design for the Zhangye Danxia Pingshanhu Grand Canyon scenic area are shown in Table 1. The overall satisfaction score was 4.32, with a standard deviation (S.D.) of 0.71, indicating a “Very Suitable” level.

Selecting an appropriate presentation tool to display the symbols of the Zhangye Danxia Pingshanhu Grand Canyon scenic area is essential for enhancing the popularity and reputation of the location. A wall clock was chosen as the carrier for the logo of the scenic area, providing a tangible means of showcasing the visual identity and enhancing visitor engagement.

Figure 3 shows a physical representation of the wall clock featuring the logo of the Zhangye Danxia Pingshanhu Grand Canyon scenic area. In addition to its use as a souvenir, wall clocks can also serve as decorative elements in tourist service centers, hotels, and official offices associated with the scenic area, further reinforcing the area's brand image and identity.



Figure 3 Zhangye Danxia Pingshanhu Grand Canyon Wall Clock

A study was conducted on the main landmark attractions of the Zhangye Danxia Pingshanhu Grand Canyon scenic area. The research results found that: (1) The naming of the six landmark attractions in this scenic area all have simulacrum-like characteristics, such as Jiulong Huihai, General Stone, and Couple Peak. (2) The six landmark attractions of this scenic area all have corresponding mythological and legendary stories.

The spiritual connotations and artistic values of these six landmark attractions were further analyzed, resulting in six key themes: auspiciousness and guardianship, heroic fighting spirit, loyal love, desire for longevity, rebirth and the pursuit of a safe life, and the pursuit of happiness. Based on these keywords, new concepts and design forms were developed for creating tourism advertisement media for each landmark. The specific content is as follows:

1. Jiulong Huihai: Elements such as the Chinese dragon (loong), peaks, cranes, irregular circles, auspicious clouds, and patterns were selected to create tourism advertisement media.

2. General Stone: General Huo Qubing was chosen as the central theme for the creation of tourism advertisement media, highlighting his story of attacking the Huns and his perseverance.

3. Couple Peak: Lovebirds were used as the central motif for creating tourism advertisement media for Couple Peak.

4. Turtle Asking for Longevity: The core concept of “turtle asking for longevity” was visually represented using animals associated with longevity, such as turtles, fish, and the ribbon bird (an auspicious bird), to emphasize the theme of longevity in the tourism advertisement media.

5. Yixiantian: The heroic figure Fuxi from the mythological legend of Yixiantian was transformed into a Phoenix design symbol for the tourism advertisement media, representing rebirth, tranquility, and the pursuit of a better life.

6. Lingzhi Valley: The concept was inspired by the mythological legend of Lingzhi Valley, which involves Ma Gu (a female fairy associated with longevity). The tourism advertisement media highlight the pursuit of health and longevity, while also conveying good wishes to tourists from the scenic area.

Based on the above research and analysis, researchers used the design form of illustrations to design tourism advertisements media, and the design works are shown in Figure 4. Illustrations can display rich information and stimulate people's imagination. Therefore, in the new era of tourism

advertising, the rational use of illustrations has become a distinctive design method (Xu, 2565). Subsequently, the researchers selected appropriate tourist souvenirs to extend and showcase the image of the Zhangye Danxia Pingshanhu Grand Canyon scenic area.

It should be emphasized that the colors of the tourism advertisements media design are taken from the internal environment of the Zhangye Danxia Pingshanhu Grand Canyon scenic area. On this basis, the researchers subjectively enhanced the color in terms of brightness and purity to make the design work more artistic, as shown in Table 2.

Table 2 Colors Extracted within the Scenic Area








Burgundy	Brown	Tangerine	Sapphire	Sauce Purple	Copper green	Gold
C:24 M:87 Y:95 K:0	C:37 M:85 Y:98 K:2	C:17 M:75 Y:90 K:0	C:98 M:84 Y:4 K:0	C:20 M:57 Y:30 K:0	C:66 M:0 Y:46 K:0	C:17 M:56 Y:95 K:0
						



Figure 4 Tourism advertisements media for six landmark attractions in the Zhangye Danxia Pingshanhu Grand Canyon scenic area: (a) Jiulong Huihai; (b) General Stone; (c) Couple Peak; (d) Turtle Asking for Longevity; (e) Yixiantian; (f) Lingzhi Valley.

Table 3 Satisfaction Evaluation of Tourism Advertisement Media Design in Zhangye Danxia Pingshanhu Grand Canyon Scenic Area

Project	\bar{x}	S.D.	Opinion level
1. Effectively conveys the mythological and legendary stories of six landmark attractions in the Zhangye Danxia Pingshanhu Grand Canyon scenic area.	4.43	0.65	Very Suitable
2. The selected symbols and concepts are in line with the cultural connotations of the scenic area.	4.37	0.70	Very Suitable
3. The design form is novel and unique.	4.38	0.69	Very Suitable
4. The color selection of tourism advertisements is appropriate.	4.40	0.68	Very Suitable
5. Tourism advertisements can leave a deep impression on the target audience.	4.38	0.70	Very Suitable
6. The selected design symbols embody traditional Chinese culture and spirit.	4.40	0.64	Very Suitable
Overall	4.39	0.68	Very Suitable

Based on the opinions of 100 tourists, the satisfaction evaluation results for the tourism advertisement media design in the Zhangye Danxia Pingshanhu Grand Canyon scenic area are presented in Table 3. The scores indicate a “Very Suitable” level, with an overall mean value \bar{x} of = 4.39 and a standard deviation (S.D.) of 0.68. Following this evaluation, suitable tourist souvenirs were selected to present the tourism advertisement media. The design process was guided by modern aesthetics and design theory while emphasizing the regional identity and value of the designs. The tourist souvenirs created were intended to meet aesthetic standards while incorporating modern and regional elements. The designs are detailed as follows:

1. Zhangye Danxia Pingshanhu Grand Canyon Tear-Off Monthly Calendar

Design Concept: The hand-torn month calendar concept vividly simulates the transformation of the Zhangye Danxia Pingshanhu Grand Canyon from a vast

ocean to its current canyon landscape, shaped by natural wind and water erosion. The calendar uses exquisite illustrations and time visualization to convey the message that “although time passes, it leaves unforgettable memories.”

Usage: After two months of manually tearing the pages of the calendar, consumers will receive a brand-new decorative painting that can be placed anywhere they prefer at home. Figure 5 provides a partial view of the tear-off month calendar.

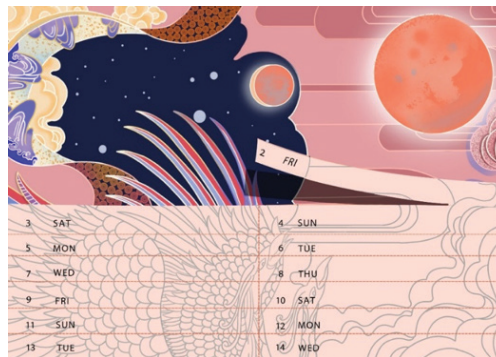


Figure 5 Tourist Souvenir: Partial Image of Tear-Off Monthly Calendar



Figure 6 Tourist Souvenir: Tear-Off Monthly Calendar Product Modeling Rendering Image

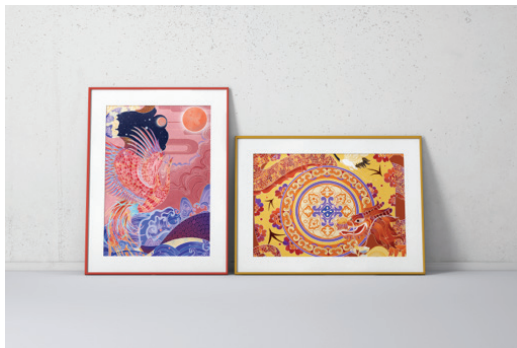


Figure 7 Tourist Souvenir: Tear-Off Monthly Calendar Decorative Painting 1

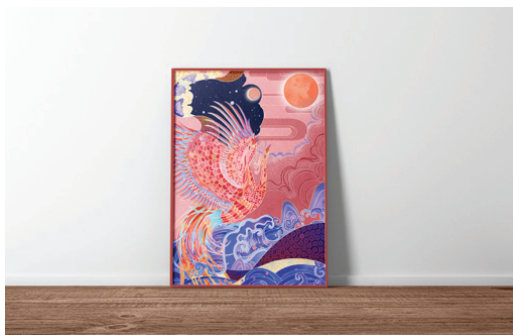


Figure 8 Tourist Souvenir: Tear-Off Monthly Calendar Decorative Painting 2

2. Zhangye Danxia Pingshanhu Grand Canyon Circular Fan

Design Concept: The visual elements from the six illustrations of the Zhangye Danxia Pingshanhu Grand Canyon scenic area were selected and printed onto the surface of silk using techniques such as cutting, stitching, and dyeing. The circular fan, a traditional Chinese handicraft, symbolizes reunion, friendship, and good fortune in Chinese culture. It carries significant artistic and aesthetic value, embodying traditional Chinese aesthetics.

Usage: The circular fan, with its small size, light weight, and portability, is ideal for tourists to collect, decorate, appreciate, or give as a gift. It can also be used as a functional fan to provide relief from heat. Additionally, these exquisite fans can be paired with traditional Chinese Hanfu, allowing tourists to take souvenir photos that celebrate Chinese culture.



Figure 9 Tourist Souvenir: Circular Fans

3. Zhangye Danxia Pingshanhu Grand Canyon Phone Case

Design Concept: The phone case, a popular and practical tourist souvenir, features patterns from the six illustrations of the Zhangye Danxia Pingshanhu Grand Canyon scenic area printed on silicone. This design merges traditional Chinese culture with modern industrial products. Professional ink spraying technology is used to create vibrant and rich colors, enhancing the phone case with a contemporary aesthetic.

Usage: The phone case protects the phone from damage caused by external forces, effectively reducing the likelihood of screen breakage during drops.

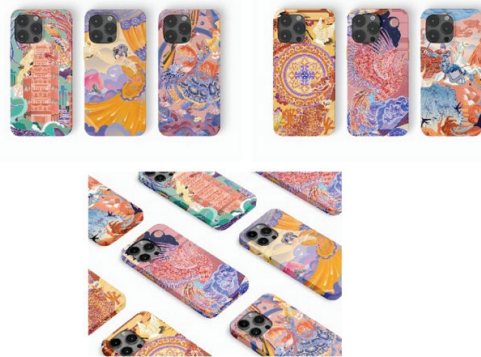


Figure 10 Tourist Souvenir: Phone Cases

4. Zhangye Danxia Pingshanhu Grand Canyon Parasol

Design Concept: Patterns from the six illustrations of the Zhangye Danxia Pingshanhu Grand Canyon scenic area were digitally printed on the silk surface of the parasol, combining traditional artistry with modern technology.

Usage: The parasols can be sold as tourist souvenirs at the scenic area. Given the high altitude, long sunshine duration, and strong UV intensity in the Zhangye Danxia Pingshanhu Grand Canyon, especially during the peak summer season, these parasols provide sun protection and help reduce skin damage and water loss for tourists. Additionally, in ancient China, umbrellas symbolized love. The parasols featuring mythological stories from the attractions naturally connect with the Couple Peak, located at the No. 2 observation deck. This connection enhances the scenic area's image and promotes the cultural heritage of the site.



Figure 11 Tourism Advertising Carrier: Parasols

Table 4 Satisfaction Evaluation Results of Tourist Souvenir Designs in Zhangye Danxia Pingshanhu Grand Canyon Scenic Area

Tourist Souvenir	project														
	1.The selection of carriers for logo and tourism advertisements is appropriate			2. The tourism advertisements media effectively showcases the myths and legends of the main landmark attractions in the scenic area.			3. Tourism advertisements media carriers have both functionality and artistry.			4. Tourism advertisements media carriers can make consumers more confident in showcasing their own cultural and artistic values.			Overall		
	\bar{X}	S.D.	Opinion level	\bar{X}	S.D.	Opinion level	\bar{X}	S.D.	Opinion level	\bar{X}	S.D.	Opinion level	\bar{X}	S.D.	Opinion level
Tear-Off Monthly Calendar	4.37	0.68	Very Suitable	4.41	0.70	Very Suitable	4.41	0.71	Very Suitable	4.44	0.69	Very Suitable	4.41	0.70	Very Suitable
Circular Fan	4.48	0.70	Very Suitable	4.49	0.65	Very Suitable	4.50	0.63	Very Suitable	4.49	0.65	Very Suitable	4.49	0.66	Very Suitable
Phone Case	4.48	0.72	Very Suitable	4.47	0.68	Very Suitable	4.47	0.70	Very Suitable	4.47	0.66	Very Suitable	4.47	0.69	Very Suitable
Parasol	4.49	0.68	Very Suitable	4.46	0.70	Very Suitable	4.47	0.64	Very Suitable	4.48	0.61	Very Suitable	4.48	0.66	Very Suitable
Wall Clock	4.35	0.69	Very Suitable	4.42	0.71	Very Suitable	4.45	0.66	Very Suitable	4.38	0.72	Very Suitable	4.40	0.70	Very Suitable

Based on the opinions of 100 tourists, the satisfaction evaluation results of the tourist souvenir designs in the Zhangye Danxia Pingshanhu Grand Canyon scenic area are shown in Table 4. All the scores indicate a “Very Suitable” level, with the circular fan receiving the highest satisfaction score (\bar{X} = 4.49, S.D.= 0.66), followed by the parasol (\bar{X} = 4.48, S.D.= 0.66), and the phone case (\bar{X} = 4.47, S.D.= 0.69). The tear-off month calendar (\bar{X} = 4.41, S.D.= 0.70) and the wall clock (\bar{X} = 4.40, S.D.= 0.70) also received high scores.

In summary, the logo and a set of tourism advertisement media for the Zhangye Danxia Pingshanhu Grand Canyon scenic area were designed by exploring the culture of the scenic area. The logo and tourism advertisement

media play a crucial role in the tourism sector, as they can be transformed into tourist souvenirs through appropriate formats. As a unique form of cultural expression, tourist souvenirs help tourists engage with the culture of scenic areas and build their cultural identity (Yu, 2018).

From an economic perspective, scenic areas attract large numbers of tourists, offering opportunities for them to purchase souvenirs and gifts, which generates additional revenue beyond ticket sales and promotes sustainable development. From a cultural perspective, tourist souvenirs are not only commodities but also carriers of the cultural and historical heritage of the scenic area. The launch of cultural and creative products allows tourists to experience the cultural essence of the scenic area more intuitively, deepening their understanding and appreciation. Additionally, the distribution of these souvenirs plays a positive role in the cultural promotion and legacy of the scenic area.

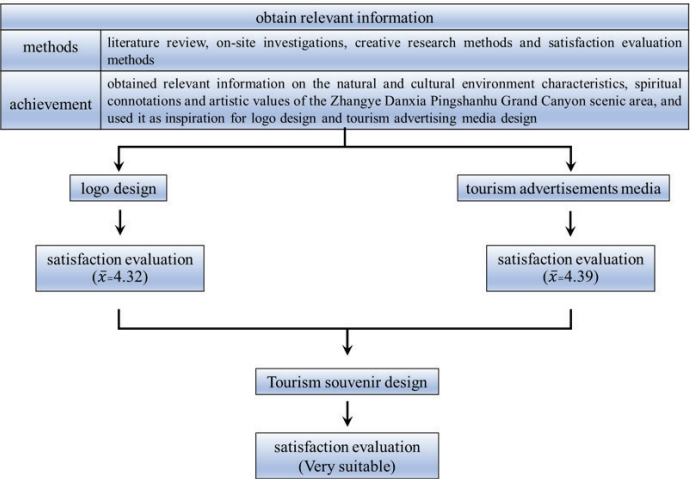


Figure 12 Research Process and Outcomes Overview

Discussion

The Zhangye Danxia Pingshanhu Grand Canyon scenic area possesses abundant natural tourism resources and a rich historical and cultural heritage. However, its spiritual connotations, cultural environment characteristics, and

artistic values have not been thoroughly analyzed or refined, and effective tourism advertisement media are lacking. Therefore, as shown in Figure 12, this study analyzed these aspects of the Zhangye Danxia Pingshanhu Grand Canyon scenic area. Visual symbols were extracted, and a series of tourism advertisement media were designed through visual processing. These designs were then adapted into suitable tourist souvenirs. Finally, evaluations were conducted on the newly designed logo, tourism advertisement media, and tourist souvenirs. The findings are summarized as follows:

Through literature research and on-site investigations, the current tourism status of the Zhangye Danxia Pingshanhu Grand Canyon scenic area was assessed. It was found that the existing logo does not effectively convey the unique characteristics and essence of the attraction, and there is a lack of suitable tourism advertisement media and tourist souvenirs.

The Zhangye Danxia Pingshanhu Grand Canyon scenic area features magnificent and unique landscapes with a variety of vibrant colors. The extracted elements of the scenic area were integrated into a new logo design, which underwent a satisfaction evaluation, yielding a score of $\bar{x} = 4.32$, indicating a "Very Suitable" level.

The six main landmark attractions of the scenic area possess spiritual connotations and artistic values. Keywords corresponding to these attractions were identified, and six tourism advertisement media were designed accordingly. The satisfaction evaluation score for these designs was also at a "Very Suitable" level ($\bar{x} = 4.39$).

The logo and tourism advertisement media were further developed into small tourist souvenirs, which were evaluated for satisfaction. All souvenirs received high satisfaction scores, with the circular fan being the most popular ($\bar{x} = 4.49$), followed by the parasol ($\bar{x} = 4.48$).

Tourist souvenirs should merge functionality with artistic appeal. They must adhere to market dynamics while reflecting cultural connotations, blending culture, art, and product design to meet consumer aesthetic needs (Sun, 2005). Therefore, the design approach should fully explore the natural and cultural

characteristics, spiritual meanings, and artistic values of the scenic area, emphasizing its unique local environment. In this study, the logo and tourism advertisement media for the Zhangye Danxia Pingshanhu Grand Canyon were created based on these elements. The logo incorporates traditional Chinese water patterns with the current topography, offering a modern interpretation that showcases the area's unique appearance and character. The advertisement media design draws inspiration from the mythological and legendary stories of the six landmark attractions. Creative research methods were applied to produce full compositions with vibrant colors, reflecting the spiritual and artistic values associated with the scenic area. Modern illustrations were developed to align with consumer aesthetic preferences.

Finally, the logo and tourism advertisement media were adapted into tourist souvenirs. Satisfaction evaluation results indicate that these souvenirs not only convey cultural and artistic values but also hold significant market potential. The findings provide valuable guidance for promoting the Zhangye Danxia Pingshanhu Grand Canyon scenic area.

Suggestions

Further research should explore the cultural characteristics of other attractions within the Zhangye Danxia Pingshanhu Grand Canyon scenic area and develop them into tourist souvenirs.

Additional research should be conducted on the visual language used in tourism advertisement media design for other scenic areas.

Newly designed tourism advertisements could be presented dynamically to enhance tourist engagement.

References

- Li, Y. Y. (2014). **Research and application of brand image and product development design in tourist attractions: A case study of Yaoshan Scenic Area in Yingcheng (PhD thesis)**. Wuhan University of Technology, Wuhan, China.

- Sun, J. I. (2005). Commodity and art in modern packaging design. **Packaging & Design**, 52(6), 90-92.
- Teng, L. (2018). It has “the Soul of Heaven and Earth, the Painting of the Seabed” and is known as the “Grand Canyon of Colorado in China”: The Pingshanhu ecological tourism scenic spot in Zhangye, Gansu province has obtained the qualification of a national geological park. **The Earth**, (2), 82-85.
- Thienwet, J. (2022). Mascot study and design for publicizing Rianthong Orchard, Prachin Buri Province. **Journal of Fine Arts Research and Applied Arts**, 9(2), 111-126.
- Xiao, K., & Zhang, S. Y. (2018). Development and problems of Japanese geological tourism: A case study of Itoigawa Geopark, Niigata Prefecture. **Journal of Hebei GEO University**, 41(3), 43-48.
- Xu, M. W. (2022). Research on the application of decorative style illustration design in regional cultural creation. **Chemical Fiber and Textile Technology**, 51(10), 173-176.
- Yu, N. (2018). Aesthetic value of bashu culture in packaging design of tourist souvenirs. **Packaging Engineering**, (20), 323-327.
- Zhao, C. L. (2021). Exploring the tourism development of Zhangye Pingshanhu Grand Canyon scenic area based on SWOT analysis. **The Earth**, (19), 198-200.
-