



## Research on Rural Tourism Design in Zhejiang under Sustainable Cultural Development

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Received 10/08/2023

Revised 17/08/2023

Accepted 22/08/2023

### Abstract

**Background and Aim:** Zhejiang Province of China is located in China's East China Sea, is China's ports in the province, the province's famous fishing villages are known to fish a lot of unique marine location advantages formed distinctive fishermen's living customs, but also gradually formed a rich and colorful fishing culture in Zhejiang. Therefore, the sustainable tourism development of Zhejiang fishing villages is closely related to the overall economic level of Zhejiang Province. By searching for the characteristics of fishing villages in Zhejiang Province, we create a suitable image design and model and develop and promote it, to promote the development of sustainable cultural tourism in beautiful villages.

**Materials and Methods:** Based on the perspective of sustainable development, this paper analyses and integrates the characteristics of the "Chinese Fishing Village" in Zhejiang Province from three aspects through literature research, field survey, and questionnaire survey, applying the concept of sustainable development and the strategy of CI to design an image design and model of sustainable development that meets the requirements of the Chinese fishing village, and promote it to the life of the fishing village. The image design and model of sustainable development of the "Chinese fishing village" are designed and promoted to the life of the fishing village, and the visual image of the sustainable development concept is set up, which helps to disseminate the core concept and spirit of the concept, to enhance the influence of the fishing village and to design and promote the common sustainable cultural development of the fishing village.

**Results:** The study found that the characteristics of the "Chinese fishing village" in Xiangshan County, Zhejiang Province, China, combined the resource base of fishing culture and art in the fishing village with the brand communication, and designed a sustainable development model to take fishing culture as the core of the development, develop fishing culture resources, do a good job of promoting the fishing culture and increase the development of cultural and creative products, to promote the sustainable cultural tourism development of the village. sustainable cultural tourism development.

**Conclusion:** Based on the results of the study, this paper derives image designs and models that contribute to the development of sustainable cultural tourism in villages.

**Keywords:** Sustainable Culture; Fishing Culture; Tourism Design

### Introduction

China Zhejiang Province has a tropical monsoon climate with abundant rainfall, the largest Zhoushan fishing ground in China along the coast, many rivers running through the province converge, there are mountains and land, with China's fourth-longest coastline of more than 2,254 kilometers, and is connected to the Pacific Ocean, there are more than 3,000 coastal islands, the largest number of which are found in China. It provides a unique geographical advantage for the aquatic resources in this region. Zhejiang Province is rich in land, river, and sea resources, compared to other coastal cities, it has five main resources, including harbors, fisheries, tourism, oil and gas, and mudflats. It is also famous for its Chinese fishing villages, and the social benefits of the resources affecting the community's economy are enormous (Guozhong, 2008).

From the cultural diversity as well as human aesthetics, with characteristic beliefs, Zhejiang Province is another source of culture and art worth studying and preserving. From the point of view of cultural history and origin, Zhejiang culture belongs to an important part of the Jiangnan cultural





system in China. Zhejiang is the birthplace of Wu-Yue culture, Jiangnan culture has a very rich traditional culture, but also a typical landscape of Jiangnan, the land of fish and rice. The rich and colorful culture of Zhejiang also drives the development of art. Zhejiang art has a long history, in terms of content, involving sculpture, folk art, handicrafts, architecture, and so on (Jie, 2017).

The Chinese government also strongly supports relevant policies. In 2019, 17 departments including the Ministry of Culture and Tourism and the National Development and Reform Commission jointly issued the Guiding Opinions on Promoting the Sustainable Development of Rural Tourism, which clearly pointed out the status of rural tourism in the tourism industry and the main goals and measures to promote the sustainable development of rural tourism. In recent years, Zhejiang Province has made every effort to promote the construction of all-regional tourism and issued the "Zhejiang Province All-Regional Tourism Development Plan (2018-2022)", which has entered the "village" era of all-regional tourism development, providing a solid policy foundation for the sustainable development of rural tourism. In the "Zhejiang Rural Revitalization and Development Report (2018)" it is clearly proposed to "highlight brand management and seek transformation", focus on improving product quality, enhancing the quality of the main body, excavating rural characteristics, shaping product brands, village brands, and regional public brands, and promote the transformation of rural construction into rural management (Province, Zhejiang Rural Revitalization and Development Report, 2019). With the encouragement and support of national policies, the development potential of rural sustainable tourism is huge.

Environmental protection, environmental friendliness, and the rational use of resources are issues that have clearly been awakened in response to the current world trend. This is the origin of the concept of "sustainable development", which is based on the principle of creating a balance between the economic, social, and environmental dimensions of development. Therefore, the sustainable development of tourism is a solid foundation for the fishing village, with the region as the center of development. Firstly, the local characteristics are sought through Zhejiang Province, such as creating brand logos, cultural and creative products, brochures, and so on. All of the above mentioned is a very important part of village image design because it is a tool that can be properly applied to express. Establishing a brand also requires an understanding of the cultural characteristics and the physical characteristics of the tourist attraction and other relevant elements. The development and promotion of tourism as a high-value tourism area has led to the conclusion that sustainable tourism in the countryside must be developed with the help of innovative tourism products and the competitiveness of tourism products. Brand building by using the concept of creative economy in product development. Create a unique fishing village tourism in Zhejiang through image design, etc., and propose a model of sustainable cultural tourism, to promote the development of sustainable cultural tourism in beautiful Chinese fishing villages.

### Research purpose

1. To study the characteristics of the "Chinese fishing village" in Xiangshan County, Zhejiang Province, China.
2. To design China's Zhejiang Province, Xiangshan County "Chinese fishing village" image design and model.





## Literature review

Literature studies related to this thesis, including the concept of Sustainable Development Goals (abbreviated SDGs), the current study of sustainable tourism, the Corporate Identity System (abbreviated CI strategy), and the current state of research on brand identity design.

### SDGs concept

In his paper, Wang Liang (2019) starts with an analysis of the concept of sustainable development and the basic concept of tourism planning and tries to analyze the application and embodiment of the concept of sustainable development in the planning of tourist attractions. Four practices are proposed on how to achieve the sustainable development of tourist attractions. It is finally concluded that in sustainable tourism planning, it is necessary to increase economic income, protect the ecological environment, continue the characteristic culture improve the quality of life, and maintain harmony and unity. "Embedding the characteristic cultural elements and ecological elements into the technical shape of the tool system and playing the role of sustainable tourism concepts, to create widely recognized tourism products." (Liang, 2019)

Yang Hongxia (2021) In the paper, we analyze the impact and value of the new development concept on the development of rural tourism and put forward the strategies for the sustainable development of rural tourism under the new development concept from four perspectives: industrial development, concept publicity, green tourism, and local culture. Therefore, only the development of the local characteristics of the countryside which is the key to attracting tourists, according to the countryside's situation to develop appropriate planning, to achieve the purpose of sustainable development of rural tourism. Ai Xiaoping (2019) studied the spatial and temporal evolution of the sustainable urbanization development level in Jilin Province from the perspective of geography and analyzed the factors affecting the development of sustainable urbanization in Jilin Province from the perspectives of the province and outside the province. Based on the connotation and specific objectives of SDGs and the characteristics of urbanization development in Jilin Province, the article combines SDGs with sustainable urbanization and constructs a comprehensive evaluation index system for sustainable urbanization.

**Summary:** After the previous research on the status quo of the SDGs concept, it was found that the SDGs should be treated as a comprehensive project, striving to be able to make people in the community, or even a wider group of people, participate in it, to this end, this thesis in the process of the investigation and research, specially made questionnaires, investigated the residents, tourists, that is, to let people come to provide themselves with some basic information. The SDGs contain 11 objectives, and this paper does not apply all of them. For example, Goal 9 proposes infrastructure development, industrialization, and innovation, but only focuses on reflecting the innovation aspect, that is, innovation in image design, to select the most important ones.

### Sustainable tourism

Sustainable development is a theory of development defined by the Brundtland Report in 1987 as "a pattern of development that meets our present needs without compromising the needs of future generations and can fulfill their needs". (Jing, 2018) .

Li Mingyue (2018) discusses the relationship between the concept of sustainability and tourism product design in the article, the three elements of sustainability: economic, social, and environmental. "Sustainable design pursues the harmonious development of man and nature, based on meeting





contemporary humanistic needs without endangering the cultural needs of future generations, based on which the cultural tourism resources and the environment in which human beings live do a holistic integration." (Li, 2018) In this paper, the five principles of cultural development of tourism products under the concept of sustainable design are proposed. Finally, the "Impression" series is used as a case study to draw practical insights into tourism product development. Li Fei (2020) defines the concept of sustainable development of rural ecotourism and the basic theory, analyses the experience of sustainable development of rural ecotourism in foreign countries and its inspiration for the sustainable development of rural ecotourism in Tongliao City. Finally, according to the characteristics of Tongliao City, puts forward Tongliao City, rural ecotourism sustainable development of four suggestions for the sustainable development of tourism in Tongliao City. Lin Chuyin (2022), in the context of the rapid development of cultural tourism in ancient villages, analyses the cultural value and socio-economic value of the development of cultural tourism in ancient villages through the advantages of the cultural tourism industry in ancient villages, and puts forward four sustainable countermeasures for cultural tourism in ancient villages, to promote the sustainable development of cultural tourism in ancient villages.

**Conclusion:** Sustainable development, as a theory of development, is concerned with the integrated response of all aspects of human society. Among them, sociologically motivated thinking, especially design thinking, will be the focus of this thesis because of its "human-centered" thrust and its quest to serve the realities of human life.

### **CI strategy**

Liu Lijing (2016) text from the perspective of corporate CI strategy, put forward to create a brand image packaging design performance, which the third product series packaging design and my design is consistent because my design should also use a variety of uniform techniques to form a series of products, including tea sets, small ornaments, etc., both with the commonality and the pattern of characteristics. Chen Zhuoxun (2016) in four aspects of how-to CI design performance, better enhance brand image power and influence. The first is a systematic strategy, the second is a standardized strategy, the third is an innovative strategy, and the fourth is a cultural strategy. The third of these innovative strategies is drawn upon. Sheng, M. (2019) "discusses the changes in the principles and structure of the CI design of tea products in the form of Internet +, and gives some opinions on the planning means of its brand image." (Minxin, 2019) Details the design means, such as importing the brand concept, the purpose of CI design of tea products is to strengthen consumers' awareness of tea and increase market share. Another example is the introduction of visual identity, the most contagious content is the visual identity, which is the main important responsibility for brand building and idea communication.

**Conclusion:** In the enterprise management of modern society, the essence of CI strategy is the combination of aesthetic concept, scientific concept, social concept, and art, which involves brand concept, product design, packaging design, and a complete visual communication system. In this regard, this thesis, in the field of sustainable tourism, introduces the brand image construction aspect of CI strategy, which constitutes an overall "innovative strategy" at the design level, and then proposes a comprehensive visual communication system.

### **Brand image design**

In his article, Chen Jun (2019) describes how to come to design a tourism brand image, pointing





out that there are four major principles of visual image design for ancient village culture and tourism brand, regional culture, aesthetics, epochal, and unity. Three ancient village cultural tourism image design methods are proposed. Logo design can extract figurative or abstract symbols from the representative resources of the village, and then process them according to the principles of design to design a village image with outstanding recognition and memory. Chen Bin (2020) text puts forward three major design principles through the current situation of Gannan Red culture tourism brand image development. For Gannan red cultural elements refining and visual symbols extraction, mining Gannan red cultural visual elements, selecting representative Gannan regional characteristics of architecture and red buildings for elements integration, color extraction, and symbols refining, and completing the relevant theme image design. Xiong Wenwen's (2020) article through the in-depth study of the traditional patterns of Jingchu, there are phoenix patterns, dragon patterns, coiled chi dragon patterns, formed phoenix and bird patterns with the characteristics of the local culture, and so on, including their basic forms, manifestations, colors, and aesthetic significance, introduces the two main constituents of the city's tourism culture brand image: the image of the geomorphic perceptions and the image of the humanistic perceptions. Combining the logo of Wuhan tourism cultural brand image with the classic ticket and poster design. Design souvenir bags, cards, and bookmarks according to Wuhan's regional characteristics and humanities.

**Summary:** Regional culture and unity, which are the underpinnings of the sustainable development of rural tourism, are directly involved in the design of the image of the fishing village. That is to say, the image must be based on the stretch of regionality. Therefore, this thesis will be inspired by the above theoretical research by mining representative colors from the fishing culture and architecture of fishing villages for design.

### Conceptual Framework

This paper analyses the "Chinese Fishing Village" in Xiangshan County, Zhejiang Province, which is characterized by fishing culture, through the study of the natural, economic, and humanistic environment of Zhejiang Province. Taking the village as a case study, it uses the SDGs concept and CI strategy to conduct field research and analysis of the village and finally creates an image design and model that can promote sustainable rural tourism, attract more tourists, and further promote the sustainable development of rural tourism (Figure 1)



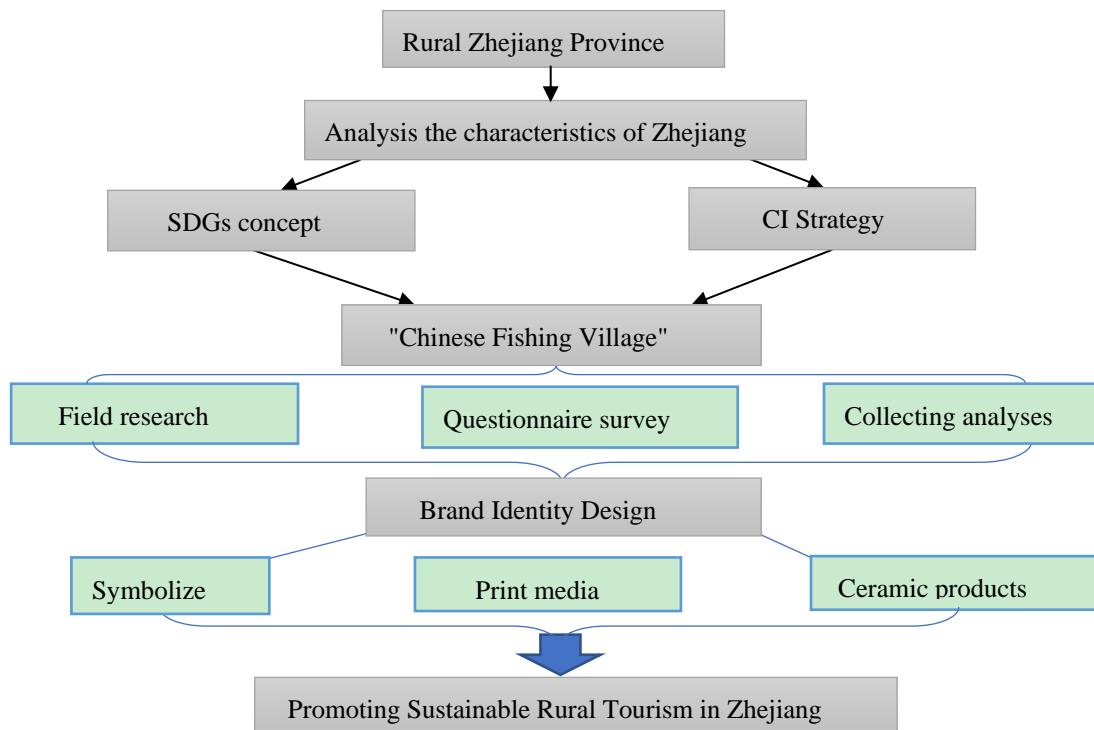


Figure 1 Conceptual framework Self-drawn by the author

## Methodology

Step 1: Explore the data through literature research, literature review, and related studies

Relevant literature collection is divided into two parts, one being secondary sources such as the internet or journal articles, and the other being primary sources obtained through fieldwork.

Questionnaire Survey - A questionnaire survey was conducted among the local villagers of the Chinese fishing village and the tourists who visited the village.

Step 2: Data analysis

Using SDGs theory and CI strategy to analyze the information and literature collected in the early stage, the questionnaire data were statistically analyzed using SPSS to integrate the characteristics and elements of Xiangshan County's "Chinese fishing village".

Step 3: Design and Patterns

The analyzed features and cultural elements are used as the basis and applied to the relevant design. Comprehensively and systematically analyze how the abstract SDGs concepts can be visualized, and finally integrate them into the design to convey the concepts clearly and accurately through visual means (Figure 2).

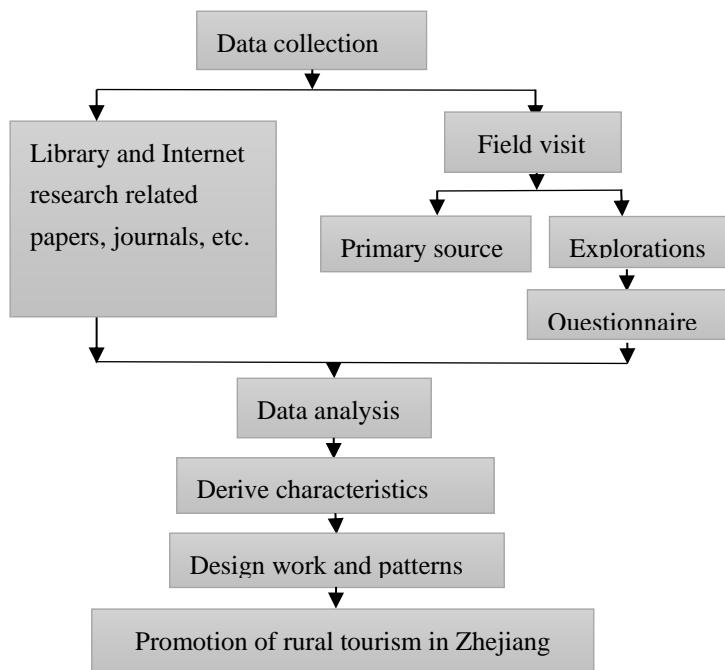


Figure 2 Flowchart Self-drawn by the author

The interdisciplinary approach involves local tourism culture, food culture, folk culture, language culture, etc. It is hoped that a mixed quantitative and qualitative research method will be applied mainly based on a thorough reading of the research results in each field. As follows:

Document analysis method: is the key research method used in the preliminary work of the dissertation to document the research process Study and research from academic literature, books, textbooks, and scholarly articles. Information from Internet sites and related research to learn the basic information of the study of the "Chinese Fishing Village" area in Zhejiang Province based on the concept of Sustainable Development Goals (abbreviated SDGs) for sustainable cultural tourism.

Field survey method: CI as a principle: including the visual and conceptual image of the region to find information about the area and create a way to develop tourism. Li Na mentions that the characteristics of tourism cultural and creative products must include "cultural significance, commemorative value, artistic appreciation, economic, practical and portable features." (Na, L. 2017)

Questionnaire survey and collection method: surveyed the tourists and villagers of the village respectively. It is mainly based on whether it is possible to build up the popularity of the village well and shape a good image of the village through image design. The collation of the relevant data collected before is to make a better image design of the area.

Practical research method: by collecting and analyzing the relevant data and characteristics obtained, the concept of SDGs is applied to come up with the image design of the village. Creating the added value of rural sustainable cultural tourism routes in the area of Zhejiang Province village.

Since this study is a design study, quantitative research is in line with the theme design. To further understand the views and suggestions of villagers and tourists traveling to the fishing village on "Chinese Fishing Village", the questionnaire survey method in the quantitative research method was mainly used.

The questionnaire was distributed to 345 villagers and 364 tourists in the field, using a



combination of online and offline distribution methods due to the pandemic. After the survey, it was found that there are some problems: poor education level and quality of the villagers, the weak influence of tourism brands, single products, etc., which to a certain extent hindered the sustainable cultural development of the fishing village.

## Result

In this study, researchers can classify the results as follows:

1. This paper studies the characteristics of "Chinese fishing villages" in Xiangshan County, Zhejiang Province, China.

Mainly in three aspects: First, the natural characteristics: the geographical characteristics of "Chinese fishing villages" are "surrounded by the sea on three sides and across the land on one line". The rich Marine resources depend on the moisture and nourishment of water, and the rich tourism resources provide a unique geographical environment for different fish resources in this area. The whole fishing village closely surrounds the rich Marine culture and profound fishing culture connotation. The unique natural environment and resources have given birth to rich and colorful cultural types. Therefore, the second is the cultural characteristics: including art culture, architectural culture, and food culture, among which the art culture of the fish lamp fish lamp is the most characteristic, whenever China the 14th month of the first month, the Lantern Festival, March three steps on the beach, fishing Festival and other major folk festivals, every family has to make fish lamps, these fish lamps are mostly Marine fish-like lamps, common yellow fish lamps, carp lamps and so on. The third is the characteristics of life customs: in the practice of dancing with the sea for a long time, the fishing village has its unique customs, forming a fisherman's life with the sea and fishing for a living. The most representative customs are "March 3, step on the beach" and "sacrifice the sea", among which "sacrifice the sea" is a ceremony held by fishermen to seek peace and harvest when they go out to sea to fish. No matter what kind of characteristics, are closely related to the fishing culture of the fishing village, therefore, the fishing culture is the characteristic of a "Chinese fishing village".

2. Research and design the image and model of a "Chinese fishing village"

The characteristics of the "fishing culture" of the fishing village are obtained through field investigation and questionnaire survey, and the representative elements of the fish (including shape, color, color, etc.) are extracted according to the characteristic shape of the fish lamp. In addition, the SDGs concept is combined with the design of the logo, ceramic products, printing media, and other image designs that conform to the village. Through statistics and collation of the survey data, a sustainable development model suitable for rural areas is found, and the main line of "fishing culture" is followed, integrating traditional culture, geographical culture, and other factors to create a special line of "fishing culture" with the characteristics of "Chinese fishing village". For example, the launch of one-stop services - watching fish lanterns, singing fishing songs, watching fishing dramas, paper-cut paintings, seafood, etc., to strengthen the "fishing culture" unique to "Chinese fishing villages". To realize the balanced development of economic, social, and ecological benefits of fishing villages through tourism.

A questionnaire survey was conducted on a sample of 345 local villagers in the fishing village to further understand the overall education level of the villagers in the fishing village, and its relevant situation is shown in Figure 3.



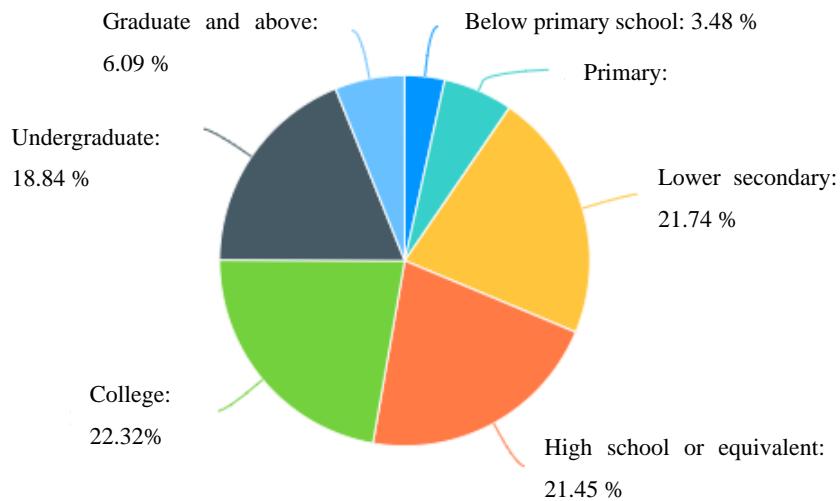


Figure 3 Educational level of villagers in "Chinese fishing villages" Author's drawing

It can be found that the education level of senior high school (equivalent academic degree) and below is as high as 75.08%, and only 24.3% of the villagers are above the higher education level, which directly affects the development and level of sustainable tourism in the area from the villagers' overall low education level. The questionnaire learned that the education level and quality of the villagers are poor, and the influence of the tourism brand is relatively weak. However, both local villagers and tourists believe that the fishing culture of the fishing village is the most representative of the characteristics of the fishing village, and most of them are not very satisfied with the products that can be purchased in the fishing village, and the innovation of tourism products is insufficient. It also provides some space for the next image design.

The 364 tourists questionnaire can be integrated to find that, in terms of the source region, tourists are mostly locals, or residents of Zhejiang Province, accounting for 57.69% of the total number of tourists, their place of residence from the "Chinese fishing village" is relatively close to the convenience of the weekend or a short time to play, the general stay of about 1 day, the "Chinese fishing village" has become a "day trip". "China Fishing Village" has become a "one-day trip" for tourists from this province. This suggests that the village is still not well known and influential, and the specific sources of tourists account for the following Figure 4.

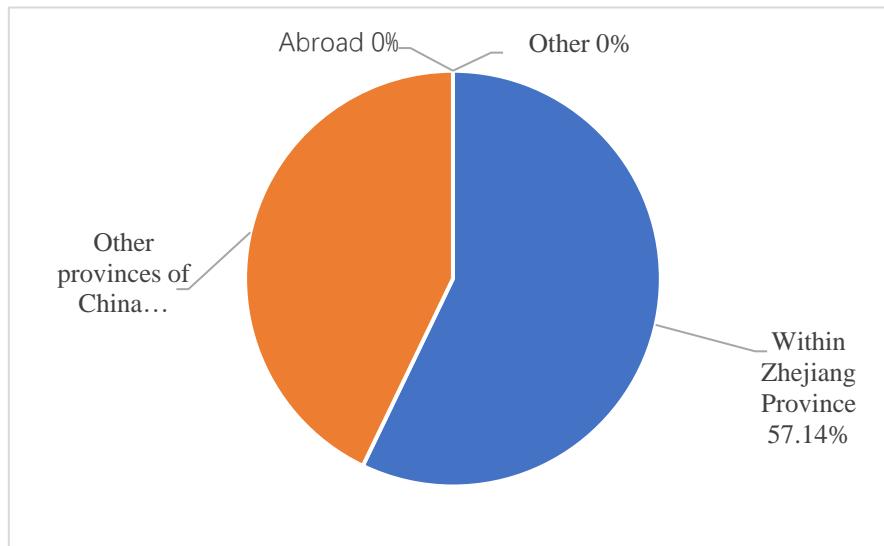


Figure 4 Percentage of tourists' sources in "Chinese fishing villages" Author's drawing

From the field research and the tourists' version of the questionnaire, we can analyze that when tourists come to Xiangshan Fishing Village for tourism, what most people think of is the village's fishing culture; the most important thing to focus on is the practicality of the products purchased during tourism, followed by the commemorative nature; the main reason for purchasing the products when traveling to the village is that they have a practical use, followed by their ability to embody the local characteristics; the types of products that tourists are most attracted to are the living category (tableware, tea sets, coffee sets), and they like ceramic products the most, followed by metal products; the regional characteristics are the most important feature of the products surveyed. prefer products made of ceramics, followed by metal; tourists in the survey believe that regional characteristics are the most important feature of products in Xiangshan Fishing Village, followed by practical value.

Finally, 53.29 % of the tourists were satisfied with the local fishing village being able to buy local products, followed by 15.66 % who thought it was average and 13.74 % who thought it was very unsatisfactory and needed to be renovated. Surveying the villagers of the village of which those who have lived in the village for more than 30 years accounted for 75.07% of the survey. From the villagers' version of the questionnaire, it was concluded that 90.72% of the villagers thought that other forms of fish art such as fish lanterns in the village could represent the characteristics of a fishing village, followed by architectural culture.

Therefore, based on the above problems and analyses, the author analyses that there is an urgent need to integrate the concept of sustainable development into fishing village tourism, especially Life below Water in SDGs, i.e., the protection and sustainable use of marine resources to promote sustainable development. Taking into account the current situation of Chinese fishing villages, my analysis includes three dimensions: first, ecological sustainability; second, social sustainability; and third, economic sustainability (Figure 5).

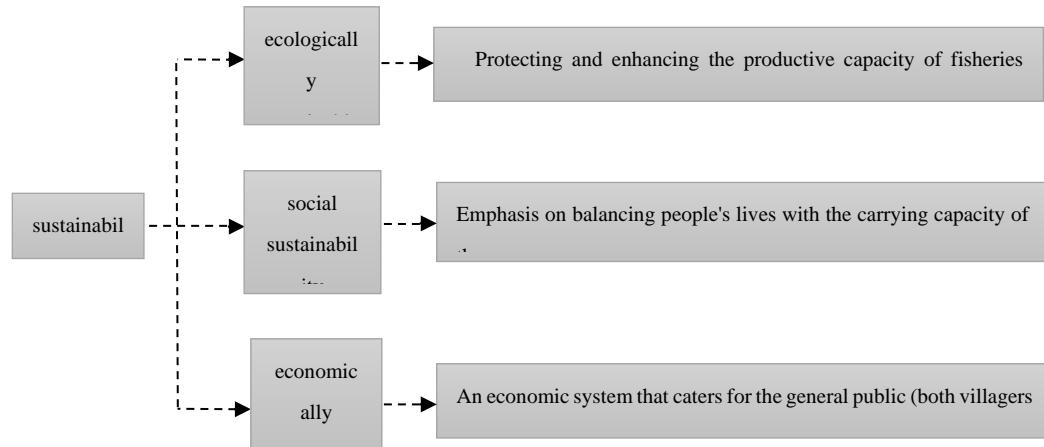


Figure 5 The three dimensions of sustainability Author's drawing

### Social sustainability

"Meeting the development needs of the present without compromising the needs of future generations" is a fundamental development principle that must be observed in the context of social sustainability. Moderate design is the embodiment of this principle, and the moderate design of products is particularly important from the perspective of social sustainability. In my opinion, the approach of "appropriate design" should emphasize the two main criteria of functional appropriateness and add-on appropriateness. As the name suggests, the principle of functional moderation is to distinguish between primary and secondary functions and to minimize functions that are not useful to customers. The principle of appropriateness of add-ons is that the packaging and decoration of products should be appropriate, removing irrelevant decorative designs and streamlining the packaging of products is the principle of appropriateness of add-ons. The tourism image design of "Chinese Fishing Village" should satisfy the idea of "social sustainability", moderate design, product design function is clear at a glance, and packaging simplicity, but also to ensure that its efficacy and aesthetics will not be affected.

### Ecologically sustainable

Eco-sustainability is to pay attention to the issue of brand loss of material materials, for the choice of materials for tourism products are colorful, through the research found that the sustainability of the fishing village materials is basically the local characteristics of the natural materials of handmade works, such as the fishing village of shellfish bracelets. Eco-friendly materials include nanomaterials (ceramics, glass, metal, recyclable plastics) and natural materials (bamboo, bioplastics). Among them, ceramics is mainly composed of silicon, aluminum, and oxygen, and it is a renewable resource. I will use ceramics, an environmentally friendly material, in my design, to reduce the impact on the environment from the source, and to design low-carbon, environmentally friendly, and sustainable tourism products, to guide tourists to the concept of sustainability for the benefit of future generations.

### Economically sustainable

Economic sustainability includes sustainable consumerism and reuse. The key is to be able to convey emotions through design, to play the role of emotions in bridging the gap between customers and products, and to convey the concept of sustainability. The characteristic fishing culture of the "Chinese fishing village" is summarized in the form of a fish. To be expressed through the design, the product size is not too large, the design of the appearance of people has visual enjoyment, and

enhances the degree of discrimination so that consumers remember. Closer to the distance between the product and the user, to achieve usefulness, durability, and other effectiveness of use, to lengthen the life cycle of the product. I will use a combination of designs, reduce the overall size of the product, easy to carry.

Based on the above survey analysis and integration, I summarize the findings in Figure 6:

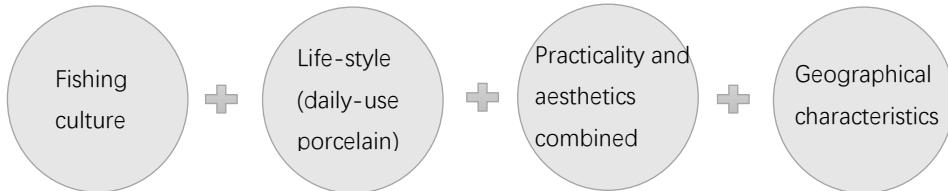


Figure 6 Generalization chart Author's drawing

As we all know, fish cannot live without water, and fish resources and the marine environment have a certain capacity and carrying capacity. The earth's oceans have nurtured human beings and fish, and the concept of "human-fish symbiosis" came into being. In the "Chinese fishing village" tourism identification system, "fish, marine environment image" is a component of the CI, throughout the various components of the CI. In the design and practice of the CI of the village, it is necessary to correctly deal with the relationship between the economic interests of the fishing village and the resources and environment, to win the market and the behavior of the villagers and tourists.

## Discussion

This paper firstly sorted out the natural, human, economic, and social environment of Zhejiang Province from the perspective of geography, especially carried out a comparative analysis of regional characteristic culture, and concluded that rural cultural tourism featuring "fishing culture" has the characteristics of sustainable development. Then, taking the "Chinese Fishing Village" in Xiangshan County as a case study, and then from the perspective of sustainable cultural tourism, the concept of SDGs was applied to carry out field investigation and analysis of the site. On the one hand, the model of sustainable tourism development was discussed, and on the other hand, the influence of "fishing culture" on related image design was deeply studied, including the cultural support provided by modeling principle, color extraction, decorative techniques, etc., and finally, the design and model of sustainable tourism was proposed. Completed such as logos, ceramic products, print media, and other tourism image design work, trying to attract more tourists, to further promote the sustainable development of rural tourism in Zhejiang.

In the process of research, the author consulted a large number of literature, mainly through various journal papers, hoping to find knowledge points suitable for themselves, as follows:

Yang Hongxia (2021) analyzed and proposed strategies for the sustainable development of rural tourism under the new development concept from the perspective of local culture. This is where the author agrees with her, especially about the importance of "local culture".

From the perspective of geography, based on the connotation and specific goals of SDGs, Ai Xiaoping (2019) studied the spatiotemporal evolution of the development level of sustainable community urbanization and analyzed the factors affecting the development of sustainable community urbanization. This is the knowledge point that this paper focuses on. Although it is from the



perspective of sustainable development, it still starts from the comprehensive combing of geography, and finally puts forward the relevant realization of sustainable tourism image design.

## Conclusion

In the "Chinese Fishing Village" in Xiangshan County, Zhejiang Province, China, the culture of regional characteristics, especially centered on fishing culture, radiates a fascinating light. As a regional cultural image, fishing culture is rooted in the daily life of local people. For this thesis, it is a very high-quality design language. In the ever-changing Chinese countryside, the design also faces the development challenge of renewal and iteration. Therefore, "sustainability" is no longer just top-level thinking, but also strategic thinking of the project itself. In this regard, in the thesis, "sustainability" can be broken down into three categories, namely, ecological sustainability, social sustainability, and economic sustainability. It is a top-down 'ground up' thinking that ultimately leads to 'development' itself. As such, it needs to be effectively supported in many ways.

The research results of this thesis, including the application design and conceptual strategy of the tourism image, will both show the new vigor of the fishing village and enable people to know more about the traditional fishing culture of the fishing village through this image and product design. At the same time, it will solidify the determination - to take the fishing culture as the core of development, develop the fishing culture resources, do a good job of promoting the fishing culture, increase the development of cultural and creative products, vigorously promote and innovate the fishing culture of Xiangshan, and continue to enhance the communication power of the cultural brand, which will lead to the rapid and sustainable development of the fishing culture industry in Xiangshan.

## Recommendation

1. Policy Suggestions: At present, the government has issued some plans and strategies that are conducive to rural tourism, such as rural revitalization. It is hoped that relevant departments can pay more attention to cultural tourism policies, activate rural resources, and promote social development.

2. Study suggestions: To study tourism in communities and other places, it is necessary to explore the highlights of community characteristics, design in combination with community culture, history, and other resources, and develop tourism according to cultural characteristics to promote social and economic development.

3. Suggestions for further research: In future research, how to further explore the highlights and characteristics of rural areas, combine rural culture, history, and other resources for image design, and develop tourism according to cultural characteristics to drive rural development and rural revitalization is a topic worthy of research.

## Research Shortcomings and Prospects

Given the limitations of the author's life background, knowledge system, research vision, and even personal preferences, the research on this topic has its shortcomings. That is to say, due to the comprehensive and in-depth understanding of the current "rural cultural tourism", it is not deep enough in the details of operation and management, development mode, guidelines, and so on.

For this thesis, "rural tourism image design" ultimately needed to be implemented, which means that it will produce certain benefits, both in terms of economic and social impacts, and will be worthy of being





given high expectations. Every village has its unique characteristics. From the perspective of the market, "rural tourism image design" is facing a blue ocean, and more people are expected to pay attention to this field. Therefore, academics have the responsibility to go deeper into this field first and provide reference and valuable results in terms of theory construction and creative practice.

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