



Research on Dongjiang Lake Culture and History and Dongjiang Fish Product Packaging

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Abstract

Background and Aim: Dongjiang Lake is representative of the ecological culture and tourism culture of the Nanling Mountains. Dongjiang fish is renowned for being produced in the lake. As people pay attention to cultural protection and economic development, innovative product packaging has become an important way to promote both. This study aims to explore and record the cultural and historical elements of Dongjiang Lake, identify and analyze the problems existing in Dongjiang fish packaging, and develop innovative packaging designs that integrate cultural themes to improve the market competitiveness of these products, thereby promoting local economic development. Through historical document research, archival research, and field investigations, relevant data were collected and analyzed to provide theoretical support for Dongjiang Lake and its fish product packaging.

Materials and Methods: This study used a combination of historical document analysis, archival research, and field investigations to collect and analyze data to fully understand the cultural heritage of Dongjiang Lake and the current status of fish product packaging.

Results: The study showed that the current packaging style is not enough to convey the unique cultural and historical narrative of Dongjiang Lake. It is recommended to incorporate key cultural symbols such as the Shennong legend and the picturesque landscape into the new packaging design.

Conclusion: The researchers developed Dongjiang fish product packaging that integrates cultural and historical elements, which is not only expected to improve the market appeal of Dongjiang fish products but also help protect and promote the cultural heritage of Dongjiang Lake, thereby supporting local tourism and economic growth.

Keywords: Dongjiang Lake, Culture and History, Packaging Design, Fish Packaging Design

Introduction

Dongjiang Lake is located in Hunan Province. It is a unique tourist destination and is famous for its colorful natural landscape and profound cultural heritage. Different regions have unique cultural heritage and traditions, which are important factors in attracting tourists. For example, Suzhou's classical gardens, Paris's artistic atmosphere, Tokyo's fashion culture, and other local cultures their characteristics have attracted a large number of tourists. Tourists will contact and experience the local culture through tourism experience and deepen their sense of identity with their region. As a national scenic spot and 5A-level tourist attraction, Dongjiang Lake is surrounded by mountains and the lake is clear. It also has rich historical and cultural connotations. Famous historical stories include Shennong mythology and crane legend. Dongjiang Lake Scenic Area is marked by four major scenic spots: Xiaodongjiang River with frost, Dongjiang Huayue night view, Dongjiang Hydropower Station Dam, and Longjing Canyon. This provides Dongjiang Lake with rich cultural and historical significance for tourism promotion and tourism product design. In the new era, tourism culture is valued by more and more people (Cai, 2016). The tourism culture packaging product design market is becoming more and more prosperous, and people's demand for cultural packaging products is increasing, at the same time, higher requirements are put forward for the design of cultural packaging products. For example, Qujing City, Yunnan Province, China, combines the Gubeikou rock paintings with the unique cultural elements of Pu'er tea to design a unique rock painting commemorative tea collection box, which not only reflects the uniqueness of the local traditional culture but also promotes cultural exchanges between different cultural regions. However, as a representative product of the Dongjiang Lake tourism industry, the outer packaging design of Dongjiang fish products seriously lacks the cultural story of Dongjiang Lake, which cannot generate the desire to buy consumers, thus limiting consumers' comprehensive understanding of Dongjiang fish and making it difficult for consumers to deeply understand the value and characteristics of the product, affecting their purchasing decisions.





Dongjiang Lake's superior geographical location and water quality ensure abundant water resources and breed delicious dishes represented by Dongjiang fish. Dongjiang Lake has a beautiful ecological environment, with a vegetation coverage rate of more than 80%, which ensures the normal pH value of the water body and maintains the ecological balance of the water body. Dongjiang fish, with its unique production process and high-quality taste, carries important elements of Hunan regional culture and has become one of the representatives of local cuisine. At the same time, the fishery and related industries in the Dongjiang Lake area provide support for local economic development, become an important tourist resource to attract tourists, and form a unique "lake tour, water drinking, fish-eating" tourism experience. The unique geographical environment and ecological resources have given Dongjiang fish products a label of environmental protection and purity. However, most of the current Dongjiang fish product packaging uses non-recyclable plastic packaging materials. Therefore, the selection and design style of product packaging materials need to be improved in an environmentally friendly manner. The current packaging materials do not meet the requirements of environmental protection and sustainable development. Improving material selection will help improve the overall image of the product.

In summary, the current Dongjiang fish packaging design lacks empirical research on effectively conveying the unique cultural connotation of Dongjiang fish. This study aims to clarify how packaging design can better reflect the regional cultural characteristics of Dongjiang fish and thus enhance its market competitiveness. Specifically, this study will comprehensively optimize the packaging design of Dongjiang fish in terms of highlighting product characteristics, reflecting cultural connotations, and pursuing environmental sustainability to meet the needs of current market competition. Through packaging design, the cultural characteristics of Dongjiang fish are highlighted, packaging materials that meet the concept of sustainable development are selected for Dongjiang fish product packaging, and existing packaging designs have problems in conveying cultural connotations. Through the discussion of these issues, the results of this study will provide an important reference for improving the market performance and cultural communication of Dongjiang fish. In addition, the creativity and aesthetics of packaging design are also aspects that need to be broken through (Wang, 2023). In this context, designers need to recognize the intrinsic value of cultural products, introduce cultural elements into product packaging design, and innovate the production process of product packaging. In addition, it is necessary to promote the integration of cultural and historical elements with product packaging from multiple aspects, including product form, product story, product function, etc. Through various channels, we can promote the prosperity and development of Dongjiang fish cultural products and provide rich products for the general public.

Objectives

1. To explore and study the culture and history of Dongjiang Lake;
2. To analyze the current problems existing in Dongjiang fish packaging;
3. To design and develop Dongjiang fish packaging for tourists.

Literature review

In recent years, the development of China's economy has led to the booming tourism industry and promoted the improvement of people's consumption level and aesthetic ability. At the same time, cultural and creative products that incorporate regional cultural elements are popular with the public for their unique characteristics. The wave of cultural design has been set off across the country, promoting the integration of regional cultural elements and cultural products, highlighting regional cultural characteristics, and expanding the influence of local culture (Hui, 2022). The relationship between regional culture and product design is inseparable. On the one hand, regional culture includes almost all objects of product design. On the other hand, products, as a form of expression of culture, are constantly promoting the development of culture through design. As a product that inherits and represents traditional culture, its promotion in the market is inseparable from the power of cultural history. Dongjiang Lake has a profound cultural heritage and rich tourism resources. It integrates the beauty of mountains, the charm of water, the beauty of Jiangnan, and historical civilization. Natural landscapes such as the Xiaodongjiang River covered with frost, the Dongjiang River on a moonlit night,





the Dongjiang Hydropower Station Dam, and the Longjing Canyon are scattered throughout the lake area. Cultural landscapes such as the Stone Museum, the Photography Art Museum, the Wuling Agricultural Civilization Museum, the Shoufo Temple, and the Lakeside Tourism Highway complement each other. The legends and relics of Emperor Yan Shennong are spread in Taoist resorts such as Dou Shuaiyan and Longjing Canyon. Emperor Yan Shennong picked up grains to create rice, made plows to teach farmers, and tasted hundreds of herbs to create medicine. He boiled oranges with Sudan well water to treat the plague, and "Orange Well Spring Fragrance" became a symbol of traditional Chinese medicine; the legend that he died on a crane made this place known as the "18th Blessed Land in the World". These cultural resources can add rich visual design elements to Dongjiang fish products, and by refining the natural landscape visual elements of Dongjiang Lake, cultural elements are added to product packaging to enhance product packaging competitiveness and visual impact. For example, the souvenir "Standing at the Forefront of the Tide · Inheritance of the Intangible Cultural Heritage of Zou and Lu on the Seaside" produced and supervised by Chinese Arts and Crafts Master Kang Huifang, this cultural product contains a large number of Chaozhou embroidery cultural elements, showing the cultural connotation of Chaozhou embroidery as a cultural product. In addition, there are fish skin paintings, straw paintings, and paper-cuts in Heilongjiang. These cultural products show the unique painting traditions of Heilongjiang. Through these painting traditions, people can feel the charm of regional culture up close (Yongc & Fug, 2022).

For packaging design, integrating the language effects presented by the regional culture into the packaging structure can make the entire packaging present a regional cultural color, which can effectively improve the quality of packaging design and promote product marketing to a certain extent (Xie, 2012). The Dongjiang Lake Reservoir has a storage capacity of 8.12 billion cubic meters and is known as the "Dongting Lake in Southern Hunan". The vegetation of Dongjiang Lake is well preserved, with a coverage rate of more than 80%. There are no large industrial and mining enterprises in the reservoir area. The monitoring results show that all 89 indicators of Dongjiang water meet the national surface water quality Class I standard, that is, Dongjiang water can be directly drunk without purification. The ecology is primitive, and the water quality has reached the national first-level drinking water standard after testing, which is a paradise for fish. Dongjiang fish product packaging can be based on the ecological environment characteristics of Dongjiang Lake: such as Dongjiang Lake Reservoir, Dongjiang Lake water quality, Dongjiang fish pattern, etc., as the characteristics of the independent cultural elements into the packaging design, which can effectively accurately locate the regionality, so that people can recognize and choose the product. At the same time, the product itself can be more recognizable among the audience. Relying on the visual language of Dongjiang Lake culture to effectively promote the product, it is easier to establish a brand effect, and then give full play to the characteristics of product marketing. For example, Guangxi regional cultural elements are widely used in souvenirs and gifts with themes such as Guangxi scenic spots, natural scenery, and ethnic culture, such as postcards, refrigerator magnets, key chains, cultural shirts, handicrafts, etc., which have become an important part of Guangxi's cultural and creative products. These products not only meet the shopping needs of tourists and consumers but also contribute to the development of Guangxi's tourism industry. For example, in the 2018 Beijing Expo, Chengdu specially designed a series of Hutaozhai tableware products with the theme of Jinsha Ruins. Using deep earthy yellow and simple textures, it creates a simple and high-end aesthetic style, becoming one of the most popular intangible cultural heritage products in the exhibition hall. This high-quality and high-end sensory experience has great advantages and value in product sales and brand promotion. Therefore, the application of Dongjiang Lake's cultural characteristics in packaging design is of great significance to expanding product publicity.

However, the current Dongjiang fish packaging faces not only the problem of lack of cultural and historical characteristic elements but also the problem of non-standard product packaging design. Good regional cultural products are proof of the reputation and strength of Dongjiang Lake Scenic Area, so they can increase consumers' trust in the product and increase their purchasing power for the product. To create the brand image of Dongjiang Lake Scenic Area, researchers believe that the packaging design of Dongjiang fish products should be reasonably and scientifically standardized according to the basic principles of product packaging design.





Meng (2012) studied the basic principles of packaging design. The researchers believe that product packaging design is still a specific and limited work, which includes both thinking and skills, and put forward several principles: 1. Scientific principle: Packaging design requires a scientific attitude and method, and also requires a deep understanding of engineering problems in mass production. 2. Safety principle: The design must comply with the law of protecting goods and preventing leakage, and pay attention to anti-counterfeiting measures. 3. Convenience principle: The design should consider ergonomics to make it easier for consumers to use and identify goods. 4. Profitability principle: The purpose of packaging design is to promote product sales, and marketing functions must be emphasized. 5. Integrity principle: Packaging design should consider the relationship between the whole and the parts and maintain consistency of style. 6. Creativity principle: Encourage breaking the routine, taking a different approach, and inheriting the creativity of predecessors. 7. Serialization principle: Emphasize the unity and variability of series design, while requiring relative stability and sustainable development.

Zhang (2023) briefly analyzed the basic principles of modern product packaging design. Researchers believe that with the continuous improvement of modern people's living standards and aesthetic needs, people's demand and requirements for product packaging are also getting higher and higher. Based on meeting the characteristics of the product, packaging design should follow the principles of convenience, safety, greenness, practicality, and humanized packaging. 1. Environmental protection design principle: adopt environmentally friendly design principles, adjust packaging materials to reduce environmental pollution, improve the aesthetics of packaging design, and effectively reduce environmental pollution. 2. Energy-saving and environmental protection design: through reasonable design, reduce production costs and environmental pollution, and make full use of the design resources of modern daily necessities. 3. Beautiful design: based on ensuring practicality, pursuing a beautiful appearance design, considering factors such as color and brightness, and following objective aesthetic laws. 4. Convenient packaging design: consider the convenience of consumers' purchase, carrying, opening, taking, and storing, and improve consumers' experience. 5. Practical design principle: combine beauty and practicality, adopt sustainable design concepts, make full use of recycled materials, and reduce resource waste. 6. Humanized design principle: people-oriented, meeting various needs of consumers, including material needs, cultural and spiritual needs, service needs, etc.

In summary: 8 major principles should be followed when designing Dongjiang fish product packaging, namely: 1. Safety principle: Check the performance of existing packaging in protecting Dongjiang fish product packaging from damage and ensure the safety and integrity of the product. 2. Favorable sales principle: Evaluate whether the Dongjiang fish packaging is eye-catching and whether it attracts the interest of potential consumers. 3. Visual identification convenience principle: Check whether the information on the Dongjiang fish product packaging is clear and easy to understand and whether it contains sufficient product information. 4. Series packaging principle: Evaluate whether the Dongjiang fish packaging design is consistent with the overall brand image and whether it can be quickly recognized by consumers. 5. Green packaging design principle: Check whether the Dongjiang fish product packaging uses recyclable materials, whether it reduces the environmental burden, and whether there are measures to reduce packaging waste. 6. Opening convenience principle: Evaluate whether the Dongjiang fish product packaging takes into account the ease of use of the product, including the convenience of opening, closing, and storage. 7. Creativity principle: Examine whether the Dongjiang fish packaging design is creative and adopts novel designs, shapes, or structures. 8. Safety supervision principle: Check whether the Dongjiang fish product packaging complies with relevant laws and standards such as food safety and drug labeling.

The seven most common elements include line, shape, texture, form, space, color, and value, with the additions of mark-making, and materiality. When analyzing these intentionally utilized elements, the viewer is guided toward a deeper understanding of the work.

In summary, the visual language of Dongjiang fish product packaging is based on the regional culture of Dongjiang Lake, which can effectively create a cultural atmosphere. Applying such cultural scene ecological characteristics to product packaging design can further highlight the value attributes of culture through products so that when people see the product, they can automatically associate it with the corresponding regional culture through the graphics, colors, text, etc. of the product, which can play a better role in product promotion. At the same time, standardized production design is carried out





according to the Dongjiang Lake packaging design theory to achieve the dual goals of product promotion and cultural inheritance.

Conceptual Framework

Information about History and Culture of DongJiang Lake: Dongjiang Lake product packaging should extract the cultural landscape of Dongjiang Lake: the rime Xiaodongjiang, Dongjiang Huayue Night, Dongjiang Hydropower Station Dam, Longjing Gorge and the historical stories of Dongjiang Lake: the legend of Shennong, the legend of the crane and the ecological environment of Dongjiang Lake itself to provide cultural and historical visual elements for the packaging design of Dongjiang fish products. The packaging design of Dongjiang fish products can be the core of creating an emotional experience through the cultural connotation, narrative structure, and implicit information of the story. It not only injects profound cultural characteristics into the product but also makes it more vivid and unique, thus getting rid of homogeneous competition.

Element of Packaging Design: Color triggers emotional resonance through visual communication in product packaging design, and the inherent color and visual elements of the cultural landscape and historical stories of Dongjiang Lake should be extracted. The theme effect of regional culture combined with regional attributes can effectively display the packaging design of different cultural backgrounds. The complex structure of graphic elements can enhance the sense of hierarchy and intuitively present the regional culture. In addition, as the main component of packaging, the text effect needs to design a font that conforms to the temperament characteristics of Dongjiang Lake and is easy for consumers to identify to convey product attributes. This is related to the favorable sales principle, visual identification convenience principle, series packaging principle, and creativity principle of Dongjiang fish packaging design theory. Applying such cultural scenes to product packaging design can further highlight the value attributes of culture through products, so that when people see the products, they can automatically associate the corresponding regional culture with the graphics, colors, texts, etc. of the products, which can play a better role in product promotion.

Analyze Problems of Dongjiang Fish Packaging: By analyzing the existing Dongjiang fish product packaging, find out the advantages and disadvantages of Dongjiang fish product packaging design innovation and the problems faced. According to the specifications of product packaging design theory, accurately grasp the needs of consumers and design a new generation of Dongjiang fish product packaging.

Developing Packaging Design for DongJiang fish: By exploring the cultural and historical information of Dongjiang Lake, exploring the cultural and historical visual elements of Dongjiang Lake for classification design, analyzing the advantages and disadvantages of existing Dongjiang fish products, and designing according to packaging design theory, a new generation of Dongjiang fish product design solutions are obtained.



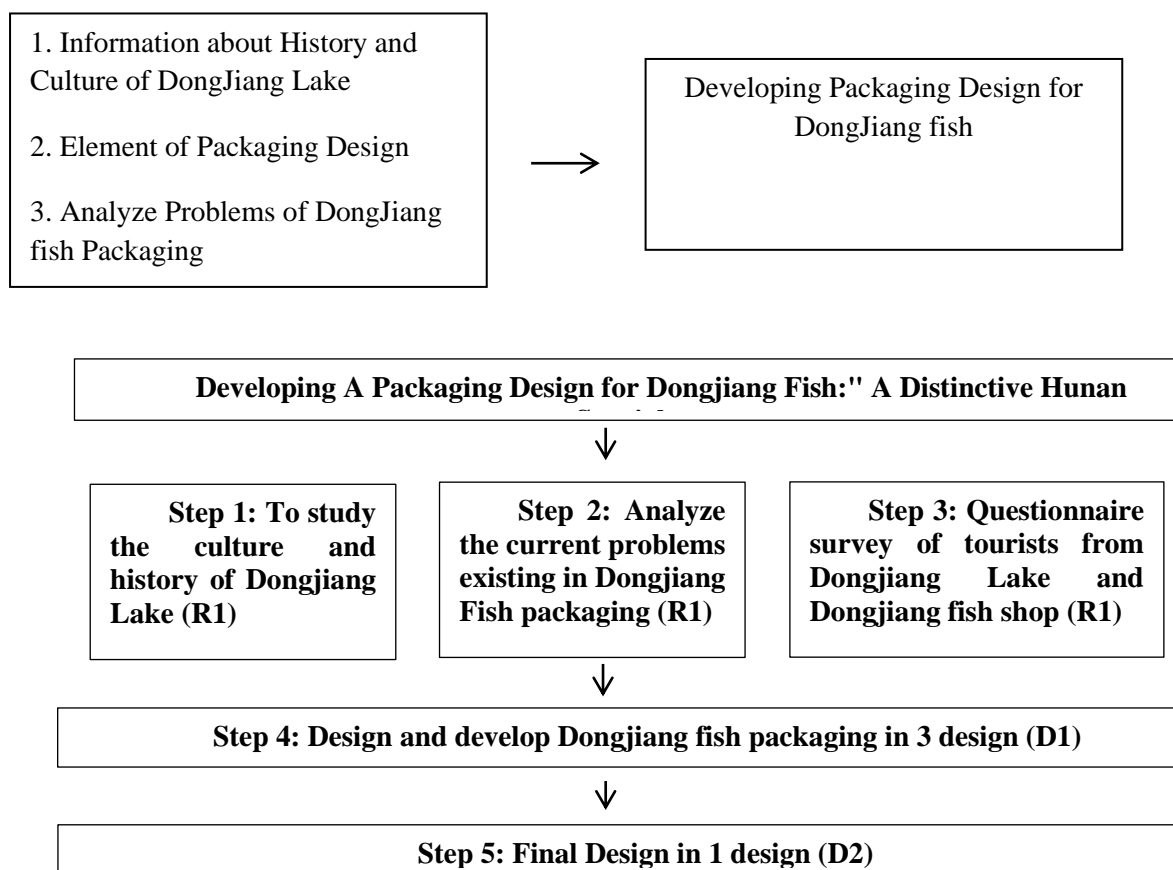


Figure 1 Conceptual Framework

Methodology

Step 1: To study the culture and history of Dongjiang Lake. (R1)

Through the three most authoritative and detailed sources of Dongjiang Lake cultural history materials, namely Dongjiang Lake Document Archives, Dongjiang Lake National Wetland Park, and Dongjiang Lake Tourism Official Website, the cultural history and related records of Dongjiang Lake, key historical events, cultural characteristics, and historical stories are summarized with Dongjiang fish, Dongjiang Lake, and cultural history as keywords. And extract key information (Rime Xiaodongjiang, Dongjiang Huayue Night, Dongjiang Hydropower Station Dam, Longjing Gorge, Shennong Legend, Crane Legend, Dongjiang Lake Ecological Environment) to provide theoretical support and three visual classifications for subsequent research design.

Step 2: Analyze the current problems existing in Dongjiang fish packaging. (R1)

The researchers collected a total of 23 pieces of three different packaging types from Dongjiang Lake Museum, communities, and supermarkets (museum: 8 canned, community: 8 plastic packaging, supermarket: 7 vacuum packaging). Through targeted screening, 3 pieces were selected from the museum, 3 pieces from the community, and 3 pieces from the supermarket, for a total of 9 pieces. Based on the eight basic principles of packaging design, the standards set by the basic principles of packaging design (1. Safety principle 2. Sales-friendly principle 3. Visual identification convenience principle 4. Series packaging principle 5. Green packaging design principle 6. Opening convenience principle 7. Creativity principle 8. Safety supervision principles) are unified. This helps to evaluate the advantages and disadvantages of the current Dongjiang fish packaging products and the problems encountered and to establish a design standard for subsequent design and visual display information that packaging products must comply with based on the basic principles of packaging design.

Step 3: A questionnaire survey of tourists from Dongjiang Lake, Dongjiang fish shop. (R1)

The sample size is determined to be 384 tourists through the minimum sample number of the feasibility survey. Because tourists belong to people of all ages, a random sampling questionnaire survey method is selected. The standardized questionnaire ensures that all respondents receive the same questions and ensures the consistency of the data. The anonymity reduces the pressure and concerns of the respondents and makes their answers more real. At the same time, the five Dongjiang fish stores with the highest product sales were selected from the official Dongjiang fish stores to collect sample information. Through the questionnaire method of tourists and shops, the advantages and disadvantages of the current Dongjiang Lake product packaging and the problems faced were summarized. Because the questionnaire pass rate and the convenience of questionnaire filling were determined by inferential statistical methods, the results of the questionnaire were focused on discussing consumers' views on the current packaging and their preferences for packaging features, which provided help for subsequent design.

Step 4: Design and develop Dongjiang fish packaging 3 design works. (D1)

Based on the advantages and disadvantages of the existing packaging, under the guidance of the design principles outlined above (1. Safety principle 2. Favorable sales principle 3. Visual identification convenience principle 4. Series packaging principle 5. Green packaging design principle 6. Opening convenience principle 7. Creative principle 8. Safety supervision principle), as well as the seven most common elements of line, shape, texture, form, space, color, and value, plus mark-making and materiality. Developed 3-5 change design concepts.

Step 5: Final Design in 1 design. (R1)

Through the previous steps, three Dongjiang fish packaging designs were designed. After interviewing Dongjiang fish experts and well-known designers, an improvement plan was obtained, and finally, a Dongjiang fish packaging was designed.

Results

Step 1: To study the culture and history of Dongjiang Lake.

Dongjiang Lake has four famous cultural landscapes: 1. foggy Xiaodongjiang River 2. Dongjiang Huayue Night 3. Dongjiang Hydropower Station Dam 4. Longjing Canyon Dongjiang Hydropower Station Dam is a famous scenic spot in Dongjiang Lake. Its magnificent modern architecture is mainly in the shape of straight lines, trapezoids, and rectangles, reflecting the form of water flow, waterfalls, and modern architecture. The representative color is blue, and the texture is the straight texture of modern architecture. (can be seen in Figure 2)



Figure 2 Dongjiang Dam

Foggy Xiaodongjiang River shows the green water of Dongjiang Lake, drifting fishing boats, and golden fishing nets that draw beautiful arcs in the air. Its lines are arcs, and its shape is abstract. The form is a boat and people casting nets in the lake. The representative color is also blue. The texture is a painting texture of mountains, rivers, and boats. Digital printing is also used. (can be seen in Figure 3)



Figure 3 Mi Man Xiao Dongjiang

Longjing Canyon is a karst cave formed 320 million years ago, located on Doushita Island in Dongjiang Lake. Its lines are curves, and its shape is stone. There are many cave stones and door plaques inside. The form shows the historical sense of cave stones. The representative color is still blue, and the texture is stone and historical texture. Digital printing is used. (can be seen in Figure 4)



Figure 4 Longjing Canyon

Dongjiang Huayue Night is a famous scenic spot in Dongjiang Lake, known as the "Venice of Oriental Water City". The landscape features curved lanterns and flower boats in the shape of lanterns, in the form of lanterns floating on the water, the representative color is blue, the texture is cheerful, the scene is very lively, with blessing and prayer activities, and digital printing is also used. (can be seen in Figure 5)



Figure 5 Dongjiang Huayue Night

Two famous historical stories of Dongjiang Lake: 1. Legend of cranes 2. Shennong tasted hundreds of herbs at the end of primitive society, and many clans and tribes formed a large tribal alliance for land wealth and to deal with wars caused by the struggle for interests. Shennong, also known as Lieshan, was both the patriarch of the clan and the leader supported by the Southern tribal alliance. In the Qitianling Mountain area of the Wuling Mountains, the watershed between the Yangtze River Basin and the Pearl River Basin, he invented the world's earliest agricultural tool [lei] using hardwood forks and pioneered primitive agriculture of slash-and-burn farming and burning (lie) mountains to open fields. In the Qin and Han Dynasties, people associated him with the Yan Emperor and called him "Yandi Shennongshi" at the same time. The annotation said that "he was called Yandi because he was the king of fire virtue, and he was called Shennong because he made lei and hoes", and "he taught people to farm, so he was called Shennongshi in the world." Shennong Yan Emperor, together with Huangdi, is called "Yanhuang" and is the ancestor of Chinese civilization. Legend of Anren, Yanling, Zixing (Dongjiang Lake): Shennong tasted hundreds of herbs and unfortunately died of poisoning on

the border of Anren and Yanling. Before his death, he instructed to be buried in "Tangbian" in Zixing (Dongjiang Lake), that is, Miaoshan next to Tangshi Hot Spring.

Shennong tasting hundreds of herbs is the earliest known story of the creation of medicine in the world. Chaling County in southeastern Hunan is the place where Shennong is said to have discovered the edible and medicinal value of "tea", hence the name Chaling. Not only Chaling but also Beihu District, Suxian District, Zixing City (Dongjiang Lake), Anren County, Jiahe County, Rucheng County, and other places in Chenzhou have folk legends about Shennong tasting hundreds of herbs. (can be seen in Figure 6)



Figure 6 Portrait of Shennong tasting hundreds of herbs

It is said that a long time ago, a famous Feng Shui master passed by Dongjiang Lake He saw: the vast blue water and the green mountains in the distance. The vast blue water, the ripples of water waves; the green mountains in the distance, the rugged mountains hidden. The seagulls were startled, two by two, breaking through the green jade; the wild egrets flew over, and both of them broke through the green glass. A few pieces of colorful clouds floated in the distance; a few ancient locust trees, the branches were uneven and hung in the setting sun. Pangu created a unique Feng Shui place, and the common people were free and happy like gods. The master lingered here for more than half a month. When he left, he praised: "The green dragon on the left and the white tiger on the right, it is a treasure land!" Su Dan, who was well versed in medicine and knew all kinds of medicines, boiled orange leaves with well water to treat the plague, and then rode a crane to heaven, leaving behind the famous story of "The Fragrant Orange Well". (can be seen in Figure 7)




Figure 7 Crane Legend Portrait

In summary, incorporating the visual characteristics of these cultural and historical landscapes into the packaging design of Dongjiang fish products will increase the attractiveness of Dongjiang fish products for consumers and help them better understand the cultural history of Dongjiang Lake. At the same time, the design techniques and elements of Dongjiang fish product packaging are used to display the regional culture and traditional packaging design forms. It expresses the history, customs, and humanistic connotations of the region through patterns, colors, texts, and other elements, improves the recognition and attractiveness of the product in the market, and also conveys the unique charm and value of the region. It also provides support for the basic principles of Dongjiang fish product packaging, including the principle of favorable sales, the principle of visual identification convenience, the principle of series packaging, and the principle of creativity. Compared with the original Dongjiang fish product packaging, it is an important innovation. It provides a lot of important materials for subsequent designs. It also incorporates innovative design concepts and methods to make the packaging design more contemporary and creative. Through surveys of consumers and stores, the modification opinions of the new generation of Dongjiang fish packaging design are summarized to design the final Dongjiang fish packaging.

Step 2: Analyze the current problems existing in Dongjiang fish packaging.

The current Dongjiang fish packaging is analyzed through the basic principles of packaging design, namely (1. Safety principle. 2. Sales-friendly principle. 3. Visual identification convenience principle. 4. Series packaging principle. 5. Green packaging design principle. 6. Opening convenience principle. 7. Creativity principle. 8. Safety supervision principle). The existing Dongjiang fish packaging style is single, lacking the safety principle, sales-friendly principle, green packaging design principle, and creativity principle. Although it meets the basic functions of packaging design, it fails to effectively convey the cultural and historical characteristics of Dongjiang Lake. (See Table 1).

Table 1 The figures come from the survey results of Question 10 in the online Questionnaire

Packaging Type: Canned			
	1	2	3
1. Safety principle	3 packaging options with safety and integrity		
2. Profitable sales principle	Package 1 and Package 2 have no attention-grabbing graphics, while Package 3 has a small amount of graphics.		
3. Principle of visual recognition convenience	None of the three packaging types have product visual information.		
4. Principle of series packaging	None of the three packaging has the product's visual brand image.		
5. Green packaging design principles	All three pieces of packaging are plastic packaging and can be recycled.		
6. Opening convenience principle	All 3 packages have spiral switches.		
7. Creativity principle	All three packaging styles are canned, not novel, and not creative.		
8. Safety supervision principles	Packages 1 and 2 do not have any food safety information Package 3 has limited information.		

According to the basic principles of packaging design, canned products have basic packaging functions including carrying and use, and meet safety and integrity. However, they do not have the visual graphic elements and visual information of Dongjiang Lake culture and lack aesthetics and appeal. As a result, all products have not formed a marketing concept of brand image. Canned products are made of plastic packaging, which can be recycled, but it also has a certain impact on environmental pollution. It is relatively convenient for canned products to uniformly use spiral switches. Canned products are not innovative in product appearance and are very ordinary styles. Canned products do not have food safety information on the product packaging. Aesthetics and functional requirements need to be considered in subsequent improved designs. In terms of aesthetics, it is necessary to consider the local cultural characteristics integrate the visual elements of Dongjiang Lake culture and history, and pursue the visual effect and artistic value of packaging. In terms of functional requirements, emphasizing the protection and ease of use of packaging can continue to use cans as the basic form of packaging. While achieving good visual effects, the practical value of packaging also needs to be considered. (Can be Seen in Table 2)

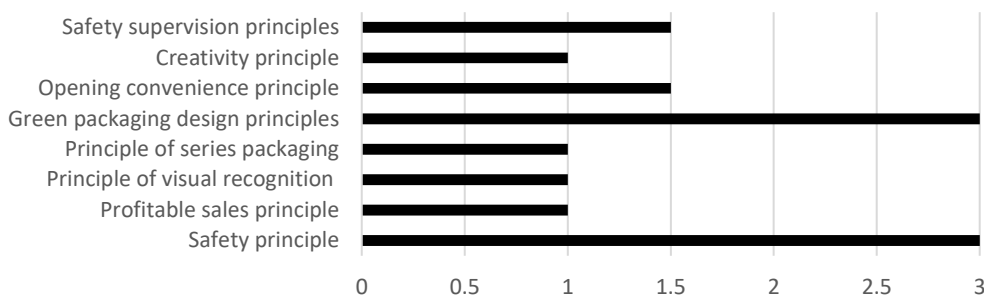



Table 2 Packaging Type Canned

Packaging Type: plastic			
	1	2	3
1. Safety principle	All three packages are plastic packed and are easily damaged.		
2. Profitable sales principle	The product packaging does not contain any information or images.		
3. Principle of visual recognition convenience	The product packaging does not have any visual information or visual patterns.		
4. Principle of series packaging	The product packaging does not have any information or graphics and does not have a brand image.		
5. Green packaging design principles	All three products are plastic compression bags and are not environmentally friendly and recyclable.		
6. Opening convenience principle	All three packages are plastic compression bags, which are difficult to open.		
7. Creativity principle	All three packaging types are plastic compression bags, which are not innovative.		
8. Safety supervision principles	None of the three packagings have any legal regulations or product information.		

According to the basic principles of packaging design, plastic packaging products barely meet the basic packaging functions including carrying and use, and do not meet the safety and integrity requirements. Plastic packaging is easy to wear and inconvenient to carry. At the same time, it does not have the visual graphic elements and visual information of Dongjiang Lake culture and lacks beauty and appeal. The overall packaging does not have any visual elements, which will prevent consumers from recognizing the value of the product. As a result, all products do not have the basic conditions to form a brand image. Plastic packaging products are made of plastic compression bags, which cannot be recycled and cause serious damage to the environment. Plastic packaging products are difficult to open, and the material itself is relatively soft but very hard. It will cause consumers to question the product because it is inconvenient to open. Plastic packaging products are not innovative in product appearance and are very ordinary styles. Plastic packaging products do not have food safety information on the product packaging. In the subsequent improvement of packaging, researchers believe that the original Dongjiang fish packaging form of plastic packaging can be abandoned. It does not meet the conditions for improvement and does not meet the basic principles of packaging design. (Can be Seen in Table 3)

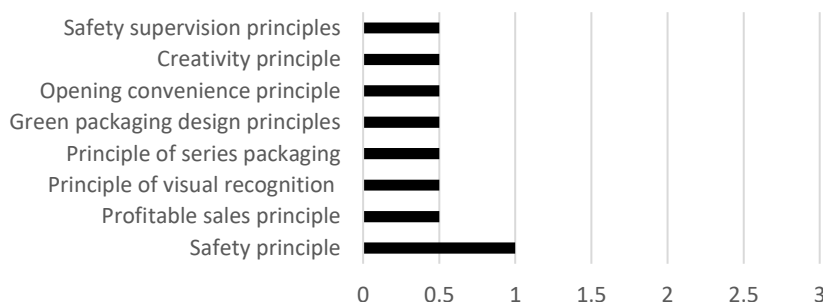



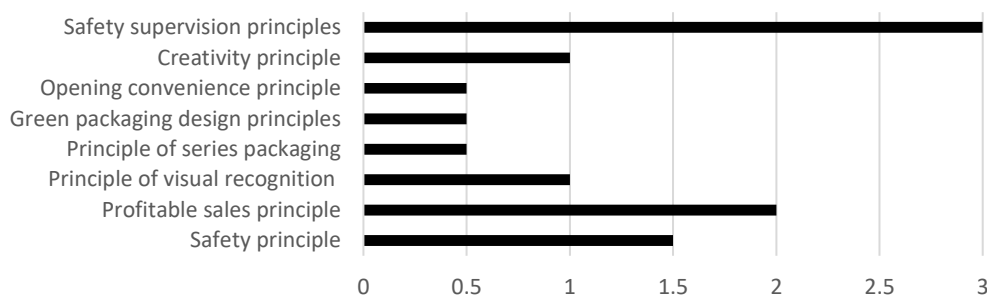


Table 3 Packaging Type Plastic

Packaging Type: vacuum	  		
	1	2	3
1. Safety principle	They are all vacuum packed, which has a small amount of safety, but the hidden dangers are great.		
2. Profitable sales principle	With a few decorative elements		
3. Principle of visual recognition convenience	Has little product information and visuals		
4. Principle of series packaging	Has a small amount of brand visuals, but no recognizable impression		
5. Green packaging design principles	The packaging of the three products is a vacuum bag, which is not worth recycling.		
6. Opening convenience principle	The packaging of the three products is a vacuum bag, which is inconvenient to tear open manually.		
7. Creativity principle	The packaging of the three products is a vacuum bag, which is not innovative.		
8. Safety supervision principles	All three product packages have a small amount of food safety information.		

According to the basic principles of packaging design, vacuum packaging products barely have the basic packaging functions including carrying and use, and meet the safety and integrity requirements. However, vacuum packaging is prone to wear and tear, which poses a great risk. Vacuum packaging products have a small amount of visual graphic elements and visual information about Dongjianghu culture, and the lack of aesthetics can increase a little attraction to consumers. The overall packaging has a small amount of visual elements, which allows consumers to easily identify product features. However, all products do not have the basic conditions to form a brand image. The materials of vacuum packaging products are all plastic compression bags, which cannot be recycled and cause serious damage to the environment. Plastic vacuum packaging products are difficult to open, and the material itself is relatively soft but very hard. It will cause consumers to question the product because it is inconvenient to open. Vacuum packaging products are not innovative in product appearance and are very ordinary styles. Vacuum packaging products are accompanied by food safety information on the product packaging. In subsequent improved designs, the visual information of the product can be used as a reference and integrated with the history of Dongjianghu culture. However, the materials and packaging forms of vacuum packaging products should not be used.



In summary, the overall packaging of Dongjiang fish products is currently in a primitive stage, which only meets the basic functions of packaging. In terms of visual presentation and cultural and historical elements, it is in the early stage and is seriously lacking in beauty and appeal. Consumers cannot understand the cultural connotations and historical stories of Dongjiang fish when purchasing Dongjiang fish products. Because there is no Dongjiang fish brand image, it is impossible to form a complete marketing plan based on Dongjiang Lake. Most Dongjiang fish product packaging is not environmentally friendly, which will affect the ecological and environmental characteristics of Dongjiang Lake. The product packaging is in the most common bag and can form a unique innovation. And the negligence of food safety information on product packaging will make consumers question and affect their desire to buy. Through market research, the researchers selected three mainstream product types (canned, plastic, and vacuum) to analyze the packaging design principles and draw conclusions. From the perspective of product packaging appearance, canned is the most suitable for carrying among the three types, and its product form can continue to be used in subsequent improved packaging. From the perspective of visual appearance, vacuum packaging has a few visual elements. The visual elements and visual language of Dongjiang Lake culture and history can be integrated into the subsequent improved packaging. Plastic packaging can be abandoned directly because as the most original packaging of Dongjiang fish products, it cannot be used anymore regardless of the material, form, or portability. Inheriting culture, conveying taste, increasing added value, and promoting cultural exchange are aspects that cannot be ignored in packaging design. Researchers believe that in the subsequent product packaging design, it is necessary to consider not only the inheritance and innovation of the culture itself, but also the packaging materials, production process, and environmental protection, and strive to provide consumers with a better consumption and cultural experience.

Step 3: A questionnaire survey of tourists from Dongjiang Lake and Dongjiang fish shops.

According to a questionnaire survey of 384 Dongjiang Lake tourists, male participants accounted for 50.16% and female participants accounted for 49.87%, with a relatively balanced gender distribution. In terms of age distribution, the 18-35 age group is the largest, accounting for 41.3%, followed by the 35-60 age group, accounting for 31.95%, those over 60 years old accounted for 15.58%, and those under 18 years old accounted for 11.17%, indicating that 18-35 years old is the main participant group. Through this data, it is concluded that the 18-35-year-old young people group is the main group that purchases Dongjiang fish products. Therefore, in the subsequent improvement design of Dongjiang fish products, visual adjustments should be made according to the preferences of young people.

For Dongjiang fish products on the market, 47.01% of people think that they cannot be carried, 20.52% think that they can be carried, and 32.47% think that they are average. 52.21% of the respondents will pay attention to the packaging style when purchasing, 25.71% will not, and 22.08% say that they are average. 50.39% of the people like canned packaging the most, followed by plastic packaging (27.53%), and the least favorite vacuum packaging (22.08%). 56.36% of the respondents are willing to pay more for more exquisite packaging, and 43.64% are unwilling to do so. The respondents believe that the main information that packaging should convey includes brand image and value (100%), product ingredients and production process (99.22%), product functions and characteristics (98.96%), and origin information (98.7%). Through this data, it is concluded that a large number of consumers believe that the current packaging of Dongjiang fish products is difficult to carry, and a large number of consumers are more concerned about the packaging style of Dongjiang fish products, so in the subsequent improvement of packaging, research should be conducted on the product style. Canned products are liked by a large number of consumers, but there is a polarization in the exquisiteness of the products, so the problem of excessive packaging should be paid attention to in the subsequent

improvement of packaging. All consumers believe that the packaging of Dongjiang fish products should have brand similarity and a unified brand image. Indicate the basic information of the product. This is related to the basic principles of product packaging design.

In terms of packaging design that attracts consumers, 99.48% of people think that clear text description is the most important, followed by text design (98.7%), sample picture display (97.92%), color (95.06%), and packaging materials (94.55%). For good packaging design, 31.69% of people think that it should have a unique shape and structure, 23.9% of people think that it should be practical, 22.34% of people emphasize uniqueness, and 22.08% of people emphasize color. Regarding the packaging of Dongjiang fish on the market, 24.16% of people think it is good, 28.57% think it is average, and 47.27% think it is not good. In terms of packaging suitable for preserving fish, 50.39% of people think canned is the best, 42.86% think vacuum packaging is good, and only 6.75% choose plastic packaging. Through this data, it is found that a large number of consumers believe that the packaging of Dongjiang fish products should be improved in color effects, theme effects, graphic effects, material effects, and text effects. This is related to the Seven Elements of Art theory. It provides a theoretical basis for integrating the visual elements of Dongjiang Lake culture and history, and consumers are more recognized. For fish packaging, most consumers also choose canned as the first choice, so the researchers determined that canned is a fixed form for the improved design.

In summary, the researchers suggest that the following points should be paid attention to in the packaging design of Dongjiang fish products: Improve the portability of packaging by improving canned products to meet the needs of consumers. Strengthen the visual elements of Dongjiang fish culture and history in packaging design to increase cultural connotations for the transmission of brand image and product information. Enhance the attractiveness of packaging design, including improving the clarity of product pictures and the display of example pictures through text descriptions that young people like, so that consumers can better understand Dongjiang fish products. In addition, in the packaging design of Dongjiang fish products, it is necessary to try to focus on a single cultural injection and analyze the maximum ornamental value that the entire product can present in the current marketing system by establishing multiple forms of color elements. Then establish such a product packaging system, form a brand group effect, improve the cultural connotation of the product, and ensure that the product provides more economic benefits in the marketing process. At the same time, it can also provide an effective way to penetrate regional culture, fully promote regional culture, and let culture be passed on to the world through products.

Step 4: Design and develop Dongjiang fish packaging 3 design works.



Figure 8 The historical characteristics of Dongjiang Lake Product packaging design

Design 1: Through the historical investigation of Dongjiang Lake, the researchers extracted the characteristics of the two major themes of "Shennong Mythology" and "Crane Legend". Through the visual elements of Shennong and the crane, the visual image of Shennong was extracted, that is, Shennong has a heavy body and a majestic demeanor. The image of Shennong is three-dimensional and magnificent and is outlined with straight lines and arcs. The overall design uses red lines. Because in Shennong culture, red represents auspiciousness, which conforms to the inherent image of Shennong. The design of the crane presents a triangle and triangular wings, with cloud elements and red smoke elements as special textures. In Chinese culture, the crane is a symbol of auspiciousness. The appearance of the crane will bring blessings, and it will be accompanied by a large number of cloud elements. The overall design layout of the Shennong and crane theme packaging is compact and well-structured. This allows consumers to understand the historical stories of Dongjiang Lake when purchasing Dongjiang fish products. At the same time, according to the packaging design principles and consumer survey results, the design scheme adopts canned product packaging and uses PET packaging materials to meet environmental protection and renewable standards. And present detailed Dongjiang fish ingredient table, food safety table, food safety mark, genuine mark, and other text and pattern icon instructions on the product packaging. It meets the product packaging design principles and presents a beautiful and

clear visual experience, helping it to spread the Dongjiang Lake regional culture. (can be seen in Figure 8)



Figure 9 The cultural characteristics of Dongjiang Lake Product packaging design

Design 2: Through the investigation of Dongjiang Lake culture, researchers extracted four landscape features: Xiaodongjiang River with frost, Dongjiang Huayue Night, Dongjiang Hydropower Station Dam, and Longjing Canyon, and extracted four major elements. The landscape of Dongjiang Dam is outlined with straight lines and curves. Dongjiang Dam is a modern building, so a large number of straight lines are used to retain its visual characteristics to the maximum extent. The abstract shape of the misty Xiaodongjiang River is outlined with arc lines. The visual of the misty Xiaodongjiang River is mainly characterized by farmers rowing and fishing, which is also the initial impression of consumers on Dongjiang Lake, so its visual elements should be retained to the maximum extent. The landscape scene of the Lingyan area of the Tusita Pagoda is outlined with curves. Then use straight lines to outline the scenes of the Dongjiang Huayue Night and the colored lights and towers. The Lingyan area of the Tusita Pagoda and the Dongjiang Huayue Night can be used as decorative attractions around the misty Xiaodongjiang River. The focus of this plan is to present the cultural image of Dongjiang Lake and to make consumers remember the cultural characteristics of Dongjiang Lake more intuitively. This allows consumers to understand the cultural stories of Dongjiang Lake when purchasing Dongjiang fish products. At the same time, according to the packaging design principles and consumer survey results, the design plan adopts canned product packaging and uses PET packaging materials to meet environmental protection and renewable standards. Detailed Dongjiang fish ingredient table, food safety table, food safety mark, genuine mark, and other text and graphic icon instructions are presented on the product packaging. It meets the product packaging design principles and presents a beautiful and clear visual perception. It helps to spread the regional culture of Dongjiang Lake. (can be seen in Figure 9)



Figure 10 The cultural characteristics of Dongjiang Lake Product packaging design

Design 3: Through the investigation of the ecological characteristics of Dongjiang Lake, researchers extracted the visual characteristics of Dongjiang fish and lake bottom water plants. The lines are mainly curves and arcs, showing the shape of a fish, with a curved body and covered with scales. Its main colors are silver and green, with smooth skin and delicate texture. In terms of value, its scales are richly decorated, and there are also flowing water and landscape decorations. This plan focuses on presenting the ecological environment image of Dongjiang Lake and also allows consumers to see the Dongjiang Lake environment more intuitively. At the same time, according to the packaging design principles and consumer survey results, the design plan adopts canned product packaging and uses PET packaging materials to meet environmental protection and renewable standards. And present a detailed Dongjiang fish ingredient table, food safety table, food safety logo, genuine logo, and other text and pattern icon descriptions on the product packaging. It meets the product packaging design principles and presents a beautiful and clear visual perception. It helps to spread the regional culture of Dongjiang Lake. (can be seen in Figure 10)

Step 5: Final Design in 1 design.

According to the results of the three Dongjiang fish design schemes, the researchers combined the suggestions of Dongjiang fish experts and the suggestions of the designer discussion area and came up with 5 suggestions for improvement. Dongjiang fish experts and designers all encouraged innovative product packaging. Compared with the original product, the innovative product enhanced the visual perception of the product packaging uniformity and the innovation of product packaging materials, which are more environmentally friendly and recyclable, and at the same time increased the basic information of the product. It is more in line with the standards of brand marketing and can provide help for the subsequent brand image. Dongjiang fish experts suggested using the visual elements of their second scheme as the main theme, because the visual image of Dongjiang Lake is mainly based on the scenery of Dongjiang Lake (frost Xiaodongjiang, Dongjiang Huayue Night, Dongjiang Hydropower Station Dam, Longjing Canyon), and the historical elements of Dongjiang Lake (Shennong Legend, Crane Legend) can be redesigned as visual support in the future Dongjiang fish product packaging. Then add text descriptions to the innovative packaging design, that is, the two flavors of Dongjiang fish (original flavor and spicy flavor) can be distinguished by color, and PET material is used instead of glass bottles for product packaging. And emphasize the importance of increasing color matching and layout diversity. Visual optimization for young people's preferences. Designers suggested enhancing the uniqueness of Chinese characters on product packaging, enriching color matching, optimizing fonts, layouts, and colors, improving the clarity of Dongjiang fish products, simplifying illustrations, and adding text descriptions. In addition, they suggested focusing on improving the lid design and exploring a wider range of colors to maintain excellence during the improvement process. Finally, the researchers improved the final innovative product through the suggestions of experts and designers. (can be seen in Figure 11)



Figure 11 Final Design

Discussion

Researchers believe that regional cultural and creative packaging design presents the following development trends in the current social environment:

1. Diversified style: Regional cultural and creative packaging design pays more and more attention to diversified design styles, combining more diverse regional cultural elements with modern design styles to make packaging design more competitive in the market.
2. Personalized customization: Regional cultural and creative packaging design meets consumers' pursuit of uniqueness and personalized needs through personalized customization services, and provides more personalized packaging design solutions.
3. Sustainable development: While paying attention to traditional elements, regional cultural and creative packaging design also pays attention to the concepts of environmental protection and sustainable development, adopts environmentally friendly materials and processes, and advocates for consumers to convey environmental awareness through packaging design.

Dongjiang Fish innovates product packaging and conveys the unique charm and value of the region by displaying the culture and traditions of the region. Focus on the integration of Dongjiang Lake's cultural and historical elements, emphasize regional characteristics, pursue uniqueness and innovation, and meet consumers' emotional needs. Guangzhou's Cultural Heritage Protection magazine once reported on the Jinjiang Yi embroidery in Yibin, Sichuan Province, which uses sophisticated embroidery techniques, environmentally friendly natural materials, and exquisite color boxes and paper bags to elevate intangible cultural heritage products to a higher artistic level. The "Maza Cigar" launched by the Kunming Municipal Bureau of Culture and Tourism takes a fashionable route, using simple packaging techniques to present the quality and cultural heritage of classic cigars, and is popular among young consumers. At the same time, cultural products are not just a single item or craft for



consumers but also represent a cultural experience and emotional value. The role of packaging design is to give cultural products a stronger cultural added value and encourage consumers to collect and appreciate them. The packaging materials, manufacturing processes, and the uniqueness and design sense of the entire packaging form have become tools to increase added value. At present, most of the commodities sold in the market use environmentally harmful materials for packaging design to attract consumers' attention. Dongjiang Fish's innovative product packaging is the opposite. The use of renewable and environmentally friendly materials can not only achieve the above functions in use but also encourage consumers to psychologically feel more at ease to eat the product, which is of great significance to increasing product sales. The presentation of material effects in product packaging design can be carried out by materials that are representative of regional culture. It is not limited to paper packaging, but can also be designed with bamboo products, ceramic products, and iron products. For example: Pujiang's Chuanpu rice candy packaging, Chengdu's specialty buckwheat cake packaging, Nanxi's small yellow cake packaging, Weiyuan Huanglaowu peanut crisp packaging, etc. Packaging design under the ecological concept is the direction of future packaging design development. We should continue to guide and encourage ecological consumption concepts, establish the public's ecological and environmental protection consumption concept, and thus achieve sustainable development of resources, energy, and the environment. To achieve coordinated interaction between designers and users, designers strive to study and practice ecological packaging design, and consumers should also practice ecological and environmental protection consumption concepts. Strive to reduce environmental pollution and damage from the source.

Conclusion

This study aims to propose innovative packaging design solutions to promote consumers' cognition and willingness to buy through an in-depth discussion of the cultural history of Dongjiang Lake and an analysis of the existing packaging issues of Dongjiang fish products. The researchers found that Dongjiang Lake is an ideal place for leisure and eco-tourism, with four major cultural symbols: Xiaodongjiang River with frost, Dongjiang Huayue Night, Dongjiang Hydropower Station Dam, Longjing Gorge, and historical stories such as Shennong tasting medicine and the crane legend.

By effectively integrating these elements into the packaging vision, consumers can directly feel the rich cultural connotation of Dongjiang Lake when purchasing Dongjiang fish products. The use of this cultural symbol not only enhances the story of the product, but also improves brand recognition, and ultimately drives consumers' purchasing decisions.

Analysis of existing packaging problems: Through market research, it was found that the packaging of Dongjiang fish products is generally in the primitive stage, with the following main problems: 1. Poor portability: 47.01% of consumers believe that the existing packaging is not portable, which limits the convenience of purchase. 2. Lack of visual appeal: 52.21% of respondents are concerned about the packaging style, and the existing packaging fails to meet this demand, resulting in low consumer awareness of the product. 3. Lack of brand image: Consumers generally fail to recognize the brand image of Dongjiang fish from the packaging, affecting the market positioning of the product. 4. The packaging material is not environmentally friendly: In particular, plastic packaging does not meet safety standards and has a significant environmental impact, which affects consumer impressions.

Design suggestions and implementation: In response to the existing packaging problems, the study proposed three design solutions, all of which combine the cultural and ecological characteristics of Dongjiang Lake: Design 1: Combining the elements of Shennong and cranes, red lines are used to outline a unique visual effect to convey auspicious cultural connotations. This design uses PET material in the form of a can, meets environmental protection and renewable standards, and indicates product ingredients and food safety information. Design 2: Extract the four major landscape elements of Dongjiang Lake, present the natural and cultural landscape of Dongjiang Lake through straight lines and curves, and emphasize the dissemination of cultural stories. Design 3: Based on the ecological characteristics of Dongjiang Lake, the shape of Dongjiang fish is presented with smooth curves, combined with water grass elements, to strengthen the visual presentation of the ecological environment.

These design schemes not only follow the basic principles of packaging design but also take into account consumer preferences to make the packaging more attractive. The survey results show that 56.36% of consumers are willing to pay more for more exquisite packaging, indicating that improvements in packaging design can directly affect consumers' willingness to buy. At the same time, 99.48% of respondents believe that clear text descriptions and visual elements are crucial, indicating that design improvements can effectively enhance consumers' cognition and trust, thereby promoting purchase decisions.





In summary, this study provides a complete set of packaging solutions for Dongjiang fish products through a systematic analysis of Dongjiang Lake culture, existing packaging problems, and design innovations. It is hoped that these research results can provide practical guidance for enhancing the market value of products, enhancing cultural representativeness, promoting sustainable packaging practices, and playing a positive role in promoting local economic development and cultural dissemination. The design of cultural products needs to transform different methods and concepts, incorporate more elements with regional characteristics, and combine the characteristics of the development of the times and market demand to carry out product design so that it can keep up with the pace of the development of the times and promote the development and prosperity of national culture.

Recommendation

Researchers suggest that edible products should be designed with lightweight green designs in innovative packaging. This can focus on clean production from the source, minimize the energy flow of the production cycle, strengthen waste emission control from the beginning, minimize the input of energy and raw materials, and reduce pollution while saving resources. First, in terms of printing technology, flexographic printing technology can be used to meet the needs of green printing. Second, promote the application of benzene-free printing technology. Third, the design of visual elements should be simple and easy to understand, and in line with the psychology of consumers, and print words that remind recyclable products on the outer packaging to guide consumers to participate in the ranks of protecting the environment.

Researchers suggest that the basic principles of product packaging design should be used as the standard in innovative packaging to enhance regional culture. In the same specialty products, there is a huge gap between excellent packaging and ordinary packaging in terms of market sales. Packaging with regional cultural characteristics can attract consumers to buy more. While using cultural visual elements, set standards to make the safety principles, opening convenience principles, creative principles, and safety supervision principles in the basic principles of packaging design as hard regulations for manufacturers and designers. In this way, the innovative packaging of Dongjiang fish products can be used healthily.

Finally, the role of packaging marketing strategy in the regional packaging design of Dongjiang fish products and tourism culture cannot be underestimated. In terms of promotion strategy, various forms can be adopted, such as department store locations, in-store publicity, and online promotion. It should be noted that the promotion activities must be closely related to the packaging design itself. While highlighting the cultural connotation of the packaging, it must also meet market demand and allow the product to truly gain the recognition and trust of consumers. Integrating traditional regional elements with the works requires relevant local government departments to pay attention to and support policies and regulations. On the other hand, cultural and creative product designers must also make positive attempts to inherit and promote traditional regional culture, to promote the healthy development and revitalization of ethnic and local cultural industries.

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