

Research on Brand Building of Cultural Tourism in Guangdong-Hong Kong-Macao Greater Bay Area based on the "User Participatory Design" Idea

Chunyue Zhao

Zhuhai College of Jilin University, Zhuhai, China

Abstract. The development strategy of the Guangdong-Hong Kong-Macao Greater Bay Area as the research background and the "user-participatory design" idea as the research basis in this paper, based on the analysis and reference of successful cases of domestic and foreign regional cultural tourism brand building, cultural tourism brand design as the "touch point" for interaction between people and cities' brands, with this goal, audiences' participation and sense of belonging has important guiding significance for successfully promoting the building of cities' brands and cities' economic development.

Keywords: "user participatory design" idea, Guangdong-Hong Kong-Macao Greater Bay Area, cultural tourism brand building.

1. Introduction

The cultural tourism brand is a visual expression form of the city image, which can reflect the quality and personality of a city, starting from the angle of "user participation", users can be deeper blended into the all links of design, the design and propagation of the cultural tourism brand are integrated, the cities' image design promotes cities' brand promotion and promotes the brand building of the Guangdong-Hong Kong-Macao Greater Bay Area.

2. Application Status Quo of "User Participatory Design" Idea at Home and Abroad

In recent years, the cultural tourism brand has developed from the single tourism element in the past to the commercial element with brand value. In the 1970s, the New York City government adopted the city's "rejuvenation" plan, which aims to resolve the image crisis that New York faced by vigorously developing advertising creativity, developed the New York City's economic and cultural industries, and enhanced the vitality of the city's economic development. In 1977, the New York City government used the "I Love NY" image designed by Milton Glaser as the slogan and tourism logo of the cultural tourism brand of New York. The "I Love NY" city logo has good identification and user participation, which has been widely used in the areas of restaurants, hotels, souvenir shops, and brochures in State of New York, and has become a widespread city's cultural logo. The city logo of New York transcends the category of design, shows the ordinary, dedicated and responsible quality of New York citizens, and has better shaped the brand image of New York. In 2015, Tokyo released the "&TOKYO" city image logo, city logo fully reflects user participation form design and application. The image of the city logo can be used free of charge by any legal organization, group and individual, to a certain extent, it expands the application range frequency of the Tokyo city logo, helps to interpret and shape the city brand of Tokyo.

The domestic "user participatory design" idea has fewer related applications in the field of regional cultural tourism brand building, the "user participatory design" concept is widely used in the marketing, design, and publicity of cultural tourism brands that are closely related to people's daily lives. Design mostly independently developed around how the public participates, whether the design's publicity is sustainable, or how the regional brand image is shaped. In this process, the target users always play the role of passive receiver of information. In 2005, the Chongqing Municipal Government defined "Everyone Chongqing" as the city logo, which deeply reflects the spiritual connotation of "people-oriented" in Chongqing, this design is only used for cultural

promotion of the Chongqing government and tourism departments, no unit or individual may conduct commercial transmission without authorization and permission. In 2008, Shandong Province launched the tourism image logo "Hospitable Shandong", which had drawn its materials from the regional imprints of Shandong dialects and living customs, etc., it makes traditional characters graphically, highlights the strong cultural connotation of "people-oriented" in Shandong and the "hospitality" of Shandong people. Shandong logo is widely used in mainstream media, airports, tourist attractions and other places, and has become a well-known brand of regional cultural tourism in China. With the development of Internet technology, domestic and foreign cultural tourism brand design awareness based on participatory design theory has been increasing year by year, they are mainly designed around cultural consumption, cultural and creative goods, cultural entertainment performances, etc., and the trend of quality construction and operation has gradually increased.

3. Research on the Design Methods of Cultural Tourism Brand in Guangdong-Hong Kong-Macao Greater Bay Area based on the "User Participatory Design" Idea

The cultural tourism brand design based on the "user-participatory design" idea should give users enough participation space, the design process is a process completed by developers, designers and target users. On the one hand, the developers and designers of regional cultural tourism brands formulate practical implementation plans and design rules by refining the design connotation and user needs of cultural tourism brands, and make an overall plan for the design style of the cultural tourism brand and its publicity path, in order to maximally absorb design ideas from different target audiences, so as to effectively guarantee the implementation of the design links and the quality of design results; on the other hand, the design and promotion of cultural tourism brand should fully consider the aesthetics and application demands of the target audiences, so that users actively participate in all links of brand design and propagation. The target users then transformed from the passive receivers of the cultural tourism brand design into the designers and communicators, which can improve the users' attention, recognition and participation for cultural tourism brand well-directed, and ultimately contribute to the improvement and propagation of the cultural tourism brand design.

The cultural tourism brand design of the Guangdong-Hong Kong-Macao Greater Bay Area should be based on the regional characteristics and cultural connotation of the Greater Bay Area, the target user role should be deeply integrated into the design, and the role of "people" in the design planning and implementation process should be fully given play to, stimulate and mobilize the enthusiasm and initiative of the target users in participating in the design, and enhance the cultural identity and cultural confidence of the target users. The Guangdong-Hong Kong-Macao Greater Bay Area cultural tourism brand can be more accurately, effectively and targeted to communicate to the audiences, relying on the mass communication advantage of the target users, the regional brand's information arrival rate and communication effect are improved. The cultural tourism brand design of Guangdong-Hong Kong-Macao Greater Bay Area should start from the focus of the city's cultural tourism brand that the target audiences pay attention to, and systematically plan, design and integrate the design contents, design methods and media of cultural tourism brand design of Guangdong-Hong Kong-Macao Greater Bay Area, etc., the design contents should fully consider the emotional resonance and communication demands of the target audiences, and choose the design elements and expression forms that the target audiences are easy to accept and operate to build the brand image of cultural tourism. Developers and designers of cultural tourism brand of the Guangdong-Hong Kong-Macao Greater Bay Area can set the theme and form of the potential cultural tourism brand image to make target users independently select and participate in the design process, determine the final design form, this will deepen the target audience's impression of cultural tourism brands of the Guangdong-Hong Kong-Macao Greater Bay Area.

4. Research on the Communication Modes of Cultural Tourism Brands in Guangdong-Hong Kong-Macao Greater Bay Area based on the "User Participatory Design" Idea

Under the background of cultural tourism brand integration, starting from the needs of target users and the communication characteristics of media, the government's leading role is given full play to, the communication strategies of feasible cultural tourism brand are formulated, and the media platform is built. The cultural tourism brand design of Guangdong-Hong Kong-Macao Greater Bay Area should integrate visual design elements and auditory elements that can be participated by users, fully give full play to traditional media and social media platforms such as WeChat, Weibo, and news clients to achieve the sharing and complementation of high-quality media resources, enhance the information arrival rate of cultural tourism brands, and provide the reliable media guarantee for target users to actively participate in the design and communication of cultural tourism brands.

The government plans the media and communication methods of cultural tourism brands of the Guangdong-Hong Kong-Macao Greater Bay Area, and integrates high-quality cultural tourism brand resources such as graphics, themes, and video for communication. The established brand image of cultural tourism is released through official microblog, official WeChat and official news client, etc., Based on the analysis of the communication ability and willingness of the target audiences, the deep integration of various media and the multi-angle communication of cultural tourism brand information are realized. For example, through "Guangzhou government network" and "Guangzhou government affairs network" and other WeChat platforms, the target users can achieve online and offline interaction with Guangzhou city brand through downloading or uploading. Moreover, relevant government departments should adopt reasonable supervision mechanism of regional cultural tourism brand, fully guide and mobilize the target audiences' initiative to participate in the design and publicity, and promote their independently select and improve the cultural tourism brand image of Guangdong-Hong Kong-Macao Greater Bay Area, "implant" the perfect final cultural tourism brand image into fields such as urban catering, regional tourism souvenirs, personal social media accounts, etc., thus realizing the communication of regional brands of Guangdong-Hong Kong-Macao Greater Bay Area.

5. Agreement between Cultural Tourism Brand and City Brand of Guangdong-Hong Kong-Macao Greater Bay Area based on the "User Participatory Design" Idea

The target audiences of cultural tourism brands and city brands are the public. The "user participatory design" idea takes users as the main body of the design, and expands its international horizons with the help of social media's autonomous and generalized communication advantages. Building characteristic regional cultural tourism brand of the Guangdong-Hong Kong-Macao Greater Bay Area, increasing the reputation of the regional brand in the Guangdong-Hong Kong-Macao Greater Bay area, expanding the influence of regional brands, uniting people to form common values, spiritual will and codes of conduct, bring new vitality to the regional brand building of the Guangdong-Hong Kong-Macao Greater Bay Area, and promoting it to become a regional cultural tourism brand with Chinese characteristics and world influence.

The cultural tourism brands of Guangdong,-Hong Kong,-Macao Greater Bay Area is built based on the "user participatory design" idea, and the cultural tourism brands are transformed into a culturally creative product with commercial value, which is conducive to enhance the design experience, enhance the cultural added value of cultural tourism brand, improve the cultural confidence and aesthetic identity of the public. The first-class international bay area and world-class city cluster are built around the Guangdong-Hong Kong-Macao Greater Bay Area, expand regional culture and tourism resource openness, and expand publicity channels of brand image the Guangdong-Hong Kong-Macao Greater Bay Area in accordance with the principles of "cultural

leadership, business support, tourism promotion, and industry integration", enhance the target users' sense of urban belonging, responsibility and honor, enrich the design contents and design methods, provide new ideas for cultural tourism brand building, and plays a role in promoting the brand image of culture and tourism in Guangdong-Hong Kong-Macao Greater Bay Area.

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