Research on Digital Image Design for Jiamusi Cultural Tourism

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Abstract: Against the backdrop of the digital economy and the integrated development of culture and tourism, the design of urban cultural tourism imagery is undergoing a profound transformation from traditional static communication to digital immersive approaches. The integration of digital technology with cultural and tourism development has emerged as a new industry trend.The research aims to explore design approaches for the digital image of Jiamusi's urban cultural tourism, proposing innovative strategies to enhance the city's cultural tourism image through digital design methodologies.

Keywords: Jiamusi City, cultural tourism image design, digitization

1. Introduction

The tourism market is becoming increasingly competitive, and traditional tourism development models are struggling to meet the diverse needs of travelers. By integrating urban culture with digital design, we can develop more distinctive cultural tourism products that enhance the visitor experience.As a major city in Northeast China, Jiamusi possesses abundant natural resources and a distinctive local culture, providing invaluable assets for its cultural tourism development. However, how to effectively utilize modern scientific and technological methods to visually showcase these cultural tourism resources, thereby enhancing the city's image and appeal, has become a crucial challenge for Jiamusi's cultural tourism advancement.

2. Current Status and Digital Opportunities for Jiamusi City's Cultural Tourism Image

Jiamusi boasts exceptionally rich cultural tourism resources characterized by high endowment and distinctive features. However, common issues such as traditional development models, limited experiential dimensions, and disconnect from market demands create ample necessity and vast scope for digital intervention. Currently, the dissemination of Jiamusi's cultural tourism image remains predominantly reliant on traditional channels, with new media applications still in an exploratory and follow-up phase.

2.1 Current Status and Primary Issues of Jiamusi's Cultural Tourism Image

Currently, the promotion of Jiamusi's cultural and tourism image still relies primarily on traditional channels, with new media applications remaining in an exploratory and reactive phase. Overall communication volume and effectiveness require improvement. Content on official online platforms such as TikTok suffers from severe homogenization, lacking interactivity and creativity. The image is vague and lacks distinctiveness. Despite abundant resources, there is no overarching, easily recognizable core visual symbol. Slogans like "Eastern Pole of China" remain abstract, lacking sufficient visual appeal and IP potential.Moreover,the narrative is outdated, the experience is monotonous, and the cultural interpretation is didactic and rigid, remaining at the level of viewing and listening. It lacks interactive design, making it difficult for visitors especially younger audiences to feel empathy.

2.2 Digital Opportunities for Development

Digital transformation has completely changed the demand/offering interaction in the travel industry, as well as largely affecting the customer journey.[1]The development of Jiamusi's cultural tourism is at a pivotal juncture, transitioning from "resource dependency" to "brand-driven growth." Digital image technology can not only buy the interchange of the current picture scene, the image adjustment, but also change the color texture of the image and the shape of the main body of the picture.[2]The core challenges in its current image-building efforts precisely provide a clear entry point and immense value potential for the application and design of digital technologies.

3. Analysis of the Positioning and Current Status of Jiamusi's Cultural Tourism Image

3.1 Brief Overview of Jiamusi City's Cultural Tourism Resources

Jiamusi City is located in northeastern Heilongjiang Province, China, and is the first place in China to greet the rising sun. It has been selected as one of China's Top Ten Cities with Charming Ecological Environments. Among these, the San-jiang Wetlands have been included in the World Wetlands Protection List. Jiamusi has fostered the development of a unique ice and snow culture. The city has hosted numerous winter events, such as the Three Rivers Snow Splashing Festival and the Winter Olympics Welcome Series, attracting visitors from across the country to experience these attractions.

Furthermore, the Hezhe people, one of China's smaller ethnic groups, form an important community in the region.They have cultivated a distinctive fishing and hunting culture. Rooted in a long-standing historical tradition, their culture centers on unique fishing and hunting practices and exhibits strong regional characteristics.

3.2 Analysis of the Current Status and Causes of Jiamusi's Cultural Tourism Image

The root causes of Jiamusi's current cultural tourism image issues are as follows: First, the absence of brand design thinking has failed to establish representative core visual symbols, resulting in inconsistent styles across promotional materials such as the official website. Second, the narrative approach remains disconnected from digital media. For instance, the Hezhe fish-skin craftsmanship is showcased solely through photographs, making it difficult to evoke resonance and lacking interactivity. Third, the city has failed to identify distinctive symbols representing its regional culture.

4. Exploring Digital Image Design Strategies for Jiamusi's Urban Cultural Tourism

4.1 Extraction and Reinterpretation of Regional Symbols

The extracted regional symbols are then visualized through graphic design, utilizing elements such as imagery, color, and form to enhance their appeal and communicative impact. Symbol refinement involves deeply exploring local history, culture, humanistic characteristics, and folk traditions to identify representative elements. These include iconic traditional architecture, locally representative animals,regional specialty cuisine, and ethnic folk art.

Through extensive research and interviews, we collected stories and memories from local residents to understand the cultural significance behind these symbols. From this, we extracted symbols with unique and recognizable characteristics, then innovated and transformed them by integrating modern design concepts. Four regional symbols of significant importance, high representativeness, and strong public recognition were selected: "Dongji Square," "Jiamusi City's 10th Anniversary of the Founding of the People's Republic of China Monument," "Tongjiang City's Starting Point Square," These symbols were digitally reimagined to serve as the core imagery for digital posters. Following an in-depth study of Jiamusi City, distinctive regional symbols such as sunrise, rice paddies, ice and snow, the Sanjiang Wetlands, sturgeon, and apricot blossoms were precisely extracted to reflect Jiamusi's exceptionally rich natural ecological resources. Additionally, unique ethnic cultural resources like the Hezhe fish-skin coats, Hezhe totem patterns, deer-antler hats, and Korean cold noodles. Integrating these regional symbols with contemporary visual techniques through digital technology creates works that both honor tradition and align with modern aesthetics, thereby better expressing the city's cultural essence.

4.2 Synthesis of Distinctive Elements and Digital Design Presentation

The application of digital technology and imaging in graphic design has become an inevitable trend, and they play an invaluable role in graphic design and a digital work can resemble a traditional work in every way if it borrows elements from it, such as hand-painted or digitally drawn textures.[3]The synthesis and digital presentation of distinctive elements serve as a core expressive technique in Jiamusi's digital image design for urban cultural tourism. Through systematic refinement and innovative expression, regional cultural resources are transformed into digital visual symbols with high communicative power. Utilizing digital means to spread city culture represents a breakthrough and innovation over traditional communication formats, enabling faster bridging of the cultural divide between the public and traditional heritage.

4.3 The Significance of Shaping the Digital Image Design for Urban Cultural Tourism

Shaping and promoting a city's digital cultural tourism image design holds significant importance for enhancing urban competitiveness and Attracting tourists and investors to drive economic growth.For Jiamusi, a city rich in history and cultural heritage, research on digital image design for cultural tourism holds significant importance.

5. Conclusion

Digital technology has become a defining feature of our era, continuously integrating into our lives and transforming our way of living.The cultural tourism image embodies a city's ethnic history, local customs, cultural DNA, and value systems, while also serving as a key factor in differentiating its identity.[4]The experience of a place may become an integral part of a product experience.When designing Jiamusi's digital cultural tourism image, emphasis should be placed on integrating modern technology with traditional culture. To achieve this, digital tools should be employed to elevate Jiamusi's cultural tourism profile and enhance visitors' cultural experiences. This approach aims to strengthen local residents' cultural identity and deepen tourists' cultural immersion, evoking emotional resonance among audiences. The digital image design for Jiamusi's urban cultural tourism represents an evolving practice that must continually adapt to emerging trends in cultural-tourism integration and the demands of the digital age. By deeply exploring the city's cultural essence and crafting premium cultural tourism imagery, leveraging digital tools to enhance the cultural tourism experience will become the core driving force for the future development of the cultural tourism industry.

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