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Research on Brand Design of Research —— A Case Study of Xinyang, Henan Province

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Abstract:
In recent years, with the improvement of epidemic situation and the recovery of tourism industry, "study" travel has gradually become a new talent training mode of "travel+study". However, as a new thing, while the research industry is developing rapidly, many of them are in trouble because of the lack of research on brand design. This paper will start from the perspective of brand design of research, take Xinyang Research in Henan as the research object, and promote the development of research in Xinyang , Henan through project planning, graphic design, IP design and other forms.

Keywords:
research; Cultural travel; brand design

"Research" travel refers to an educational way that combines research and learning. It combines the knowledge learned in class with practical experience through field visits, investigations, practices and other forms to improve students' comprehensive quality and practical ability.[1] However, due to the improper management of many institutions, many research brands have many problems, such as no new research content, low added value of research, brand homogenization and so on. How to enhance brand added value and people's interest in research through project planning and visual design has become the focus of attention.

1. Advantages of research travel

1.1 Policy Support for Research Travel

Most places for study tours are in rural areas. On February 13th, 2023, the State Council, the Central Committee of the Communist Party of China made an opinion on doing a good job in comprehensively promoting rural revitalization in 2023, which pointed out that agriculture, rural areas and farmers are fundamental issues related to the national economy and people's livelihood, and we must always take solving the "three rural issues" as the top priority of the whole party's work and implement the rural revitalization strategy. [2] On March 21, 2022, the Ministry of Culture and Tourism put forward the Opinions on Empowering Rural Revitalization with Cultural Industries. The report pointed out that by 2025, a group of enterprises, institutions and talents actively participating in rural revitalization with cultural industries will be gathered and cultivated to form distinctive cultural industry brands, and towns and villages with cultural industries will be built, and some typical examples of rural revitalization with international influence will be launched. Therefore, the

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choice of research sites should be based on the countryside. On January 20th, 2022, the State Council issued the Notice on the Tourism Development Plan of the 14th Five-Year Plan, which pointed out that culture and tourism should be deeply integrated, a number of world-class tourist attractions and resorts with rich cultural heritage should be built, a number of national-level tourist and leisure cities and blocks with distinctive cultural characteristics should be built, and cultural tourism and rural tourism should be accelerated. [3] The tourism industry has been strongly supported by the state, and entertaining is one of the important purposes of research. In the "Key Points of Work of the Ministry of Education in 2022", it is pointed out that it is necessary to promote the revitalization of rural education and revitalize rural work through education. We will develop a guiding document for rural revitalization of the education system, which will run through county basic education, city vocational education and provincial higher education, and form a rural revitalization work law with educational characteristics and educational advantages. [4] Combining education with rural areas is helpful for rural revitalization.

1.2 Research Travel Market Support

According to the domestic tourism data released by official website, Ministry of Culture and Tourism in 2023, the number of domestic trips was 4.891 billion, up 93.3% year-on-year. Domestic tourists spent a total of 4.91 trillion yuan, a year-on-year increase of 140.3%. At the same time, the domestic tourism market has grown substantially, among which family and parent-child travel is the main force. (Figure 1, Figure 2)

Domestic tourism data for 2023		
	Arrivals/Revenue	Year-over-year growth
Domestic travel	4.891 billion trips	93.3%
Domestic travel by urban residents	3.758 billion trips made by urban residents	94.9%
Domestic travel by rural residents	1.133 billion trips	88.5%
Total spending by domestic tourists on travel	4.91 trillion yuan	140.3%
Travel expenses for urban residents	4.18 trillion yuan	147.5%
Travel expenses for rural residents	0.74 trillion yuan	106.4%

Source: Official website of Ministry of Culture and Tourism

Figure 1. Data in 2023 show a substantial increase in domestic tourism (official website, Ministry of Culture and Tourism of China)

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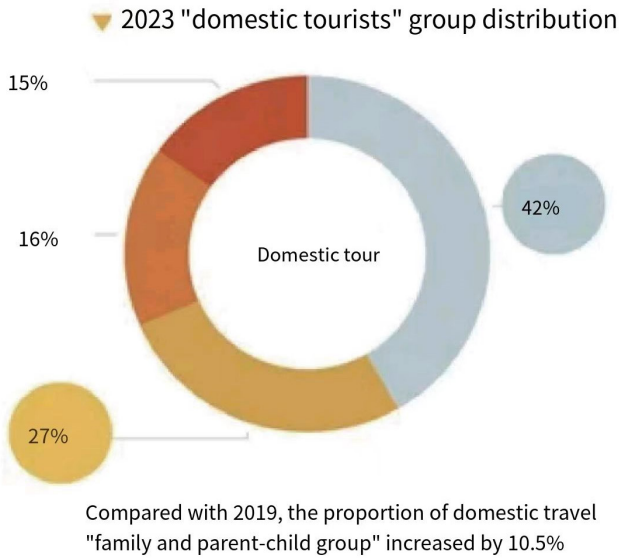


Figure 2. The data in 2023 shows that the proportion of parent-child travel has increased significantly (official website, Ministry of Culture and Tourism of China)

2. The development status of Xinyang's "study tour"

At present, Xinyang area has unique natural resources and human conditions to help research, among which its tea culture is the most representative. Although it also has some shortcomings, this is exactly the problem we need to solve. Generally speaking, the advantages of research development in Xinyang area outweigh the disadvantages, and it has great research potential, which is suitable as the object of research brand design.

2.1 Xinyang "study" travel development advantages

2.1.1 Natural conditions support-high quality tea culture resources

The daily average temperature of Xinyang tea area is 20-30℃ and the annual average temperature of 20-25℃ lasts for 130.2 days and 63.9 days respectively, which is basically the same as that of the famous Long-jing tea area. It can be said that it is the best temperature for tea tree growth. Therefore, these provide the necessary climatic conditions for the formation of Xinyang Maojian tea.

"China Tea Classic" also states: "The tea produced on yellow brown soil is clear in soup color, elegant in aroma, fresh and refreshing in taste, mellow and sweet, which is the best of green tea, and has always been a good place for famous tea and tribute tea. According to the Records of Xinyang City, "There are three types of soil in Xinyang: yellow brown soil, fluvo-aquic soil and paddy soil." It can be seen that Xinyang has an ideal soil type for the formation of Xinyang Maojian tea.

Xinyang is known as "tea in Yunwu Mountain, water in the center of Shihe River". "Xinyang City Records" contains: "Xinyang City belongs to the Huaihe River system. There are 14 rivers and ditches in the territory with a total length of 75.1 kilometers. " Lu Yu even rated Huaishui as "the ninth in the world" in the Book of

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Tea. At the same time, there are many reservoirs in the middle and upper reaches of these rivers, including Nanwan Reservoir, Meishan Reservoir and Nianyushan Reservoir. These rivers and reservoirs play a vital role in maintaining and cleaning the water resources and environment in the whole tea-growing area. Therefore, the superior natural environment in Xinyang tea area is an important factor for the formation of Xinyang Maojian tea with fresh, tender, plump leaves and rich organic substances in tea.

2.1.2 Cultural conditions support-enriching cultural resources

Xinyang is a famous cultural tourism scenic spot in China, which has produced many historical and cultural celebrities, such as Chen Guangyuan, Jiang Guangci, Wei Yan and so on, with rich and colorful cultural resources. According to statistics, there are more than 1,000 memorial sites and historical sites in Xinyang, and there are more than 100 approved historical relics protection units at all levels. Xinyang tourism series scenic spots are included in the national cultural tourism classic scenic spots. [5]

Therefore, in the process of research, we should fully tap the rich local cultural resources and combine them with research, which will enrich the content of research on the one hand and help to spread and carry forward culture on the other.

2.2 Xinyang "study" travel development disadvantages

2.2.1 insufficient integration of cultural resources.

Xinyang, as the hometown of tea production, has rich tea culture and historical and cultural foundation, especially tea culture. Through visiting and investigating many research institutions in Xinyang, it is found that the research industry in Xinyang is only an introduction to tea culture and historical culture, lacking in in-depth understanding and natural resources (Figure 3). At the same time, there are many wild campsites in Xinyang, which are very cheap and very suitable for natural education. At the same time, The investigation report on Xinyang tea culture and history and culture shows that people's understanding of tea culture and history and culture is limited, influential related products are relatively lacking, the development level is not high, and the by-product value is not high. Therefore, a research course combining tea culture with nature education is designed to convey the concept of natural aesthetics and educate nature.



Figure 3. Xinyang's natural resources

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Taking Xinyang's red culture as an example, the public's attention to the red research travel products is focused on "Liu Deng's army advances into Dabie Mountain", but they don't know much about the red resources such as Osmanthus fragrans blooming everywhere in August, three disciplines and eight attentions, and many founding generals such as Liu Bocheng, Xu Shiyou and Zheng Weishan, and they don't know much about the Hubei-Henan-Anhui Soviet Area, the Revolutionary Museum of the Capital, the former site of the Red Fourth Army Command, and the Red Army Cave Group in Jingangtai, which shows that they are excellent red research products in Dabie Mountain. [6]

In terms of tea culture, most of the current tea research bases rely on the tourism resources of Chashan, which are promoted by sightseeing. Most of the bases only let tourists simply experience tea picking, conditional tea factories will carry out the experience of frying tea, and some bases also have the experience of tasting tea. However, these experiences are obviously not enough for the integration of tea tourism, and the excavation of Xinyang tea culture is even less. After a short experience, tourists rarely have a deep understanding of tea culture.

2.2.2 Insufficient visual brand design

The lack of brand awareness also leads to the lack of design to a great extent. At the present stage, most of Xinyang research bases have insufficient excavation of Xinyang tea culture and history and culture itself. Coupled with the neglect of visual design, the brand was simply treated as an accessory experience project of sightseeing in the early stage, lacking the awareness of differentiated positioning of research and brand design. According to the survey, most of the research bases and farmhouse music have become the rest places for sightseeing. Brand logo, guide system, brand packaging, IP image and travel interaction are basically absent, not to mention the related derivative product design of the brand. For this reason, brands that lack recognition are extremely unattractive to relevant audiences.

2.2.3 Research and design market segmentation is insufficient.

Some scholars believe that the development of research products needs to meet the needs of different groups of people, but at present, Xinyang's research products can not meet the needs of many groups of people. People of different ages have different needs, for example, teenagers like research and travel products with strong participation; Young people like innovative and challenging research travel products; Young and middle-aged people like immersive research travel products; Middle-aged and elderly people pursue spiritual satisfaction and have higher requirements for the cultural connotation of research travel products. Therefore, it is necessary to develop marketable research travel products in combination with market segmentation. (Figure 4)

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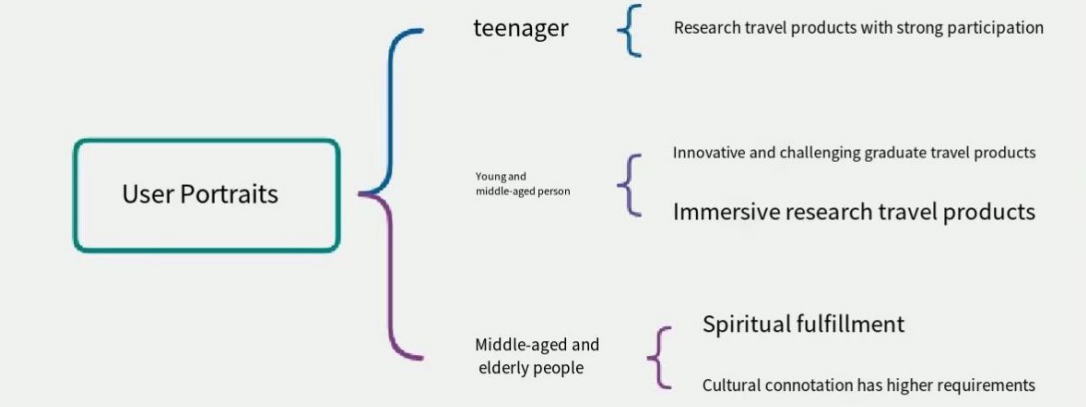


Figure 4. User portrait

2.2.4 insufficient publicity and implementation of brand design for research.

The importance of publicity is reflected in many levels, and it plays an irreplaceable role in both enterprises and countries. Specifically reflected in promoting product sales and brand building. Publicity can help enterprises or brands to expand their popularity and increase their market share. By conveying the characteristics and advantages of products or services to consumers, publicity can stimulate consumers' desire to buy and increase sales. Publicity can shape corporate image and values. Publicity activities can help shape the positive image of enterprises, show their social responsibilities and core values, and thus enhance the public's trust and goodwill towards enterprises. However, due to the lack of support of design materials, Xinyang-related cultural tourism enterprises did not publicize their own products and advantages too much, resulting in few people knowing their characteristics, thus losing a lot of traffic.

3. Xinyang "research" travel development strategy

3.1 Tell cultural stories well and integrate cultural resources.

The Party's Report to the 20th CPC National Congress clearly stated that it is necessary to "tell the story of China well, show a true, three-dimensional and comprehensive China, and improve the country's cultural soft power". It can be seen that cultural soft power is particularly important in the increasingly fierce competition. Xinyang tea culture has a long history. Xinyang tea planting began in the Eastern Zhou Dynasty, which was famous in the Tang Dynasty, flourished in the Song Dynasty and flourished in the Qing Dynasty. The modern development is also very rapid. In thousands of years of cultural heritage, there are many touching stories to be excavated. Telling the story of Xinyang tea culture well is the key to promote local development. [7]

Moreover, in dealing with local history and culture, brand design strategies should integrate cultural resources such as historical sites, revolutionary sites, places where major historical events occur and celebrities' hometowns, and create excellent research routes. We should also strengthen the construction of historical and cultural brands. On the basis of characteristic research products, we should further explore the historical and cultural connotation, create a brand of cultural research travel products, form a brand effect and improve recognition.

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3.2 Strengthen brand visual image design

Visual perception, as people's intuitive feeling of things, is the most important link in brand building. After digging out the brand story and positioning the brand, it is necessary to construct the brand in an all-round and three-dimensional way through visual design. For example, from logo design to advertising, from guide system to VI system, from website design to WeChat official account promotion, brand building can be reflected in all aspects by relying on new media. Because of its own tourism and learning attributes, Xinyang research should pay special attention to the cultural attributes of tea tourism research and historical and cultural research, the visual guidance of each process and the visual impact in the tourism environment in visual design. Therefore, systematic and systematic brand design is very necessary and important to enhance the brand image of Xinyang Research Institute.

For example; The brand design of Xinyang Research can be developed from the following points: 1. Logo to improve its brand awareness. 2. Wenchuang products, such as stickers, are designed to attract students to play by designing different styles of stickers. 3.IP image design: through a variety of cute children's images, namely IP design, deepen the impression of tourists.

3.3 Design interesting courses to enhance the sense of experience.

Courses are mainly divided into the following three types:

3.3.1. Natural popular science, relying on resource types: relying on crops, vegetables, fruits, landscapes, plants, flowers, birds, fish, insects, climate, water system, geological landscape, etc. represented by local regions, relevant research courses are formulated in the form of "food education" learning, plant popular science and plant specimen making. [8]

3.3.2 Art aesthetic category, relying on resource types: relying on local field scenery, overall rural landscape, overall village landscape, architectural types, courtyards, blocks, attics, temples, ancestral halls, stage, etc., as well as village costume culture, traditional art performances and traditional handicrafts: adopting the research forms of photography competition, product design, non-legacy craft production and art painting creation to formulate relevant research courses. [9]

3.3.3 Working experience depends on resource types: depending on local fields, farms, fruit and vegetable gardens and other concrete objects, relevant courses are developed in the form of experience in the process of grain production, planting and harvesting, and fruit and vegetable picking.

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Figure 5: Non-legacy "painting" on Xinyang stone



Figure 6: Wenyi Xinyang Leaf Carving

In order to improve the experience in the process of research, we should also set up a special research theme course in combination with local characteristics. 1. The intangible "painting" on the stone in Xinyang (Figure 5) takes the stone as paper and points the stone to make a painting, which has the effect of "creating things according to shape and shaping with things". 2. Literary Xinyang leaf carving (Figure 6) not only has artistic expressions such as printmaking, micro-carving, paper-cutting, but also absorbs the advantages of their creation to make up for their shortcomings. Its innovation lies in that leaf carving adopts the natural form of natural leaves, skillfully borrows nature and highlights interest. Let nature take its course to show the wonderful scenery of nature and the unity of man and nature, and create the life state of leaves by using the interwoven veins and natural defects of leaves, creating a magical artistic instant question, so that works originate from nature and are higher than nature.

3.4 using a variety of means, relying on brand design to strengthen research and publicity.

Under the background of rural revitalization, the production and sales of agricultural products in different regions are directly related to the development of rural economy. Therefore, the packaging design should be designed from the perspective of meeting the needs of consumers for regional agricultural products, promoting the emergence of purchase behavior, and promoting the local economic development with the help of the development of agricultural products industry. [10] It is also possible to moderately develop the tourism research industry based on the good rural natural landscape, enrich the rural cultural connotation through the

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development of the research industry, and enhance the value of rural development. For the sale of agricultural products, on the one hand, innovative design can be carried out, the packaging design of related agricultural products can be derived, and product symbol labels with local characteristics can be given. Art design can also serve the rural folk culture. The specific method can be to promote beautiful countryside wall painting, and also to combine traditional excellent cultural ideas with modern art design techniques through creation, so as to express excellent rural customs in new forms, such as taking short videos to speed up publicity. We can also optimize the regional research industry through art design and cultivate and upgrade characteristic brands; Promote local characteristic culture through art design and create a characteristic cultural atmosphere.

3.5 Set up a variety of research modes to meet the needs of different groups of people.

For the course, three forms are designed. (Figure 7) Form 1: Half-day research courses, pastoral experience and holiday activities, which are suitable for those with more spare time. Form two, one-day study course, with more complete experience and more activities, is suitable for people who have a whole holiday but cannot travel far. Form 3: Multi-day research course, suitable for primary school students' spring outing, multi-day tour of villages and towns around the city, Xinxiang village group with perfect infrastructure, and children with more holidays but busy parents.

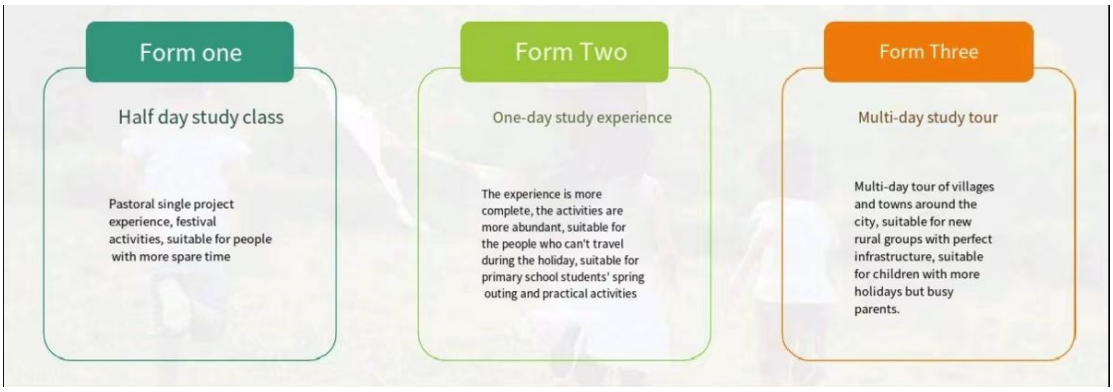


Figure 7: Three forms of research

Based on the research content of three kinds of duration, the service design focusing on the itinerary content was carried out. First of all, trip 1, parent-child tour of picking chestnuts (half a day): 1. Children can experience the process of beating chestnuts with the help of parents and villagers; 2. Handmade artistic production of chestnut shells (imitation plush toys); 3. Experience the dishes made of chestnuts. Secondly, the second trip, hiking in Jigongshan (one day) 1. Mountain forest exploration and hiking 2. Introduction to the use of trekking poles and hiking skills 3. Introduction to plants and animals on foot 4. Visit to the World Architecture Museum 5. Collection of wild flowers, leaves and pinecones 6. Canvas bag plant rubbing course. Finally, the third trip, tea culture experience & forest exploration (two days), the first day (Wenxin Tea Garden), 1. Tea garden play (tea picking experience), 2. Tea art knowledge class, 3. Ingenious tea making process (experience of fried tea), 4. Xinyang special dinner, 5. bonfire party, exchange performance; The next day (Polden Forest Park) 1. Shuttle through the forest to collect all kinds of leaves, 2. Take photos in the forest to record the natural scenery, 3. DIY course of vein fossils. Through the design of three itineraries, we can meet the needs of most tourists by playing in a way suitable for different groups of people.

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3.6 Building an operational brand

It is operated in the way of commodity authorization and brand joint name, and it will also be sold directly in the local area. Promote our products and research activities through online and offline combination, and form a relatively stable user group through quality service and price war. In the process of research, related cultural and creative products will also be distributed randomly (Figure 8), so as to increase the interest of research activities and enhance the sense of activity experience of students and parents. Finally, a relatively stable user group is formed. Through these ways, we can build research brands and improve product competitiveness. Without this, the process of visiting history and culture is added to the research design, so that more people can understand history and culture.



Figure 8. Wenchuang product display

4. Summary-brand design drives the construction of new quality productivity

To sum up, on the one hand, research brand design takes research as the carrier, carefully creates research brands and routes with rural characteristics, takes natural aesthetic education and cultural education as the center, practices in travel, carries out natural aesthetic education and cultural edification, gains rich experience, and realizes the mutual blending of behavior, cognition, emotion and concept. The core value of research tourism lies in the realization of educational function, that is, the educational significance of research tourism to researchers. [11] On the other hand, relying on local resources to create travel activities with distinctive themes is essentially a reflection of the deep integration of local culture and tourism. Participate in the design of creative products around rural tourism around the existing natural and human resources, such as designing the exclusive packaging of agricultural products and creating a native IP image; Promoting the integration of rural cultural tourism plays an important role in activating the value of local resources and promoting the development of rural social economy (Figure 9). [12]

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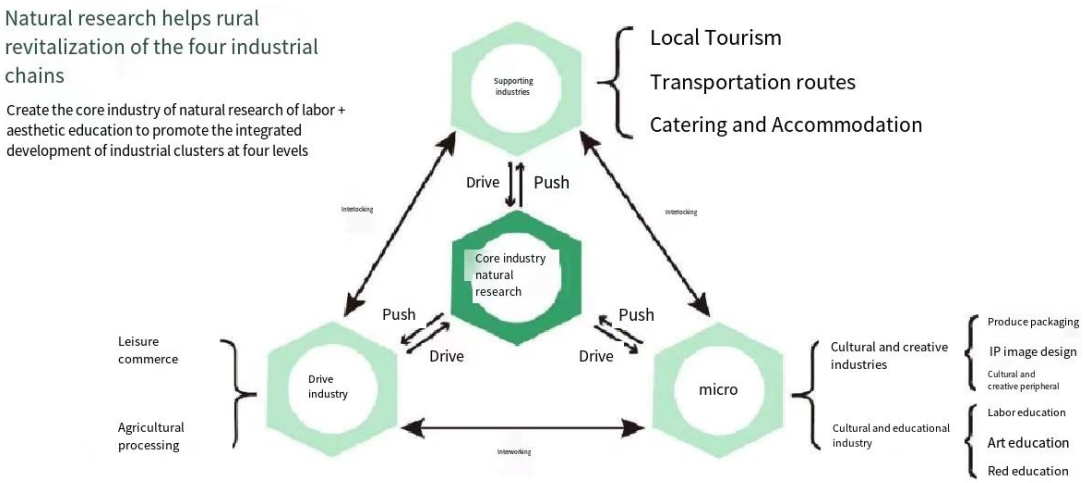


Figure 9. Research structure

Through the analysis of Xinyang research industry, Xinyang research, as a new thing of the integration of literature and tourism, not only conforms to the national policy direction but also meets the cultural needs of high-quality tourism. In the future development, as long as we strengthen cultural excavation, sort out and tell the cultural stories of tea and history and culture, strengthen the awareness of brand building, enhance the interest of participants, and reasonably introduce brand design, Xinyang research industry will surely open up a broad world on the high-speed road of cultural tourism development.

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