

Construction of Urban Tourism Visual Image Recognition System Based on Regional Culture

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Abstract

With the progress of modern city construction, the city's own characteristics gradually fade, the image of each city appeared strong thunder. In order to shape the unique characteristics of the city, avoid the problem of blindly developing the image of the city, the regional culture should be integrated into the urban tourism visual image design, the concept of city culture is taken as the basis of city tourism visual image design and construction, develop unique city image. This article discusses the relationship between regional culture and urban visual image, Aiming at the harmonious concept of city tourism visual image construction, it puts forward the construction strategy of city tourism visual image recognition system based on regional culture.

Keywords

City; Construction; Tourism; Visual image; Regional characteristics.

1. Introduction

With the rapid development of social economy, China's cities are increasingly competitive. The core of urban competitiveness is not only the economic factors of the city, but also the competition of cultural competitiveness. Currently the development of various cities in the country, many cities have formed a correct understanding of the importance of urban image, focus on creating a distinctive urban tourism visual image, but still did not achieve the desired goal [1]. There are similar attractions and buildings in many cities. The similarity of the city's appearance is too high, which reduces the characteristics of the city. It makes the city develop towards the direction of commercialization of buildings, neglects the quality of urban construction, and causes a serious crisis of urban development in China [2].

2. The relationship between regional culture and urban visual image

Among the elements of city identification, regional culture as an important core content reflects the characteristic value of the city. Regional culture is a hub that synergizes and connects the identification elements of various cities, forms a resonance with urban tourists, and continues to promote the improvement of urban value. Refine the essence of urban culture to build a tangible urban visual image. There is a close relationship between urban development and regional culture, after rational tempering and thinking, the city culture is formed, which covers many characteristics of the city, It includes the city's architectural culture, food culture, ethnic culture and craft culture [3]. The external performance of the urban tourism visual image directly reflects the city's cultural heritage and external image, it is a tangible urban temperament, face and body shape. The construction and communication of the urban tourism visual image determines whether the city can present a characteristic development form. In the process of shaping the urban tourism visual image, the concept of the city's cultural consciousness level is transitioned to the visual model [4]. It contains various elements such as the shape and color of the city. It is a special form of urban culture, realized the spread and communication of urban culture. In this process, through the use of artistic techniques to promote a sympathetic resonance between the city and people. The visual image of urban tourism

has distinctive characteristics and strong recognizability. It combines the local regional culture and forms a unique impression sign of the city. [5] Figure 1 shows the Shanghai Lu Xun Memorial Hall.



Fig. 1 Lu Xun Memorial Hall

3. Harmonious concept of urban tourism visual image construction

The urban tourism visual image determines the spiritual characteristics and spatial structure of the entire city, a city needs to have a unified style, for example a visual element, no matter where it appears in the city, it is necessary to form a consistent and responsive relationship on the whole to ensure that it is consistent with the cultural deposits of the city and conforms to the overall image of the city tourism vision. The uniformity of the various elements of the urban tourism visual image does not simply refer to the neatness of the building. But it is necessary to pursue the integrity of the urban tourism visual image on a large scale, at the same time reflect the characteristics and personality of the city. On the basis of ensuring the overall integrity of the urban tourism visual image, we need to improve the aesthetic sense of architecture, integrate various images in urban architecture in an orderly and systematic way, ensure the aesthetic sense of urban harmony, integrity and unity, transform the cultural concept of the city into visual symbols, and realize the harmonious development of urban image construction [6].

4. Construction strategy of urban tourism visual image recognition system based on regional culture

4.1 Urban planning and modeling highlight regional characteristics

In the process of constructing the urban tourism visual image, regional characteristics should be incorporated into all aspects of urban planning and styling design. Regional culture is usually formed and developed in a relatively stable environment of natural geography and humanities and social factors. The human environment is created by a specific geographical environment, and at the same time has a certain influence on the geographical environment. The human environment and the geographical environment promote each other, influence each other, and build and develop together. According to the regional features and cultural differences of different places, the visual image of urban tourism is planned to reflect the regional features and cultural differences of different places.

Reflect the city's natural features, folk customs and architecture to the urban planning model, show strong regional characteristics, and reflect the era and diversity of regional culture when designing the urban tourism visual image. The designer should make an in-depth exploration and understanding of the regional culture of the city, select and apply the typical and essential parts to the design of urban planning and modeling, the urban concept and regional characteristics are presented through a building and a wall, expressing the cultural accumulation in the urban tourism visual image [7].

4.2 Color matching creates a harmonious cultural atmosphere

Urban color refers to the sum of colors in urban public spaces, it includes all exposed objects outside, natural environment colors such as vegetation and land, humanistic colors commonly used in life, and artificial colors related to transportation and buildings. City color is an important visual element in the visual image of city tourism, which embodies its own artistic value together with the image. Under the influence of color factors, the urban tourism visual image is added with another new life and temperament [8]. The aesthetic impact of the urban tourism visual image can be shown through color. When choosing the color of the visual image of city tourism, we should pay attention to the expression of emotional power. Focus on the unique symbolic meaning of color structure, and form a unique urban graphic language. Use reasonable color matching to adjust the urban picture and deepen the cultural theme of the city, combine with the regional culture of the city, and adapt to the cultural connotation, incorporate the city's cultural concepts and special feelings into it, pay attention to the city color and the overall environment fit, form a unified and harmonious city tourism visual image.

4.3 Visual guide signs show humanistic spirit

The urban visual guide symbol is an indicator in public places in cities, it includes various non-profit public institutions and business establishments, such as urban transportation, hospitals, tourist attractions and parks [9]. In the public welfare configuration of the city, the city's identification system is like a city's map system, it is a key component in the construction of a modern city. The design and construction of the urban tourism visual image should meet the practical requirements of the environmental space. Design environmental public guidance symbols, integrate comprehensive considerations with the city's environmental facilities, and integrate regional features into the development concept of the entire city. The connotation of the characteristic culture of the city is embodied in the elements of the city. The distinctive features of the urban tourism visual image are important resources of the city, it realizes the creative transformation of city image and the transformation and innovation of traditional space, closely link local cultural characteristics to the construction of urban tourism visual image, take advantage of the local advantages of the city, and promote the city's future development [10].

5. Conclusion

In summary, in the development of cities, there is a close relationship between their cultural characteristics and the construction of a city image visual recognition system, and they have a strong integration. In the process of building the urban tourism visual image, it is necessary to pay attention to the independence of the cultural carrier forms at all levels, but also to emphasize its integrity and relevance in the essential meaning of urban culture. We should pay more attention to regional culture, integrate it into the construction of urban cultural characteristics, build a distinctive visual image identification system for urban tourism with clear and clear visual forms, emphasize urban culture and regional culture, and promote the characteristic development of the city in the future.

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