DESIGN ANALYSIS OF THE VISUAL IDENTITY SYSTEM FOR CHAKAN LAKE'S FISHING AND HUNTING CULTURE TOURISM

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Abstract

Chakan Lake in Jilin Province is a renowned natural scenic area known for its unique natural landscapes and rich fishing and hunting culture. In recent years, with the rapid development of the tourism industry, Chakan Lake's fishing and hunting culture has gradually become a core highlight of cultural tourism. This paper conducts an in-depth analysis of the design of the visual identity system for Chakan Lake's fishing and hunting culture tourism, exploring how systematic visual design can enhance the attractiveness of cultural tourism and enrich cultural expression. **The research indicates that** by integrating traditional elements of fishing and hunting culture with modern design concepts, the brand recognition and market competitiveness of Chakan Lake tourism can be effectively enhanced, thereby promoting the sustainable development of cultural tourism.

Keywords: Fishing and hunting culture; Tourism visual identity; System design

Introduction

Chakan Lake, located in Qian Gorlos Mongol Autonomous County, Songyuan City, Jilin Province, is renowned for its vast and magnificent natural scenery and profound fishing and hunting culture. It has become one of the most representative cultural tourism destinations in northern China. The fishing and

hunting culture of Chakan Lake dates back hundreds of years, demonstrating the wisdom and traditions of harmonious coexistence between humanity and nature. Its unique winter fishing custom is a national intangible cultural heritage. In recent years, with the rapid development of the tourism industry, cultural tourism has gradually become an important pillar of the tourism economy, and the fishing and hunting culture of Chakan Lake, as a core highlight, has received extensive attention. How to effectively transform this time - honored and rich - connoted cultural feature into a highly competitive cultural tourism brand is a crucial issue for the sustainable development of Chakan Lake's tourism.

In the contemporary tourism market, the visual identity system has become an important means of tourism brand building. A successful tourism visual identity system can not only enhance brand recognition but also strengthen the dissemination effect of cultural characteristics, thus gaining a foothold in the increasingly competitive market. However, in the current development of the fishing and hunting culture tourism in Chakan Lake, there are problems such as single - form cultural expression, low brand recognition, and lack of systematic visual design. This not only limits tourists' in - depth perception of the unique cultural connotations of Chakan Lake but also affects its competitiveness in the domestic and international tourism markets to a certain extent. Therefore, it is an urgent issue to deeply explore and reshape the fishing and hunting culture of Chakan Lake through systematic visual design, organically integrate traditional culture with modern design concepts, and endow cultural tourism with new vitality.

The fishing and hunting culture of Chakan Lake, with its distinct ethnic characteristics and profound historical heritage, provides abundant materials for the construction of a tourism visual identity. Elements such as winter fishing sacrifices, traditional fishing tools, the magnificent scenery of the ice - covered lake, and Mongolian customs not only contain rich cultural symbols but also have strong visual appeal. However, in the actual design process, how to combine these traditional elements with modern design languages, retain their cultural essence, and adapt to contemporary aesthetic trends is a challenging problem. In addition, with the development of digital communication and new media technologies, the forms of tourism visual identity dissemination are constantly enriching, which provides a broader space for innovation in the

design of the tourism visual identity system of Chakan Lake's fishing and hunting culture.

This paper takes the fishing and hunting culture tourism of Chakan Lake as the research object, aiming to explore how to empower the cultural tourism brand and enhance the cultural dissemination effect through scientific visual identity design strategies. The research starts from the visual characteristics of the fishing and hunting culture, combines modern design concepts, analyzes the pain points and development directions of the current tourism visual identity design, and explores the integration path of traditional culture and modern design in tourism brand building. The research shows that through the innovative application of fishing and hunting culture elements and the overall planning of the visual identity system, the attractiveness and market competitiveness of Chakan Lake's cultural tourism can be effectively enhanced, providing impetus for the sustainable development of cultural tourism. Through an in - depth analysis of the tourism visual identity system of Chakan Lake's fishing and hunting culture, this paper aims to provide reference for other cultural - centered tourist destinations and explore new possibilities for the high - quality development of China's cultural tourism industry.

Research Objectives

1. To study the ways of combining traditional elements of fishing and hunting culture with modern design concepts, and analyze how to enhance the attractiveness and distinctiveness of Chakan Lake's cultural tourism through systematic visual design.

2. To research how to integrate the unique fishing and hunting culture elements of Chakan Lake, build a tourism brand image with high recognition and communication power, and provide support for the development of local tourism.

3. To explore how to convey cultural depth and uniqueness through the visual identity system within the framework of modern design, so as to achieve a deep integration of culture and tourism and facilitate the long - term development of the cultural tourism industry.

Literature Reviews

With the vigorous development of the cultural tourism industry, scholars at home and abroad have carried out many studies on the visual image system design of cultural tourism similar to that of chakan Lake's fishing and hunting culture, providing multiple perspectives for the development of this field.

In Europe and America, the visual image design of cultural tourism started early and has matured (Zhang, 2011). Taking the fishing village tourism in Norway as an example, scholars have focused on exploring the historical context of the local traditional fishing industry and integrating elements such as ancient fishing boat building techniques and fishermen's living scenes into the design of tourism logos, brochures, and scenic area guidance systems (Cao, 2007). They emphasize starting from the tourist experience, applying advanced color psychology theories, mainly selecting cool colors that match the ocean and fishing labor, and matching them with warm colors to highlight human warmth, thus constructing a visual image with high regional recognition. As a result, tourists will be immersed in a strong fishing culture atmosphere the moment they step into the fishing village (Deng, 2013).

In Asia, the visual image shaping of rural hot spring tourism in Japan is of great reference significance. Relying on the hot spring culture and combining traditional architectural aesthetics, from the signboards of hot spring inns, interior decorations to the surrounding signposts, the design uniformly adopts wooden textures, simple hand-painted patterns, etc., showing a natural, simple, yet exquisite and elegant style, creating a coherent and deeply rooted visual impression, and attracting a large number of tourists to pursue this unique cultural experience (Li & Liu, 2016).

In China, there has been an increasing exploration of the visual image design of traditional cultural tourism destinations. In the research on the Old Town of Lijiang, scholars have focused on the extraction and transformation of characteristic cultural symbols such as ethnic costumes and Dongba characters. After the artistic treatment of Dongba hieroglyphs, they are applied to the packaging of souvenirs and street decorations, allowing tourists to seem to read the ancient cultural code when strolling in the ancient city. The overall visual

image of the ancient city thereby demonstrates a strong ethnic flavor (Song et al., 2020).

Regarding the fishing and hunting culture of chakan Lake, the current research points out that on the one hand, it is necessary to deeply analyze the fishing and hunting folk customs, such as the ritual process of sacrificing the lake and waking up the nets, and the shapes of traditional fishing and hunting tools, and accurately refine the visual elements (Cao, 2012). On the other hand, it is necessary to rely on digital means, such as using 3D modeling to restore historical fishing and hunting scenes to create virtual experiences, or optimizing tourists' on-site tour feelings through intelligent interactive guidance, so as to construct a complete, vivid and modern charming tourism visual image system and promote the cultural tourism of chakan Lake to a new height (Lyu, 2016).

In conclusion, the relevant practices and research at home and abroad have provided rich ideas for the design of the tourism visual image system of chakan Lake's fishing and hunting culture, emphasizing the in-depth exploration of culture, basing on experience, and integrating technology to help create a unique tourism brand identity.

Research Methodology

Literature Review Method: Widely consult academic literature, books, and reports in fields such as cultural tourism, visual communication design, and folk culture studies at home and abroad. Sort out the origin and development context of fishing and hunting culture, and master the theoretical basis and cutting-edge trends of tourism visual identity design. Provide theoretical support for the design of the visual identity system of Chakan Lake's fishing and hunting culture tourism at the macro level to ensure the scientific and forward-looking nature of the research. **Field Research Method:** Go deep into the Chakan Lake area and visit fishing and hunting villages, tourist scenic spots, fishery production bases, etc. on the spot. Observe the local architectural styles, such as the layout and decoration styles of traditional fishing and hunting tents and fishermen's courtyards, and extract representative architectural visual elements from them. Participate in fishing and hunting ceremonies such as the Lake Sacrifice and Net Awakening Ceremony, record the color usage and prop shapes

at the ceremony site, feel the strong cultural atmosphere and obtain first-hand visual materials. Conduct face-to-face interviews with local fishermen, tourism practitioners, and folk culture experts to understand the historical inheritance and changes of fishing and hunting culture as well as the existing problems and expectations of the current tourism visual identity, providing a basis for subsequent design improvements. **Case Analysis Method:** Select cases of successful cultural tourism visual identity shaping at home and abroad, such as the Norwegian fishing village, the Japanese hot spring village, and the Ancient City of Lijiang in China mentioned earlier. Analyze in detail their practices in aspects such as cultural element extraction, design concept innovation, and visual communication channels. Compare the similarities and differences between Chakan Lake and these cases, draw on their mature experience, avoid possible problems, and explore a unique visual identity shaping path suitable for Chakan Lake.

Results

The Historical Background and Current Status of Fishing and Hunting Culture

1) The Origin and Development of Fishing and Hunting Culture: The fishing and hunting culture of Chakan Lake has a long history, tracing back thousands of years to ancient fishing and hunting peoples. Due to the abundant aquatic resources of Chakan Lake, local residents have relied on fishing and hunting for generations, forming a unique cultural tradition. This culture is reflected not only in the fishing and hunting activities themselves but also in the associated traditional rituals, folklore, and ethnic art forms (Wang, 2018). 2) Current Status and Challenges: With the progress of modernization, traditional fishing and hunting methods have faced challenges. The application of modern fishing technology and the growing awareness of environmental protection have led to changes in the scale and form of fishing and hunting activities. At the same time, with the development of the tourism industry, how to protect and pass on the fishing and hunting culture has become a pressing issue for local governments and tourism practitioners.

The Significance of Visual Identity System Design

1) The Integration of Cultural Heritage and Tourism Promotion: The visual identity system, as an essential carrier of cultural dissemination, can showcase the essence of Chakan Lake's fishing and hunting culture through elements such as graphics, colors, and typography, making it more intuitive and accessible to visitors. Systematic design can enhance the brand recognition of Chakan Lake's cultural tourism and increase its appeal as a cultural tourism destination. 2) Enhancing the Visitor Experience: Good visual identity design not only attracts visitors but also, through the use of symbolic elements, strengthens their sense of identification with and participation in the fishing and hunting culture. In the tourism experience, the visual identity serves as a bridge for cultural transmission, allowing visitors to gain a deeper understanding of Chakan Lake's cultural significance while they explore the area.

Chakan Lake Fishing and Hunting Culture Tourism Visual Identity System Design Analysis

1) Visual Logo Design: The visual logo is the core of the visual identity system and is a key element in conveying a brand or cultural image. For the design of the visual identity of Chakan Lake's fishing and hunting culture tourism, the visual logo needs to be not only recognizable but also to deeply explore the unique connotations of Chakan Lake's fishing and hunting culture. The essence of this culture should be expressed through simple yet symbolic elements (Liu, 2018). In the design process, the first consideration is the core elements of Chakan Lake's fishing and hunting culture. Chakan Lake is renowned for its winter fishing, and essential tools in this culture, such as fish spears and fishing nets, can be distilled into graphic elements for the design. These tools not only represent the historical aspect of Chakan Lake's traditional fishing activities but also symbolize the wisdom and strength of the local residents as they battle the harsh winter conditions. Designers can simplify and abstract the forms of these fishing tools, incorporating them into the logo design to create a visual symbol with strong cultural significance.

In addition to tools, the image of fish is also a crucial component of the logo design. The abundant fish resources of Chakan Lake, particularly those caught during winter ice fishing, have become symbolic of the local culture. In

Chinese traditional culture, fish symbolize wealth, prosperity, and good fortune. Incorporating the image of fish into the visual logo can endow Chakan Lake's fishing and hunting culture tourism brand with a positive cultural meaning. Designers can use simple lines and dynamic forms to depict fish swimming under the ice, highlighting the vitality and energy of the fishing activities.

The abstraction and representation of traditional fishing and hunting scenes are also important aspects of the visual logo design. The winter fishing activities on the icy surface of Chakan Lake are grand and visually striking. This scene can be abstracted and expressed through the logo design. For example, the scene of fishermen pulling fishing nets across the ice can be simplified into geometric forms, retaining the symbolic nature of the cultural scene while incorporating the simplicity and modernity of contemporary design. After extracting the cultural elements, designers need to combine these elements with modern design principles to ensure that the logo design has both the depth of traditional culture and the appeal of contemporary aesthetics. Modern design principles emphasize simplicity, clarity, and ease of recognition. Therefore, during the design process, attention should be paid to simplifying the graphics, avoiding overly complex details, so that the logo remains clear and identifiable in various application contexts. Additionally, the logo design must consider its versatility in different applications, such as its display in various sizes, materials, and backgrounds, ensuring that it presents the best visual effect in all situations.

2) The Use of Color Systems: Color is a design element with strong symbolic significance in a visual identity system. Different color combinations can convey specific emotions and atmospheres, while also enhancing the recognition of a brand or cultural image (Liu, 2016). In the design of the visual identity system for Chakan Lake's fishing and hunting culture tourism, the use of color systems should fully incorporate the characteristics of Chakan Lake's natural landscape and fishing activities, creating a unique color scheme that enhances visual impact and cultural expression. Chakan Lake is known for its serene waters, vast ice surface, and rich ecological environment. Therefore, blue naturally becomes the foundational tone in the color system design. Blue not only symbolizes the clear waters of Chakan Lake but also conveys a sense of calm and profound natural beauty. Light blue can represent the tranquility and coldness of the winter ice, while deep blue can signify the depth and vastness of the lake. Beyond the foundational tones, the design should also incorporate

colors with ethnic significance to express the richness and uniqueness of Chakan Lake's fishing and hunting culture. Gold is a color with strong symbolic meaning in ethnic traditions. In Chinese culture, gold represents wealth, nobility, and success, and it can be used to depict the bountiful scenes of Chakan Lake's winter fishing activities, thereby reinforcing the cultural connotations of the visual identity system. The clever use of these two colors can give Chakan Lake's fishing and hunting culture tourism image a vibrant yet dignified visual experience.

At the same time, the design of the color system should consider the effect of colors in different application scenarios. For example, in the design of the scenic area guide maps, the use of color should prioritize clarity and recognition to ensure that visitors can quickly obtain information through color. In the design of souvenir packaging, colors need to be attractive and distinctive to enhance the cultural significance and market competitiveness of the products. Therefore, the design of the color system needs to be appropriately adjusted based on specific application scenarios to ensure that the visual identity presents the desired effect in various contexts.

3) Layout Design and Font Selection: Layout design and font selection are crucial components of a visual identity system, as they directly impact the efficiency of information delivery and the quality of the visual experience. In the design of the visual identity system for Chakan Lake's fishing and hunting culture tourism, layout design and font selection must balance cultural expression with modern aesthetics to ensure that information is communicated effectively while highlighting the unique aspects of Chakan Lake's fishing and hunting culture. The primary task of layout design is to ensure the clear transmission of information. During the design process, the layout should focus on the rational arrangement of images and text, avoiding clutter and confusion (Huang, 2020). For Chakan Lake's fishing and hunting culture tourism identity system, the layout design needs to be adjusted according to different application scenarios. For example, in tourism promotional materials, the layout should prioritize clarity and readability, ensuring that visitors can quickly access key information. The arrangement of images and text should be hierarchical, with important information prominently displayed, while sufficient white space should be maintained to prevent visual fatigue.

Font selection is another important aspect of layout design, as fonts not only convey textual information but also serve a cultural expression function. In the visual identity system for Chakan Lake's fishing and hunting culture tourism, font choices can include those with ethnic characteristics to reflect the unique identity of Chakan Lake's culture. Mongolian script, other ethnic fonts, or calligraphic fonts with traditional cultural resonance can be considered as options. These fonts can enhance the cultural atmosphere and add a distinctive historical depth to the visual identity.

At the same time, the design and application of fonts should emphasize consistency and flexibility. Across different application scenarios, such as guide maps, brochures, and souvenir packaging, font choices should remain consistent to ensure the coherence of the visual identity system. However, in certain specific contexts, fonts can be adjusted as needed—for instance, using more lively or solemn fonts in promotional materials for festive events or special commemorative occasions to enhance the atmosphere of the scene.

4) Application Scenario Analysis: The design of a visual identity system must consider not only its artistic and cultural elements but also its effectiveness in practical applications. The visual identity system for Chakan Lake's fishing and hunting culture tourism will be applied across various scenarios, each with specific functional requirements. Therefore, during the design process, it is necessary to make design adjustments based on different application scenarios to ensure both the unity and diversity of the visual identity.

Firstly, in the application of tourism promotional materials. Tourism promotional materials are one of the primary channels through which visitors obtain information about Chakan Lake, and the role of the visual identity in these materials is crucial. The visual identity system should emphasize the cultural highlights and tourism features of Chakan Lake, using vibrant colors and attractive graphics to capture visitors' attention. The layout design should consider the hierarchy of information, ensuring that key details, such as the guide map and activity schedules, are presented clearly. The combination of images and text should be well-balanced to enhance the readability and visual appeal of the promotional materials.

Secondly, in the application of scenic guide maps. Guide maps are essential reference tools for visitors during their tours, and their design directly impacts the visitor experience. The application of the visual identity system in guide maps should prioritize clarity and readability. The use of color should highlight different functional areas, such as attractions, service facilities, and dining areas, ensuring that visitors can quickly locate themselves. Additionally, the use of symbols and graphics should be simple and clear, avoiding overly complex designs that could hinder the efficiency of information delivery.

Thirdly, in the application of cultural and creative product design. Cultural and creative products are a way for visitors to take the culture of Chakan Lake home with them, so their design needs to carry a unique cultural commemorative significance. The application of the visual identity system in these products should focus on the extraction and expression of cultural elements, such as through the clever combination of logos and colors to highlight the characteristics of Chakan Lake's fishing and hunting culture. This can enhance the cultural value of the product design. Additionally, the design of cultural products should consider market demand, ensuring that they possess both artistic and cultural value while meeting consumers' aesthetic and practical needs.

Lastly, in the application of cultural activities. Chakan Lake hosts various cultural events annually, such as the Winter Fishing Festival and fishing and hunting culture exhibitions. These events are not only an integral part of Chakan Lake's cultural tourism but also a key opportunity to showcase the visual identity system. In the promotional materials, stage backdrops, and event signage for these cultural activities, the visual identity system should be adjusted according to the theme and atmosphere of the event. For example, the use of lively colors and dynamic layout designs can enhance the attractiveness and interactivity of the events.

The visual identity system design for Chakan Lake's fishing and hunting culture tourism needs to be applied flexibly across different scenarios, maintaining consistency in the visual identity while making appropriate adjustments according to specific scenario requirements. Through careful design and effective application, the visual identity system will become an essential tool in shaping the Chakan Lake fishing and hunting culture tourism brand,

providing strong support for the development of Chakan Lake's cultural tourism.

Design Implementation and Promotion Strategy

1) Steps in Design Implementation: The implementation of the visual identity system for Chakan Lake's fishing and hunting culture tourism is a systematic process that involves several critical steps to ensure that the final design conveys the uniqueness of the fishing and hunting culture while meeting the demands of the modern tourism market. The design implementation process can be divided into four main steps: research, conceptual design, feedback and adjustment, and finalization.

Firstly, the research phase serves as the foundation for the entire design implementation. During this phase, the design team needs to delve deep into the Chakan Lake region to gain a comprehensive understanding of the local cultural background, fishing and hunting traditions, and the needs and expectations of tourists. This process includes on-site visits, interviews with local fishermen and cultural scholars, as well as surveys of tourist groups. Through research, designers can obtain firsthand information that provides strong support for the subsequent design work. Additionally, the research should focus on market trends, analyzing successful cases of similar cultural tourism destinations both domestically and internationally, drawing on these experiences and combining them with the unique resources of Chakan Lake to develop a feasible design direction.

Next is the conceptual design phase. In this phase, the design team translates the research findings into specific visual identity design proposals. This includes logo design, color systems, layout design, and application scenario planning. The design proposals should fully reflect the uniqueness of Chakan Lake's fishing and hunting culture while adhering to modern aesthetic standards. Through multiple rounds of internal discussions and presentations of initial design drafts, the design team can gradually refine the proposals and establish an initial framework for the visual identity system.

The feedback and adjustment phase are a critical stage in the design implementation process. During this phase, the design team tests the initial proposals, conducting small-scale displays and collecting user experience feedback to understand how the design performs in real-world applications. The feedback collected includes the acceptance of the visual effects, the effectiveness of cultural connotation transmission, and users' experience during the interaction with the design. Based on this feedback, the design team will optimize and adjust the proposals to ensure that the final visual identity system is both culturally rooted and meets the aesthetic and practical needs of tourists.

Finally, the finalization phase consolidates the findings from the research, design, and feedback stages into a complete visual identity system. Finalization includes not only the determination of design elements but also the compilation of an application manual to guide the subsequent promotion and implementation. The completion of this phase marks the official conclusion of the design implementation work and lays a solid foundation for the next step in the promotion strategy.

2) Promotion Strategy: After the design is completed, effectively promoting the visual identity system for Chakan Lake's fishing and hunting culture tourism is key to ensuring that this design is widely recognized and applied (Zhang, 2019). The promotion strategy needs to combine multiple online and offline channels to maximize the influence of Chakan Lake's fishing and hunting culture.

Online promotion is one of the essential means of modern tourism marketing. First, social media platforms such as Weibo, WeChat, and Douyin can be utilized to release visual identity content related to Chakan Lake's fishing and hunting culture, including logo introductions, color system explanations, and application scenario displays. By creating creative short videos, sharing cultural stories, and organizing user interaction activities, a wide range of social media users can be attracted to follow and participate. Collaborating with travel influencers or cultural bloggers can further expand the influence and attract more potential tourists. Additionally, the design team can establish a dedicated website or mini-program to provide online display and download services for the visual identity system, making it convenient for tourism enterprises and cultural institutions to conduct secondary dissemination and application.

Offline promotion requires leveraging various real-world scenarios to integrate the visual identity system into all aspects of Chakan Lake tourism. For example, during tourism exhibitions, cultural festivals, and local specialty markets, the unique charm of Chakan Lake's fishing and hunting culture can be promoted to tourists and industry professionals through the display of logos, brochures, and souvenirs. Additionally, local tourism infrastructure can be utilized to apply the visual identity system to guide maps, scenic area signage, and public facility decorations, enhancing the immersive experience for visitors. The design team should also work closely with local government and tourism enterprises to apply the visual identity system in official promotional activities, such as TV commercials, promotional videos, and city outdoor advertisements, further expanding the brand influence of cultural tourism.

Through a multi-channel promotion strategy, both online and offline, the visual identity system for Chakan Lake's fishing and hunting culture tourism will not only gain widespread recognition and application but also establish a unique cultural tourism brand image in the market, attracting more visitors to experience this unique cultural feast. This series of promotional measures will contribute to the further development of Chakan Lake's cultural tourism industry and the broader dissemination and promotion of its fishing and hunting culture.

Discussions

Precisely Excavate and Transform Fishing and Hunting Culture Elements: Chakan Lake has a profound fishing and hunting culture. Traditional fishing tools, costumes, ritual props, etc. are all valuable materials. However, they cannot be directly copied. Instead, modern design concepts should be employed to simplify and abstract them. For example, integrating ancient tools into scenic area signs can retain the original charm while conforming to modern aesthetics. Designers need to balance these two aspects and refine the design meticulously. Build a Coherent Visual Identity System: Currently, the styles of the scenic area's promotional materials, souvenirs, and online promotion content are chaotic. It is necessary to establish unified design standards. For instance, in winter, mainly use blue and white colors supplemented with golden ones to highlight the atmosphere. Moreover, the offline and online visuals should echo

each other. Multiple parties need to collaborate to strengthen the brand impression. Enhance Tourist Experience and Interactivity: Modern tourism emphasizes a sense of participation. VR and AR technologies can be used to enable tourists to experience fishing and hunting scenes. Or participatory installations can be set up, such as allowing tourists to paint blessing plaques. However, factors such as cost, maintenance, and tourist acceptance need to be considered and optimized flexibly. Give Consideration to Cultural Sustainability and Innovation: The visual identity should inherit the essence of fishing and hunting culture and prevent excessive commercialization. At the same time, it should combine popular elements to launch new designs seasonally. The scale of innovation should be carefully controlled. Multiple parties should jointly ensure the vitality of the culture.

New Knowledges

Integration of digital technologies brings innovative experiences. By means of 3D modeling, animation production, etc., ancient fishing and hunting ceremonies and legends can be vividly restored and transformed into immersive online exhibitions or interactive installations within the scenic area. Tourists can scan a QR code with their mobile phones to view dynamic fishing and hunting scenes. This not only expands the time - space boundaries of cultural dissemination but also adds fun and a sense of technology to the visual image, changing the previous static and single display mode. The application of interdisciplinary knowledge is of crucial importance. The cross - application of sociology, folklore, and design helps to deeply analyze the social structure, group psychology, and inheritance context behind the fishing and hunting culture, thus accurately positioning the cultural anchor points for visual image design. For example, understanding the changes in the lifestyle of the fishing and hunting community from a sociological perspective can assist designers in selecting the most representative elements that can trigger emotional resonance and integrating them into the design, making the visual image rich in depth and connotation. The co - creation model with tourists opens a new chapter. Encourage tourists to participate in the creation of visual images, such as holding fishing and hunting themed photography competitions and creative handicraft collection activities. The excellent works can be applied to scenic area publicity or transformed into souvenirs. This not only motivates tourists but

also changes the visual image from being unilaterally shaped by the scenic area to being jointly created by tourists and the scenic area, endowing the tourism visual image of Chakan Lake's fishing and hunting culture with diverse vitality.

Conclusions

The design of the visual identity system for Chakan Lake's fishing and hunting culture tourism is not only a means of preserving and promoting this cultural heritage but also a crucial pathway for advancing cultural tourism development. Through this systematic visual design, Chakan Lake's fishing and hunting culture can be presented to visitors in a more intuitive and vivid manner, allowing them to deeply appreciate the history and culture of this land, thereby enhancing the appeal and market competitiveness of cultural tourism.

Suggestions and Recommendations

General Recommendations

Integrating deeper cultural elements into Chakan Lake's visual identity system can enhance visitor engagement by showcasing unique traditions, rituals, and narratives that define the area's heritage. This could be achieved by employing storytelling techniques within the visual identity that emphasize Chakan Lake's history and cultural significance. This approach not only educates visitors but also provides them with a more immersive experience that resonates on a personal level. Additionally, incorporating sustainability practices into the design and dissemination of promotional materials can help position Chakan Lake as a responsible and forward-thinking destination. Using eco-friendly materials and promoting sustainable tourist behaviors can enhance the destination's appeal to environmentally conscious visitors, aligning the brand with global sustainability trends.

Expanding the application of the visual identity system to include digital and interactive platforms can cater to a broader and more technologically savvy audience. This could involve developing mobile applications, virtual tours, or interactive installations that engage visitors and provide them with a dynamic way to explore Chakan Lake's culture and landscape. Furthermore, fostering interdisciplinary collaboration in the development process can bring new

perspectives and innovative ideas, ensuring that the visual identity system is not only visually appealing but also culturally and environmentally sensitive. Collaboration across various fields—design, cultural history, environmental science, and tourism—can lead to a more holistic and robust visual identity system.

Further Research Recommendations

Post-implementation impact assessments are crucial to understanding how effectively the visual identity system enhances tourism and visitor satisfaction at Chakan Lake. This research should involve quantitative and qualitative methods to gather comprehensive feedback on the visual identity's impact on tourist engagement and perceptions. Such studies can inform ongoing adjustments and refinements to the visual identity system, ensuring it remains relevant and effective. Moreover, conducting comparative analyses with similar cultural tourism destinations that have successfully implemented their own visual identity systems can provide valuable insights and benchmarks. These studies can reveal best practices and innovative approaches that Chakan Lake might adopt to enhance its own visual identity system.

Exploring long-term branding strategies that ensure the visual identity system remains dynamic and engaging over time is also essential. This involves regular updates and revisions that reflect current trends and visitor feedback, keeping the visual identity fresh and relevant. Additionally, investigating the integration of emerging technologies like augmented reality (AR) and virtual reality (VR) can offer new ways to engage visitors. These technologies could provide immersive and interactive experiences that make Chakan Lake's cultural heritage more accessible and engaging for all ages and backgrounds, potentially transforming the way visitors interact with the destination. Such research would not only keep Chakan Lake at the forefront of cultural tourism innovation but also enhance its competitiveness in the global tourism market.

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