

PROMOTIONAL DESIGN FOR ZHENG ZHOU, CHINA

BY  
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THIS BOOK IS PART OF THE REQUIREMENT TO FULFILL  
VIS 4116 ART THESIS I & VIS 4122 ART THESIS II  
DEPARTMENT OF VISUAL COMMUNICATION DESIGN  
ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS  
ASSUMPTION UNIVERSITY

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ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS,  
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APPROVES THAT THE ART THESIS  
IS A REQUIREMENT OF THE BACHELOR DEGREE OF FINE AND APPLIED ARTS



(A. DARUNEE SA-AREDDEE)

DEAN


ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS



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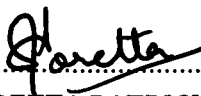
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## ABSTRACT

Nowadays, more and more people would like to travel all over the world to see and enjoy the different cities and sceneries. Of course, an unforgettable trip will also allow people to meet and make more friends. Most of the cities have outstanding characteristics that is used to show their unique selling point to travelers including my hometown Zhengzhou (China) which is the main part of my project. In addition, bringing the unique point of the city in order to make Zhengzhou stand out is the most challenging part of this project.

Zhengzhou is an ancient capital of Central Plains with a long history. It is not only the origin of Chinese civilization, but also a city with integrated tradition and modernity. Zhengzhou is the birthplace of the Xiaoxiang Lion Dance, it is the oldest and most traditional Han folk dance in Henan and even China. Thus, I choose to design it as a promotional design that can go along with the Zhengzhou's unique selling point that can show their culture. The concept of my design is "Unforgettable Trip in Zhengzhou" that emphasizes on having a trip in Zhengzhou will make people unforgettable. Furthermore, the combination of the lion dance with the word 'Zhengzhou' and the feeling of being welcome and friendly are the most cheerful characters. It represents local culture of Zhengzhou. It goes along with the feeling of city, which shows the movement. The whole design brings good wishes to the tourists and welcomes all those who come to Zhengzhou.

In conclusion, I hope my design on promotional design for Zhengzhou, China will make the city to have a stronger, outstanding and unforgettable characteristic and show the culture and famous view in Zhengzhou to people.

## ACKNOWLEDGMENT

First, I would like to thank the thesis project which has given me a chance to challenge myself in doing this project. It has earned me my experience for a better uplift in my scope of work. Secondly, I would like to thank my parents who have always supported me throughout my project with anything and at anytime. Third, I really want to thank you, my advisor A.Khonteeneung Saenghiruna and thesis committee A.Tiffany Shelton and A. Wuthichai Choonhasakulchoke who have always given me good suggestions that helped me a lot. In addition, I appreciate all my friends who have supported me and helped me with the production of the exhibition. Lastly, thanks to myself for not giving up and for working hard until my project finished successfully.



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**CHAPTER 1**  
**INTRODUCTION**



# Chapter 1

## Introduction

### 1.1 Background

Zhengzhou is the capital city of Henan Province. It is an important central city in central China, a mega city, an important national transportation hub and a core city of the Central Plains Economic Zone. It is located in the southern part of the North China Plain and in the middle and lower reaches of Yellow River, north of the central part of Henan. Because Zhengzhou was once the capital of major political regimes for a long time in Chinese history and one of the cradles of Chinese civilization, Zhengzhou has a profound cultural heritage and numerous historical and cultural landscapes.

With the development of tourism, more and more people come to my hometown: Zhengzhou. This is a good chance for tourists to know more about Zhengzhou, because each tourist attraction has its own cultural background and activities. But due to the neglect of promoting the core cultural values of Zhengzhou, many tourists may miss the characteristic of those scenic spots. This will make tourists miss the chance to know more about Zhengzhou and lose the significance of traveling.

By using promotional design, I can introduce local scenic spots into strong visual images. This will be more impressive and can be more easily understood than being introduced in words. Featuring a beautiful design of a tourism destination will keep people interested and picture in their minds what will they see when they are traveling.

### 1.2 Problem Statement

Although tourism is developed, but ways to promote Zhengzhou local attractions are neglected. This causes most of the tourist not to know about those scenic spots which is worth to be visited during the trip. Other than that, due to the lack of effective use of local tourism resources and sufficient promotion, Zhengzhou's tourism features and styles are not significant, and cannot attract more people to visit Zhengzhou. The information from the internet is usually describes in words which leads to the loss of interest in wanting to know.

### 1.3 Project Objectives

1. To promote Zhengzhou through the scenic spots
2. To demonstrate the traditional culture of Zhengzhou and the development of times, the image of Zhengzhou characteristics can be re-established
3. To make the Zhengzhou outstanding and attractive when compare to competitors in the same level of tourism in that zone

### 1.4 Applications

1. Logo design
2. 3 Poster design
3. Brochure design
4. Souvenir design
  - 3 badges design
  - 3 canvas bags design



## 5. Packaging design



**CHAPTER 2**  
**INFORMATION ANALYSIS**



## 2.1.1 Marketing Mix Zhengzhou

## Kaifeng

## Luoyang

## Comparative Analysis

- **Martial arts culture** is the city propaganda postcard of Zhengzhou, **Zhengzhou International Shaolin Wushu Festival** is world-level comprehensive festival integrating martial arts, culture, tourism exchange. Buddhist music has significant meaning in Zhengzhou, **Shaolin Zen Music** is the world's largest mountain reality show. The music shows combined Buddhist with sounds of nature, meditation and marital arts together.
- The development period of **Yellow River civilization** is its sublimation stage, the political power system of the father passing on the son to the family came into being, relatively mature state institutions were formed, and the epochal bronze culture was famous at home and abroad.
- **Culture of Historic Monuments of Dengfeng in "The Centre of Heaven and Earth"** constitutes a visual architecture history of the Central Plains around 2000 years, it was inscribed on the world heritage list in 2010.
- **Henan Huimian** is one of Chinese Top 10 noodles, Zhengzhou is even known as the city of 'Huimian. If you don't eat a bowl of Huimian in Zhengzhou, it seems you never visit Zhengzhou.
- **Zhengzhou Central Business District** is the new landmark of Zhengzhou, its function cover office, scientific research, education, culture, commerce, residence.
- **Zhongyuan Tower** is the highest steel structure tower in the world. It is a multi-functional commercial art and culture center which integrating radio and television signal transmission, tourism and sightseeing.
- **Xiaoxiang Lion Dance** is the oldest and most traditional Han folk dance in Henan and even China. Xiaoxiang Lion Dance is a combination of ornamental and entertainment, based on folk literature and art characteristics, loved by the audience.
- **Memorial Ceremony to Ancestor in Huang Di's Native Place** is a ceremony for Chinese Yan Huang descendants to worship their ancestor Huang Di in Zhengzhou. The promotion of the excellent traditional culture of the Chinese nation, the tribute to the ancestor's merits, and the theme of the Chinese nation's roots and ancestors, symbolizes that the descendants of Yan Huang are connected by blood and passed on from generation to generation.
- **Chaohua Song** is a very ancient traditional form of playing, is a combination of playing and percussion, roughly originated in the Shang and Zhou Dynasties, it is known as living fossils of the Chinese national musical instrument of the ancient music.
- **Zhengzhou Fangte Joy World** is a cultural and technological theme park with high-technology as its main form of expression. There are two experience zones, including the science fiction experience zone and the Chinese cultural experience zone, four cultural and technological industrial bases of creative base, digital animation base, film and television post base and talent training base.

## Ticket Price

Pricing is collected from 13 4A and 5A rate attractions in Zhengzhou, averaged the sum of total 13 prices, the average ticket price of Zhengzhou is 458.45 Bath. The lowest and highest price are 100 Bath and 1400 Bath respectively.

- **Kaifeng Fu** is located on the north bank of Baogong East Lake in Kaifeng City, Henan Province. It is the administrative and judicial office of the Northern Song Dynasty. In addition to being able to see a large number of precious historical materials, anecdotes and exhibition, it is also a miniature of the prison culture in the Song Dynasty.
- **Qingming Shanghe Garden** is a large-scale Song Dynasty cultural real theme park located on the west bank of Longting Lake in Kaifeng. The Qingming Shanghe Garden is based on the realistic painting of the painter Zhang Zeduan, 'Along the River During the Qingming Festival', with Song Dynasty culture, folk customs, royal gardens and ancient entertainment is a culture theme park featuring a tourist experience.
- **Daxiangguo Temple**, formerly known as Jiangguo Temple. It is a famous Buddhist temple in China. During the Northern Song Dynasty, Daxiangguo temple won the royal respect and was expanded many times. It is the largest temple and national Buddhist activity center in capital. At the beginning of the new year, the Daxiangguo Temple will hold a Lantern Festival. Every October, with the opening of the Chrysanthemum Flower Fair, Daxiangguo Temple will hold the annual Water and Land Ritual, praying for the prosperity of the country and the peace of the world.
- **Zhuxian Town Woodcut New Year Pictures** is one of the ancient Chinese traditional handicrafts. As the originator of Chinese Woodcut New Year Pictures. Zhuxian Town's woodcut New Year's paintings are full of composition, the lines are rough and simple, the shapes are simple and exaggerated, and the colors are new and bright. On May 20, 2006, Zhuxian Town's woodcut New Year pictures were approved by the State Council to be included in the first batch of national intangible cultural heritage.
- **Fish and Fired Noodles** is the abbreviation of 'Sweet and Savory Noodles with Fish', which is a famous traditional dish in Kaifeng, Henan Province, and one of the '10 famous dishes of Henan cuisine'.
- **Yu Opera** is one of the five major Chinese Opera Dramas. The origin area: Kaifeng, the ancient capital. Due to the differences in voices between different places, the Yu Opera has formed an artistic genre with regional characteristics in music. The 'Xiang Fu Tune' originated in Kaifeng and is the mother tune of Yu Opera, it is the standard Zhongzhou phonology and is the most authentic opera aria. Yu Opera cadence, clear language expression, mellow, lively, good at expressing the inner feelings of the characters.

## Ticket Price

Pricing is collected from 13 4A and 5A rate attractions in Kaifeng, averaged the sum of total 13 prices, the average ticket price of Kaifeng is 261.55 Bath. The lowest and highest price are 150 Bath and 600 Bath respectively.

- **Longmen Grottoes** are one of China's stone carving art treasures. Longmen grottoes continued for a long time, which spanned many dynasties. It reflected the development and changes in many fields such as politics, economy, religion and culture in ancient China from different aspects with a large number of physical images and written materials, making a significant contribution to the innovation and development of Chinese grotto art. It was listed as a world cultural heritage by UNESCO in 2000.
- **Baima Temple (White Horse Temple)** is the first ancient temple in China, the world-famous temple, is the first official temple built after Buddhism was introduced to China. It is known as the history of more than 1900 years. The existing sites and monuments are reserved for the Yuan, Ming and Qing Dynasties.  
**Thai Buddha hall**  
Thailand hall of Buddhism was built in the early 1990s, located in the Baima Temple (White Horse Temple) on the west side of the ancient construction, south and India hall of Buddhism adjacent. In order to enhance the friendship between China and Thailand, the two countries signed the memorandum of offering Buddha statues to Baima temple (White Horse Temple) in Luoyang, China.
- **'The Peony Culture Festival of Luoyang China'** peony was once regarded as the national flower of China in the late Qing Dynasty. China Luoyang peony culture festival has been listed as a national intangible cultural heritage, as one of the four national associations, renamed as 'China Luoyang peony culture festival'.
- **Tang tri-color Glazed earthenware** is a kind of low-temperature Glazed earthenware prevailing in the Tang dynasty. It is mainly yellow, green and white, so people are used to call it "Tang tri-colored Glazed earthenware". Because tang tri-color earliest, most unearthed in Luoyang, also known as 'Luoyang tri-color tang'. It forms the melody of tang dynasty culture together with other cultures of tang dynasty poetry, painting and architecture.
- **Luoyang Musical Opera**, also known as Luoyang Small Tunes, is a new type of opera drama, belonging to a large genre of Yu Opera, which has a history of more than 60 years. Because of its strong local flavor and local color, good at expressing the local working people's thoughts and feelings. Luoyang Musical Opera has the characteristics of a melody. Its tunes are mostly short in structure, the melody is simple and smooth, and the rhythm is bright and compact.
- **Shui Xi of Luoyang**, a characteristic traditional banquet in Luoyang, Henan province, belongs to the Henan cuisine department. Shui Xi of Luoyang has two meanings: first, all hot dishes have soup; second, after finished one hot dish, remove it, and then add a new hot dish, which is constantly updated like running water. Shui Xi of Luoyang is characterized by well-regulated, wide selection of materials, simple but complex, taste diverse, sour, spicy, sweet, salty, comfortable and delicious.

## Ticket Price

Pricing is collected from 14 4A and 5A rate attractions in Luoyang, averaged the sum of total 14 prices, the average ticket price of Luoyang is 368.20 Bath. The lowest and highest price are 140 Bath and 850 Bath respectively.

- Compared to three cities' products, they all have unique selling points. Their culture and history background corresponding to dynasties. But the influence of Zhengzhou's culture is international and modern. But other two cities' culture is still based on tradition. Zhengzhou as capital city and center of Zhong Yuan economy zone, the city is transfer from heavy industrial city to innovation city. The prosperity of transportation, commerce and politics promotes the transformation of tourism industry. The tourism industry is no longer exist alone, the convenience of transportation brings more tourists and the development of business creates more tourism commodities. So, Zhengzhou has a sounder tourism industry structure with modern business chain. I conclude that Kaifeng and Luoyang's products have more unique history and culture, but historical culture must combine with business model to maximize and innovate its potential. Zhengzhou has significant advantages on this point.

- Compare three cities' ticket price, Zhengzhou has the highest average ticket price and food price, it can be explained that Zhengzhou is the economic center of Henan province. While compare the hotel price, Zhengzhou is in the second place, but its price range gives flexibility. The



Name of Attractions	Price of Ticket (Bath)
Songshan Shaolin Scenic Spot	400
Yellow River Scenic Spots Area	300
Huang Di's Native Place	0
Zhengzhou Fangte Joy World	1300
Kang Baiwan Manor	325
Zhongyuan Tower	475
Zhongyue Temple	150
Songyang Academy of Classical Learning	135
Zhengzhou Fengle Farm, Yellow River Valley Malawan Wave Bath Scene Area	700
Fuxi Valley	300
Zhengzhou Gubaidu Feihuang Tourist Area	375
Zhengzhou China Green Expo Garden	100
Shaolin Zen Music Ritual	1400
Average	458.45

- Hotel Price**  
By averaging the price of Top10 popular hotels which has the highest occupancy rates, the average hotel price is 1812.50 Bath. (Based on check in one day) The lowest and highest price are 945 Bath and 2695 Bath respectively.

Name of Hotel	Price (Bath)
Henan Skyland GDH Hotel	1990
East Select Hotel (Zhengzhou Economic Development Zone)	1825
Mehood Lestie Hotel (Zhengzhou Zhengdong New Area Convention and Exhibition Center)	1995
Jianguo Hotel	2540
Yolanda Hotel (Zhengzhou CBD Exhibition Center)	1335
Mi Lan Hotel	945
Haifu Rongjin Hotel (Zhengzhou East High-speed Railway Station)	1140
Happy Inn (Zhengzhou Dongming Road)	2280
Aimu International Hotel (Zhengzhou East Railway Station Exhibition Center)	1380
Grand Metropark Orient Hotel	2695
Average	1812.50

- Food Price**  
Consumption per person per day is estimated at 525 Bath.
  - Breakfast: 75 Bath
  - Lunch: 250 Bath
  - Dinner: 200 Bath
- Transportation Fee**  
Transportation method in Zhengzhou is diversified such as, subway, bus, taxi. Tourists have more choice, if one transportation is not available like subway, they can choose another type like bus, their opportunity cost of transportation is low. The cost of subway is at range of 10 Bath to 25 Bath; charge of bus is normally 5 Bath; taxi fees start at 40 Bath; each additional kilometer adds 7.5 Bath.

- Zhengzhou is the capital of Henan province; normally capital city is known by people. So, Zhengzhou can provide more available to tourists.
- Beijing – Zhengzhou: 689 kilometers, Flight: one hour and forty minutes, high-speed train: two and a half hours
- Shanghai – Zhengzhou: 950.6 kilometers, Flight: one hour and fifty minutes, high-speed train: three hours and 48 minutes
- Guangzhou – Zhengzhou: 1449.7 kilometers, Flight: two hours and twelve minutes, high-speed train: about six hours

Name of Attractions	Price of Ticket (Bath)
Kaifeng Fu	325
Dragon Pavilion	450
Iron Pagoda	300
Qingming Shanghe Garden	600
Daxiangguo Temple	200
Kaifeng Baogong Temple	150
Han Yuan Park	250
Zhuxian Town	250
Kaifeng Drum Tower	300
Yanqing View	150
Zhuxian Town Yuefei Temple	150
Kaifeng Museum	0
The Song Dynasty of Kungfu City	275
Average	261.55

- Hotel Price**  
By averaging the price of Top 10 popular hotels which has the highest occupancy rates, the average hotel price is 1657.00 Bath. (Based on check in one day) The lowest and highest price are 940 Bath and 2570 Bath respectively.

Name of Hotel	Price (Bath)
Yinxiang Hotel	1470
Zhongzhou International Hotel	2570
Yue Ting Hotel	1310
Flowers Thousand Trees Hotel	2540
Qianna Bianyuan Hotel	1645
Moshe Yuanshu Hotel	1675
Lavenda Dream	1790
Courtyard & Sunshine Inn	940
Guanyi Inn	1890
Baihehui Loft Hotel	1960
Average	1657.00

- Food Price**  
Consumption per person per day is estimated at 400 Bath.
  - Breakfast: 50 Bath
  - Lunch: 200 Bath
  - Dinner: 150 Bath
- Transportation Fee**  
Transportation method in Kaifeng is not diverse, there is no subway in Kaifeng. So, if tourists cannot take more cheaper method like bus, they have to take taxi which charges more than bus.as a result, opportunity cost of transportation in Kaifeng is high. The cost of the bus is 5 Bath, and taxi fee is start at 25 Bath, each additional kilometer adds 5 Bath.

- Kaifeng is located in the hinterland of north China plain, in the east of Henan province, on the south bank of Yellow river, west of the provincial capital Zhengzhou. Since Kaifeng is close to Zhengzhou, the transportation distance and time is quite similar to that of Zhengzhou.

Name of Attractions	Price of Ticket (Bath)
Longmen Grottoes	450
Baima Temple (White House Temple)	280
National Peony Garden	200
The Laojun Mountain	500
Luoyang Baiyun Mountain Scenic Spot	375
Luoyang Museum	0
The Jiguandong Tourist Area	450
Longtan Valley	400
Guanlin Temple	200
Long Yu Bay Scenic Area	600
Yangzigou Scenic Spot	210
Fengxiang Hot Spring	850
Muzhaling Tourist Area	500
Xiaolangdi Dam Scenic Area in The Yellow River	140
Average	368.20

- Hotel Price**  
By averaging the price of Top 10 popular hotels which has the highest occupancy rates, the average hotel price is 1957.50 Bath. (Based on check in one day). The lowest and highest price are 1355 Bath and 2640 Bath respectively.

Name of Hotel	Price (Bath)
Huayang Plaza Hotel	2480
Mehood Lestie Hotel	1690
Yading Peninsula Hotel	2640
Mehood Lestie Hotel	2175
Lee Royal Hotel Mudu	2490
Atour Hotel	1355
Qianna Qianxun Boutique Hotel	1385
New Friendship Hotel	1640
Dong Shan Hotel	2095
Friendship Guesthouse	1625
Average	1957.50

- Food Price**  
Consumption per person per day is estimated at 460 Bath.
  - Breakfast: 60 Bath
  - Lunch: 225 Bath
  - Dinner: 175 Bath.
- Transportation Fee**  
Same condition in also happened in Luoyang, the city is not available for subway. So, the opportunity cost of transportation in Luoyang is high. The cost of bus is 5 Bath, taxi fee is start at 35 Bath, each additional kilometer adds 7.5 Bath.

- Luoyang is located in the west of Henan province, across the middle and lower Yellow River on both sides, east of the provincial capital of Zhengzhou. Since Luoyang is close to Zhengzhou, the transportation distance and time is quite similar to that of Zhengzhou.

diversification of transportation brings low lost to tourists. Overall, Zhengzhou's price is little bit higher than that of other two cities. But as the capital city, it is reasonable for Zhengzhou's higher price, tourists also are capable to accept it.

- Since these three cities are in Henan province, and three cities are adjacent to each other, so none of them can take absolute advantages in travel distance and time. But Zhengzhou is the capital city, it is also the center of Central Plains economic region, its

Promotion

• Chengdu – Zhengzhou: 780 kilometers, Flight: two hour and ten minutes, high-speed train: about five hours

- Zhengzhou Tourism Bureau advertising, <https://youtu.be/-xC4G87YMUM>
  - App promotion: APP such as, Qunar, Ctrip, Tuniu
  - Online advertising: Alibaba
  - **Brochure:** Zhengzhou Tourism Bureau Brochure
  - Zhengzhou government grants all scenic viewing free to people during national holidays which provide social welfare to people.
- Poster: Kaifeng Tourism Bureau
  - App promotion: APP such as, Qunar, Ctrip, Tuniu
  - Online advertising: Alibaba
  - Kaifeng government grants all scenic free to people during national holidays which provide social welfare to people.

geographical position has the advantage.

- Poster: Luoyang Tourism Bureau
- App promotion: APP such as, Qunar, Ctrip, Tuniu
- Online advertising: Alibaba
- Luoyang determine its tourism slogan as “City of Peony”. The slogan attracted tourists to explore the Chinese national flower and why Luoyang is the city of peony.

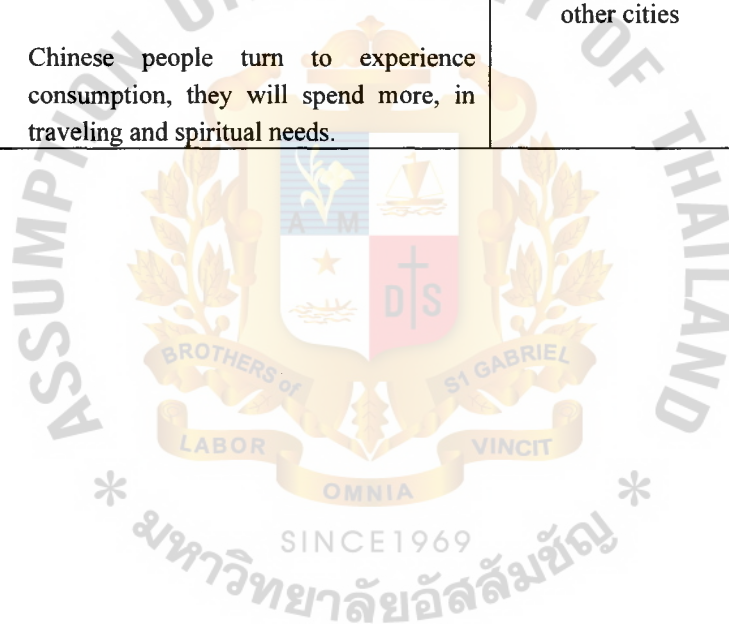
• Luoyang puts most effort on promoting its tourism image which is “the city of Peony”. It is widely known in China. Zhengzhou is focussed on local government advertising that gives tourists strong confidence on Zhengzhou. Kaifeng’s promotion is relatively normal. Overall, Zhengzhou is in the process of improving its tourism promotion, but it still falls behind Luoyang.



## 2.1.2 SWOT

Internal Factors	Strength	Weakness
	<ul style="list-style-type: none"> <li>• Zhengzhou has its unique martial arts culture; this culture has been inherited for thousands of years and it is irreplaceable by other cities. Martial arts already have international influence, it is much easy for Zhengzhou to promote it.</li> <li>• Zhengzhou is capital of Henan province, it is economic, political, and culture center of Henan province. It is the next national level city in China, currently there are Shanghai, Beijing, Guangzhou. Zhengzhou has the absolute advantage of development opportunity, both central a local government will first offer capital, labor, and other resources to Zhengzhou. In addition, the positive potential of Zhengzhou attracts both domestic and foreign business person to set up business.</li> <li>• Zhengzhou is the traffic network center of China, it means from Zhengzhou, you can get to all parts of China, vice versa. Zhengzhou has China's first and biggest aviation economic zone, the convenience of aviation network promotes the economic and culture exchanges between Zhengzhou and world.</li> </ul>	<ul style="list-style-type: none"> <li>• Zhengzhou's tourism has only developed for a few years, and there is no complete tourism development plan. The tourism industry is at the medium level in China. The development of Zhengzhou's tourism must focus on long-term objective, and it requires more capital and tourism management.</li> <li>• The brand effect of Zhengzhou's tourism is low, there is no industry leader. Visitors often misinterpret Zhengzhou' culture as a single attraction. The tourism industry's lack of specialization will lower the productivity.</li> <li>• Tourists who come to Zhengzhou is focussed on sightseeing, they have not explored the depth of experience of local culture. They don't get the sense of accomplishment and happiness that comes from challenging themselves.</li> </ul>

External Factors	Opportunity	Threat
	<ul style="list-style-type: none"> <li>Chinese government is promoting the “one belt, one road” strategy, Chinese government and Thai government is engaging in deep corporation, the strong relationship between two countries will bring attention to Zhengzhou.</li> <li>Zhengzhou government has set goal of 100 million RMB in total tourism revenue. Government require the tourism must be bombinated with culture, it aims to create creativity and smart tourism.</li> <li>Net inflow population rapidly growth in the past decades will bring highly educated talents to Zhengzhou.</li> <li>Chinese people turn to experience consumption, they will spend more, in traveling and spiritual needs.</li> </ul>	<ul style="list-style-type: none"> <li>Zhengzhou is threatened by the advantages of nearby city, such as Xi’an, more than 40 million tourists visit Xi’an every year than tourists go to Zhengzhou. The tourism industry in Xi’an has a sound structure and business chain.</li> <li>Surrounding local government significantly promote their city resources and features.</li> <li>The convenience of Zhengzhou’s traffic network may cause the city to lose some visitors, because they may treat Zhengzhou as a relay station to other cities</li> </ul>



### 2.1.3 Target Group

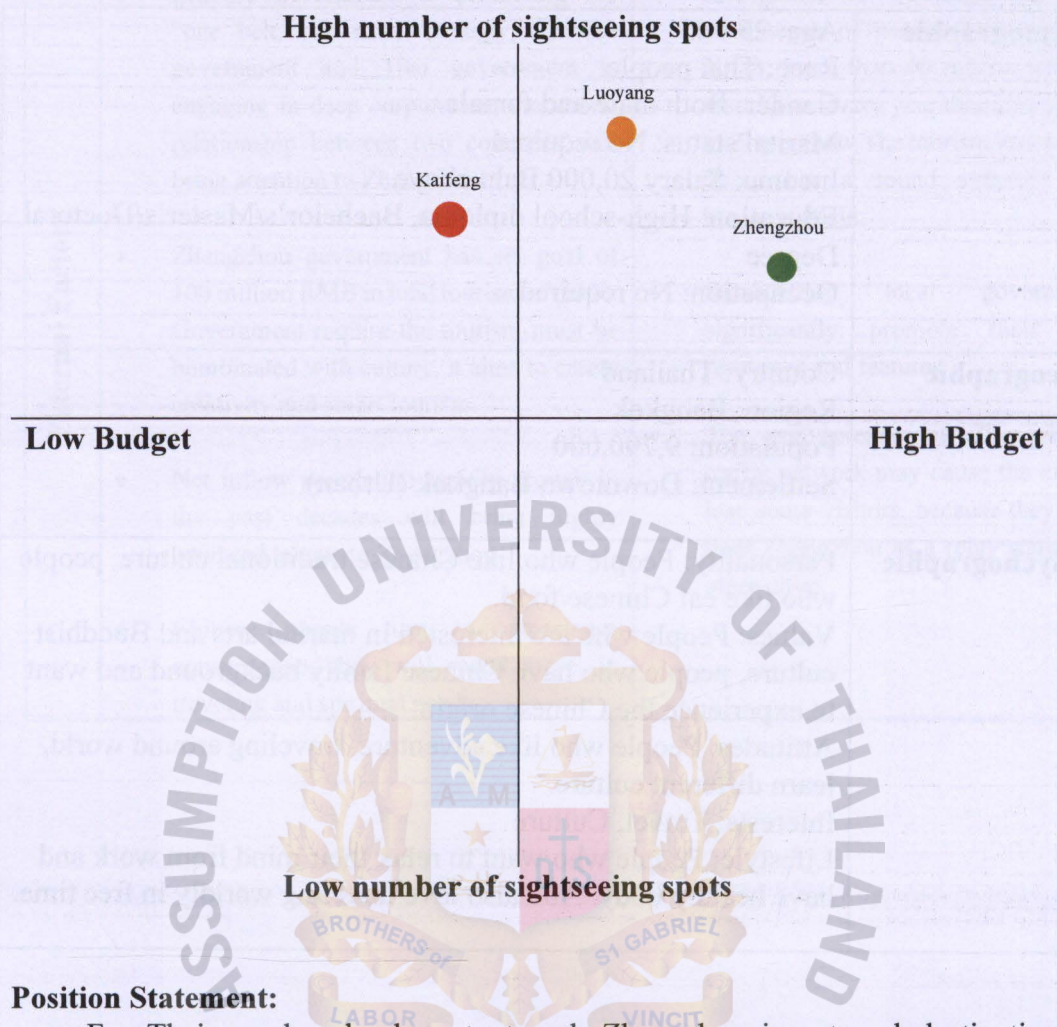
<b>Demographic</b>	Age: 25 - 45 Race: Thai people Gender: Both male and female Marital status: No required Income: Salary 20,000 Baht above Education: High-school diploma, Bachelor's/Master's/Doctoral Degree Occupation: No required
<b>Geographic</b>	Country: Thailand Region: Bangkok Population: 9,790,000 Settlement: Downtown Bangkok (Urban)
<b>Psychographic</b>	Personality: People who like Chinese traditional culture, people who like eat Chinese food. Values: People who are interested in marital arts and Buddhist culture, people who have Chinese family background and want to experience the Chinese origin. Attitudes: People who like adventure, traveling around world, learn different culture. Interests: Travel, Culture Lifestyle: People who want to relax their mind from work and have healthy body. And also love traveling worldly in free time.

### 2.1.4 Unique Selling Point

Martial arts culture is the symbol of Zhengzhou, it has both domestic and international influence. Shaolin temple is core symbol of martial arts. Chinese people are influenced by martial novels and movies in depth. Shaolin Temple is known by Chinese people as the holy land of martial arts. In addition, Zhengzhou international Shaolin Wushu Festival and Shaolin Zen music introduces the martial arts by using modern marketing strategy. Zhengzhou satisfies tourists' sightseeing needs and business portfolio needs. It means Zhengzhou combines culture and business services. Zhengzhou is the capital city, it is the center of Zhong yuan economic zone. This is the limitation of other two cities, because they cannot take the political and economic advantages. The investment resources from central government and foreign investors give first access to Zhengzhou.



2.1.5 Product/Brand Positioning



**Position Statement:**

For Thai people who love to travel, Zhengzhou is a travel destination that provides several impressive products such as martial arts culture, Yellow river civilization, Huimian, Zhengzhou central business district, Yu opera, convenient transportation and reasonable price. Zhengzhou' product positioning can be considered from 4 factors including high number of sightseeing spots and low number of sightseeing spots on vertical line, high price and low price on horizontal line. The picture shows a different position compared with Zhengzhou' s direct competitors, Kaifeng and Luoyang. Overall, Zhengzhou tends to be highest price and lowest number of sightseeing. The reason is Zhengzhou is the capital city, its price level is reasonable higher than the other two cities. Unlike Luoyang and Kaifeng, Zhengzhou is less competitive than other two cities, because the accumulation of history and culture is not as deep as Kaifeng and Luoyang. Luoyang is the capital of several historical dynasties. Kaifeng is the famous judicial city in Chinese history. So, Luoyang and Kaifeng take the first and second place in the number of sightseeing. Consider the current economic situation, Luoyang has more capital accumulation than Kaifeng. To conclude, Zhengzhou has the highest price positioning followed by Luoyang and Kaifeng. Zhengzhou has the lowest in the number of sightseers whereas Luoyang and Kaifeng take the first and second place.

### 2.1.6 Product/Brand Personality

Zhengzhou is more like a 35 years old gentleman, who grows up in a historic family and has culture and rich tourism resources, and also likes to tell his own stories with the unique Chaohua songs. He is very masculine, he likes Chinese Kungfu, he is a master in martial arts. However, He is friendly, open, innovative and modern. He likes to travel and to learn new things such as modern advanced knowledge in order to get lots of experience and always improve himself in the process of learning. He also likes to invite his friends to come and visit his hometown to explore new experiences and things which combine the historical and technology.





## 2.2 Supplementary Information

### Zhengzhou



Fig. 1 Zhengzhou Henan province, China.

Well known for the Hometown of Shaolin Kung Fu, Zhengzhou is the capital of Henan Province, one of the most important ancient capitals in China, a national historical and cultural city, one of the birthplaces of Chinese civilization, and the birthplace of the Yellow Emperor. It is also one of China's national central cities and serves as the province's political, economic, technological and educational center, as well as China's main transportation hub (road, rail, aviation, communications). It is also the main railway transportation hub in central China. Many important high-speed railways have joined Zhengzhou and become the "core of the Chinese railway network". The fastest high-speed train from Zhengzhou to Beijing takes only two and a half hours and one hour and forty minutes of flight time.

#### Target Group

Target group is female and male who live in Bangkok, Thailand, whose age is around 35 to 40 years old. They received modern education, their thinking is not imprisoned by traditional culture, they prefer work-life balance, so they want to have some leisure time to travel around the world. Thai people normally have faith in Buddhism, Zhengzhou has Shaolin Temple, come to Zhengzhou can promote the exchange of Buddhist culture between Thailand and China. For example, Shi Yongxin is the abbot of Shaolin Temple, he often comes to Thailand to participate in culture exchange activities. With the increasing exchanges, Thai people are more and more impressed with Zhengzhou, which is of great significant meaning to promoting Zhengzhou's tourism culture.

#### Core Value in Zhengzhou

##### 1. Martial Arts Culture

Shaolin Kungfu, also known as Shaolin martial arts, is one of the famous martial arts schools in China. It has a long history and profound influence, it is an important part of traditional Chinese martial arts. The most prominent feature of Shaolin Kungfu is the "integration of Zen and martial arts", that is, entering the martial arts with



meditation and practicing the martial arts meditation. Therefore, it is also known as “martial arts meditation”. Zhengzhou international Shaolin Wushu Festival is world-level comprehensive festival integrating martial arts, culture, tourism exchange. Buddhist music has significant meaning in Zhengzhou. Shaolin Zen music is the world’s largest mountain reality show. The music shows combined Buddhist with sounds of nature, meditation and marital arts together.

**Shaolin Kungfu**



Fig. 2 - 3 Shaolin Temple & Kungfu

**Zhengzhou International Shaolin Wushu Festival**



Fig. 4 - 5 Zhengzhou International Shaolin Wushu Festival

**Shaolin Zen Music**



Fig. 6 - 7 Shaolin Zen Music

**2. Yellow River Culture**

The development period of Yellow River civilization is its sublimation stage. In terms of time, it was mainly the Xia, Shang and Zhou dynasties. In this historical stage, the political power system of the father passing on the son to the family came into being, relatively mature state institutions were formed, a relatively complete system of rites



and music was formulated, and relatively standardized writing appeared. Science and technology, agriculture, handicraft industry and commercial trade developed rapidly, and the epochal bronze culture was famous at home and abroad.



Fig. 8 - 11 Zhengzhou Shang Dynasty Site

### 3. Culture of Historic Monuments of Dengfeng in “The Centre of Heaven and Earth”

Mount Songshan is considered to be the central sacred mountain of China. At the foot of this 1500-meter high mountain, close to the city of Dengfeng, Zhengzhou in Henan province and spread over a 40 square-kilometer circle, stand eight clusters of buildings and sites, including three Han Que gates, remains of the oldest religious edifices in China – temples, the Zhougong Sundial Platform and the Dengfeng Observatory. Constructed over the course of nine dynasties, these buildings are reflections of different ways of perceiving the center of heaven and earth and the power of the mountain as a center for religious devotion. The historical monuments of Dengfeng, Zhengzhou include some of the best examples of ancient Chinese buildings devoted to ritual, science, technology and education.

Historic Monuments of Dengfeng in “The Centre of Heaven and Earth” constitutes a visual architecture history of the Central Plains around 2000 years.



Attractions



Fig. 12 - 13 Songyang Academy of Classical Learning



Fig. 14 - 15 Shaolin Temple



Fig. 16 - 17 Pagoda Forest



Fig. 18 - 19 Chuzu Temple





Fig. 20 - 21 Huishan Temple

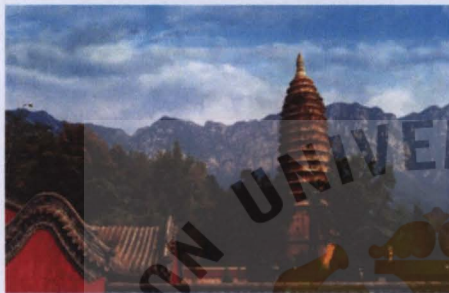
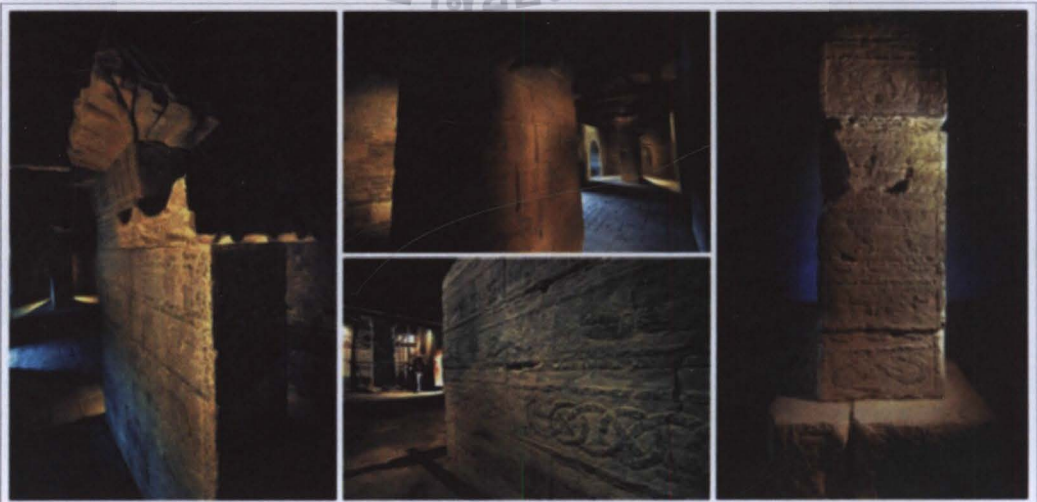


Fig. 22 - 23 Songyue Temple Pagoda



Fig. 24 - 25 Zhongyue Temple





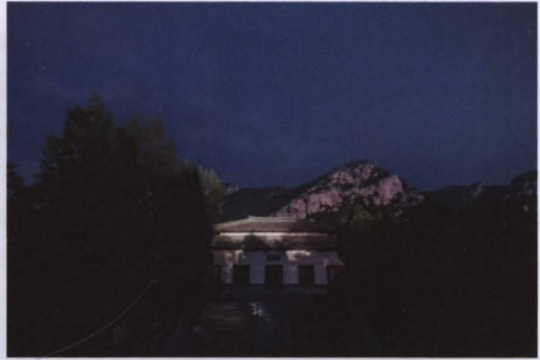


Fig. 26 - 28 Taishi Que Gates, Shaoshi Que Gates, Qimu Que Gates



Fig. 29 - 30 The Zhougong Sundial Platform



Fig. 31 - 32 The Dengfeng Observatory

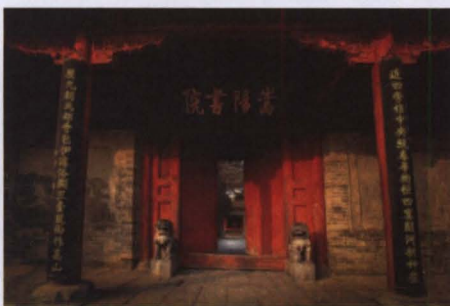


Fig. 33 - 34 Songyang Academy of Classical Learning



#### 4. Xiaoxiang Lion Dance

Xiaoxiang Lion Dance is the oldest and most traditional Han folk dance in Henan and even China. Since the year of Jia Qing in the Qing Dynasty, not only never discontinued, but also continued innovation and development. In 2007, it was listed among the first batch of intangible culture heritage in Henan Province. Xiaoxiang Lion Dance is a combination of ornamental and entertainment, based on folk literature and art characteristics, loved by the audience.



Fig. 35 - 36 Xiaoxiang Lion Dance

#### 5. Memorial Ceremony to Ancestor in Huang Di's Native Place

Memorial Ceremony to Ancestor in Huang Di's Native Place is a ceremony for Chinese Yan Huang descendants to worship their ancestor Huang Di in Xinzheng, Zhengzhou, Henan province on the third day of the third lunar month. Since 2006, it has been upgraded to 'Memorial Ceremony to Ancestor in Huang Di's Native Place'. Memorial Ceremony to Ancestor in Huang Di's Native Place, the promotion of the excellent traditional culture of the Chinese nation, the tribute to the ancestor's merits, and the theme of the Chinese nation's roots and ancestors, symbolizes that the descendants of Yan Huang are connected by blood and passed on from generation to generation. In 2008 the State Council determine Memorial Ceremony to Ancestor in Huang Di's Native Place for the first batch of state-level non-material cultural heritage extension project X (no. 480-32).



Fig. 37 Memorial Ceremony to Ancestor in Huang Di's Native Place



## 6. Chaohua Song

Chaohua Song is a very ancient traditional form of playing, is a combination of playing and percussion, roughly originated in the Shang and Zhou Dynasties, which has a history of more than 4,000 years, among which Chaohua Song has a history of more than 1,500 years. According to historical records, the Chaohua Song originated in the Northern Dynasty and is the court music. This originated from the Shang and Zhou Dynasties 4,000 years ago, from the court, is known as living fossils of the Chinese national musical instrument of the ancient music.



Fig. 38 - 39 Chaohua Song

## 7. Huimian (Stewed Noodles)

Stewed noodles, one of the “top ten Chinese noodles”, is a meat, vegetable, soup and noodles together and the traditional flavor of snacks, high nutrition, delicious taste, economic benefits, famous throughout the central plains, throughout the country. Zhengzhou is known as the “city of stewed noodles”; stewed noodle restaurants throughout the city’s streets. Outsider came to Zhengzhou, the first thought is to taste the authentic mutton stewed noodles, local hospitality relatives and friends of the reserved dish is also a fragrant stewed noodle.



Fig. 40 - 41 Huimian

## 8. Zhengzhou Fangte Joy World

Zhengzhou Fangte Joy World is a cultural and technological theme park with high-technology as its main form of expression. There are two experience zones, including the science fiction experience zone and the Chinese cultural experience zone, four cultural and technological industrial bases of creative base, digital animation base,



film and television post base and talent training base, as well as commercial supporting facilities such as tourist commercial towns, large performing arts centers, and tourist supporting hotels.



Fig. 42 Zhengzhou Fangte Joy World



Fig. 43 Zhengzhou Fangte Joy World holiday firework

## 9. Zhengzhou Central Business District

The CBD of Zhengdong new district covers an area of about 3.45 square kilometers. It is a collection of business, office, housing, tourism, leisure and research, and other functions of the city ring building complex. Consisting of two high-rise buildings, the inner ring building is 80 meters high and the outer ring building is 120 meters high. Between the two rings is a comfortable and lively commercial pedestrian street.

Based on the symbiotic city and the metabolic city, a new urban area is formed with the culture and natural environment of central plains as the background,



integrating office, scientific research, education, culture, commerce, residence and other functions.



Fig. 44 - 45 Zhengzhou Central Business District

**10. Zhongyuan Tower**

Zhong yuan Tower is located in Zhengzhou City, Henan Province. The tower is 388 meters high and is the world’s tallest all-steel structure launch tower. It is a multi-functional commercial art and culture center which integrating radio and television signal transmission, tourism and sightseeing, cross-border E trade, conference and exhibition services, culture entertainment, catering and leisure and car cinema



Fig. 46 Day view of Zhong yuan Tower

Fig. 47 Night view of Zhong yuan Tower

**Weather**

Zhengzhou City has a continental monsoon climate in the north temperate zone. The cold and warming groups alternate frequently, with four distinct seasons in spring, summer, autumn and winter. The winter is long and dry, the rain and snow are scarce; Spring dry, less rain, drought, warm and cold and windy. The summer is hot, and the precipitation is highly concentrated; the autumn climate is cool, and the time is short. The annual average temperature is 15.6 °C; the hottest month in August, the monthly average temperature is 25.9 °C; the coldest in January, the monthly average temperature is 2.15 °C. The annual average rainfall is 542.15 mm and the frost-free period is 209 days. The annual sunshine time is about 1869.7 hours



## 1. Spring



Fig. 48 Huiji District, Zhengzhou



Fig. 49 Stone Figures of Yandi and Huangdi



Fig. 50 Zhengzhou Central Business District



Fig. 51 Zhengzhou China Green Expo Garden

## 2. Summer



Fig. 52 Erqi Memorial Tower



Fig. 53 Zhengzhou City Center



Fig. 54 - 55 Zhengzhou Central Business District

## 3. Autumn



Fig. 56 Zhengzhou Public Park

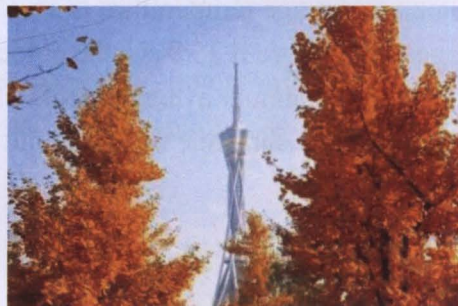


Fig. 57 Zhengzhou





Fig. 58 Zhengzhou Central Business District



Fig. 59 Zhong yuan Tower

#### 4. Winter

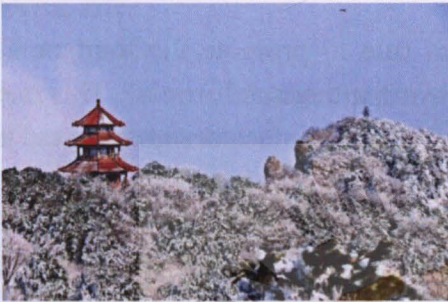


Fig. 60 - 61 Song Mountain Climbing



Fig. 62 - 63 Zhengzhou Central Business District

\* **มหาวิทยาลัยอัสสัมชัญ** \*  
 SINCE 1969  
 OMNIA



## Promotional Design – The Role of Design in the Tourism Industry

How far is The Role of Design in the Tourism Industry? | Design and creative branding on the tourism industry has the potential to encourage people to make a trip to some tourist attractions. Successful tourism branding and attractive design makes a famous tourist spot in the public eye. Design on flyers, brochures and photographic elements will support the success of the tourism industry.

Featuring a beautiful design of a tourism destination will keep people interested and imagine what will they see when they are traveling. A beautiful island that is not well-known ones would be a major tourist destination if it is beautifully designed and using an appropriate branding strategy. It is certainly very profitable in the tourism industry.

Print and visual media is an important role to promote the tourism industry worldwide. As the old saying: “A picture is worth a thousand words”. This is exactly what has prompted many tourism agencies and hotels to place designs as a top priority in growing their tourism industry.

The tourism industry will allocate a huge budget every year just to advertise in both print and electronic media. National Geographic Traveler Magazine, for example, it is now a platform that is strong enough to promote the tourism industry through the beautiful photographs as well as many articles that support.

### Example



Fig. 64 - 65 - 66 - 67 - 68 - 69 Modern Designers: Creative Tourist identity

## Promotional Video – 8 steps to creating a promotional video

Video content can be used in so many ways, from social media posts and advertisements to emails and marketing sites. There's a pretty basic format every video follows, from first idea to final cut. Following is outlined the 8 steps.

### Step 1: Identify the goal

Before you script out video, take a step back and consider why you want to create a video in the first place. Here are some common reasons many companies create promotional videos:

- Brand awareness
- Drive sales
- Drive traffic
- Increase customer engagement
- Educate customers

### Step 2: Choose a direction

Now that you have your “why,” it should be a little bit easier to determine what makes sense in terms of direction. Here's a list of possible directions you could go in:

- **Introductory:** tell your audience who you are, explain your mission, etc.
- **Explanatory:** explain how something works (like your product or a specific feature)
- **Problem/solution:** show the old way/new way and how your product is the solution
- **Narrative:** use story elements (like plot, conflict, resolution, etc.) to subtly introduce or explain something
- **Drive action:** get the audience to do something (i.e.—shop now)
- **Product-focused:** introduce or showcase a specific product or feature
- **Testimonial:** interviews, quotes, soundbytes, etc., with customers around a specific topic or theme
- **Endorsement:** use of celebrity or influencer approval / likeness
- **Informative:** educate your audience about something specific, tutorial-style, etc.
- **Entertainment:** delight or inspire your audience using story, humor, etc.

Once you have your goal and direction finalized, it's time to further refine your approach by setting the tone for your video.

### Step 3: Set the tone

Tone is defined as “the general character or attitude” of something. But to make it simple, just think of it as how video is going to make audience feel. Keep in mind, the creative direction (chosen in Step 2) should play well with whatever tone you decide to go with. Below are some various tones you can explore for your concept and creative direction:



- **Dramatic**—moves people emotionally. Example: P&G Olympics commercial

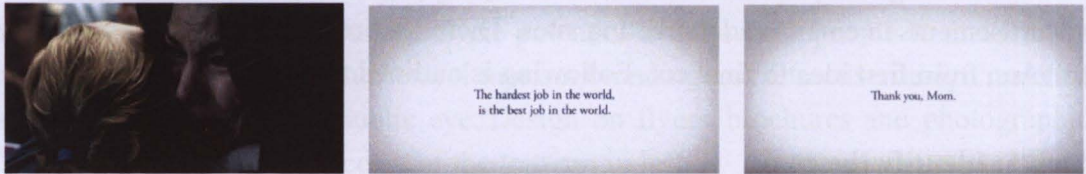


Fig. 70 - 71 - 72 P&G Olympics commercial advertising

- **Straightforward/informative**—clear and concise. Example: Gumroad

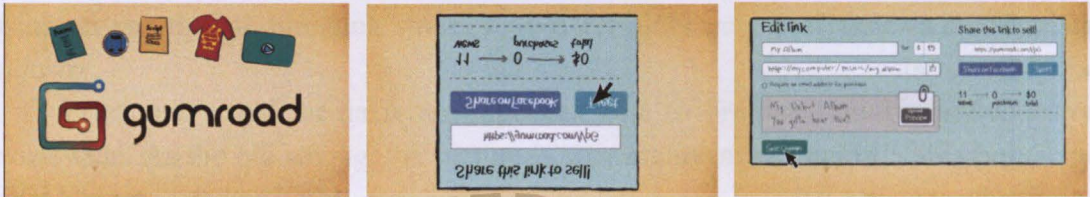


Fig. 73 - 74 - 75 Gumroad Advertising

- **Conversational**—casual and authentic. Example: Glossier “get ready with me” video
- **Urgent**—urges people to take action, like now. Example: Macy’s holiday sale



Fig. 76 - 77 - 78 Macy’s holiday sale advertising

- **Fun/playful**—uses fun creative devices (like anthropomorphism, for example). Example: Slack
- **Humorous**—comedic; makes people laugh or smile. Example: Old Spice



Fig. 79 - 80 - 81 Old Spice advertising

- **Inspirational**—uses inspiration to drive action (manifestos are typically done in this style). Example: Squarespace



Fig. 82 - 83 - 84 Squarespace advertising



- **Artsy /hip/cool**— feels youthful, stylish, trendy, etc. Example: Converse



Fig. 85 - 86 - 87 Converse advertising

- **Luxurious**—shiny, fancy, flashy, sexy, rich. Think luxe car commercials, high-end hotel chains, etc. Example: Vegas Hotel commercial

#### Step 4: Decide on duration

If you're not sure how long your video should be, you'll want to consider these factors:

- **Your goal** (i.e.—brand awareness, clicks, etc.)
- **Where the ad will appear** (i.e.—TV, social media, website, etc.)
- **Overall budget** (i.e.—shoe-string, low, mid, high, unlimited, etc.)

For example, if your goal is to promote your holiday sale, a 30-second ad is probably enough to get your point across. To get a gauge, think back to the direction and tone you're aiming for. Next, check out existing videos that use a similar tone and see how long they are, as that may help guide you (for example, if all the videos are at least one-minute long, that may be a good starting place). The second thing to consider is where the ad will appear. For example, 30–60 second commercials are very common for cable TV, while longer-form videos are more common online. And then there's online ads takeovers, Facebook/Instagram video ads, pre-roll ads, etc., all of which have their own set of restrictions and best practice guidelines. It doesn't matter where the video is appearing, you just want to make sure you're taking placement into consideration when planning it all out. Lastly, there's the budget. If you're on the lower end of the spectrum, you're likely only going to be able to afford one cut (or one version) of the video, which is why Steps 1–3 are so important for “getting it right” the first time. If you're on the higher end of the budgetary spectrum, you may be able to cut many different versions (i.e. —90, 60, 30, and 15 sec spots) which will give you more wiggle room when it comes to things like video placement, reworking the storyline with different focus/angles, etc. Once you've settled on duration, it's time to think about what your video will look like.

#### Step 5: Choose a video style

- **Animated**—illustrated (or “cartoon-like”) in style and brought to life through animation (2D, 3D, etc.).
- **Real people**—as in actors who play out the characters you've created; this may or may not include dialogue.
- **B-roll** —supplemental or alternative footage typically used in between “main shots” or used as background, action, or flashback-style scenes.

- **Stock**—stock video you can purchase to create your story (usually used sparingly, versus the entire video being stock).
- **Live action**—combining real-life footage with elements of animation or special effects.
- **Screencast**—a digital recording of a computer screen often containing movement, audio, or some type of demonstration.
- **Whiteboard**—this is similar to a screencast, except imagine a hand holding a marker as it writes on a whiteboard (it can be any type of writing instrument / writing medium). This is usually used to write out a message (leading the story with visual text), create drawings, etc.
- **Phone/tablet/app**—again, this is sort of similar to screencast, but you're showing something specific on the device (like a scrolling website, an action like clicking an icon, etc.).

Many videos are a combination of some (or all) of these visual styles. For example, human actors who talk to animated characters (live action) or narrative-style videos that use a combination of main shots and b-roll footage.

To decide what makes sense for your video, think back to Steps 1–4 (your goal, creative direction, tone, and duration) as all of these factors should ultimately influence the visual style you go with.

#### Step 6: Outline the idea

It's now time to start fleshing out the details. For example:

- **Scene**—How many different scenes will there be? How many locations will be needed?
- **Characters**—How many characters? Who are they? What is their storyline? What do they look like?
- **Audio / Voice over / text overlay**—Will the video be set to the sound of someone's voice? Will there be background music? Will any text need to appear on screen in order to get the message across?
- **Product**—How does the product fit into the story? How many times will the product appear and when/how?
- **Props**—Any major props needed to make your story work (i.e.—iPhone, car, bridge, elephant, etc.)?
- **Final CTA**—What's the last message we leave the audience with? What do we want them to feel / do?



Step 7: Write the scrip

Every writer, creative director, director, etc., likely has their own way of writing scripts. There are also countless “script templates” for how to lay everything out (while these may seem pretentious, they actually are pretty helpful).

- The scene number (1st, 2nd, 3rd scene, etc.)
- The time stamp (down to the second, when is this moment happening?)
- The audio, dialogue, or Voice Over (aka: what are we hearing in this moment?)
- A description of the scene, list of characters, location, special props, expressions or movements, or any other details that’s needed for that particular moment

EXAMPLE TV COMMERCIAL SCRIPT	
Shooting Location: Football Field Tunnel Director(s): Ross Wiseman Actor(s): Joe Greene, Kid, Background fans Editor(s): Sally Theris Login: ETA616	
Video	Audio
Camera up on grim Greene, limping slowly down tunnel from field toward locker room, words "Mean Joe Greene" superimposed on picture. Because he is alone, game must still be going on with Greene out of it, due to injury.	Kid [sound on film (SOF)]: Mr. Greene!
Cut to kid (white, about age nine) standing in tunnel, bottle of Coke in hand.	Greene (SOF): Yeah?
Cut to Greene, scowling.	Kid (SOF): You need some help?
Cut to kid.	Greene (SOF): Uh-h.
Cut to Greene.	Kid (SOF): I just want you to know: I think—you're the greatest.
Cut to kid.	Greene (SOF): Yeah, sure.
Cut to Greene, grimacing.	Kid (SOF): Want my Coke? It's Okay. You can have it.
Cut to kid, offering bottle.	Greene (SOF): Okay. Thanks.
Cut to Greene, sighing. He takes it, drinks, gratefully.	As much swells under dialogue, lyric is heard:
Cut to kid, who hesitates, waiting for autograph or sign of recognition from his hero.	A Coke and a smile/makes me feel good/makes me feel nice
Finally kid turns to leave, reluctantly.	

Fig. 88 Script 1

Segment File Name	Time	Script	Onscreen Actions
Intro.wav	00:00-00:05	[upbeat] The innovative SkinSmooth system treats wrinkles and tissue irregularities using radiofrequency technologies.	Model's face, with focus on lack of wrinkles around the eyes.
DeepHeating.wav	00:06-00:14	Deep heating is applied to both the dermis [1 second pause] and the hypodermis [1 second pause].	SkinSmooth applicator emitting heat waves. Callouts indicate the dermis and the hypodermis as the waves reach them.
DeepHeatingResult.wav	00:16-0:23	Together, these processes result in a reduction in cellulite and improved skin integrity and quality.	Cellulite disappearing and skin smoothing out.
Logo.wav	00:25-00:30	The SkinSmooth System. Smooth away the signs of aging.	SkinSmooth logo

Fig. 89 Script 2



File Name	Script	Notes to Talent	Onscreen Actions
OrderVOIntro.wav	To order a <b>high-quality voice over</b> from Victoria's Voice, do the following:		
OrderVOStep1.wav	Browse to <a href="http://vicsvoice">http://vicsvoice</a> .	Read URL slowly	Text being typed into the browser's Address bar. Show website opening.
OrderVOStep2.wav	Click the Demo tab to listen to a <b>wide variety</b> of demos.		Mouse pointer clicking Demo tab.
OrderVOStep3.wav	Select a demo that represents the style you want for your own project.		
OrderVOStep4.wav	Click the Contact tab. Click Victoria's email address. Send her information about your project.	Pause 1 second between bulleted items	Mouse pointer clicking Contact tab, followed by typing email.
OrderVOStep5.wav	That's it! Victoria will record the <b>professional</b> voice over you requested. <i>The read you need, the service you deserve.</i>	Be sure to read the slogan slowly and give it that extra emphasis that a real pro can give.	Company logo

Fig. 90 Script 3

It will also help to cut anything that’s unnecessary and will hopefully act as a “safeguard” for making sure that whatever product shots, CTAs, etc., in there without forgetting.

Step 8: Storyboard

It’s now time to work with an artist, illustrator, or designer to create visuals that go with script. The idea is to work with a visual artist to help bring the script and the ideas to life, making sure whatever to shoot is going to look good (and make sense) on film. A storyboard is important, it should to perfectly match what happens in the scene, and act as a guide.

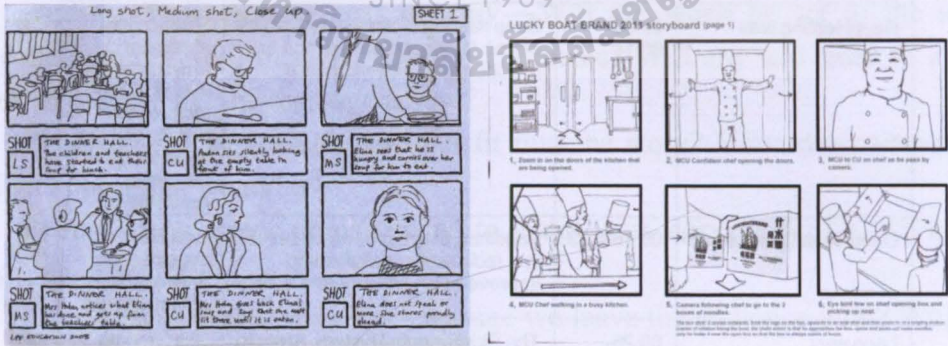


Fig. 91 - 92 Storyboard 1, 2



## **The People Government of Zhengzhou view of Zhengzhou's future tourism development and planning**

**Fully promote Zhengzhou's global tourism development and actively serve the construction of national central cities**

As a comprehensive industry, tourism plays an increasingly important role in economic development, cultural construction, improvement of people's livelihood and social harmony. It has become an important force driving economic and social development and an important platform for foreign exchanges. In the new era, tourism is becoming people's yearning for a better life. In order to further accelerate the development of the tourism industry in Zhengzhou, morning of December 7, the CPPCC held the sixth bi-monthly consultation seminars, inviting some CPPCC municipal committee, municipal government related departments, functional departments and some experts and scholars, grass-roots deputies, surrounding Zhengzhou city "to further accelerate the reform and development of the tourism" carry out special consultative council.

Leaders attending the meeting: Wang Hao, Chairman of the CPPCC, Gu Baozhong, Member of the Standing Committee of the Municipal Party Committee, Vice Chairman of the CPPCC Guo Yanchang, and Secretary General Chen Songlin

CPPCC representatives: Deputy Secretary-General of the CPPCC, Director of the Municipal Coordination Research Office, Director of the Special Committee of the CPPCC and Director of the Grand Ceremony Office, members of the CPPCC and representatives of enterprises, experts and scholars.

Participants in the conference: the municipal government office, the municipal tourism bureau, the municipal industrial and commercial committee, the municipal finance bureau, the municipal construction commission, the municipal transportation commission, the municipal agricultural commission, the municipal liberal arts bureau, the Zhengzhou city card, and other units and departments. The person in charge and the person in charge of the tourism department of each county.

**Q: How is the integrated travel service realized?**

*CPPCC member* **Pan Xinhong**

In recent years, the municipal party committee and the municipal government have attached great importance to the development of tourism, and Zhengzhou's tourism development has achieved remarkable results. However, in the process of building a national central city, there is still many aspects for improvement in the development of Zhengzhou tourism. Accelerate the construction of Zhengzhou City Tourism Distribution Center project, create a more convenient and better-quality tourism service network, and let “tourism integration” and “tourism service one-stop” truly implement.

The tourism resources of Zhengzhou City are kind of lack of silver pearls in series, and there is no tourism industry chain with Zhengzhou characteristics. If it can be fully and reasonably integrated, it will certainly establish a unique "Zhengzhou brand". It is recommended to establish a tourism research institution in Zhengzhou City, establish a coordination mechanism for inter-departmental work, strengthen the classification and integration of tourism resources, and create a diversified tourism brand.

**Q: How to do a good job in cultural tourism promotion**

*CPPCC member* **Li Wenguang**

The purpose of global tourism is to promote the transformation of tourism from “tourist tourism” to “global tourism”. It is of great significant to do a good job in the whole country tourism work for Zhengzhou to build a national central city and give Zhengzhou urban cultural connotation.

Create a number of boutique tourism routes, relying on Zhengzhou's own culture and its own characteristics, find their own confidence, pride, let the scenic area speak, telling Zhengzhou's own good story. The renovation of existing tourist toilets should be accelerated to achieve “full coverage” of the third bathroom in the core scenic spot. Fully excavate the city's non-legacy culture, creative culture and tourism products, and screen out the boutique travel products to represent the city as a companion to international exchanges. Multi-dimensional cultural tourism promotion, borrowing traditional media and online new media, learning and using foreign experience, and making good travel voices.

**Q: From which point does it improve the quality of Zhengzhou tourism?**

*CPPCC member Lv Jian*

As an excellent tourism city and being a national historical and cultural city in China, Zhengzhou is uniquely endowed with the advantages of inheriting innovation. However, there are still problems such as the insufficient effect of the comprehensive effect of the worship of the ancestors of the Yellow Emperor.

Focus on the Yellow Emperor culture, extend the brand effect, and create a tourism belt for the Yellow Emperor. Appropriately lengthen the period of worship activities and expand the rich connotation and far-reaching influence of the roots. Open up a tourism traffic line connecting the Yellow Emperor's cultural scenic spots and establish a new image of Zhengzhou's characteristic tourism with Huangdi culture as the leader. Strengthen the development of the Yellow Emperor's cultural tourism products, enhance the perceptual knowledge of tourists, stimulate the interest of tourism, and change the “inaudible and invisible” of cultural monuments to “audible and visible”, both “eye-catching” and “nurturing the brain”.

**Q: How to highlight the urban characteristics of Zhengzhou?**

*CPPCC member Zhang Lijun*

Vigorously developing the cultural tourism industry is a great significance to improving the quality and connotation of Zhengzhou city.

Highlight local culture and location advantages, differentiate the positioning of tourism destinations, and highlight the "city characteristics" based on Zhengzhou's own uniqueness.

Make full use of Zhengzhou's "Gu, He, Quan, and Root" characteristics, and take Shang Dynasty Culture, Yellow River Culture, Huangdi Culture, and “Zen” and “Martial” Culture as the core to build the Central Plains culture, so that it has uniqueness and monopoly in the geographical scope, thus Absolute competitiveness in tourism. While developing cultural resources, we must pay attention to tapping the modern travel function of the city. From the original single travel mode to “day view history, study culture, night view, food”, not only the tourism activities tend to diversify, but also extend the tourists. The activity time has lengthened the consumption chain.



**Q: How to comprehensively develop Zhengzhou industrial tourism attractions?**

*CPPCC member Zheng Fangyan*

There is still a lack of long-term planning for industrial tourism in our city. The degree of affinity for tourists is not high, and the development of additional benefits for industrial tourism is not enough.

Zhengzhou City Industrial Tourism Development Plan was prepared by the Municipal Industry and Information Technology Committee, and a specialized industrial tourism coordination promotion mechanism was established to comprehensively develop Zhengzhou industrial tourism attractions.

Cultivate mature industrial tourism products and demonstration sites in Zhengzhou City, and build well-known industrial enterprises in Zhengzhou into domestic industrial tourism resources and comprehensive supporting facilities to improve the reception capacity of the tourism year.

The government introduced policies to support enterprises to improve the grades of industrial tourism products and cooperate with tourism management departments to create industrial tourism boutique routes.

**Q: What do you need to do to meet the needs of the citizens for regular leisure?**

*Provincial Government Counselor, Director of the Economic Development Institute of the former Provincial Development and Reform Commission Zheng Taisen*

The core global tourism radiation is urban tourism, while rural tourism is the basic support. If there is no mature rural tourism, the whole tourism is the castle in the air.

Developing rural tourism is a major path to realize the rural revitalization strategy. It should be combined with future new urbanization to plan our rural tourism.

It is recommended to do a good job in the top-level design of rural tourism development and build a new rural tourism system that is compatible with the development of Zhengzhou metropolitan area and the construction of a national central city to meet the normal leisure needs of citizens in Zhengzhou metropolitan area. It is suggested that the development of rural tourism in Zhengzhou should focus on the variables. Now Zhengzhou metropolitan area is no longer the traditional administrative division, and the planning of rural tourism should be integrated within a larger space.

**Q: What is the status of Zhengzhou tourism in the overall pattern of tourism development in the province?**

*Professor, School of Tourism, Henan University of Economics and Law* **Gou Zijun**

As a provincial capital city, how Zhengzhou tourism is doing is not only a matter of Zhengzhou, but also a matter of Henan Province.

Zhengzhou's tourism is considered in the big pattern of tourism development in the province. The slogan currently mentioned in the province is “hometown Henan”, Zhengzhou City is a window for tourism in the province. Can you show the “root culture” of “hometown”? This kind of display is not to re-create, but to find, organize, and repackage from existing resources. Regarding how to develop and utilize cultural tourism resources, it is recommended to first define the theme culture of the city. For example, Kaifeng is prominent in Song culture, Nanyang is prominent in Han culture, and Luoyang is prominent in Tang culture.

**Q: How to carry out government-enterprise cooperation and establish a multi-level tourism distribution center?**

*President of Zhengzhou Tourism Association* **Wang Xiaodong**

Zhengzhou has a lot of tourism resources than the surrounding provincial capitals, but it does not have an advantage in the choice of destinations.

Increase the intensity of external publicity, and the government led the travel agency to participate in the establishment of a multi-level tourism distribution center. Zhengzhou has actually become a central tourist distribution center in central China. On the basis of building a scenic tourist center, the government can rationally arrange and establish a global tourism distribution center. The government provides public welfare public consultation services, and the travel agency industry participates in assisting the surrounding industries. The government formulates development plans, grading standards and management methods to provide necessary resource guidelines for travel agency innovation routes and provide a good environment for the sustainable and healthy development of rural tourism.

**Q: How to accelerate the transformation and development of tourism services to serve the construction of national central cities?**

*City Tourism Bureau Party Secretary, Director* **Li Fang**



In recent years, Zhengzhou's tourism economy has grown rapidly, maintaining an average annual growth rate of more than 10%. The city's tourism industry's comprehensive income ranks first in the province. The global tourism has been steadily advanced. In February 2016, Zhengzhou was successfully selected as the first batch of national tourism demonstration zones. In 2017, the city was included in the project monthly report of 38 key tourism projects under construction, with a total investment of 114.78 billion yuan. In the next step, the Municipal Tourism Administration will further promote the development of tourism throughout the country, prepare for the establishment of a national mobilization conference for the global tourism demonstration zone, and promote the innovation of the comprehensive management system. Actively promote the integration of tourism and agriculture, industry, culture, sports and medical industries, and cultivate leisure and holiday boutiques. Further promote the construction of tourism projects, continue to promote the "toilet revolution", vigorously develop rural tourism, and plan to evaluate 10 tourism demonstration villages and towns, 30 rural tourism business units. Construction of a video surveillance system for scenic spots above 4A level, and bidding for the Zhengzhou Branch of the National Tourism Administration data center.

**Q: What is the relationship between transportation infrastructure construction and tourism industry development?**

*Secretary of the Party Committee and Director of the Municipal Communications Commission* **Wu Yaotian**

In recent years, the Municipal Transportation Commission has done a lot of work to support the development of the tourism industry, especially during the "Twelfth Five-Year Plan" period, the construction of more than a dozen rapid urban expressways, highways, and county roads. During the "Thirteenth Five-Year Plan" period, all the municipal and provincial trunk lines were upgraded and upgraded. At the same time, combined with the requirements of the construction of the national central city, the overall deployment of the national and provincial trunk lines was upgraded and upgraded, and the county and township road construction were also increased, especially in the county. The planning of the township road will focus on the tourist line of tourist attractions and lay a foundation for the future development of the tourism industry. Regarding the "problem of opening a tourist line for the Yellow Emperor's attractions", the current travel-oriented trains and tour classes have been opened, and there must be a station security check, and the middle cannot get on the train. In terms of fares, the integration of urban and rural public transportation in Zhengzhou City is currently planned, which is consistent with the fares in the city. The traffic roads to be built in the next step must have municipal functions and prepare for the opening of the tourist line.

**Q: How to develop a new format for leisure agriculture?**

*Deputy director of the Municipal Agricultural Commission Song Junying*

In recent years, Zhengzhou has done a lot of work to facilitate the leisure and holiday travel of the suburbs and has achieved certain results. At present, there are 282 large-scale leisure agricultural estates (more than 200 mu) registered in the city. As of the end of September 2017, the number of leisure agriculture receptions in the city reached 21.88 million person-times, with an operating income of 2.429 billion yuan. Since 2012, the Municipal Agricultural Commission has listed a total of 54.125 million yuan of special support funds for leisure agriculture, which are used in 95 leisure agricultural projects in 11 counties (cities, districts), alleviating the public's "can't touch the road" and "can't stop". Difficulties such as "cars" and "can't get on the toilet". In the future, we will continue to promote the construction of ecological civilization, in the direction of intensive, efficient, green, safe and sustainable, and promote the integration of rural, secondary, and tertiary industries as a work path, relying on characteristic agricultural resources, rural natural resources, and historical and cultural resources to continue to develop leisure agriculture and The rural tourism upgrading project will promote the quality and efficiency of the leisure agriculture in the city and upgrade the files.

**Q: How can the finance support the promotion of urban propaganda?**

*Deputy Director of the Municipal Finance Bureau Shi Xin*

In recent years, the Municipal Finance Bureau has given strong support to Zhengzhou's tourism development. In 2015-2017, the budget for various types of tourism special funds was 136.27 million yuan. The 2018~2020 mid-term financial plan is planned to arrange a total of 138.45 million yuan of special tourism funds to support the city's tourism industry to become bigger and stronger.

In terms of tourism marketing and publicity investment, in 2015~2017, we will arrange a special promotion budget of 8.95 million yuan each year to support the city's key international customers in Europe, America, Japan, South Korea and Southeast Asia, as well as Beijing-Tianjin-Hebei, Yangtze River Delta and Pearl. Tourism promotion and promotion activities in key domestic regions such as the Triangle. In order to increase the city's propaganda efforts, we will arrange a special budget of 50 million yuan for the city's external propaganda work. In the next step, we will continue to increase the city's image promotion and promotion in accordance with the requirements of improving the visibility and influence of Zhengzhou in an all-round way and help the city's national central city construction.



**Q: How to deepen the cultural resources of Zhengzhou and promote the integration and development of cultural and creative tourism industry?**

*Deputy director of the Municipal Culture, Radio, Film and Television New Bureau* **Li Dezhuang**

In recent years, the Zhengzhou Municipal Government has regarded the cultural and creative tourism industry as one of the “five strategic support industries” and has pointed out the direction for the integration and development of the cultural industry and the tourism industry. Focusing on the development of integration, the Municipal Culture, Radio, Film and Television New Bureau took advantage of the invitation of the 11th China Investment Fair in Henan this year to connect three cooperation projects with a total investment of 18.38 billion yuan. At present, the city has 3 state-level cultural industry demonstration bases, 2 provincial-level cultural industry demonstration parks, and 14 provincial-level cultural industry demonstration bases.

In the next step, according to the requirements of Zhengzhou National Center City Construction, Zhengzhou cultural resources will be deeply explored, and projects with international and domestic influence will be planned. Investment promotion will be intensified, and integration projects matching the national central cities will be introduced to gather Zhengzhou.

**Q: How to promote the deep integration of industrial tourism?**

*Deputy Secretary of the Party Committee of Zhengzhou Industrial and Information Committee* **Liu Yanling**

According to the requirements of the Global Tourism Industry Development Conference, the Zhengzhou Industrial and Information Committee actively promotes the development of the industrial tourism industry. At present, the industrial tourism of Sanquan, Missing, Young Eagle, Daxin Cabinets and other enterprises is beginning to take shape, especially the construction of Daxin Cabinets. It is the first kitchen culture museum in China. It is a national tourist attraction and is open to the public free of charge. It has received more than 50,000 domestic and foreign experts and scholars from Germany, Italy and Switzerland. In the future, the Municipal Industry and Trade Commission will focus on developing industrial tourism attractions in the city. At the same time, coordinate with the tourism department to cultivate industrial tourism products and demonstration sites in a timely manner, build well-known industrial enterprises into domestic industrial tourism highlights, build industrial tourism boutique routes, continue to promote the deep integration of industry and tourism, and make active efforts to accelerate the construction of national central cities' contribution.

## **2.3 Data Collection**

### **2.3.1 Key Questions**

1. What are the main attractions in Zhengzhou?
2. What is the main travel purpose of people travel to Zhengzhou?
3. Where do people get the most travel information before they travel?

### **2.3.2 Methods**

#### **1. Questionnaire**

Male and female who live in Bangkok and age at 25 years old to 44 years old. Respondents income are from 10,000 Bath to 25,000 Bath above. Education level are high-school diploma, Bachelor's/Master's/Doctoral Degree. There is no required about occupation.

The places where I did the questionnaire survey were mainly in downtown Bangkok: Siam Paragon, Siam Center, Siam discovery, Central World and the time I choose is on weekends. Because I think there are a large number of people of different ages, different salary levels and different professional backgrounds gathered in downtown Bangkok on weekends, which is a very suitable place and time period for me to do the questionnaire survey, so that the data of the survey results I got are diversified. In addition, I sent the questionnaire link to some Thai friends.

### **2.3.3 Respondents**

#### **1. Questionnaire**

Male and female who live in Bangkok and age at 25 years old to 45 years old.

### **2.3.4 Results**

Out of total 67 respondents, there are 36 female which is 53.7% of total respondents. The remaining 31 are male respondents. The majority of age group are 36-40 and 41-45 which are 31.3% and 29.9% respectively. 46.3% represented the income group 20,001Bath to 25,000 Bath above. The second largest income group is 15,001 Bath to 20,000 Bath which is 35.8%.

The first main question asked respondents about have they ever been to Zhengzhou before. 85.1% of them have not been to Zhengzhou before. The second question asked what attracts them most about Zhengzhou (with pictures provided). The results showed that 26.9% of respondents were attracted by martial arts, 17.9% of respondents attracted by Central Business District (CBD) and Zhong Yuan Tower, another 13.4% of respondents attracted by Yellow river Culture. Then, third question aim to understand their next travel budget, 40.3% represented they have travel budget in the range of 15,001 to 20,000 Bath, the second largest group is in the range 10,001 to 15,000 Bath which is 35.8%. Fourth, I try to identify significant factors that influence respondents' destination choice. Overall, respondents perceived high concerns on pricing of flights, cost of hotels, culture diversity and city development. 34 and 29



respondents rated score 4 for pricing of flights and cost of hotels, 31 and 24 respondents rated score 5 for culture diversity and city development. In addition, we asked respondents' travel purpose. 49.3% of respondents pointed their travel purpose is culture concern. 29.9% of respondents' travel purpose is leisure. The sixth question asked respondents what channel they get the most travel information. 46.3% of respondents get information from website. 22.4% and 17.9% of respondents get information from Airport and Facebook respectively. Last, I want to identify how likely respondents willing to travel to Zhengzhou. 56.75% and 34.4% rated score 4 and 5 which means they are very willing to travel to Zhengzhou.

### **2.3.5 Implementation**

From the data results, we know respondent personal data indicate that their age range is between 25 years old and 40 years old. Most of them are adults, they are college students, newbie to the job or have been working for many years. Students can spend their vacation to travel either domestic or globally, they also want to cherish the last period free time before work. People who already work for a period of time may have a lot of pressures, travel can refresh their mind, release their pressures, moreover, different culture bring different visual feelings and art appreciation. National economic growth and global transportation development bring the travel budget and convenience to people, make the pursue of spiritual needs can be satisfied. Confirmed that the idea of promoting design of Zhengzhou is feasible. The survey further explored what exact tourists' needs of Zhengzhou. For different types of tourists, the design concentration should be related to their specific needs. From the data, we know respondents are attracted by martial arts and Zhengzhou Central Business district which is also meet their travel purpose for culture, leisure and business. According to the marketing mix and SWOT analysis, Zhengzhou's pricing structure is reasonable for tourists, its culture diversification and city development also satisfy tourists' needs, the data showed respondents concern most on pricing of flight, cost of hotels, culture, and city development, also consider the majority of travel budget, Zhengzhou meet respondents' criteria. Respondents expectation to travel to Zhengzhou is high, Zhengzhou should be consistent to promote its martial arts and Central Business district by the channel of website and airport. Meanwhile, Zhengzhou should expand the visibility of other products and related business chain.

2.4 Design Analysis

2.4.1 Survey Within Industry

● Promotional Design (Poster Design)



Poster design by Hangzhou tourism Bureau (2016)

● Promotional Design (Brochure Design)



Brochure design by Tianjin tourism campaign (2017)





Brochure design by Wuhan Tourism Bureau (2014)

● Promotional Design (Logo Design)



Logo design by Xi'an Tourism Promote Campaign (2017)



- Promotional Design (Pattern Design)



Pattern design by Xi'an Tourism Promote Campaign (2017)

- Promotional Design (Advertising Design)



Subway advertising design by Xi'an Tourism Promote Campaign (2017)



Bus station advertising design by Xi'an Tourism Promote Campaign (2017)



### **Form – based on design principles**

For poster design of Hangzhou was used to promote the city during the G20 summit. One in aqua and the other in dark blue and purple. Both of these posters use a many of photos to truly show the scenery, lifestyle, prosperity and characteristics of Hangzhou.

For brochure designs, one is in Tianjin and the other is in Wuhan. Tianjin brochure is designed in blue, the design is filled with Tianjin's landmarks, subway routes, delicious food and lifestyle, and the use of color and all the elements represent the prosperity and noise of modern cities. Wuhan brochure is a 3-fold leaflet in Chinese and English. The brochure design used blue and yellow. The blue tone represents the great Wuhan of the great rivers. The yellow tone represents the long history and culture of Wuhan. The cover of the brochure 'Wuhan' is written in both Chinese and English. The English font of 'Wuhan' has sans-serif, which gives people a more modern and stable feeling. And the Chinese font of 'Wuhan' uses the Chinese traditional calligraphy brush which gives people feel the profound cultural.

The design artwork has two visions which is black and white. The logo design of the font '西安' is vertical row, partial compression strokes, replace the radical of the word '安' with a red block, make the font more solid, and the red block part on the right is also balanced with the red radical of the word '安' and also has a strong contract with the black font. As for English words are horizontal row. The pattern design is redesigned form traditional Chinese pattern which is designs of composite flowers. The pattern use red, black, blue and yellow is represent simple and serious.

### **Content – based on communication theory**

For the poster design of Hangzhou, although the design used a lot of photos, but truly show the Hangzhou lifestyle. Whether it is a cup of hot tea to enjoy the beauty of the nature life or experience the busy city, all show the charm of Hangzhou. From the overall design style and color, it also makes audience feel refresh and quickly understanding the urban characteristics of Hangzhou. Importantly, the poster design can create the personality of Hangzhou and highlight the characteristics of Hangzhou.

For brochure design of Tianjin, it is easily connected with the modernized of the city. The cover design used the landmark buildings, subway routes and food of Tianjin, and the use of color can also remind people that Tianjin's another scene of bustling city with night falling. However, although the interior design of the brochure maintains a blue tone, the internal design style is not uniform. Although it shows the inspiration of the design, it does not integrate well. The brochure design of Wuhan shows the characteristics of Wuhan, which fully reflects the development and long history of Wuhan from introduction of the content, the use of colors and patterns. Blue not only shows the great river of Wuhan but also shows the sense of internationalization, highlighting the future development direction of Wuhan. However, the layout design of the brochure is too simple, which may make readers feel a little boring. The layout of photos and text is not particularly attractive, which will make readers feel confused while reading.

The logo is easy to identify by the color they used and shows the special point of Xi'an. It is easy to remember as the logo of the Xi'an. And the red block part on the right is trying to make the shape of imperial city center, city wall, Xi'an urban road planning, city gate tower which is easily understand the meaning behind the logo.

The pattern design is redesigned from Chinese pattern: designs of composite flowers. Even if it looks a bit complicated, but there are only four colors: red, black, blue and yellow. The color combination makes the overall effect look simple and serious and elegant. Overall, the whole design artworks are easy to remember and connect it with Xi'an and its culture. The shape of the red logo also shows the movement of Xi'an's development.





### 2.4.2 Competitor's Design 1 – Kaifeng



Poster Design by Government of Longting District, Kaifeng City

### Form – based on design principles

Both posters feature the famous tourist attractions in Kaifeng. The first poster has a light gray color background. The scenic spots and lotus flowers all use bright color to highlight the summer scenery and beautiful environment in Kaifeng. And it also takes the prosperous of the famous Chinese painting ‘Along the River During the Qingming Festival’ as the background. The overall typography is also from right to left, from top to bottom, combining the traditional Chinese way to writing. The red logo of the Kaifeng tourism bureau also represents Kaifeng is full of passion, happy and joyous. Compared with the first poster, the second poster has a bright background and adds the style of Chinese ink painting. And the font of ‘Longting’ also different, even though both types are used the Chinese traditional calligraphy brush still gives people different feelings.

### **Content – based on communication theory**

The first poster design combined the prosperous scene of Kaifeng in the Song Dynasty in the ‘Along the river During the Qingming Festival’ which not only reflected the historical and cultural background of Kaifeng but also integrated with the current urban development of Kaifeng. Both font design and typography reflect the importance of history of Song Dynasty to Kaifeng. The second poster is more modern in font and bright in color, giving a vibrant scene and reflecting the future of modern city. The overall design emphasized the urban characteristics and feature of Kaifeng.





### 2.4.2 Competitor's Design 2 – Luoyang Tourism Bureau



Poster design Luoyang Tourism Bureau

### **Form – based on design principles**

The overall design of five posters are based on curve lines and combine with hand-painted style. Although only black and white are used in color. The visual impact is strengthened, and the geographical location, beautiful environment, famous scenic spots and modern city of Luoyang are emphasized. The poster design also uses different texture and perspectives, which visually enhances the posters' hierarchy. At the same time, there are a lot of negative space in the poster to balance the overall design and each poster is introduction with concise words. The traditional Chinese font and seal design better highlight the long history and culture of Luoyang.

### **Content – based on communication theory**

The style of illustration is very attractive and brings interesting visual feelings to the audiences. The overall design is full of layers, which emphasized the urban characteristics of Luoyang and strengthens the audiences' interest and imagination in the city. However, the use of lines is too complicated in some ways, and audiences may feel it a mess while viewing the posters.





### 2.4.3 Existing Design – Zhengzhou Tourism Bureau Brochure Design and Video



Brochure design Zhengzhou Tourism Bureau (2018)





Screenshots of the Video of Zhengzhou Tourism Bureau

### **Form – based on design principles**

This brochure used by Zhengzhou Tourism Bureau for external exchanges and international conferences. It represents Zhengzhou tourism and cultural attractions and is one of the carriers of Zhengzhou's urban tourism culture. For the brochure design, it is including many of hand-painted artworks and photographs were used to introduce the scenic spots in Zhengzhou which is easily to feel the features and appearance of the attractions. The main color is green, yellow and white and the layout design is clear and simple. Video uses many different shooting distances to slowly bring the audience into the picture shown by video, which shows the urban characteristics of Zhengzhou in a way of recording. Video starts from the perspective of history and gradually transforms into the development of modern city. And the background music also gradually becomes cheerful and the rhythm is strengthened.

### **Content – based on communication theory**

The brochure is easy to identify by the illustration they used on the cover page and shows the famous landmark and scenic spots of Zhengzhou. It is convenience for people who come to Zhengzhou to travel and want to know the special points of Zhengzhou. Also, means they hope Zhengzhou will be easy to remember as its most unique scenery. The yellow color represents the meaning of Zhengzhou is located at south of Yellow river and the green color represents the meaning of Zhengzhou's another name 'Green City' because Zhengzhou has a lot of green area and vegetation coverage. In the video, they showed some historical sites in Zhengzhou at begin, followed by architecture, cuisine, music, dance, the development of modern city and Zhengzhou people's lifestyle, which are the general summary of Zhengzhou's core culture. At the end of video, Zhengzhou is highly summarized as a city of the Yellow River, which reflects the inheritance and continuation of the Yellow River Civilization.

### **Response – based on customers' reaction**

The brochure design of Zhengzhou shows the famous landmark and scenic spots of Zhengzhou, it is easy to understand as the brochure for Zhengzhou by the color they used. With the cover illustration, it is easy to remember and connect it with Zhengzhou.



The river between the Stone Figures of Yandi and Huangdi and the CBD also shows the movement of Zhengzhou's development. Although, it has the clear design for the layout, but too simple layout and typographic design makes it bored for readers. Moreover, the illustration in the brochure has many different styles such as water painting, hand drawing and photos, it helps people to feel the scenic spots but also feel it a mess while reading. This video is good way to show a strange city (Zhengzhou) to people. It is simple and fast to let people know the characteristics, cultural background, lifestyle and modern prosperity of the city. More easily let people appreciate the essence of the city, so as to achieve the purpose of promoting Zhengzhou.





### **CHAPTER 3**

### **CONCEPT DEVELOPMENT**



## Chapter 3

### Concept Development

#### 3.1 Communication Objectives

1. To emphasize the main culture and famous attractions in Zhengzhou by using design that represent the prominent of Zhengzhou tourism
2. To create outstanding characteristic of the Zhengzhou tourism by combine the modern and traditional elements into design
3. To create unique identity and value of Zhengzhou tourism to attract the target audiences

#### 3.2 Concept I

**Title:** The Land of Precious Ancient Culture

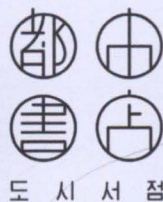
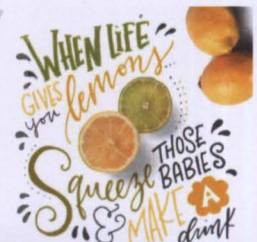
**Mood & Tone:** Simple, Modern, Enjoyable

**Support:**

Zhengzhou is an ancient capital of Central Plains with a long history. It is not only the origin of Chinese civilization, but also a city with integrating tradition and modernity. Using traditional architectural elements as design inspiration, let people understand the traditional culture and characteristics of Zhengzhou. “Circular sky and square ground” has been first discovered in Zhengzhou. The inspiration of this concept exactly comes from the construction characteristics of Shang city ruins, which its inner city is square in the center, and the outer wall is round around the inner wall. The use of “中” not only reflects the geographical location of the central city of Zhengzhou, but also reflects the local traditional language features.

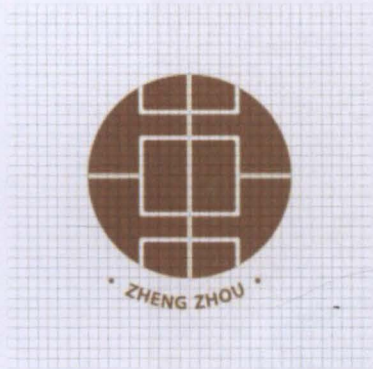


Simple  
Modern  
Enjoyable



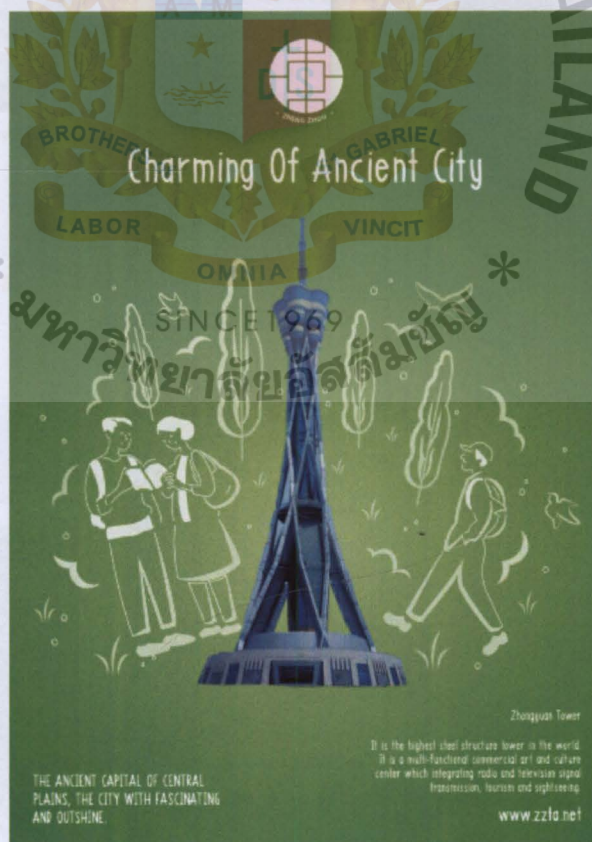
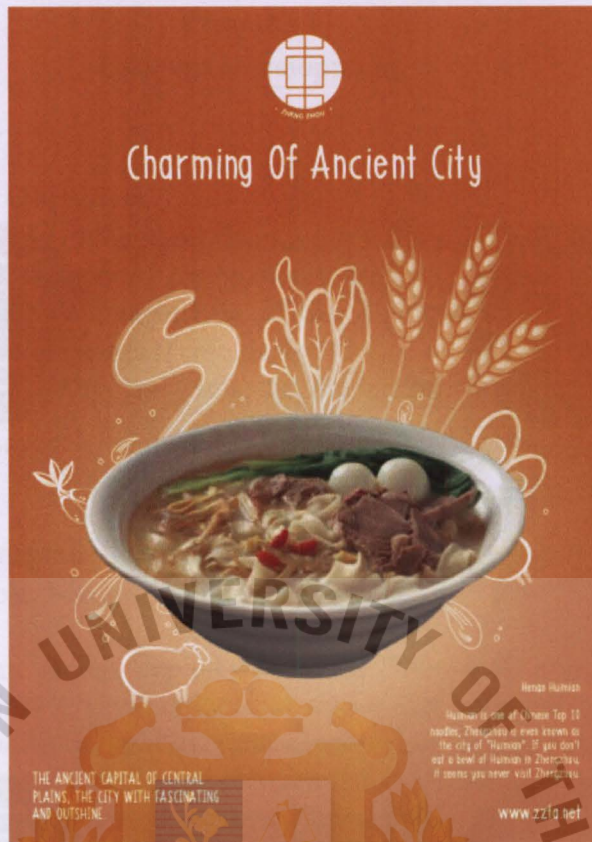


Concept 1 Sketch:



Logo design





Poster design





### **Souvenir design**

**Media:** Logo design, poster design, souvenir design

**Specifications:** Size of poster -A2, size of badge - 44mm

**Technique:** Adobe Photoshop, Adobe Illustrator

#### **Thesis Committee Comments & Suggestions:**

The design needs to convey a message or a slogan, and the overall design lacks story. How to reflect the relationship between the characters in the design concept through the overall design needs to be considered and revised. Secondly, Zhengzhou is an ancient capital of Central Plains with a long history. It is not only the origin of Chinese civilization, but also a city full of modern construction and is developing, so the overall design must include traditional elements and reflect the charm of modern city. As a tourism design style, it must also be full of the images of a friendly city.



### 3.3 Concept II

**Title:** Link to a diversified city

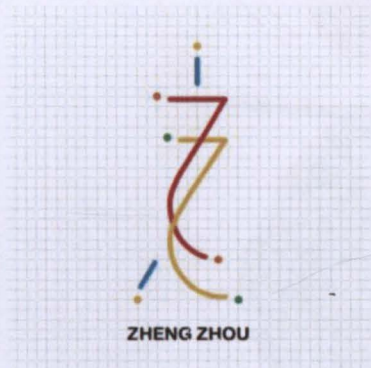
**Mood & Tone:** Bright, Energetic, Cheerful

**Support:**

Zhengzhou is a city with sound developed traffic system, it is the transportation hub center in China, the transportation system can link to every part of Zhengzhou, and even the whole China. Convenient transportation has brought rapid economic development to the city. With the development of economy, the words of modern, young and vibrant has become a new image of Zhengzhou. The design is inspired form modern trip mood style.



Concept 2 Sketch:







Poster design





### **Souvenir design**

**Media:** Logo design, poster design, souvenir design

**Specifications:** Size of poster -A2, size of badge - 44mm

**Technique:** Adobe Photoshop, Adobe Illustrator

**Thesis Committee Comments & Suggestions:**

The design needs to convey a message or a slogan, and the overall design lacks story. How to reflect the relationship between the characters in the design concept through the overall design needs to be considered and revised. Secondly, Zhengzhou is an ancient capital of Central Plains with a long history. It is not only the origin of Chinese civilization, but also a city full of modern construction and developing, so the overall design must include traditional elements and reflect the charm of modern city. As a tourism design style, it must also be full of the image of a friendly city.



### 3.4 Concept III

**Title:** The Hometown of Shaolin Kungfu

**Mood & Tone:** Relax, Playful, Lively

**Support:**

Zhengzhou is the hometown of Shaolin martial arts, and it has a long history and is famous all over the world. The origin and development of Shaolin martial arts cannot be separated from the unique geographical location of Zhengzhou Song mountain where the emperors and scholars always come to visit since ancient times. Thus, the design concept will focus on the way of shaolin martial arts movements and local environment, which also makes us feel lively and natural. In addition, the representing of design is to show living in harmony with the local martial arts and local environment that is still bright and charming no matter how long time has passed.





Concept 3 Sketch:

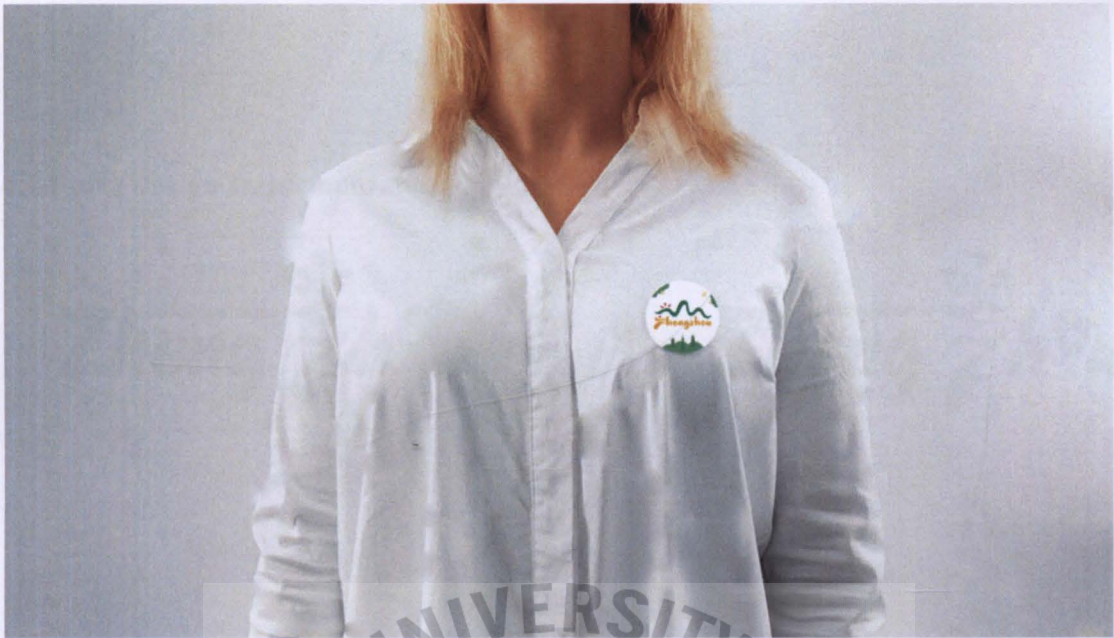






Poster design





### **Souvenir design**

**Media:** Logo design, poster design, souvenir design

**Specifications:** Size of poster -A2, size of badge - 44mm

**Technique:** Adobe Photoshop, Adobe Illustrator

### **Thesis Committee Comments & Suggestions:**

The design needs to convey a message or a slogan, and the overall design lacks story. How to reflect the relationship between the characters in the design concept through the overall design needs to be considered and revised. Secondly, Zhengzhou is an ancient capital of Central Plains with a long history. It is not only the origin of Chinese civilization, but also a city is full of modern construction and developing, so the overall design must include traditional elements and reflect the charm of modern city. As a tourism design style, it must also be full of the image of a friendly city.





#### **CHAPTER 4**

#### **CONCLUSION & SUGGESTIONS**

Chapter 4  
Conclusion & Suggestions

4.1 Final Design Implementation



Logo design







## Poster design

**Henan Huimian**

Huimian is one of the Top 10 Chinese noodles, Zhengzhou is even known as the city of 'Huimian'. If you don't eat a bowl of Huimian, it seems you never visit Zhengzhou.

**Hu meauntang**

Hu meauntang is a kind of soup made of a variety of the natural Chinese herbs in proportion. It used pepper and bone soup as the base and it is thick and spicy. It is a famous traditional soup in Zhengzhou breakfast.

**Zhengzhou Central Business District**

Zhengzhou Central-Business District is the new landmark of Zhengzhou, its function cover office, scientific research, education, culture commerce, residence.

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**Zhengzhou**



### Shaolin Kung Fu & Culture of Historic Monuments of Dengfeng in "The Centre of Heaven and Earth"

The Songshan Historic Building Group is a material witness of the development of Chinese masonry buildings, and represents the level of development of ancient Chinese masonry buildings. It constitutes a visual architecture history of the Central Plains around 2000 years and it was inscribed on the world heritage list in 2010.



### Pagoda Forest

The pagoda forest is the graveyard of the monks of Shaolin temples, which have gone through different periods of the Tang, Song, Jin, Yuan, Ming and Qing dynasties. It is the largest number of ancient pagoda in China, the largest scale, and the longest continuous construction of the pagoda.

### Drum Tower

The Drum Tower is located on the southwest side of the Great Buddha's Hall of Shaolin Temple and is symmetrical with the Bell Tower. In the thirteenth year of the Yongzheng reign of the Qing Dynasty (1735), the giant drum was placed upstairs and renamed as Drum Tower when it was rebuilt.



### Shaolin Kung Fu

Shaolin Kung Fu, also known as Shaolin Martial Arts. Its long history and profound influence are an important part of Chinese traditional martial arts. The most prominent feature of Shaolin Kung Fu is the "integration of Zen and Martial arts." Thus, the Buddhist culture and the Kung Fu complement each other.

### Brochure design



### Souvenir design – badge design





**Souvenir design – canvas bag design**



### Packaging design

**Media:** Logo design, poster design, brochure design, souvenir design, packing design

**Specifications:** Size of poster -A2, size of brochure - 3fold (A4)

size of badge - 44mm, size of packaging - l: 17cm, w: 21cm, h: 3cm

**Technique:** Adobe Photoshop, Adobe Illustrator



## 4.2 Conclusion

Finally, the last challenge of the university life is now completed with the last assignment. The topic that I chose was promotional design for my hometown, Zhengzhou. The design objective is to promote Zhengzhou to Thai people and also make Zhengzhou outstanding and attractive when compare to competitors in the same level of tourism in that zone. The inspiration of this concept comes from when tourists return to Bangkok after their tour, who can still recall the memorable experience through different stories of being friends with locals in Zhengzhou. Therefore, what makes this trip unforgettable is not only the scenery along the way, but also our smiles and memories with the locals, sharing the experience with new people and becoming friends, which makes trip itself unforgettable and meaningful. Personally, traditional Chinese art and culture has always attracted me, especially the art in my hometown, Zhengzhou. I am interesting with the way how they creative their art from life in past, keep that and development that until today. I want to use this chance to show the charming of it, and make more Thai people feel it interesting and want to visit.

When I work with this project, I find many beauties in the culture and know more about my city. Therefore, I am trying to show the feeling of it in my design, which uses the elements from my city's culture and the stories during the trip that make people feel it is unforgettable. I like to use that kind of vivid color and placid color together to show the culture, atmosphere behind and welcome. The whole design looks combine with traditional and modernity. It can be dynamic, enjoyable and energetic. Thus, applying this culture and traditional style with modern graphic design work would be interesting but also challenging me a lot.

During the working process, I also learned that promotional design is not so easy to do. It includes so much of knowledge and skills in one project, not only the basic skill, also photo shooting, the adjust of the photo filter, the layout, the use of colors and the idea behind the design, everything needs reason to be there, anything you do must can go with the city's personality and selling point. It not only art, but it also needs to make everyone understand it and remember it. Doing this topic, I understand deeply that what we learn is how to use art to communicate with people. It is our job to make things looks better, and make the work itself speak to people.

### 4.3 Suggestions for Future Study

For future study, the important thing is how we look at this world, how we communicate with different people, how to solve the problems during the design process and develop an idea in our brain of what can be visualized and to make everyone understand it. In the future, when we start to design we should fully understand what is our customers' needs and provide different solutions according to different needs and analysis. Thesis not only helps in improving my design skills, but it also improves my thinking and speaking skills. Working with it, lets me know that I should never give up no matter whatever reasons and keep working hard and you will see the good end in the future. Nothing is impossible, be confident, trust yourself and be the one you want to be.





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## Appendix I

### Questionnaire Detail, Criteria and Results – Thai tourism surveying Promotional Design for Zhengzhou, China

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#### Questionnaire on the Promotional Design for Zhengzhou, China

The purpose of this questionnaire is to collect information on Thai tourism's opinions on Promotional Design For Zhengzhou. This questionnaire is part of an Art Thesis of Bachelor of Fine Arts in Visual Communication Design, Assumption University.

##### Part 1 Target Profile

###### Gender

- ☐ Female   ☐ Male

###### Age

- ☐ 25-30   ☐ 31-34   ☐ 35-40   ☐ 41-44

###### Monthly Income

- ☐ Less 10,000 Bath  
☐ 10,001 Bath - 15,000 Bath  
☐ 15,001 Bath – 20,000 Bath  
☐ 20,001 Bath – 25,000 Bath above

##### Part 2 Close-ended Questions

1. Have you ever been to Zhengzhou before?

- ☐ Yes  
☐ No

2. What attracts you most about Zhengzhou?

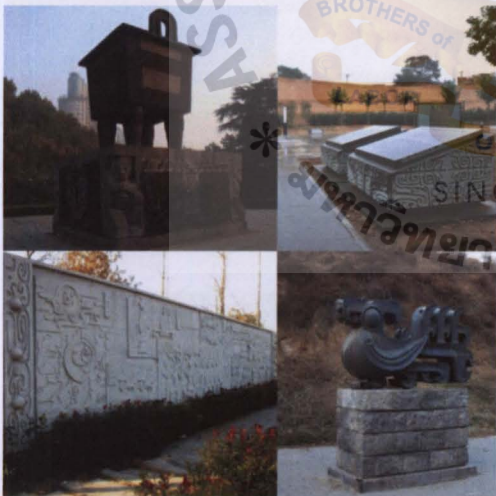
☐ Marital Arts (Shaolin Kungfu) & Shaolin Zen Music

Shaolin Zen Music is the world's largest mountain reality show. The music shows combined Buddhist with sounds of nature, meditation and marital arts together.



☐ Yellow River Culture

It is the development period of Yellow River civilization is its sublimation stage, the political power system of the father passing on the son to the family came into being, relatively mature state institutions were formed, and the epochal bronze culture was famous at home and abroad.





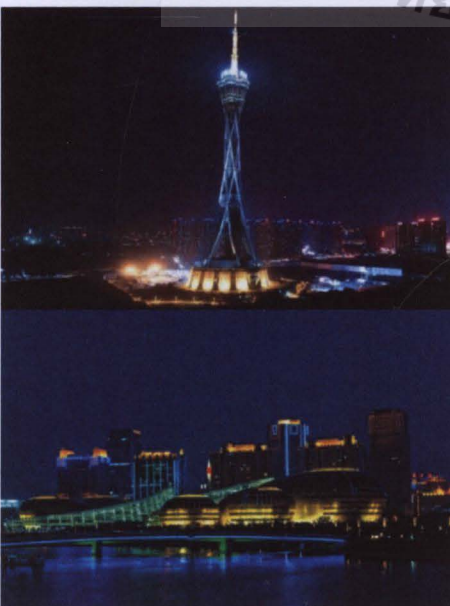
- Culture of Historic Monument of Dengfeng in " The center of Heaven and Earth"  
It constitutes a visual architecture history of the Central Plains around 2000 years, it was inscribed on the world heritage list in 2010.



- Local Food (Huimian)  
Henan Huimian is one of Chinese top 10 noodles.



- Central Business District (CBD) & Zhong yuan Tower  
CBD is new landmark of Zhengzhou, its function cover office, scientific research, education, culture, commerce, residence. And Zhong yuan Tower is the highest steel structure tower in the world. It is a multi-functional commercial art and culture center which integrating radio and television signal transmission, tourism and sightseeing.





□ Traditional Folk Dance (Xiaoxiang Lion Dance)

It is the oldest and most traditional Han folk dance in Henan and even China. Xiaoxiang Lion Dance is a combination of ornamental and entertainment, based on folk literature and art characteristics, loved by the audience.



□ Memorial Ceremony to Ancestor in Hang Di's Native Place

It is a ceremony for Chinese Yan Huang descendants to worship their ancestor Huang Di in Zhengzhou.



□ Ancient Music (Chaohua Song)

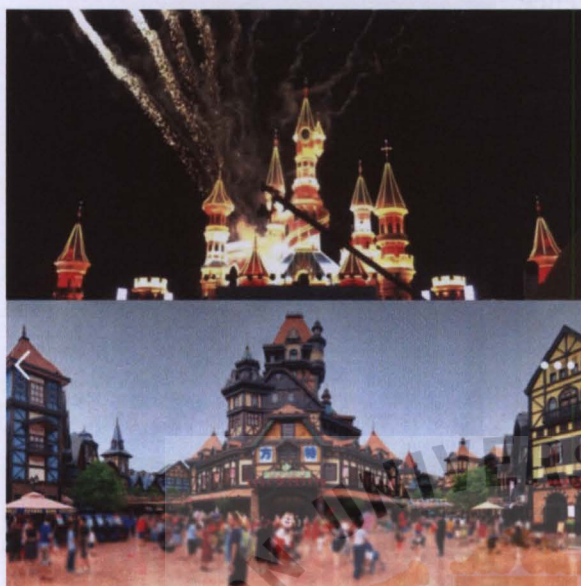
It is a very ancient traditional form of playing, is a combination of playing and percussion.





- ☐ Theme Park (Zhengzhou Fangte Joy World)

It is a cultural and technological theme park with high-technology as its main form of expression.



3. What is your next travel budget?

- ☐ Less than 10,000 Bath  
☐ 10,001 ~ 15,000 Bath  
☐ 15,001 ~ 20,000 Bath  
☐ More than 20,000 Bath

4. Given following factors, rate the importance by which each of factor influence your destination choice? (1 = not important, 5 = very important)

	1	2	3	4	5
Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Positive experience of friends and relatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pricing of flights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of hotels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Culture diversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weather	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. What is your travel budget?

- ☐ Religious  
☐ Culture  
☐ Business  
☐ Leisure

6. What channel do you get the most travel information?

- ☐ Facebook
- ☐ Line
- ☐ Website
- ☐ Airport
- ☐ BTS or Train Station
- ☐ Other \_\_\_\_\_

7. Do you think Zhengzhou is a desirable traveling destination? (1 = not desirable, 5 = very desirable)

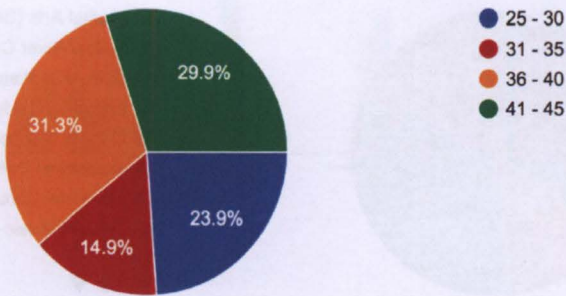
	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very desirable

Results of Questionnaire – 67 responses

Gender  
67 responses



Age  
67 responses





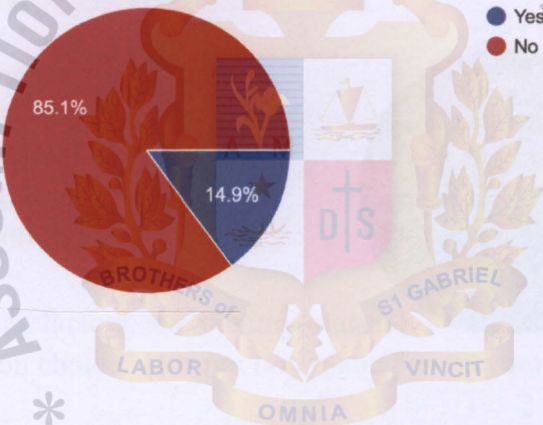
Monthly Income

67 responses



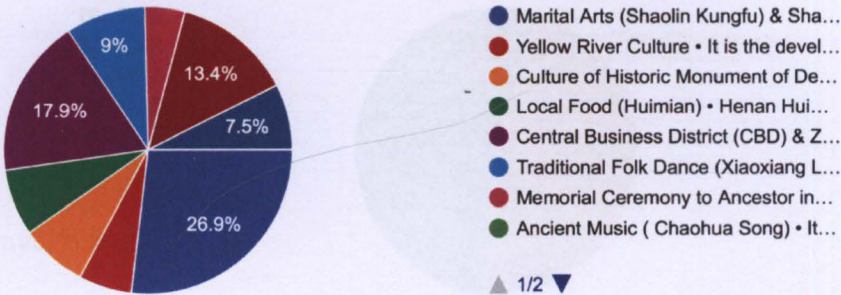
1. Have you ever been to Zhengzhou before?

67 responses



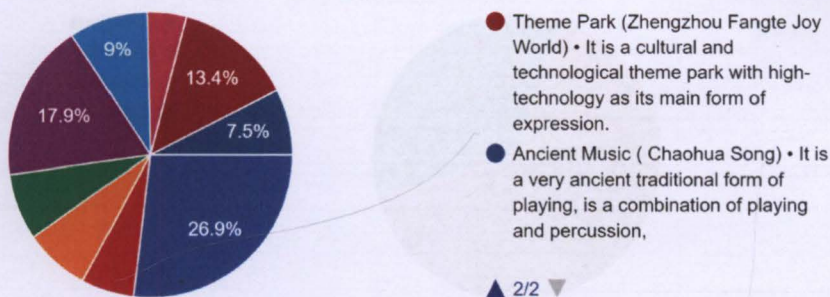
2. What attracts you most about Zhengzhou?

67 responses



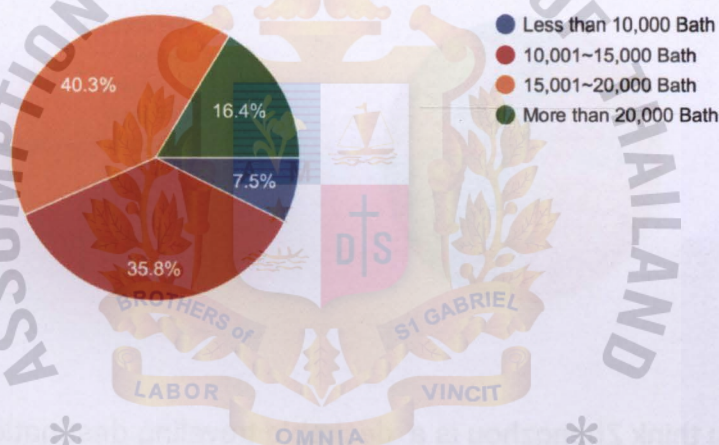
2. What attracts you most about Zhengzhou?

67 responses



3. What is your next travel budget (Bath)?

67 responses



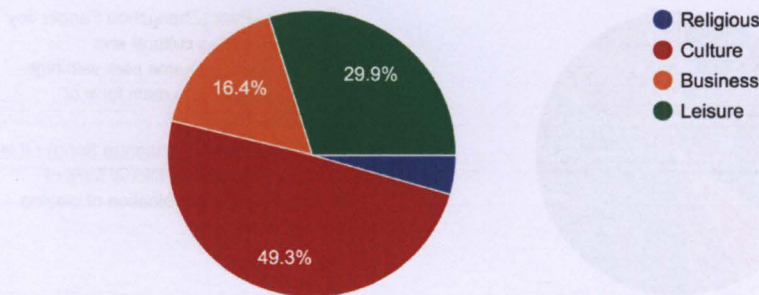
4. Given following factors, what is the importance that each of factor influence your destination choice? (1=not important, 5=very important)





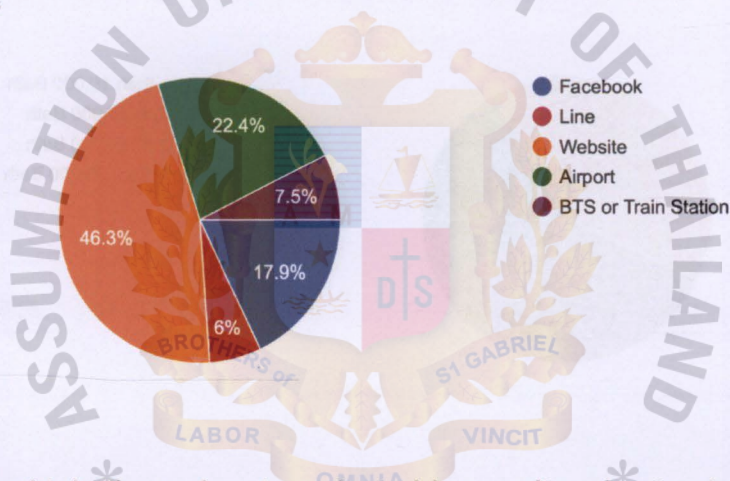
5. What is your travel purpose?

67 responses



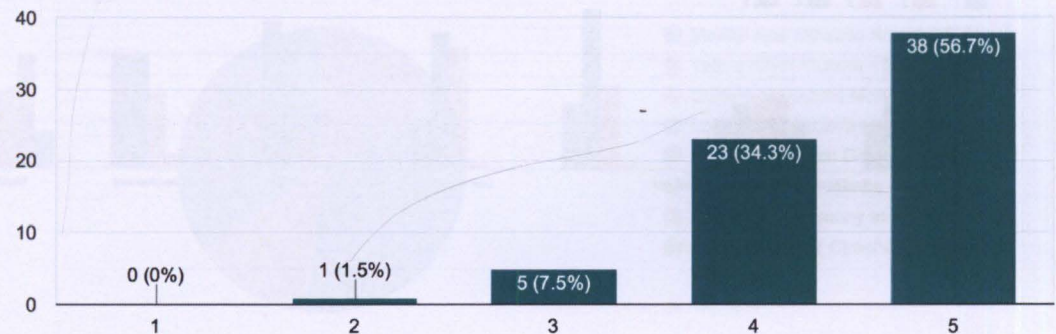
6. What channel do you get the most travel information?

67 responses



7. Do you think Zhengzhou is a desirable traveling destination? (1=not desirable, 5=very desirable)

67 responses



Your time and participation is highly appreciated. Your comments and evaluation will be kept confidential and will be used to further study the Promotional Design For Zhengzhou, China.

Thank you.





## Personal Data

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## Academic Record:

2011-2014 Zhengzhou NO. 14 High school  
Senior High School Certificate  
2014-2019 Assumption University  
Visual Communication Design / Graphic Design

## Working Experience:

June – July 2018 : SKY Region Media Thailand (Internship)

## Skill and Expertise:

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Adobe After effect
- Adobe Lightroom
- Sketch up
- Font Lab
- Microsoft programs
- Design skills

