



Research on Tourism Guide System of Beijing-Hangzhou Grand Canal (Tianjin Section)

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Abstract

This article mainly studies the tourism visual system of the Tianjin City section of the Beijing-Hangzhou Grand Canal. It first introduces the concept of a visual system, which aims to provide information guidance for tourists, assist with visual symbols, and is an essential component of the modern urban environment. The visual system plays a crucial role in people's daily lives by facilitating guidance, communication, and other functions. It is a form of visual communication design. Analyze the history and culture of the Tianjin section, summarize the landscape characteristics of the canal area, extract the traditional elements of the canal culture, and apply these elements to the tourism guide system of the Tianjin section of the Beijing-Hangzhou Grand Canal. In the Tianjin tourism guide for the Beijing-Hangzhou Grand Canal section, there is a more systematic specification for shaping cultural images, space nodes, and material textures. This enhances identification and highlights the characteristic Tianjin artistry. It aims to promote the dissemination of Tianjin canal culture, boost Tianjin tourism development, and contribute to the economic construction of Tianjin.

Keywords

The Beijing-Hangzhou Grand Canal, tourism, guide system, canal culture

Introduction

In December 2019, the Protection Plan of Tianjin Historical and Cultural Cities (2020-2035) (draft) was released. According to the plan, relying on the cultural heritage and resources of the canal, Tianjin should promote the construction of the canal's national cultural park, build an important node of the canal, make every effort to build a development pattern that gathers the elements of the nodes, radiates the surrounding areas, fully tap the cultural tourism resources of the Grand Canal, and actively build a tourism belt.

However, when people go to the strange environment, their strangeness to the environmental location and the uncertainty of the direction, tourists can not experience the local scenery, let alone feel the history and culture of Tianjin. Therefore, the system standard, identifiable, and artistic guide system needs us to explore, so as to promote the dissemination of Tianjin canal culture, promote the development of Tianjin tourism, and make a contribution to the economic construction of Tianjin.

1. Summary of the main landscape of the Tianjin section of the Beijing-Hangzhou Grand Canal

Tianjin was developed by the sea and the canal confluence gradually, the Beijing-Hangzhou Grand Canal Tianjin is divided into two parts, the North Canal and South Canal, its birthplace three fork estuary is the commercial center of Tianjin, is the most concentrated place of canal culture, Tianjin nearly 180 kilometers, flows through Wuqing district,

Jinghai, Xiqing district, Hebei district, red bridge area, Nankai district and Beichen district seven counties (Zhong Chengchun, 2010). The 7 counties and districts flowing through the Tianjin section of the Beijing-Hangzhou Grand Canal and the a-level scenic spots related to the canal were summarized (Table 1). Through the summary of tourism resources along the canal, the guide system should fully study the tourism resources along the route, understand the regional characteristics, provide people with accurate landscape information, indicate geographical directions, guide safe evacuation, and secondly, display the canal culture in front of the tourists, spread the canal culture and highlight the cultural characteristics of Tianjin. Therefore, we should regard the guide system as an effective carrier of cultural communication. We should not only ensure the basic function of its logo, but also treat the diversified whole with the vision of flexible development.

Table 1. List of related scenic spots of Tianjin Beijing-Hangzhou Grand Canal in 2023 (data is from Tianjin Culture and Tourism Bureau)

In the district and county	Name of tourist attraction	rank
Wuqing district	Tianjin Nanhu Green Expo Park Scenic Area	4A
	Jinxi Taoyuan	3A
	Tianjin Creative Milan Scenic Area	3A
	V1 Car World Scenic Spot	3A
	Tianjin Yili yogurt health Industrial Park industrial tourism area	2A
Jinghai County	Ren Tuanbo Lake • International Leisure Expo Park	4A
	Samaranch Memorial Scenic area	4A
	Tianjin photosynthesis Valley tourist resort	4A
	Youfa Steel Pipe Creative Park	3A
Xiqing district	Jingwumen • Chinese Wulin Garden	4A
	Water high manor scenic spot	4A
	Tianjin Tropical Plant Sightseeing Park Scenic Area	4A
	Shijia Courtyard scenic spot	4A
	Yangliuqing Manor Scenic Spot	4A
	Tianjin Ling ao Creative Industry Park	4A
	Tianjin Fengshan Yaowang Ancient Temple	3A
	Tianjin 129 Anti-Japanese and National Salvation Movement Memorial Hall	3A
	Yangliuqing New Year picture hall	2A
	Settlement courtyard hidden treasure museum	2A
Pingjin Campaign Tianjin front headquarters site exhibition hall	2A	
Hebei district	Tianjin Haihe Italian style area	4A
	Great Sad Zen Temple Scenic Area, Hebei District, Tianjin	4A
	The "Tianjin Eye" ferris wheel	4A
	Tianjin Liang Qichao Memorial Hall	3A
	Cao Yu's Former Residence Memorial Hall (Cao Yu Theater)	3A
	Tianjin Consciousness Society Society Memorial Hall	3A
	Salt tuo park	3A
	Beining Park Scenic Area, Hebei District, Tianjin	3A
	Li Shutong's former residence memorial hall	3A
	Cao's garden	3A
	Nanpu Park	3A
	Zhongshan Park	2A
	Ear gate park	2A
	Tianjin Jinjiayao Mosque	2A
Jintang Bridge Meeting Park	2A	
Hongqiao district	The Pingjin Campaign Memorial Hall scenic area	4A
	Xigu Park	3A
	Tianjin Wine Culture Park	2A
	Tianjin Yihheer League Memorial Hall	2A
	Tianjin Three Stone History Museum	2A
Nankai district	Tianjin Ancient Culture Street Tourist Area (hometown of Tianjin Gate)	5A
	Tianjin Water Park Scenic Area	4A
	Tianjin Zhou Enlai and Deng Yingchao Memorial Hall	4A
	Drama Museum (Guangdong Association Hall)	3A
	Folk Museum (Tianhou Palace)	3A
	Tianjin Old Town Museum	3A
Tianjin drum tower	2A	
Beichen district	Tasly Great Health City Scenic Spot	4A
	Wanyuan Changshun Resort Manor	3A

2. Characteristics and extraction of traditional elements in the Tianjin section of the Beijing-Hangzhou Grand Canal

The traditional culture of Tianjin was gradually developed under the nourishment of the 600 years of canal culture, with unique and very rich artistic characteristics (Zhou Yaqin & Wang Yuhan, 2018). Tianjin bears historical events, celebrity anecdotes, and spreads folk stories, cultural legends, and food culture. These elements have created the unique cultural values of the Tianjin area and the Tianjin canal culture system. Tianjin features a canal culture area, a canal culture business center, and a canal culture theme planning pavilion. This reflects the strong identity and reverence of the Tianjin people towards the canal cultural heritage and also serves as a way for the city to attract tourists.

2.1 Characteristics and extraction of modeling elements in the culture of the Tianjin section of the Beijing-Hangzhou Grand Canal

The construction of traditional elements of Tianjin canal culture can dig out the core of canal culture through the combing and extraction of regional cultural genes. Canal culture is constructed from two aspects material culture and non-material culture, and the canal culture of Tianjin is sorted out (Figure 1).

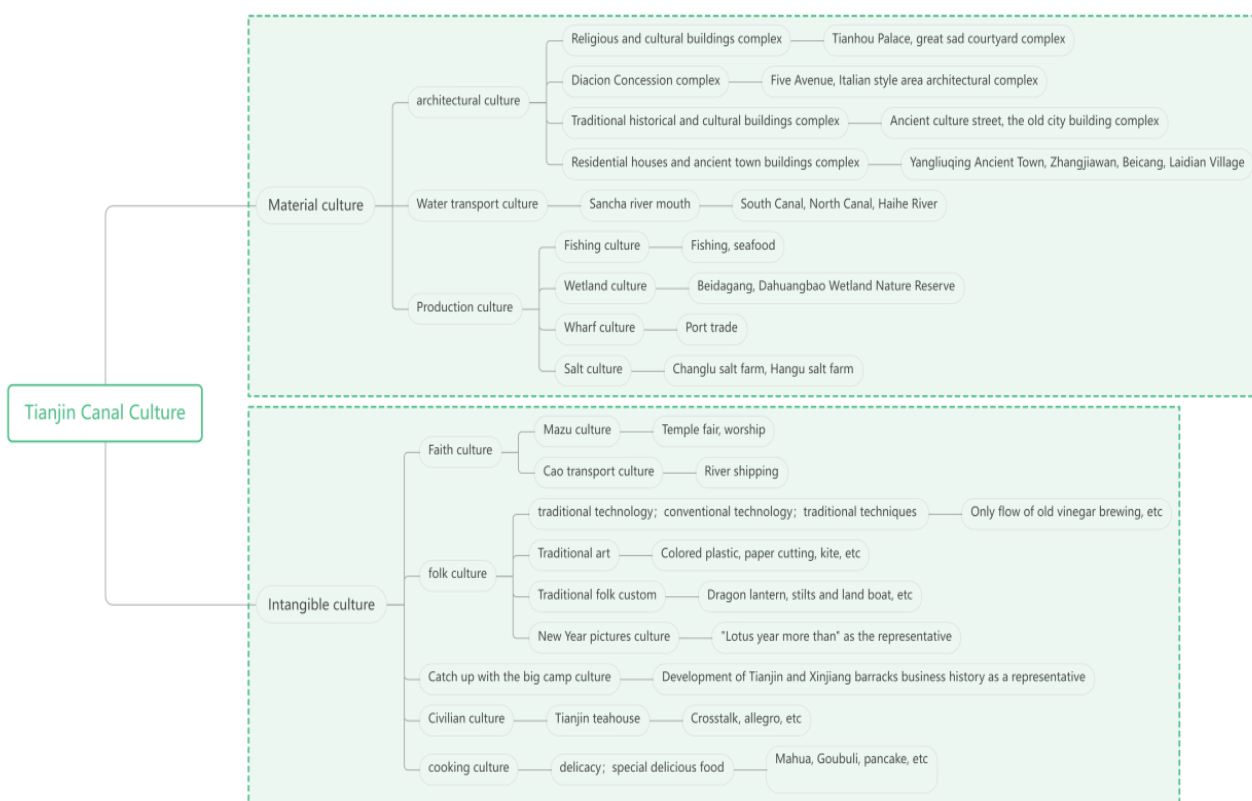


Figure 1. Tianjin Canal Culture (painted by the author).

Tianjin canal culture is mainly analyzed from two aspects of material culture and non-material culture: first, material culture. After Tianjin served as a treaty port in history, the invaders established concessions in Tianjin and constructed buildings in various styles, which led to the development of unique architecture, water transportation, and production culture in Tianjin. Two intangible cultures, foreign culture, and traditional culture collide strongly, giving rise to unique belief culture and folk culture. Tianjin, being a vast land with a long history of development, has gradually formed its own identity. Consequently, the coastal inhabitants have long worshipped the sea goddess Mazu, and fishing culture and wharf culture have thrived due to maritime activities.

Tianjin's special geographical location, rich historical imprint and the fierce collision of multiple cultures have

built buildings of different styles, among which the concession buildings and Five Avenue buildings have been integrated with new cultural elements (Tang Tian & Wang Jiayi, 2020). Today, the traditional folk art culture in Tianjin is mainly represented by the colorful works of Tianjin clay figures (see Figure 2), and Yangliuqing fat doll modeling of Yangliuqing (see Figure 3). These are the most representative forms, featuring round figures, lovely faces, and lively forms that consistently convey the hospitality, humor, and contentment of the Tianjin people. Therefore, the guide system can adapt to the unique geographical environment, history, and culture of Tianjin. It can extract new visual elements from traditional folk art to new inspirations, combining simple modeling and unique color elements in its design. This design not only intuitively reflects the regional characteristics of Tianjin but also aligns with people's psychology and spirit. The guide system always exudes a certain attraction, allowing people to sense the history, culture, and modernity of Tianjin simultaneously. This fosters a desire to delve deeper into understanding the city and ultimately fall in love with it.



Figure 2. Zhang Colorful (from Baidu).



Figure 3. Yangliuqing New Year Picture.

2.2 Characteristics and extraction of color elements in the Beijing-Hangzhou Grand Canal culture

Tianjin, formed by the Sanhe River, breeds a variety of cultures, such as Mazu culture, Western culture, salt culture, wharf culture, and other diverse cultures (Zhang Fan & Kong Lingwei, 2020). These cultural elements constitute the characteristic culture of Tianjin. Of Tianjin's folk culture of clay sculpture, willow pictures, and other traditional folk art, originate from the people's own interests and utilitarian desires. For example, the famous fish head fat doll image "lotus year fish" in willow pictures symbolizes prosperity and good fortune. These artworks hold unique symbolic significance. In terms of color application, clay sculptures emphasize the use of inherent and authentic colors, focusing on color coordination, lightness contrast, and appropriate color contrasts. They utilize colors like black, deep red, dark blue, dark green, and yellow, creating a bold and simple color effect. Different colors will guide the audience to produce different psychological and spiritual changes, with guiding, so as to show the regional cultural connotation (Lu Lin & Wang Qianqian, 2023). In the design of the guide system of the Tianjin section of the Beijing-Hangzhou Grand Canal, the elements of unique regional characteristics and aesthetic habits can be used to visually guide and spread the regional culture. So guide visual logo design to combine the canal of color elements, for example, can be applied on behalf of the blue canal, on behalf of the green of life, and represents the red of hospitality, let people feel the regional characteristics of Tianjin and Tianjin people, thus produce historical and cultural into the sense and empathy.

3. Application analysis of canal culture in the guide system of Beijing-Hangzhou Grand Canal

3.1 Cultural image shaping in the guidance system of the Tianjin section of the Beijing-Hangzhou Grand Canal

For Tianjin, the Tianjin section of the Beijing-Hangzhou Grand Canal brings not only economic development, but also the integration and prosperity of culture. On the one hand, the southern culture, such as Mazu worship, Tao huawu New Year pictures, and garden culture, spread from the south, in Tianjin and local culture integration, formed a large number of characteristic cultures, and on the other hand, with the increase of people, Tianjin dialect began the process of fusion and humorous civilian culture began to appear, which is also one of the reasons why Tianjin became the birthplace of the three big crosstalk.

The prosperity and development of the canal culture have created a number of highly recognized architectural landmarks or tourist landmarks on both sides of the Tianjin canal section (Huo Yujia, 2013). In terms of architecture, there are ancient buildings such as ancient rivers, gardens for open play, and characteristic ancient towns such as

Yang liuqing. In terms of the tourist areas, such as the traditional culture tourism area with the ancient culture street as the main line; the rental building culture with the Hai he Italian style street; the religious culture tourism area with the San Cha River estuary as the main line, these regional cultures are also the characteristic elements of Tianjin culture. Therefore, in the design guide system, the cultural image shape and color highlight the regional cultural characteristics, not only to reflect the folk culture, and architecture culture but also to reflect the Tianjin people's humorous civilian culture, to strengthen the psychological recognition of tourist canal culture, further enhance the cognition of Tianjin city culture.

In Tianjin willow town, for example, willow pictures are the crown of the four Chinese New Year pictures, "lotus in more", "auspicious", "gold", "longevity three", one of the most deeply popular or the lotus in the image of the fat baby fish, now its image element extraction (see Figure 4), in order to apply to the guide system.



Figure 4. Element extraction of Yangliuqing New Year Pictures (painted by the author himself).

3.2 Image shaping of spatial nodes in the guidance system of the Tianjin section of the Beijing-Hangzhou Grand Canal

The Beijing-Hangzhou Grand Canal in Tianjin city has a unique bridge culture, the Haihe river across more than 20 different modelling bridges, Liberation Bridge, Dagu Bridge, North Bridge, Jin Soup Bridge, Lion Forest Bridge, Progress, Bridge, Yongle Bridge, etc., modelling of the ingenious, unique bridge and the Haihe River on both sides of the ancient and today, many combinations of Chinese and western buildings, full of relish culture (Zhong Chengchun, 2010). The Yongle Bridge, the Eye of Tianjin, the Yongle Bridge across the river, and the Jingang Bridge across the Sancha River, closely link the canal culture and landscape features. Secondly, under the fierce collision of various cultures in Tianjin, buildings with different styles have been created, such as religious and cultural buildings, concession buildings, traditional historical and cultural buildings, residential and ancient buildings, etc. These buildings form the Tianjin tourism belt under the series of the canal.

Therefore, the guide system on both sides of the canal can use Tianjin's characteristic Bridges and major buildings as space nodes to set up large information guide cards on the space nodes of the canal bridge and buildings and introduce the historical culture, architectural style, and spatial routes. In the information guide image design, the simple architecture and exquisite regional characteristics should integrate the wharf culture, salt culture, and the characteristics of Tianjin; simple and clear, simple and orderly of the information in the material and color, and adopt green materials to reflect the long history of Tianjin and the vision of building a green city.

3.3 The shaping of the texture (material) in the guide system of the Tianjin section of the Beijing-Hangzhou Grand Canal

In the design of the guide system of the Tianjin section of the Beijing-Hangzhou Grand Canal, the texture of materials plays an important role in culture and style. Materials, patterns, and colors can be used to use the elements of Tianjin traditional culture to connect and transition various regions in the space, so as to create a sense of unity for tourists. In terms of material selection, material application, surface treatment, and technology in different architectural style areas, they should echo their corresponding architectural culture. For materials and crafts that are not a historical period, a material series or a cultural category, they must be used with caution. For example, the tourism culture in Tianjin Italian Wind Area has developed well, but the guide system in Tianjin Italian Style Area is general, which

basically realizes the basic guide functions such as direction, instruction, and warning, however, the combination lacks the style positioning consistent with the scenic area, and the guide location is chaotic and causes information interference; the guide display mode is old and lacks the overall style; the guide surrounding sundries and affects the information transmission (Chen Sixu & Lu Lin, 2020).

Therefore, on the guide brand material selection can be adopted and canal culture, photograph echo of traditional architecture material, color selection can be based on the scenic style of exotic culture, and conform to the visual characteristics of all kinds of people, select low saturation, contrast color collocation, in order to better highlight its texture, echo its culture, reflect the city, will guide system and canal landscape, bring visitors better travel experience.

4. Conclusion

Tianjin proposed to build an important node of the canal, fully tap the cultural tourism resources of the Grand Canal, and actively build the planning of the tourism belt, which not only promoted the development of Tianjin's economy but also inherited the canal culture. This paper summarizes the seven counties along the canal as a scenic spot. It explores the material and non-material culture on both sides of the canal, focusing on the cultural connotations in shape, color, and other aspects. The guide system design section covers cultural image shaping, space nodes, and texture material shaping for a comprehensive design to create a more systematic specification that is easily identifiable with the characteristics of Tianjin's guide system. This aims to promote the dissemination of Tianjin canal culture, boost Tianjin tourism development, and contribute to the economic construction of Tianjin.

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