

# Historical Evolution and Contemporary Practice of Rural Brands Design: Integrating Traditional Culture and Modern Innovation

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## Abstract

Rural brand design is a field that combines rich historical heritage with contemporary innovation. This paper delves into the historical evolution and contemporary practice of rural brand design, with a primary focus on the integration of traditional culture and modern innovation. The historical analysis of rural brand design illustrates its evolution over various historical periods, highlighting the unique features of rural products and the preservation of traditional craftsmanship. Nevertheless, the advent of modernization has presented rural brand design with fresh obstacles, including the demands of market competition and the preservation of cultural heritage. In contemporary times, rural brand design aims to seamlessly blend traditional culture with modern innovation. This entails integrating conventional elements into product design while prioritizing the needs of the contemporary market to cater to a broader audience. Additionally, contemporary tools like social media and digital marketing offer fresh avenues to promote rural brands.

**Keywords:** Rural Brand Design; Historical Evolution; Traditional Culture; Modern Innovation.

## Introduction

Rural brand design focuses on capturing the essence of rural characteristics, culture, and values to boost the appeal, reputation, and allure of the countryside. Its

ultimate goal is to drive economic, social, and cultural growth in rural areas. The historical evolution and contemporary practice of rural brand design showcase the seamless blend of traditional culture and modern innovation, highlighting the successful implementation of the rural revitalization strategy.

The historical development of rural brand design can be categorised into three phases. The initial phase, spanning from the 1970s to the 1990s, witnessed the early exploration of rural brand design, primarily led by European and American nations. During this phase, the focus was on geographical indications, local specialties, and tourism resources, with an emphasis on showcasing the natural environment and historical culture of the countryside. The second phase, spanning from the 1990s to the early 2000s, witnessed the rapid development of rural brand design in Asian countries. This phase focused on incorporating elements of folk culture, ecological agriculture, and community participation, with an emphasis on portraying the humanistic emotion and lifestyle of rural areas. The third stage, which began in the early 21st century and continues to the present, is characterised by China leading the way in rural brand design innovation and transformation. This study focuses on the innovation capacity and future prospects of rural areas, with a particular emphasis on cultural heritage, creative industries, and digital technology (Fei et al., 2018; Xie, 2021; Ying, 2019).

The current trend in rural brand design demonstrates a seamless blend of traditional cultural elements and modern innovation. Traditional culture plays a vital role in rural brand design. By preserving, passing down, and promoting traditional culture, rural brands can gain a sense of uniqueness and identity. However, modern innovation holds great potential and serves as a valuable tool for creating rural brand designs. The competitiveness and influence of rural brands can be significantly improved by embracing and implementing modern innovation (Huaiping, 2019; Tian, 2019). For instance, the Forbidden Museum and the bustling city in the Tang Dynasty showcase a seamless blend of traditional culture and modern innovation.

This article examines the historical evolution and current practice of rural brand design, focusing on the integration of traditional culture and modern innovation. This study aims to analyse the concept, connotation, and function of rural

brand design. Furthermore, examine rural brand design's historical development and distinctive features. Lastly, assess the practical applications and sources of inspiration in modern rural brand design. People increasingly recognise rural cultural creativity as a significant approach to enhancing ecology, preserving cultural heritage, and fostering nostalgia. It entails promoting the integration of culture and tourism, as well as accelerating rural revitalization through creative initiatives, aesthetic guidance, and artistic lighting, in line with the growing trend of cultural and tourism consumption development.

## Historical Evolution of Rural Brand Design

### Historical Evolution of Rural Tourism

Rural tourism is a type of tourism that focuses on rural areas as the primary setting and source of resources. It offers people the opportunity to explore and appreciate nature and culture while also contributing to the economic and social growth of rural communities (Hannigan, 2020; Hongxi, Changcheng, & Qianlong, 2019; Li et al., 2023; Min, 2018; Sekome et al., 2024).

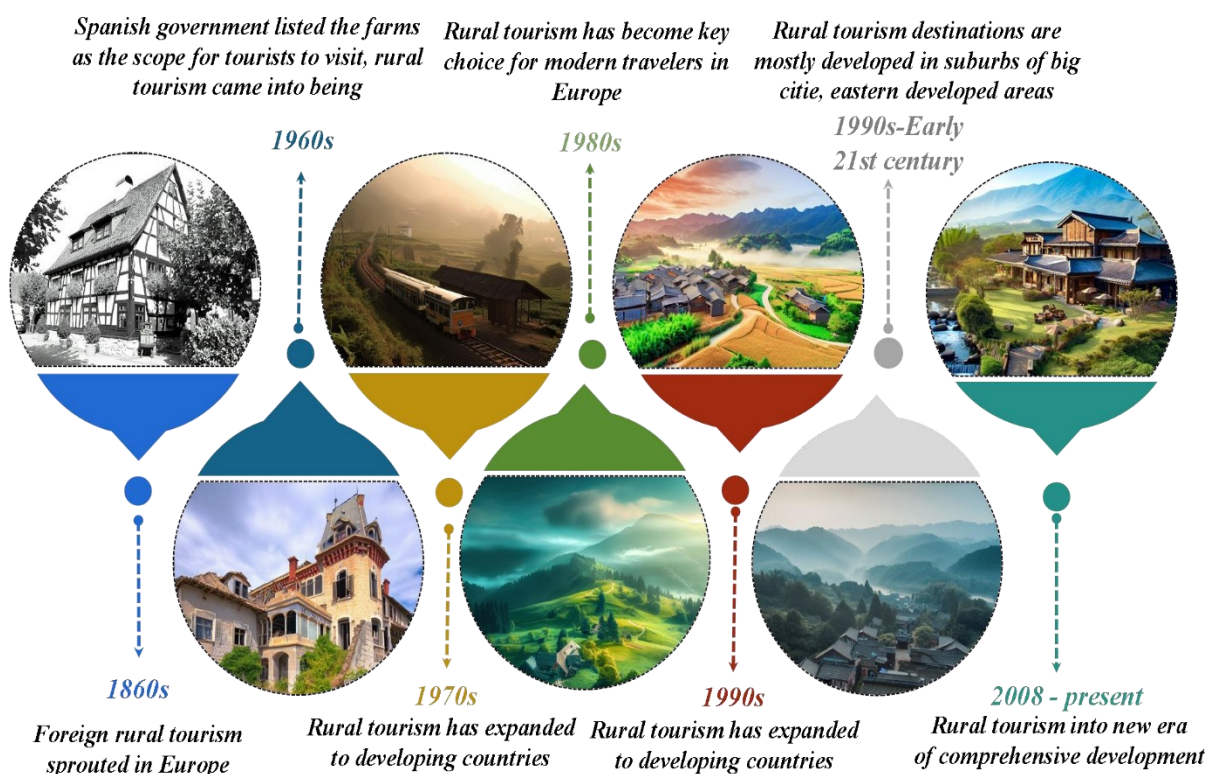


Figure 1: Analysis of Rural Tourism History.

Figure 1 analyzes the development process of rural tourism (Wu & Wang, 2018). The historical evolution of rural tourism can be divided into the following stages:

In the 1860s, there was a rise in rural tourism in the European region. During this time, European nations witnessed the rise of the Industrial Revolution and the growth of cities, leading to a newfound fascination and longing for the natural environment and traditional customs of rural regions. Several countries have initiated the development of rural tourism projects, showcasing the picturesque rural landscapes of the UK, the fragrant lavender fields of France, and the renowned wineries of Italy.

During the 1960s, as a response to the growing industry and urbanisation, the Spanish government repurposed deserted aristocratic castles into farmhouses, which were then opened up to tourists. This led to the rise of rural tourism. During this period, Spain experienced a challenging economic situation and widespread social dissatisfaction. The government has successfully generated employment opportunities and income by focusing on the development of rural tourism. In doing so, they have also prioritised the preservation and utilisation of rural historical heritage and cultural resources. This approach has garnered the attention and emulation of other nations.

During the 1970s, the expansion of transport infrastructure, including railways, improved access to rural areas, leading to a significant rise in rural tourism across various countries. During this period, as people's income level and leisure time increased, rural tourism emerged as a popular form of leisure. One can not only admire the natural beauty and cultural traditions of rural areas, but also actively engage in rural production activities and community life, immersing themselves in diverse cultures and ways of life.

In the 1980s, the global "green movement" emerged, and rural tourism became an important choice for modern tourists in developed countries in Europe and America. During this period, people are increasingly paying attention to and reflecting on the environmental pollution and social issues brought about by industrialization and urbanization, and have put forward higher requirements for

ecological protection and sustainable development in rural areas. Rural tourism is seen as a low-carbon, green, and environmentally friendly tourism model, in line with people's pursuit of health, nature, and simplicity.

During the 1990s, rural tourism experienced significant growth in developing countries, including China, thanks to the efforts of the World Tourism Organisation. In recent years, as China has continued to undergo reform and open up to the global economy, it has become an active participant in the international tourism community. China possesses abundant and varied rural resources and cultural heritage, showcasing immense potential for rural tourism. Meanwhile, China is grappling with significant challenges, including agricultural transformation, improving farmers' income, and revitalising rural areas. Promoting agricultural industrialization, farmer citizenship, and rural modernization is critical, and one effective way to achieve this is through rural tourism development.

During the 1990s to the early 21st century, rural tourism in China experienced its initial growth, with rural tourism destinations primarily being developed and spread across the outskirts of major cities and developed regions in the eastern part of the country. During this period, rural tourism in China primarily emphasised sightseeing, lacking unique features and innovation, with subpar service quality and management level. It lacked coordination with the ecological environment and social culture of rural areas, resulting in various problems and challenges.

Since 2008, the National Tourism Administration has implemented the National Leisure Plan, leading to the comprehensive development of rural tourism. Rural tourism in China has transitioned from solely sightseeing to a more diverse range of experiences, involving active participation and interaction. Additionally, there has been a shift from extensive development to more careful management, protection, and utilization of rural tourism resources. Furthermore, the focus has expanded from solely economic benefits to encompassing a wider range of social benefits. China's rural tourism has diversified into different types and models, such as leisure agriculture, folk culture, ecological protection, and community participation. This has helped to develop and revitalize rural areas by introducing new energy and momentum.

## Early Rural Brand Design

The initial rural brand design focused on preserving and passing down traditional culture. The brand design during this period focused on traditional cultural elements, including history, customs, and folk tales. To brand design actively incorporates traditional elements to emphasise the uniqueness and historical heritage of rural communities. The brand serves as both a product logo and a means to communicate cultural narratives, appealing to consumers' emotional connections. The initial rural brand design focused on highlighting the distinct features of rural products. The brand's design emphasises its distinctive quality and production technology, encompassing agricultural products, handicrafts, and local cuisine. This facilitates the development of a regional understanding of the product and enables consumers to associate it with a specific geographic location. The emphasis on local characteristics contributes to brand identity development and increases consumer trust in rural products. One notable feature is the widespread use of regional symbols in early rural brand designs. Regional signs, such as maps, landscape photos, and local names, aid consumers in promptly recognising the product's origin. The use of geographical identification enhances the product's association with specific geographic regions, facilitating consumer decision-making during the purchasing processes.

The initial branding efforts in rural areas focused on the art of handcrafting and customisation. [Table 1](#) presents the aspects and effectiveness value of rural brand design, along with specific examples and data for clarification. Brands frequently employ hand-drawn labels, handwritten fonts, and personalised packaging designs to highlight the distinctiveness of their products. This customised design has the potential to stimulate consumer interest and evoke a sense of the product's distinct value and uniqueness. The early design of rural brands was significantly influenced by community participation and collaboration. The brand collaborates with the local community, engaging community members in the production and promotion of the product. This collaboration not only enhances product quality but also fosters community development and preserves cultural heritage. The brand's commercial nature gives it both social and cultural significance.



Table 1: Effect and Value Analysis of Early Rural Brand Design.

Aspect of Rural Brand Design	Effect and Value of Rural Brand Design
Rural Planning and Design	Improve the visibility and reputation of the countryside, enhance the attraction and competitiveness of the countryside, and expand the influence and radiation of the countryside
Rural Product Design	Promote the sales and appreciation of rural products, drive the rural economy's development and prosperity, and increase farmers' income and welfare
Rural Service Design	Enhance the sense of pride and belonging of farmers, stimulate their sense of innovation and enthusiasm for participation, and cultivate the countryside's spiritual civilization and social atmosphere
Rural Cultural Design	Promote the harmonious coexistence between man and nature, create a natural environment for sustainable development, and protect biodiversity and ecological security

### Historical Evolution and Contemporary Practice of Rural Brand Design

Rural brand design focuses on the countryside as its main subject, employing artistic design thinking and brand innovation strategy. It involves exploring the natural ecology, historical culture, and characteristic industries of rural areas, and extracting visual language and symbols with a unique style. The goal is to create a brand visual system that aligns with the natural characteristics of rural areas (Xiao-Xi & Fei, 2018). Rural brand design is a crucial aspect of rural management and a significant objective of rural revitalization.

The historical evolution of rural brand design can be divided into the following stages:

The initial phase involves the design of a rural image. The primary objective of this stage is to enhance the aesthetic appeal of the rural environment and enhance the overall image of rural areas. This will be achieved through strategic planning, construction, and decoration, with the aim of creating a distinctive rural landscape that reflects the unique regional characteristics and local customs. In 2003, Zhejiang Province proposed a plan called "renovating thousands of villages" with the aim of enhancing rural infrastructure, improving farmers' quality of life, and showcasing new rural features based on the principles of "production, living, and ecology."

The second stage involves the design of rural brand identification. This stage primarily aims to improve the visibility and reputation of rural areas by developing and registering rural trademarks. It involves identifying trademarks, signs, slogans, and other elements to establish a comprehensive rural brand identification system. In 2008, the county of Anji in Zhejiang province registered the trademark "China's Beautiful Village," making it the first county in China to possess its own trademark.

The third stage entails designing rural brand communication. This stage aims to enhance the influence and appeal of rural areas through diverse media and methods, including planes, videos, networks, and activities. The goal is to promote the essence and value of rural brands, both domestically and internationally, while also shaping their image. In 2018, Wuyuan in Jiangxi province released a video series called "The Most Beautiful Chinese Farmer Painting," which garnered over 100 million views on social media platforms like TikTok.

The fourth stage involves the design of rural brand experiences. This stage primarily focuses on meeting consumer needs and enhancing consumer satisfaction through innovation and optimisation of rural products, services, space, and other elements. The goal is to create an interactive and participatory rural brand experience. In 2020, the city of Lijiang in Yunnan province implemented the "Lijiang Time" brand experience plan, which included the establishment of "Lijiang Time Stations" across the country. This initiative aimed to provide consumers with the opportunity to experience the local customs of Lijiang from the comfort of their own homes.

The contemporary practice of rural brand design presents the following characteristics:

The integration of traditional culture and modern innovation should be given careful consideration. The introduction of modern design concepts and technical means aims to give new connotations and extensions to the rural brand while respecting and protecting traditional rural culture. Pengzhou, a city in Sichuan province, has developed a Longmen paper-cutting digital museum that combines traditional Longmen paper-cutting art with digital technology. This museum offers a comprehensive experience that includes display, education, creation, and interactive activities.

The second is to focus on the role of social media and digital marketing. Use social media platforms, such as WeChat, TikTok, Kuaishou, etc., to create and spread



the content of rural brands and improve the exposure and attention of rural brands. Use digital marketing tools, such as small programs, live broadcasting, e-commerce, etc., to display and sell the products of rural brands and improve the conversion rate and yield of rural brands. For example, Jinan, Shandong province, used the TikTok platform to launch the "Jinan Time" brand video, showing Jinan's historical culture and modern style, attracting more than 200 million views.

Furthermore, it is important to consider the strong connection between opinion leaders and brands. By collaborating with influential and professional opinion leaders who possess personal charisma and a dedicated fan base. Wuxi, a city in Jiangsu province, invited the renowned traveller Lynch to develop its "Wuxi Time" brand strategy. Lynch's perspective and story showcased the culinary delights and aesthetic charm of Wuxi to consumers.

### **Integration of Traditional Culture and Modern Innovation of Rural Brands**

#### **Integration of Traditional Culture and Modern Innovation**

Rural brand design involves integrating, creating, and promoting rural resources and culture to enhance the attractiveness and development potential of rural areas. It aims to form a brand image with rural characteristics and market value (Shuyu & Zhongyan, 2018; Tingting, 2019; Xiao-Ming, 2018; Xing-Bo, 2019; Yingjie, Chaobin, & Duo, 2019; Zhou, 2021).

Rural brand design in China has a significant historical background, dating back to the late Qing Dynasty and the early Republic of China. During this time, pioneers such as those involved in the Zhai Cheng and Dingjiazhuang experiments made efforts to enhance and develop rural areas. During the Anti-Japanese War, the Communist Party of China initiated a significant rural construction movement in the anti-Japanese base areas. The phrase "serve the people wholeheartedly" emphasises the commitment to providing dedicated service. The implementation of land reform, mutual assistance in production, culture, and education has improved the living conditions of farmers and enhanced their organisational ability. This has resulted in the creation of new countryside with a revolutionary spirit and democratic atmosphere. Since the establishment of the People's Republic of China, rural transformation, reform, and revitalization have been carried out in line with socialist construction and the policy of reform and opening up. [Table 2](#) displays the concrete manifestation of integrating traditional culture and modern innovation.

Table 2: Integration of Traditional Culture and Modern Innovation.

Integration of Traditional Culture and Modern Innovation	Embody
In terms of ideas	Emphasize people-oriented, people-oriented, love as the soul, respect and meet the needs and wishes of rural residents, stimulate their awareness of participation and subject initiative, and cultivate rural residents' cultural confidence and pride.
In terms of methods	Focusing on case-oriented, problem-oriented, and project-oriented, investigating and analysing the reality and characteristics of rural areas, formulating brand design schemes in line with rural characteristics, and adopting a diversified, open, cooperative, and participatory design mode.
On the content	Focusing on ecology, production, and life as the main lines and centering on the five general goals of the rural revitalization strategy, we will build rural products, services, and cultural brands with local characteristics and market competitiveness.
In form	Focus on using modern scientific and technological means and artistic techniques to create a brand image with visual impact and appeal through various channels and platforms for effective brand communication and promotion.

A key characteristic in the historical development of rural brand design is the incorporation of traditional culture and modern innovation. Traditional culture encompasses the cultural connotation and spiritual value associated with the natural environment, historical evolution, folk customs, and cultural heritage found and passed down in rural areas. Rural brand design relies heavily on it as a fundamental foundation and source. Modern innovation involves incorporating modern technology and cultural elements to achieve a harmonious blend of traditional culture and modern innovation. This is a crucial method and objective in rural brand design. The integration of traditional culture and modern innovation can preserve the historical and unique characteristics of rural brands, while also enhancing their ecological beauty, sense of responsibility, social cohesion, influence, and innovative vitality. [Figure 2](#) illustrates the four aspects and tangible expressions of the integration of traditional culture and modern innovation.

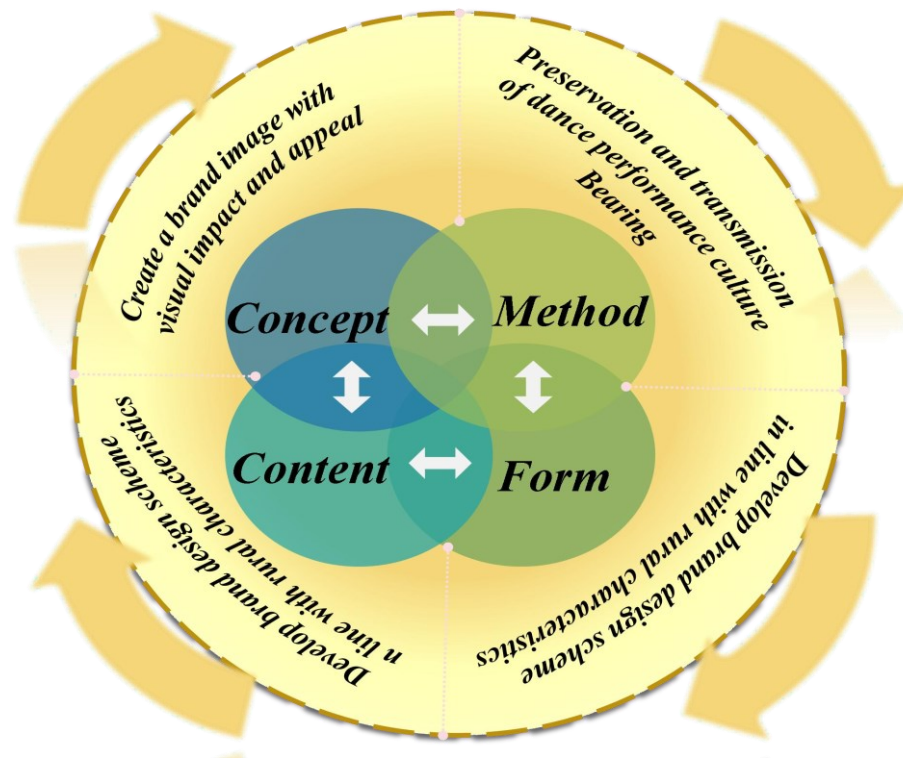


Figure 2: Integration of Traditional Culture and Modern Innovation.

### Cultural Value of Rural Brands

Rural areas are considered the primary locus of Chinese civilization's historical development. Villages serve as the carriers of civilization and possess the ability to foster and cultivate intellectual development. The cultural value of rural brands pertains to the cultural connotation and spiritual value associated with rural areas that are encapsulated and conveyed through rural brands. The core feature and competitive advantage that sets rural brands apart from other brands is their distinguishing factor (Ye et al., 2024). Figure 3 depicts the packaging process of rural characteristic agricultural products in Qinbi Village. Qinbi Village utilises agricultural products and cultural creation to promote the dissemination of rural culture. The packaging for honeysuckle tea can be created by combining local culture, incorporating local scenic spots and historical elements from the Qin Wall century map style picture album. This will result in a unique and visually appealing packaging design. The product utilises basic and authentic materials to effectively convey its texture and connotation, capturing consumers' attention and generating a strong attraction towards the packaging.



Figure 3: Packaging Process of Rural Characteristic Agricultural Products in Qinbi Village.

Table 3: Cultural Value of Rural Brands.

Value	Concrete Content	Specific Case
Historical value	The historical evolution, folk customs, and cultural heritage of the countryside reflect the development track and cultural inheritance of the countryside and have a sense of historical weight and uniqueness.	Anji white tea
Ecological value	It is closely related to the natural environment, biodiversity, and ecological security of rural areas, reflecting the ecological advantages and sustainable development of villages, and has ecological beauty and responsibility.	Anji bamboo weaving
Social value	It is closely related to the social customs, folk beliefs, and public services of the countryside, reflecting its social characteristics and civilization level, and has social cohesion and influence.	Anji farmhouse
Innovation value	Drawing lessons from and absorbing modern technology and cultural elements to realize the organic integration of traditional culture and modern innovation with innovative vitality and forward-looking	Anji Bamboo Sea Scenic Spot

Table 3 provides a summary of the cultural value of rural brands, including different aspects and specific cases. The cultural value of rural brands encompasses four key aspects: history, ecology, society, and innovation.

The significance of rural brands in history. Anji white tea, renowned as the "King of Tea," holds the distinction of being the oldest tea variety in China, with a cultivation history spanning thousands of years. The agricultural product of Anji County is a geographical indication and a crucial component of the Anji rural brand.

The ecological significance of rural brands. Anji bamboo weaving is a traditional Chinese handicraft. The production of various bamboo products utilises the abundant local bamboo resources, showcasing the aesthetic appeal of bamboo and preserving its ecological function.

The societal significance of rural brands. In China, Anji Nongjiale is a leading figure and exemplar of agricultural tourism. Providing rural accommodation, catering, entertainment, and other services enables tourists to immerse themselves in the rich rural life and culture, while simultaneously boosting the income and welfare of local farmers. Rural brands play a crucial role in propelling innovation. Anji Bamboo Sea Scenic Spot is renowned as one of China's premier national 5A scenic spots. Cutting-edge scientific and technological advancements have led to the development of a range of captivating tourism projects, such as the bamboo sea waterfall, bamboo sea rafting, and bamboo sea cable car. These attractions allow visitors to immerse themselves in the breath taking natural scenery while experiencing the wonders of science and technology.

### **Sustainable Development and Modern Innovation in Rural Brand Design**

Ensuring the long-term development of rural areas and promoting the common interests of the community require a focus on sustainable development and active community participation. This involves safeguarding and effectively utilising natural resources, cultural heritage, and social relations in the countryside to enhance the ecological, economic, social, and cultural values of rural areas.

Here are some things about sustainability and community engagement:

The preservation and utilization of rural cultural heritage is crucial. The preservation of rural cultural heritage is a valuable asset for brand design and plays a crucial role in revitalizing rural culture. Ensuring the preservation and growth of rural

cultural heritage is crucial for preserving valuable traditions, improving the reputation of rural areas, boosting economic opportunities, and fostering overall rural progress. It is also critical to acknowledge the community's vital role. Encouraging community members to actively engage in the preservation, continuation, advancement, and utilization of cultural heritage can foster a stronger sense of community unity and belonging.

Improvement and administration of the rural ecological environment. The rural ecological environment plays a crucial role in rural brand design and is a key factor in ensuring sustainable development in rural areas. Enhancing the rural ecological environment can have a positive impact on the ecological quality of rural areas, enhancing the beauty of the rural landscape, increasing its appeal, and fostering the growth of rural tourism. In order to maximise community involvement, it is crucial to allow community residents to actively participate in the construction, management, supervision, and maintenance of the ecological environment. This will not only enhance their sense of responsibility, but also foster a stronger civic awareness within the community.

Exploring the potential of creative industries in rural areas. The rural creative industry plays a crucial role in driving rural brand design and is a significant contributor to the development of rural modernization. Encouraging and nurturing the creative industries in rural areas can invigorate innovation, boost competitiveness, improve economic outcomes, and generate employment opportunities. Simultaneously, it is crucial to harness the community's creativity by involving residents in the design, production, sales, and promotion of the creative industry. This approach will foster an entrepreneurial spirit and instill confidence within the community. [Table 4](#) provides an analysis of sustainability in relation to community participation.

Table 4: Sustainable Development Case Studies in Rural Brand Design Year.

Project	Address	Tourism Income
2018 Conservation and Utilization of Rural Cultural Heritage	Zhentou Village	5 million yuan
2018 Improvement and Management of Rural Ecological Environment	Longgang Village	25,000 yuan
2018 Cultivation and Development of Rural Creative Industries	Longjing Village	120 million yuan



## Application of Traditional Culture and Modern Innovation in Rural Branding

### Integration of Traditional Culture and Modern Innovation of Chinese Rural Brands

Emphasising the importance of rural branding, it serves as a crucial tool for revitalization, showcasing rural characteristics, increasing rural value, and attracting rural consumption (Yu-Quan, 2019; Zhi-Kun et al., 2019; Zu-Rui, Xiao-Hui, & Suang-Suang, 2019). In China, there are several noteworthy examples of successful rural brands that have managed to combine traditional culture with modern innovation. These brands have effectively created unique identities that resonate with their respective regions and have gained a strong foothold in the market. Table 5 displays the four common scenarios.

Table 5: Case Analysis of Chinese Rural Brands.

Year	Region	Rural Brand	Reception Number	Income
2020	Zhejiang Anji Hunan Yongzhou Lingling	"Green Mountains and Clear Waters" is Golden and Silver	10.56 million	21.48 billion yuan
2019	District Daqing Village	Daqing Tea Culture Park	300,000	3 million yuan
2019	Shandong Jinan Zhangqiu District Hanzhuang Village	Hanzhuang Maltose Culture Museum	500,000	5 million yuan
2020	Shandong Pingyi Miaquan Village	Xinfa Yongye E-commerce Company	100,000	300 million yuan

Figure 4 depicts a prominent rural brand case in China. China National Geographic Magazine has recognised Wuyuan County as the most beautiful town in China. During the months of March and April, the Wuyuan area experiences the blooming of rape flowers. Zhouzhuang, located in the southern region of the Yangtze River, is a renowned ancient town. Zhouzhuang has developed "Xiangcun", a rural tourism project that capitalizes on the tourism culture of this historic water town. Zhouzhuang Qibin Village is located just 7 kilometres away from the ancient Zhouzhuang town. There is a low number of tourists present at this location. The region south of the Yangtze River is renowned for its tranquility. Living in this region and exploring the Jiangnan water towns allows one to experience the nostalgic charm of the villages from the 1960s to the 2000s. The saying "Guilin landscape is the best in

the world" is well-known, and Yangshuo in Guilin has gained a reputation for its unique and beautiful scenery, earning the title "Yangshuo landscape is Guilin." Yangshuo is a karst landform that represents the key features of tourist attractions in the Guilin landscape. In the post-May rainy season, one can experience the atmospheric rainfall of the Lijiang River. The river exhibits clarity and aesthetic appeal upon the conclusion of the rainy season in July and August. Beiyu Village is a picturesque village constructed by Qionghai City in Hainan Province. The location of this place is advantageous as it is near Guantang Hot Spring, Wanquan River, and Baishiling scenic spots. Beiju Village possesses a significant historical and cultural heritage, with a vibrant atmosphere of daily life. Particularly, the Qionghai Guantang Hot Spring tourism resort frequently entices visitors from the surrounding areas to pause and extend their stay.

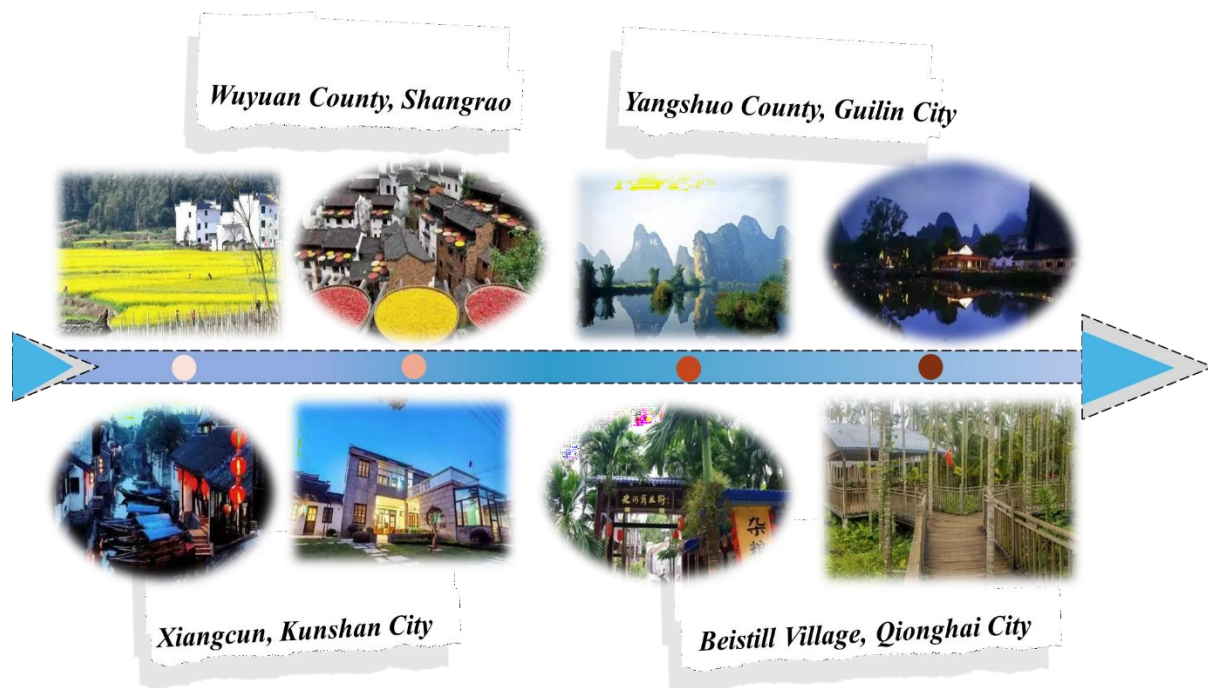


Figure 4: The Most Beautiful Rural Brand Case in China.

### International Rural Brand Traditional Culture and Modern Innovation Integration

There are successful cases of rural brands worldwide. By combining traditional culture and modern innovation, they have developed rural brands that possess distinct regional characteristics and are competitive in the market. [Table 6](#) displays four representative cases:

Table 6: Case Analysis of International Rural Brands.

Country	Rural Name	Area (square km)	Population (ten thousand people)	Annual Earnings (100 million)	Number of Visitors (ten thousand people)	Product Sales Volume (RMB 100 million yuan)	Brand Features
Japan	Futian Farm	0.8	0.2	1.5	10.0	0.8	Organic Agriculture
France	Provence	31,400.0	490.0	200.0	120.0	50.0	Hometown of Lavender
Germany	Rhine Valley	1,232.7	58.3	40.0	80.0	20.0	Wine & Castle
America	South Lowland	1,500,000.0	1500.0	500.0	100.0	100.0	Southern Culture
New Zealand	Hobby Village	5.0	0.1	2.0	50.0	1.5	Movie Fantasy Village

Figure 5 illustrates the case of the most aesthetically appealing international rural brand. Provence, also known as the "land of lavender," Provence is a renowned region in southeast France known for its lavender fields, historic villages, and romantic traditions. Provence has developed a variety of rural tourism offerings centered around lavender, including a lavender museum, a lavender refined oil workshop, and a lavender-themed hotel. Provence uses the network platform to promote its culture and lifestyle, increasing brand awareness and influence. The Provence region's reputation as the "hometown of lavender" draws numerous tourists and consumers, contributing to local economic growth and fostering social cohesion.

Parma Cheese: Parma is a city in northern Italy renowned for its production of Parma cheese. Parma cheese is a hard cheese produced from milk sourced exclusively from local cows. It undergoes rigorous quality control and develops a distinct flavour and nutritional profile through extended ageing. Parma cheese is protected under the designation of origin (PDO) in the European Union, restricting the use of the name and logo to cheese produced exclusively in the Parma region. Parma Cheese has successfully developed a rural brand with local characteristics and a global reputation by integrating traditional craftsmanship and modern technology.

Tomita Farm: Tomita Farm is a renowned agricultural enterprise in central Hokkaido, Japan, recognised for its high-quality agricultural products and diverse range of services. Futian Farm has developed various agricultural brands, including Futian Milk, Futian

Corn, and Futian Flowers, through the utilisation of the natural environment and implementation of innovative concepts. Futian Farm leverages its advantages to develop agricultural ecological and cultural tourism projects, including the Futian Zoo, Futian Garden, and Futian Art Museum. Futian Farm collaborates with renowned international enterprises such as LVMH, Dior, and Chanel to enhance its international reputation. This partnership combines regional and product brands to establish a powerful origin image.

The Hobbit Village in New Zealand: The Hobbit Village is a film location in the central North Island of New Zealand, known for the Lord of the Rings and the Hobbit films. The Hobbit Village is a typical English village-style village, consisting of 56 Hobbit caves, a tavern, a post office, and a lake, completely restoring the scenes from the film. With film culture as the core, Hobbit Village has created a series of rural tourism products and services, such as a Hobbit Village guide, Hobbit cave accommodation, Hobbit tavern dining, etc. The Hobbit Village also uses social media to spread the stories and charm of the Hobbit Village and to enhance the brand awareness and influence of the Hobbit Village. The "Hobbit Village" brand of Hobbit Village attracts many film fans and tourists and promotes local economic development and social harmony.



Figure 5: Most Beautiful International Rural Brand Case.

### **Integration and Innovation Practice of Traditional Culture and Modern Innovation**

Rural brand design incorporates various aspects of the countryside, such as

natural resources, cultural heritage, social features, and economic activities, to create a distinct rural image and value that is both regionally specific and market competitive (Chong, 2019; Huoqi & Chang, 2019). There are successful rural brand design cases both domestically and internationally. These cases integrate traditional culture and modern innovation to create unique and influential rural brands. These cases have several standard features:

First, we will prioritise the inclusion and empowerment of rural residents. Rural brand design should consider market demand, consumer preferences, and the needs and wishes of rural residents. This approach allows rural residents to participate in the design process, reflect their interests and demands, and enhance their sense of belonging and pride. An example of this is the "China's Beautiful Village" brand in Anji, Zhejiang province. It involves organising farmers to manage, serve, and self-supervise under the guidance of Party building. This initiative aims to establish effective social governance and promote civilised behaviour.

Second, the objective is to maintain a focus on quality and continuously enhance the quality and reputation of rural brands. Rural brand design should prioritise quality assurance and standardisation construction. This involves establishing and enhancing the quality and safety inspection and testing system for agricultural products, promoting the traceability mechanism, implementing a grading system, and enhancing the quality and added value of agricultural products. Simultaneously, it is imperative to enhance scientific and technological innovation and support, optimise agricultural production efficiency, and bolster the resilience of the agricultural sector against risks. The "Parma Cheese" brand in Parma, Italy, guarantees the quality and flavour of the cheese through strict adherence to the EU Protection of Origin (PDO) system.

Third, this study focuses on highlighting the specific characteristics and differentiation of rural brands. The design of rural brands should thoroughly explore and utilise the natural resources, historical culture, folk customs, and other characteristic elements of the countryside in order to create a rural brand that embodies both local and national characteristics. Simultaneously, it is important to integrate the demands and preferences of contemporary consumers, foster innovation



in product development and service delivery, and offer a varied and customised consumer experience. The "Futian Farm" brand in Japan aims to cater to diverse consumer demands through the development of various agricultural products and services, including Futian Milk, Futian Corn, Futian Flowers, Futian Zoo, Futian Garden, Futian Art Museum, etc.

Fourth, the implementation of a city-oriented approach can effectively promote the marketization of rural brands. Rural brand design should adapt to market changes and consumption trends, utilise diverse channels and strategies for brand promotion and marketing, and enhance the visibility and reputation of rural brands. Simultaneously, it is important to enhance cooperation and exchanges with other regions, industries, and enterprises, broaden the domestic and foreign market, and increase the global impact of rural brands. The "Hobbit Village" brand in New Zealand has gained global attention and attracted film fans and tourists due to the strong influence of the Lord of the Rings and The Hobbit series.

Figure 6 depicts the schematic diagram illustrating the sequential steps involved in the development of the rural brand known as "Juxiang Xiaoguo Jia." Discuss an intriguing anecdote about the chrysanthemum industry. Firstly, it is important to emphasise the value. The tourism slogan "Chrysanthemum Fragrance of Guo's Home, Leisurely Return to the Countryside" derives its name and meaning from ancient poetry associated with Guo's family. Taking inspiration from Tao Yuan Ming's famous line, "pick chrysanthemum east, leisurely see nanshan," this phrase embodies the tranquil and contented spirit of seclusion in the chrysanthemum fields. It evokes a carefree artistic conception of rural life and resonates with the public due to its familiarity. This verse serves to enhance collective memory and evoke a longing for a peaceful and unhurried rural lifestyle. It also encourages contemporary individuals to reconsider urban living and, next, proceed to the process of symbol creation.

Next, proceed with the development of the product. Once the rural brand was established, the entire village began using the "Chrysanthemum Xiang Xiao Guo Jia" brand for their products. They now have uniform packaging, creating a standardised brand product. Finally, revolutionise the business format, from the arrangement of chrysanthemum dining, chrysanthemum accommodation, chrysanthemum



recreation, chrysanthemum leisure, and chrysanthemum shopping. Simultaneously, the theme activities. Engaging in various activities can greatly enhance communication and yield prompt results for the brand. "Chrysanthemum" is celebrated throughout the seasons with various festivals and events. In spring, there is the "chrysanthemum festival," while summer brings the "chrysanthemum festival" and the refreshing fragrance of chrysanthemum wine. As autumn arrives, the focus shifts to the "chrysanthemum wine festival," and in winter, there are more festivities centred around chrysanthemums. These events also showcase and promote local agricultural products.



Figure 6: Implementation Steps of "Juxiang Xiaoxiang Jia" Rural Brand.

## Conclusion

This paper explores the role and relationship between traditional culture and modern innovation in rural brand design. It delves into both theoretical aspects and provides examples to illustrate its findings. This paper argues that traditional culture serves as the foundation and inspiration for rural brand design, giving rural brands a unique identity and competitive edge. Additionally, modern innovation plays a crucial role in rural brand design, providing the necessary tools and methods for rural brands to adapt to market dynamics and consumer demands. Traditional culture and modern innovation are not mutually exclusive but can mutually benefit and inspire one another. In order to enhance the dynamism and forward-thinking nature of rural brand design, it is crucial to recognise the seamless blend of traditional culture and modern innovation. This will enable us to better showcase the unique characteristics and advantages of the

countryside, while also meeting the evolving needs and expectations of consumers.

This paper explores the application and impact of traditional culture and modern innovation in rural brand design through a case analysis of various regions and countries in Anji County, Provence, Parma, and Futian Farm. These cases have led to the development of rural brands that showcase the unique characteristics and influence of local areas. This has been achieved through careful planning and design, product development, service promotion, cultural display, and other aspects that highlight the rich natural resources, history, culture, and folk customs of the region. These cases uphold the value of traditional culture in rural brand design while incorporating modern technology and cultural elements. This allows for a seamless blend of traditional culture and modern innovation. Thanks to the rural brand design, these cases have achieved remarkable success in promoting the growth and prosperity of the rural economy and society. They have gained recognition as renowned ecological tourism destinations or agricultural products origins, both nationally and globally. This paper aims to offer reference and inspiration for the ongoing rural brand design by exploring the role and relationship between traditional culture and modern innovation.

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