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## PRACTICE AND EXPLORATION OF INTEGRATING REGIONAL CULTURE INTO TOURISM WEB DESIGN

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*This study explores in depth how different regional cultural elements can be incorporated into travel web design to enhance users' awareness and experience of destinations. Through the clever integration of regional culture, the website adds local characteristics and emotional connections, thereby improving the emotional resonance and engagement of users. At the same time, the study also focuses on the sustainable development strategy of regional culture in web design to promote cultural inheritance and protection. This study provides practical experience and design principles for tourism web design, and provides useful reference for industry innovation and development.*

**Key words:** *tourism web design, regional culture, user experience, emotional cognition, cultural protection, sustainable development*

### INTRODUCTION

With the development of the Internet multimedia industry, the tourism website has been integrating more regional cultural elements, and the impact of this integration on the user experience. Through careful analysis, the relationship between regional cultural integration and users' emotional resonance is revealed, as well as the importance of improving cognition, strengthening emotional connection and promoting sustainable development. The study highlights the key role of regional culture in design, as well as the need for technical and policy support. Future research should further explore the influence of cultural elements on user behavior, evaluate the effect of technology application, and promote the sustainable development of tourism web design and regional culture.

### PURPOSE

In order to create web pages with rich cultural experiences and attractions, promote cultural exchange and understanding, and attract more tourists to explore and experience the unique cultural charm of different regions.

### RESULTS AND DISCUSSION

This study deeply discusses the integration practice of regional culture in tourism web design and its far-reaching impact on user experience. Through careful analysis, we reveal a core correlation: the close relationship between the exquisite



integration of regional culture in the travel web page and the emotional resonance of users.

First of all, the effective integration of regional cultural elements significantly improves users' cognition of tourist destinations. These cultural elements include the use of color, graphics and symbols, as well as the display of local art, which can enhance the appeal of the tourism web page and make the image of the destination more vivid and personal. From the perspective of user experience, when regional culture is cleverly integrated into web design, users show stronger emotional resonance and engagement. This emotional touch not only promotes the user's interaction with the content, but also increases the user's loyalty to the brand. For example, when users visit a Beijing tourism website that cleverly incorporates elements of Beijing Opera (fig. 1), they can not only appreciate the symbolic masks and costumes, but also deeply feel the cultural heritage and the charm of life. This design strategy not only conveys visual information, but also stimulates users' curiosity and desire to explore local culture.



Fig.1. National Peking Opera Theatre Website

Further user surveys show that incorporating regional culture into travel web design helps to strengthen users' emotional connection to the destination. By showing cultural elements such as local folk stories, users are more inclined to make reservations and recommendations because they resonate with the culture. Successful design is not only an interactive interface, but also a platform to tell stories and show the depth and richness of culture. The study emphasizes the importance of sustainable development strategies in regional cultural integration to



promote cultural inheritance and protection. Designers need to balance the authenticity of regional culture with modern design innovation, and it is essential to have a deep understanding and sensitive handling of cultural elements. Designers need to be creative and able to see and express cultural diversity and complexity in order to support local economies and cultural diversity. In practice, the challenge is how to respect tradition while creatively integrating regional culture into modern design. For example, web designers face the problem of how to translate traditional Moroccan Mosaic art into user interface elements. An effective solution is to create an interactive background pattern where the user's mouse movements can trigger changes in color and pattern, allowing the user to experience the variety and richness of the Mosaic art while browsing the information.

At the same time, the use of technology also occupies an important position. For example, some travel websites use virtual reality technology (fig. 2) to enable users to preview tourist attractions without leaving home. The application of this technology not only enhances the attraction of the website, but also expands the scope of cultural experience, enabling users to experience the unique charm of regional culture in a virtual environment.



Fig.2. Panoramic Network

Finally, this study highlights the important role of policy makers in promoting the design of regional cultural integration. While promoting the digitization of cultural heritage, policymakers need to ensure that these measures both preserve and pass on culture and stimulate local innovation and economic development. For example, governments can support innovative projects that aim to promote local culture through digital platforms by providing funding.



To sum up, there is a significant correlation between the integration practice of regional culture in tourism web design and user experience. Future research could further delve into this area, explore the specific effects of different cultural elements on user behavior, and evaluate the application of different technologies in cultural integration. These studies will provide a more comprehensive theoretical and practical basis for tourism web design and promote the sustainable development of tourism and regional culture.

### **CONCLUSIONS**

This study emphasizes the importance of deep integration of regional culture in tourism web design, pointing out that such integration can significantly improve the emotional resonance and engagement of users. Through field case analysis and user research, the research finds that the visual and content elements of regional culture enhance the attractiveness of tourist destinations, promote users' cognition and experience of cultural values, and support the sustainable development of culture. Nowadays, with the continuous development of technology, tourism web design integrating regional culture has become an important way to connect users with destination culture. Designers and decision makers need to work together to ensure that designs both respect traditional culture and provide innovative user experiences to drive the digital transformation of culture. Integrating regional culture into tourism web design is not only an artistic innovation and technical practice, but also a cultural responsibility and business strategy, which is crucial to promoting local cultural sustainability and the long-term development of tourism. Future research should continue to explore new ways of regional cultural integration to meet the needs of users with different cultural backgrounds in the context of globalization.

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