



Packaging Design as a Cultural Ambassador: Promoting Local Identity Through Visual Narratives

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Abstract

Many countries are witnessing rapid growth in the tourism sector, which has been accompanied by economic growth. Shopping for tourists is one of the cornerstones of their tourism experience. Packaging design serves more than a utilitarian purpose; it becomes a powerful instrument for cultural storytelling and regional identity. This research investigates culturally rooted packaging design and how it promotes local heritage, spatial identity, and peacebuilding through the understanding of diverse cultures. Intangible heritage can be documented and projected beyond local boundaries through packaging that incorporates visual motifs from regional traditions and narratives. In particular, packaging used in tourist souvenirs plays a pivotal role in communicating cultural values and extending the memory of place. This study employs a multidisciplinary framework that draws on design culture, cultural semiotics, and marketing psychology to examine instances where packaging design contributes to cultural heritage preservation, place branding, and the promotion of coexistence, tolerance, and moderation. The findings highlight the potential of culturally aware packaging not only to stimulate local tourism and economic vitality, but also to serve as a soft-power tool for nurturing dialogue and mutual respect in diverse communities. This paper contributes to the discourse on sustainable design by emphasizing its role in shaping inclusive cultural narratives and advancing the ideals of contemporary design and cultural democracy.

Keywords: cultural identity; heritage preservation; packaging design; place branding; tourist souvenirs