

Research on the Development and Design of Quanzhou Tourist Souvenirs

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Abstract: *Objective:* For the better development of Quanzhou's tourist souvenir market, to inject fresh blood into Quanzhou's souvenir market, to meet the needs of consumers, and to promote Quanzhou culture to the world. *Methods:* From the perspective of Quanzhou regional culture, an objective analysis of the Quanzhou souvenir market and the existing problems of the souvenirs was performed. Then, the design principles of Quanzhou tourist souvenirs were put forward, and the culture of Quanzhou was integrated into the design of the souvenirs. From the landscape architecture, food culture, religious culture, intangible cultural heritage, representative historical figures, and other aspects, analyze its basic characteristics, extract cultural elements, develop and design tourism souvenirs with strong Quanzhou characteristics, and promote the unique culture of Quanzhou to the world. *Results:* The study provided design reference and theoretical guidance for the design of Quanzhou tourist souvenirs.

Keywords: Tourism; Souvenir; Quanzhou culture; Design; Heritage

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1. Introduction

With the improvement of people's living standards and the growth of the national economy, the tourism industry has developed and perfected at a high speed in recent years, and the development and design of tourist souvenirs is an important part of the development of tourism. Located on the southeast coast of Fujian Province, Quanzhou has a long history, a prosperous population, and a developed economy. It is recognized by UNESCO as the starting point of the Maritime Silk Road and was selected as the first "East Asian Cultural Capital" in 2013^[1]. There are many scenic spots in Quanzhou, with many "the best" in China. It has witnessed the thousand-year vicissitudes of Quanzhou civilization, contains rich historical and cultural relics, and occupies an important position in the traditional culture of southern Fujian^[2]. At present, Quanzhou is an expansive destination in the world. Quanzhou has become one of the destinations of domestic and foreign tourism lovers. According to relevant statistics, the number of tourists in Quanzhou in 2024 exceeded 100 million^[3]. At the same time, the tourism market of Quanzhou is short and

homogenized seriously, lacking modern creativity and practicality, and unable to fully reflect the deep historical and cultural heritage and local characteristics of Quanzhou. Therefore, the design and development of various tourist souvenirs with Quanzhou characteristics is a necessary condition for the vigorous development of Quanzhou tourism.

2. Quanzhou tourism souvenir development and design principles

2.1. Unique regional symbolism

Quanzhou is the birthplace of southern Fujian culture, which contains religion, architecture, language, folklore, immigration, and art, showing its unique and colorful characteristics^[4]. Quanzhou has scenic spots such as the Laojun Rock of Qingyuan Mountain, the Qingjing Temple, the East-West Pagoda, the Kaiyuan Temple, Luoyang Bridge, and the South Shaolin Temple. For religion, there are Buddhism, Islam, Taoism, Mazu, Christianity, Catholicism, etc., with a long history and rich historical sites. In architecture, the combination of Chinese and Western style, ancient house, dovetail ridge, red tile slope roof. In terms of language, the Quanzhou dialect is the main carrier of Quanzhou culture. In history, the Quanzhou dialect used to be the representative of the southern Fujian dialect. For example, “Badu demon”, “frozen tail eagle”, and “Water Chaomu” are the immediate impressions. In the folk custom, Quanzhou has retained the cultural heritage of opera, there are Liyuan opera, Nanyin, North Guan, marionette, Gaojia opera, Dacheng opera, and other operas. In terms of food, there are noodle paste, Anhai frozen earth bamboo shoot, stone flower paste, Chongwu fish roll, and meat zongzi. There are also Huian women, Huian stone carving, Quanzhou lantern, and many more. Extracting and redesigning these elements and integrating them into the design and research of tourism products allow them to be more vivid in which can be more vivid to promoting Quanzhou culture to the world.

2.2. Having associative recall ability

By viewing this souvenir, tourists can associate it with Quanzhou architecture, food, language, and other related pictures, which plays a role in promoting the spread of Quanzhou culture. On the one hand, representation involves the complex relationship between the symbol itself, the intention, and the represented object; on the other hand, it is closely related to communication, dissemination, understanding, and interpretation in a specific context^[5]. Indeed, if tourists can recall Quanzhou culture and even have the desire to explore it again through viewing the souvenirs in their hands, it is obvious that such product design is successful. Quanzhou tourist souvenirs are static and fixed, but they often express rich spiritual connotations with this frozen and immobile image so that the viewer can think of the emotion, plot, and future trend before and after the moment when viewing the souvenir^[6]. Quanzhou tourist souvenirs in the performance must “live in static”, that is, choose a memorable moment, and this moment should be the most imaginative. There is no doubt that the design and development of such souvenirs are successful.

2.3. Advancing with the times

As a modern carrier of art, tourist souvenirs should not only reflect a strong artistic atmosphere but also have a keen sense of modern fashion so that consumers have a strong artistic resonance and increase consumers’ artistic identity for tourist souvenirs. Take Xiamen as an example. Xiamen is vigorously developing cultural and creative industries, among which the development of tourist souvenirs is a key link to promote the development of creative industries. Xiamen City holds relevant design competitions to allow more colleges, students, enterprises, designers, design companies, folk craftsmen, and craft artists to participate in the design of Xiamen creative tourism souvenirs, injecting fresh blood into Xiamen’s cultural and creative industries and thus promoting the

innovation of Xiamen tourist souvenirs. As a result, more and more tourist souvenirs with novel design styles and unique artistic modeling appear in the Xiamen tourism market ^[7]. For example, the unique Xiamen tourist map, in the form of “drifting slowly pass” to send a paper blessing postcard to the future self, with a unique artistic style of art works, so that consumers with different artistic tastes can get artistic satisfaction, can improve the public aesthetic, encourage designers to create more high-quality works, to achieve a virtuous cycle of tourism souvenir market. This is very worthy of reference for the innovation and development of tourism souvenirs, Quanzhou souvenir development should also keep up with the pace of innovation of the times, hold related design competitions, so that more colleges and universities, students, enterprises, designers, etc. can participate in the design of creative tourism souvenirs in Quanzhou, and stand out from the same tourist souvenirs. This can better promote the development and innovation of Quanzhou souvenirs.

3. Quanzhou tourism souvenir design symbol discussion

3.1. Landscape architectural elements

As a national historical and cultural city, Quanzhou has preserved many scenic and architectural wonders, such as the famous 18 scenic spots in Quanzhou — Qingyuan Mountain, Kaiyuan Temple, Chongwu Ancient City, Fuwen Temple, West Lake Park, Shenzhen-Hubay, Niumlin, Qingshui Rock, Tianhou Palace, Wuli Bridge, East Lake Park, Luoyang Bridge, Gold Coast, Xiangong Mountain, Cai’s ancient residence, Daixian Waterfall, Zheng Chenggong Historical Site, and Tumen Street. In the design of Quanzhou tourist souvenirs, the traditional scenic architectural elements should be combined with souvenirs. On the one hand, it can improve the uniqueness of souvenirs, and on the other hand, it can evoke tourists’ memories of Quanzhou tourism. However, the application of the elements of Quanzhou landscape architecture is not a simple copy of the shape, such as the common resin models on the market, as such souvenirs are low-end and lack some practical value, so it is difficult to arouse the desire of tourism enthusiasts to buy. The correct approach should be to refine and symbolize the form, shape, and color of the Quanzhou logo building and then productize it. In the process of productization, some design principles described above should be followed. **Figure 1** is the winning work of Quanzhou Tourism Commodity Cultural and Creative Design Competition, “Moisten the Silent”, organized by Quanzhou Cultural and Tourism Bureau and Quanzhou Ancient City Office in 2020. The work is designed to extract and design the ancient place of southern Fujian, and designs a modern tea set with distinctive Quanzhou cultural elements with Quanzhou Dehua ceramics as the carrier, which is a very excellent tourist companion gift.



Figure 1. Design of Quanzhou architectural elements tableware

3.2. Food elements

Quanzhou is located in the subtropical zone, the land is fertile with rich products, so Quanzhou snack has been very famous since ancient times. For example, there is a beef soup with strong tendons and bones that nourishes the spleen and stomach. There is a meat zongzi with non-greasy oil. There is sweet and refreshing peanut kernel soup that melts in the mouth. There are delicious, sweet, and smooth noodle pastes. There are fresh and sweet oyster omelets with endless aftertaste. The texture, color, and shape of these delicacies are transformed figuratively, combined with the function of tourism memorial products, which not only meets the practical function but also vividly and directly displays the local cultural characteristics, visually stimulating the user's desire for in-depth understanding.

3.3. Religious and cultural elements

Quanzhou, located on the southeast coast of Fujian Province, is an important port. Marco Polo called it "the largest port in the East", equal to the port of Pressure Mountain in Egypt. Missionaries from all over the world came here to preach. Many religious relics constitute a unique cultural landscape in Quanzhou, which is called the "Museum of World Religions." Its cultural value has become the common cultural wealth of Quanzhou people and even the Chinese nation. There are Taoism, Buddhism, Islam, Manichaeism, Nestorianism, Catholicism, Brahmanism, and so on. Combining religious and cultural elements with souvenirs, modern language can be used, such as abstract geometric language to evolve religious and cultural elements, making the original form more concise and more beautiful in modern form. It can also be used to extract the most typical elements of religious culture concisely when changing the original form, and then exaggerate, strengthen, modify, and recombine them on this basis.

3.4. Elements of intangible cultural heritage

Quanzhou has a long and profound culture. At present, Quanzhou has four intangible cultural heritage projects, and it is the only city in China with three categories of UNESCO intangible cultural heritage list and roster projects. At the same time, Quanzhou has 34 national intangible cultural heritage projects, 89 provincial intangible cultural heritage projects, and 224 municipal intangible cultural heritage projects^[8]. All kinds of "intangible cultural heritage" treasures, such as puppet heads, wood carvings, lanterns, paper carvings, Jincang embroidery, paper painting, porcelain carving, Nanyin, Gaojia opera, and so on, are dazzling. "Intangible cultural heritage" is not only a living culture but also a culture with a profound history. Therefore, the development and design of tourism souvenirs of Quanzhou's intangible cultural heritage should adopt a full range of materials. First of all, the historical process of the formation and development of intangible cultural heritage in relevant literature is deeply studied to grasp the essence of intangible cultural heritage treasures. Secondly, researchers should go deep into the masses to understand their understanding of intangible cultural heritage and extract the essential characteristics from the masses' understanding and cognition. Finally, interviews with practitioners are conducted to grasp their understanding and explore the scale of change. On this basis, the development and design of tourism souvenirs in Quanzhou are carried out. **Figure 2** is the winning work of the Quanzhou Tourism Commodity Cultural and Creative Design Building in 2020, which is inspired by the Quanzhou Gaojia Opera. The line of the performer's hat is taken as the handle of the comb, which has an interesting image and practical value. It is a good tourism commemorative gift.



Figure 2. Comb of Gaojia Opera

3.5. Elements representing historical figures

Figure visualization is a method of productization. Historical celebrities are often a concentrated withdrawal of one or several spiritual forces, representing a kind of person or a kind of value. Some of them are civil, military, and courageous. Some are fierce and strong, and their eyes are wide. Some are dignified and unyielding. The externalized images of these figures are admired and liked. In terms of character visualization in Quanzhou tourism souvenirs, some have their heads printed on items, clothing, and daily necessities. Taking Quanzhou heroes as prototypes, this paper analyzes the commonness and individuality of heroes, extracts the characteristics of characters, and uses serialization and differentiation in visual language to express the individual differences of different characters.

4. Conclusion

Tourism souvenirs are not only a memorable item in the process of tourism but also carry the memories and enjoyment of tourists' travel life. Whether the design of souvenirs is to display the original ecology or simply a two-dimensional design, it needs to use creative thinking and integrate with modern aesthetics. Adhering to tradition and innovation and creation are not contradictory binary opposites. Adhering to tradition shows tourists the original appearance of history, while innovation and creation bring novelty and interest to tourists. Successful souvenir design is often not just through one or a few design processes; only by thinking out of the box can the souvenir have a broader design space. Therefore, the development of Quanzhou tourist souvenirs can combine the souvenirs with Quanzhou culture through innovative ways, promote the inheritance and promotion of Quanzhou unique culture in the tourism consumption industry while promoting local tourism development, and enhance the influence of Quanzhou culture.

Disclosure statement

The authors declare no conflict of interest.

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