

# Research on Innovative Design of Tourism Cultural and Creative Products from the Perspective of Huizhou Intangible Cultural Heritage Culture: Taking Wood Carving Patterns as an Example

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**Abstract:** With the increasing prosperity of tourism, the corresponding market demand for tourist souvenirs increases. From the perspective of intangible cultural heritage, this paper takes the wood carving, one of the three carvings in “Huizhou” as an example to explore the cultural and creative artistic value of wood carving tourism. As wood carving is an important embodiment of the inheritance and development of Chinese traditional culture, its artistic form and characteristics provide rich design elements for design, and has the most artistic expression and industrial prospect, the academic circles explore its creative ideas and carving patterns from wood carving, so as to obtain new artistic inspiration. Starting with the development of “Huizhou” characteristic cultural tourism creative products, the author combines Huizhou wood carving patterns with tourism cultural and creative design from the perspective of regional culture, so as to meet the development requirements of the new era, sublimate the traditional regional elements, and how to use different design methods to show regional culture in the design of tourism cultural and creative products, it’s worth thinking about.

**Keywords:** Tourism cultural and creative products; Regional culture; Huizhou wood carving

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## 1. Introduction

As one of the traditional Chinese cultural styles, Huizhou wood carving patterns have high artistic value. Nowadays, Huizhou wood carving art has corresponding life value under the background of the new era. The combination of intangible cultural heritage traditional culture as design elements and modern design can provide rich design elements for modern tourism cultural and creative design. Design thinking stimulates the wood carving culture that is scarce and not very interested in modern people through media. Rich wood carving patterns and various exquisite carvings can be presented in cultural and creative products. Traditional culture is perfectly combined with tourism cultural and creative products. Wood carving patterns also have great practical value in the field of tourism cultural and creative design. They have unique regional aesthetic characteristics and national style in design, so as to further improve the beauty of modern tourism cultural and creative products and increase the cultural connotation of products. In the design of modern cultural and creative products, the use of traditional art can not only make people have a deeper understanding of the connotation and aesthetic value of folk culture, but also make folk art lasting. It is bound to create a certain economic income for local wood carving craftsmen, promote the

sustainable development of Huizhou wood carving and drive the tourism industry while helping the inheritance of Huizhou wood carving culture.

## **2. On Huizhou woodcarving culture**

### **2.1. Huizhou woodcarving cultural background**

Huizhou woodcarving has a wide range of themes, including figures, mountains and rivers, flowers and birds, insects and fish, birds and animals, rare ancient treasure couplets and various deformation patterns. It was selected into the representative list of national intangible cultural heritage in 2006.

As one of the traditional folk carving arts, wood carving is mostly employed by farmers and craftsmen. They work in agriculture in their busy time and engage in Huizhou wood carving in their spare time. Although it has continued to this day, the industrialization of Huizhou wood carving has just begun. As a tourist destination, making unique commemorative tourism cultural and creative products is the key to attracting tourists. Explore the carrier of Huizhou wood carving culture, and create charming regional tourism souvenirs from the extended connotation of the combination of Huizhou Tourism Products and culture carried by Huizhou wood carving, so as to inject a new source into Huizhou, Make regional culture and sculpture art better publicized.

### **2.2. Types of Huizhou wood carving patterns**

Huizhou wood carving has a long history and exquisite technology. It is highly decorative and shows local characteristics <sup>[2]</sup>. Wood carving patterns show different regional customs and cultural characteristics, and have a wide range of themes, from natural beauty to auspicious patterns, from mythological scenes to life scenes. People in Huizhou use folk wood carvings to convey regional cultural concepts and national spirit. Wood carvings have high practical value and typical enlightenment. They use vivid artistic images to affect future generations' daily life, reflecting the perfect combination of wood carvings decorative art and practical art. Huizhou woodcarving art is not only limited to a wide range of themes, but also has exquisite shapes, forming a unique artistic style <sup>[1]</sup>. Folk craftsmen often use wood carving to show their strengths and give full play to their talents. There are many beautiful and simple patterns in Huizhou wood carving art patterns, which are in line with the aesthetic concept of modern design and can be cited in the design of cultural and creative products.

## **3. Limitations of existing forms of modern wood carving**

The audience of Huizhou wood carving is scarce, and the copies of products in the market are mostly used for decorative purposes. Traditional products do not have much vitality, cannot meet the changes of consumer needs, and cannot form their own unique brand value points. The complex appearance and old performance theme of wood carving can rarely combine the needs of tourists with the cultural elements of folk design, resulting in the convergence of tourism cultural creative design and low added value, which cannot form its own unique memory point, which limits the development of the whole industry. Under people's growing spiritual pursuit, product design floats on the surface and has no connotation. In addition, today's tourism souvenir identity phenomenon, regional cultural characteristics are not prominent and lack of practical problems. For example, only simple wood carving patterns fail to meet the taste of the audience, resulting in no consumption capacity of the wood carving industry and lack of in-depth development of products, which limits the development of the whole industry, it cannot bring good economic benefits to local tourism, and the inheritance of Huizhou wood carving has also fallen into a deadlock.

## **4. The possibility of combining Huizhou wood carving patterns with tourism culture and creation from the perspective of “intangible cultural heritage” [2]**

### **4.1. Discover problems**

The theme of Huizhou wood carving products cannot keep up with the pace of the times. Huizhou wood carving tourism cultural products on the market lack obvious regional characteristics. The products cannot keep pace with the times, the process is rough, and the design creativity is low. As a result, Huizhou wood carving cultural and creative products cannot meet the needs of the market and consumers. They are only superficial innovation, rather than inheriting the connotation of the culture itself. Its design products are still at the level of market demand ten years ago. The market is mixed with good and bad people, and the design homogenization is serious. However, there are few creative design products based on Huizhou wood carving elements. In the face of homogeneous products in the design market, it has been unable to stimulate consumers' purchase desire. In tourism cultural and creative products, tourists have visual fatigue. The author finds a balance point of industrialization of Huizhou wood carving from economic value and cultural value. With the upgrading of overall social consumption, the high aesthetic and artistic value of Huizhou wood carving should be brought into full play. In particular, the exquisite carving skills and aesthetic tourism cultural and creative products of Huizhou wood carving have great development potential and design space, so that the regional culture can keep pace with the times in the new era. This not only provides valuable reference materials for today's cultural and creative product design, but also has certain practical significance [3].

### **4.2. Analyze problems**

At present, the most lacking tourism cultural and creative design in the market is uniqueness and novelty. With the increasing economic level of society and people's increasing spiritual civilization, the combination of Huizhou wood carving and tourism, culture and innovation is both an opportunity and a challenge [3]. Huizhou woodcarving is a spirit that runs through woodcarving cultural and creative products. It not only has typical regional representation, but also has strong characteristics of the times. Before designing, we should first clarify the target group of the product, how to reasonably combine the traditional wood carving culture with the needs of modern life, pay attention to cultural inheritance while paying attention to cultural representation, and make the “intangible cultural heritage” culture close to life. Cultural and creative products hide the mission of cultural communication. Traditional wood carving themes and pattern elements are applied to the design of cultural and creative products to make the products competent for the task of cultural communication, so that consumers can obtain a pleasant shopping experience. Therefore, cultural and creative products should not only carry the “Huizhou spirit” of Huizhou, but also meet people's needs for design quality, pay attention to appearance, but also pay more attention to cultural inheritance, use the combination of wood carving elements and products to design tourist souvenirs, endow connotation and create excellent design works.

### **4.3. Solve the problem**

Through the thinking of the above problems, the author analyzes and summarizes the above analysis. As the theme, Huizhou wood carving design elements must be close to the perspective of modern fashion, and collide with the trend of modern culture with wood carving elements representing traditional culture. This study takes Huizhou cultural theme as the carrier and fresh cultural and creative product design as the method to locate the audience as working young people, school or investment companies. The aesthetic principles followed by products should focus on tourism consumer groups. At the same time, homogeneous tourism cultural creation should be avoided as a reference before design. Huizhou cultural creation needs to give them a carrier, use its patterns, use the internal meaning of Huizhou wood carving, and give priority

to the development of inner ideas. To create a unique brand culture, we should give full play to the practical function as much as possible, give up flashy design, integrate traditional culture into modern life, promote Huizhou Tourism, promote cultural identity, form a “Huizhou +” + “culture,” highlight the local cultural research, which requires the use of wood carving cultural and creative product design mode and regional characteristics, find a good entry point. The pattern is not only an ornament, but also the main element or core element of the whole design. The design conforms to the cultural and creative products of the times, creates multiple benefits, and truly integrates the cultural connotation of the artistic style into the commodities or commercial products of the times. It can be used as the printing on the shoulder bag to lead the new fashion.

## **5. Research on cultural and creative design of wood carving**

### **5.1. Extraction method of graphic elements of Huizhou wood carving**

The rich patterns of Huizhou wood carvings have a good combination with the design of cultural and creative products. In the design, simplification and refinement are adopted as the most commonly used design techniques in the design elements. The Huizhou pattern elements are concise and refined. It is a creative technique that is concise without losing the original characteristics, and retains the essence of the original pattern<sup>[3]</sup>. Refining and simplifying design techniques requires designers to have a certain cultural background in order to extract accurate design elements and have a deep understanding of them. Through simplification, ideal visual design effects can be achieved and designers' generalization of traditional folk art can be exercised. Refining simplified design techniques and extracting elements can not only improve the style of product design, but also inherit the intangible cultural elements. The presentation of Huizhou wood carving patterns in cultural and creative design is diverse. According to the graphics in Huizhou wood carving, consciously use the methods of induction, refining, generalization and borrowing to adapt to the market, grasp the main graphic features for simplification, grasp the prominent characteristics and their design elements into the works, and while simplifying the graphics, convey more information with a concise visual image as much as possible to enhance the visual impact. Cultural spirit not only pays attention to form, integration into aesthetics and ideological content, but also has practical value, but also carries aesthetic value. Combined with modern design techniques and following the principles of rhythm, rhythm and symmetry, the graphics are more concise and modern. Not all themes of wood carving patterns can be used in cultural and creative design. Select themes consistent with the design theme and quote them to the design works, so as to make the design works more intuitive, clearly reflect the characteristics of Huizhou wood carving patterns, and design the design works in line with the modern aesthetic concept. The composition of wood carving patterns is beautiful and concise, which can be extracted. Like other relevant elements, it is used in the design of tourism cultural and creative products to present a rich cultural atmosphere, beautify the design, deepen the connotation and create a better design.

### **5.2. Conversion from 3D space to 2D space**

Huizhou wood carving is an art form of three-dimensional space.<sup>[5]</sup> By analyzing the three-dimensional shape of Huizhou wood carving, this paper explores the wood carving patterns. Combined with modern design, the designer applies the innovation of patterns to the planar design of three-dimensional space in product design. The three-dimensional space elements of wood carving patterns deal with the traditional pattern in the sense of space by transforming three-dimensional space to two-dimensional space and reproducing the artistic level that designers can use in daily articles, flatten it. The dissemination of culture is the key. It gives products more cultural connotation, creates more novel visual effects, makes the design have commercial value and achieves the purpose of attracting consumers. The design works seek the balance between simplicity and fashion, tradition and innovation. The design works based on such a balance

point are not only the wind vane of the new era, but also the carrier of civilization inheritance <sup>[1]</sup>.

The planar design of three-dimensional elements can usually be applied to the packaging development of stationery peripheral products such as handbags, notebooks and notes, so as to improve the identification and cultural sense of Huizhou Tourism Commodities, show the beauty of Huizhou, make the design content close to life, enrich regional culture, enable tourists to grasp memory points after visiting scenic spots, resonate and make the design close to life, Let people accept the edification of traditional culture all the time in life.

## 6. Conclusion

If cultural and creative design wants to be different, we must understand what is our own unique. It is of great significance to extract the essence of Huizhou wood carving patterns and apply them to the design of cultural and creative products, integrate the regional culture into the design works and form their own unique visual language. Wood carving pattern is a part of the traditional art form. It publicizes the traditional folk art form by showing the cultural temperament of Huizhou in the design of cultural and creative products, which plays a good role in the dissemination of regional folk culture. Combined with the design of tourism cultural and creative products, we should closely follow the trend of the development of the times, and design works with traditional regional culture, characteristics of the times and commercial value on this basis. Focusing on the role of cultural factors in art and commercial design, combined with intangible cultural heritage traditional culture and modern culture, a series of excellent tourism cultural and creative designs are created, which provides excellent design elements for modern design and adds the vitality of the pattern symbol system of Huizhou wood carving, which plays a supporting and complementary role in the inheritance and development of intangible cultural heritage folk art <sup>[6]</sup>.

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## Disclosure statement

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