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## INHERITANCE AND INNOVATION: THE CROSS-CULTURAL APPLICATION OF CHINESE TRADITIONAL AUSPICIOUS PATTERNS IN SUSTAINABLE TOURIST SOUVENIRS

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### Abstract:

This paper discusses the cross-cultural application of Chinese traditional auspicious patterns in sustainable tourist souvenirs. It aims to explore how to combine traditional cultural elements with the concept of sustainable development to promote the sustainable development of tourism. First introduces the history and cultural connotation of Chinese traditional auspicious pattern, through the auspicious pattern cultural significance, historical background and modern application, this paper puts forward the importance of traditional auspicious pattern in sustainable tourism souvenir design, and then analyses the environmental problems of the current tourist souvenir market, then puts forward the traditional auspicious pattern applied to tourism souvenirs innovative ideas and methods, and combined with the perspective of cross-cultural communication, discusses the traditional cultural symbol in the inheritance and innovation of contemporary tourism industry, promote the sustainable development of tourism. This paper adopts the research method of qualitative analysis, through case analysis and empirical research, summarizes the application strategy of Chinese traditional auspicious patterns in sustainable tourism souvenirs, and puts forward relevant development suggestions and prospects to promote the sustainable development of tourism.

### Keywords:

Auspicious Patterns, Tourism, Souvenir, Cross-Cultural, Sustainable

## Introduction

With the rapid development of tourism, people's demand for cultural experiences and souvenir purchases is increasing (Duan et al., 2023). As an important part of the tourism experience, tourist souvenirs are favoured by more and more tourists. As an important part of the world cultural heritage, Chinese traditional culture has rich connotation and unique charm (Zhao, 2021). The application of Chinese traditional auspicious patterns in the design of sustainable tourist souvenirs has attracted wide attention.

Chinese culture has continued to evolve over the past 5,000 years, and it has had a profound impact on social development. Traditional culture is rooted in social development and is of great significance to the design of modern cultural and creative works. This not only injects vitality into cultural creative products, but also improves the artistry of cultural creative products (Li, 2021). Chinese traditional auspicious patterns are not only widely used in ancient Chinese art, but also many traditional patterns in traditional culture have been borrowed and studied by today's designers (Peng, 2021), and have penetrated into various fields of modern society. These patterns are often regarded as a symbol of good luck, wishes and happiness, including dragon, phoenix, butterfly, fish, etc., in the Chinese cultural tradition, people often use auspicious patterns in festival decoration (Press, 2012), architectural decoration and daily necessities, to obtain auspicious and peaceful, blessing and peace.

The application of Chinese traditional auspicious patterns in sustainable tourism souvenirs can not only enrich the cultural connotation of the souvenirs, but also attract the interest of more tourists and promote the sustainable development of the tourism industry. This cross-cultural application is not only the inheritance of traditional culture, but also the innovation of modern tourism industry, which has important theoretical and practical significance.

## Literature Review

The cross-cultural application of Chinese traditional auspicious patterns in sustainable tourist souvenirs has become one of the research hotspots in the tourism industry. The research in this field involves the Chinese traditional culture, tourism commodity design, cultural communication and other disciplines. The research results can not only enrich our understanding of traditional culture, but also promote the sustainable development of the tourism industry. The research status, literature results and theoretical viewpoints in related fields are order to provide theoretical and practical basis for this study.

### *Overview of Chinese Traditional Auspicious Patterns*

Chinese traditional auspicious patterns reflect the aesthetic concepts and cultural spirit of various periods in ancient China, and also show people's spiritual world and life concepts. These patterns contain rich cultural connotations, not only reflect the changes of ancient social life, but also carry the expression of the Chinese traditional folk customs and social systems (Chen et al., 2014). These auspicious patterns, symbolizing luck, prosperity, longevity, happiness and wealth, are reflected and conveyed in various ways. They are commonly seen in various fields such as traditional painting, handicrafts, and architectural decoration, and are widely used in traditional folk festivals and ceremonies (Asif & Ali, 2019).

on the basis of D.Li et al. (2022), the traditional Chinese auspicious patterns can be divided into three categories: Chinese character form, pictographic patterns and comprehensive patterns. Each of these patterns has unique features and implied meanings. For example, the

word "fu" usually with the box of the box, dignified and neat, meaning family harmony, happiness, and "longevity" is often combined with longevity peach, symbolizing longevity and health; "xi" often accompanied by magpie or carp and other patterns, meaning happiness and happiness. These patterns are not only widely used in traditional culture, but also become a part of the life of the Chinese people, and are loved and respected by the people.

In the modern society, with the development of society and the diversification of culture, the traditional auspicious patterns face the challenges of application value to some extent. On the one hand, these patterns represent the essence of Chinese traditional culture, with strong national characteristics and cultural identity, can play an important role in cultural inheritance and festival activities; on the other hand, with the changing times, people's pursuit of a better life is constantly updated, the application of traditional auspicious patterns in modern design needs more innovation and change to meet the development needs of society. Therefore, when discussing the application value of traditional auspicious pattern, it is necessary to fully consider the significance of its cultural inheritance and the connection with modern society, so as to realize the harmonious and unity of cultural tradition and the development of The Times.

### ***Sustainable Tourism and Tourist Souvenir Markets***

In the global cultural field, with the increase of people's attention and demand for sustainable tourism, the widespread existence of tourist souvenirs as a part of the tourism experience, and souvenirs has attracted the attention of the tourism theory circle, and many scholars emphasize their importance to tourism culture (David L.Hume, 2014). Memorabilia usually refer to those items sold in souvenir shops, such as T-shirts, key chains, pen holders, etc., usually inscribed with the name of the city, park or place. These items are also sometimes displayed by local or nomadic vendors, such as jewellery, wind bells, scarves, wallets, etc. ((LaSusa, 2007). Tourist souvenirs carry the emotional memory and cultural experience of tourists' travel experience. They are the emotional bond and cultural inheritance, as well as an important pillar of the economic development and community participation of tourism destinations. The souvenir shops bring a huge revenue to the tourist attractions ((Jin et al., 2017; Kong & Chang, 2016 ; Swanson & Timothy, 2012).

Hu and Yu (2007) show that buying tourist souvenirs as part of the tourism activities can promote the sustainable development of tourism. Although shopping is not usually seen as a primary motivation for travel, it is an important part of the travel experience. Tourists choose handicraft souvenirs to take tangible items home to realize the memory of travel, which is a means to preserve past experiences, but also provides local residents with economic support and cultural inheritance opportunities (Duan et al., 2023), promoting the sustainable development of tourism.

Sustainable tourism emphasizes the principles of protecting the environment, respecting local culture and community participation in the development of tourism. The design and production of souvenirs also need to conform to these principles to achieve the sustainable development of tourism. With the development of global tourism and increasing cultural exchanges, the application of cross-cultural elements in the design of sustainable tourist souvenirs has become increasingly important. In this context, Chinese traditional auspicious patterns, as an important representative of Chinese culture, have gradually attracted the attention and love of tourists at home and abroad. Cross-cultural applications can not only enrich the cultural connotation of

souvenirs, but also increase the cultural experience and attraction of tourists, and promote the sustainable development of the tourism industry.

### ***Modern Application of Chinese Traditional Auspicious Patterns***

Chinese traditional auspicious patterns have been widely used in modern society, carrying the inheritance and innovation of Chinese traditional culture. They symbolize all the good, auspiciousness and harmony (Han et al., 2021). It not only plays an important role in artistic creation, architectural decoration, clothing design and other fields, but also often appears in festival decoration, home decoration, commodity design and other aspects.

These patterns not only endow modern products and the environment with the connotation and beauty of traditional culture, but also continue the spirit of traditional Chinese culture (B.B. Liu & Wang, 2019), which adds cultural deposits and emotional significance to people's lives. The reconstruction of traditional auspicious patterns reflects the new expression of traditional art in contemporary society. When designers rebuild the traditional auspicious patterns, they usually consider the aesthetic trends and lifestyles of modern people, and make these patterns more concise and modern, so as to adapt to the fast-paced social life and modern aesthetics (Zhang & Dong, 2023).

At present, the research on the cross-cultural application of Chinese traditional auspicious patterns in sustainable tourist souvenirs is still in its infancy. However, some studies have begun to focus on this field and have achieved some results. For example, Liu (2021) studied the application of traditional Chinese traditional auspicious patterns in "cloth tiger" handicraft souvenirs, combined with traditional culture, let more people understand the special meaning and aesthetic value of local folk handicrafts; Duan et al. (2023) Discuss the combination of tourist souvenirs and local cultural connotation and cultural heritage. These studies provide some reference for understanding the application of traditional Chinese auspicious patterns in the design of sustainable tourist souvenirs.

### **Materials and Methodology**

The semi-structured interviews were conducted in Heze, Shandong Province, China from May 2023 to January 2024. Interviews were held in different places, including tourist attractions (Heze Peony Garden), souvenir shops and cafes, tailored to the respondents' preferences. Respondents included tourists and artisans, and most interviews lasted about 10 minutes, learning about the overall travel plan, motivation to visit Heze, and views on souvenirs and purchase preferences. Interviews with craftsmen focus more on understanding their background, motivation, and the complex details of craft practices. Before the interview, ensure that the purpose of the interview was explained and their consent was obtained. Respect the privacy of respondents and do not disclose their personal information or content.

Interviews with tourists can start with understanding their cognition and interest in auspicious patterns, and then understand their attitudes and preferences for traditional cultural elements in tourism. To explore the awareness of tourists of the culture and tradition represented by Heze, and whether they take these elements into consideration when buying souvenirs.

Ask craftsmen about their use of traditional auspicious patterns when making souvenirs and how they retain traditional elements in innovation. For them, the application of traditional auspicious patterns in tourist souvenirs is their inheritance and development of traditional

culture. By integrating traditional patterns into their works, they not only show their skills, but also convey their love and value for traditional culture. Many craftsmen are committed to maintaining the original flavour of the traditional auspicious patterns, while also constantly innovating, so that these patterns can be combined with modern design to better meet the needs of the contemporary market.

**Table 1: Interview Questions for Visitors and Artisans**

Object	Question
Visitor	<ol style="list-style-type: none"><li>1. For tourist souvenirs, what kind of design do you think is more attractive and unique?</li><li>2. Do you think that the traditional auspicious patterns have a special cultural significance in the tourist souvenirs? why?</li><li>3. When you buy tourist souvenirs, do you prefer to choose traditional auspicious patterns or modern design products? why?</li></ol>
Craftsman	<ol style="list-style-type: none"><li>1. Could you tell us about your craftsman experience?</li><li>2. What is your motivation for choosing to make handicrafts? Is there a certain traditional culture or skill that affects you?</li><li>3. Did you use the traditional auspicious patterns in the process of making your handicrafts? What is the special significance of these patterns in your work?</li></ol>

Source: By Author

Table 1 presents the questions of the interview. Interview to carefully record the respondents' comments and opinions, and after the interview data sorting and analysis, through the interview can be more understanding of Heze area for the application of traditional auspicious pattern in tourist souvenirs, and visitors and craftsmen on the topic, for the writing of the paper to provide rich data and case analysis.




## Results and Discussion

Under the guidance of the concept of sustainable tourism, Chinese traditional auspicious patterns are more and more used in the design of tourist souvenirs. These patterns not only give the souvenir with cultural connotation and artistic value, but also can attract the interest of more tourists and promote the development of tourism. For example, the integration of traditional auspicious patterns into the design of gifts and souvenirs not only reflects the unique charm of Chinese culture, but also meets the needs of tourists for cultural experience and souvenir purchase.

Table 2 shows the production process of auspicious peony flower pattern in Heze. Craftsmen in the production of peony flower handicraft steps, the first step: Heze peony flower materials. Art comes from life; the craftsmen usually use the peony flowers in the blooming season; the second step: draw the auspicious pattern of peony flowers. Draw suitable peony auspicious pattern, this step usually three-dimensional peony through composition and design, with traditional techniques into line pattern; the third step: peony auspicious pattern into the handicraft. This step usually transforms and reconstruct the peony elements in order to better integrate into the handicraft.



**Table 2. Production Process of Auspicious Peony Flower Pattern**

Heze peony flower	Heze peony flower auspicious pattern	Auspicious patterns and crafts
		
Step 1: Heze peony flower materials	Step 2: Draw the auspicious patterns of peony flowers	Step 3: Peony flower auspicious pattern into the handicraft

Source: By Author

Heze city is the famous hometown of peony in China, known as "the capital of Peony in China". There is a grand peony flower party held every year. The auspicious pattern of the peony flower evolved from the peony flower is a symbol of auspiciousness, wealth, nobility and purity. Peony and vase combined crafts, meaning good, representing wealth and peace, especially by tourists.

### Suggestions and Prospects

Through data collation and analysis of interviews with master craftsmen, practitioners and tourists, new insights into the cross-cultural application of Chinese traditional auspicious patterns in sustainable tourist souvenirs. This study presents three key recommendations:

1. Cultural innovation and inheritance: When designing sustainable tourist souvenirs, traditional Chinese auspicious patterns should be combined with local cultural elements to achieve cultural integration. Doing so can not only attract a wider audience, but also enhance the appeal and uniqueness of the souvenir. Through the interview, we found that many master craftsmen and practitioners have a deep understanding and inheritance consciousness of the importance and aesthetic value of Chinese traditional auspicious patterns. It is suggested to fully leverage the innovative potential of these traditional patterns when designing and making sustainable tourist souvenirs, and combining them with local culture and art to create souvenirs with unique charm. Through innovative design, it can not only attract a wider range of tourists, but also promote the inheritance and promotion of traditional Chinese culture.
2. Emotional experience and personalized customization: Tourist souvenirs are not only the symbol of material things, but also the carrier of emotion. It is suggested that when designing tourist souvenirs, combine traditional Chinese auspicious patterns to symbolize auspiciousness and beauty, to create products that can touch the emotions of tourists. Through the way of personalization, tourists can participate in the design and

production process of souvenirs, so that they can have emotional resonance in the experience. For example, it provides customized services for tourists to choose auspicious patterns, colors and fonts, so that they can have a deeper understanding of traditional Chinese culture in the process of selection and customization, and enhance their emotional connection and sense of belonging with souvenirs.

3. Integration of sustainable development: integrating Chinese traditional auspicious patterns into tourist souvenirs to make them a part of sustainable tourism, which can not only inherit and carry forward traditional culture, but also promote the sustainable development of tourism. When making tourist souvenirs, environmentally friendly materials and production techniques should be selected to reduce the impact on the environment. At the same time, when designing auspicious patterns, it can integrate the theme of environmental protection and sustainable development, and improve the environmental awareness and social responsibility of souvenirs. Encourage collaboration with local craftsmen to incorporate their craft and traditional crafts into souvenir making. This will not only protect the local traditional culture, but also promote the local economic development and social stability.

## Conclusions

Through the study of this paper, we can conclude that the cross-cultural application of Chinese traditional auspicious patterns in sustainable tourist souvenirs is of great significance, which not only carries forward the traditional culture, but also promotes the sustainable development of tourism. In the future, we can further strengthen the protection and inheritance of the traditional culture, and at the same time promote the innovation and development of the Chinese traditional auspicious patterns in the design of tourist souvenirs by combining the modern design concepts. Through the above analysis, this paper proposes that the application of traditional auspicious patterns in tourist souvenirs has positive significance for promoting the development of sustainable tourism, and puts forward relevant suggestions and prospects, which provides certain reference value for the research and practice in this field.

Future research can be carried out from the following aspects: first, strengthen the study on the application effect and influencing factors of Chinese traditional auspicious patterns in different cultural backgrounds; second, discuss the integration and innovation of Chinese traditional auspicious patterns and contemporary design concept to meet the needs and preferences of different tourist groups; finally, focus on the relationship between innovation in sustainable tourism souvenir design and sustainable development, to provide theoretical support and practical guidance for the sustainable development of tourism industry.

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