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RESEARCH ON RURAL TOURISM SOUVENIR DESIGN BASED ON REGIONAL CULTURE

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In recent years, rural tourism has experienced unprecedented growth, leading to an increased demand for unique and culturally significant souvenirs. The article focuses on the design and application of souvenirs in rural tourism. By analyzing the challenges facing the design of souvenirs in rural tourism, it proposes an innovative strategy to incorporate local cultural elements in the design of souvenirs. The results of the study provide a reference for the development and application of rural tourism souvenirs and practical insights for related enterprises, with a view to contributing wisdom to the further development of rural tourism souvenir design.

Key words: *tourism souvenirs, rural tourism, design, regional culture, cultural and tourism integration.*

INTRODUCTION

Souvenirs are an indispensable part of rural tourism, they are not only the tourists' memories of tourism, but also an important carrier to show rural culture and characteristics. Regional culture is the soul of tourism souvenir design, a design product if it does not contain regional cultural characteristics, it will inevitably appear to be a lack of connotation, loss of color, but also lead to a reduction in the value of the product. Well-designed rural tourism souvenirs can attract the attention of tourists and enhance its quality and image. This paper will discuss the design methods and strategies of rural tourism souvenirs from the perspective of design methods and paths.

PURPOSE

Through the study of rural tourism souvenir design, innovative design concepts and methods are proposed. Based on the relevant theories of linguistic semiotics, the cultural identification and expression of regional cultural symbols in tourism souvenir design are specifically explained through the study of regional culture's constituent elements, transformation and information transmission. It provides new methods and ideas for the application of regional culture in the design of tourism souvenirs to enhance the attractiveness and competitiveness of rural tourism.

RESULTS AND DISCUSSION

Traditional villages are special areas that carry history and culture, folk customs and traditional handicrafts, and have unique cultural value and tourism



appeal. Traditional villages are relatively rich in material and cultural resources, and these resources include traditional dwellings, traditional customs, old buildings, traditional art forms and so on. These resources can also be used to protect and develop traditional culture through the development and design of village tourism souvenirs. Tourism souvenirs are created by human subjective initiative, and their design process is also a way for people to exert their subjective initiative. Regional culture is actually a complex symbol system composed of various different types of symbols [1]. These symbol systems include both natural and humanistic aspects, which constitute a space or region with specific significance, and to a certain extent reflect the history, geography, ethnicity and other characteristics and styles of the region. Tourism souvenirs to a certain extent reflect the economic, social, cultural and historical aspects of a region, analyzing the application and expression of regional elements in tourism souvenir design from the perspective of semiotics, so that tourists have a deeper understanding of the local culture, and can obtain spiritual satisfaction from it. Symbols not only constitute the foundation of regional culture, but also deeply reveal the core of the regional cultural system and depict its internal structure. For example, the architecture of traditional villages is used as a blueprint for the development of household goods, clothing and accessories. The material and cultural resources of traditional villages can also stimulate civic participation and promote the participation of villagers in the construction and management of villages, thus better maintaining and developing the material and cultural resources of villages and strengthening the protection of cultural resources.

Through the use of regional cultural symbols, the design of tourism souvenirs can better display the regional characteristics and cultural connotations, attracting the interest of tourists and their desire to buy, and at the same time promoting the inheritance and development of regional culture. The design of rural tourism souvenirs can be expressed through symbols representing local regional culture. With the help of semiotics theory, a symbol expression system based on regional culture is constructed. This includes three levels of research, semantics, semantics and pragmatics, which are used to explore the semantic communication system of semiotics and the expression of the cultural connotation of tourism souvenirs. Semantics categorizes symbols into two types of elements: referent and denotative, which helps us understand and shape the "meaning" behind things. Semantics focuses on the combination of symbolic elements, and in the design of tourism souvenirs, the arrangement and combination of regional cultural elements determine the final display of regional characteristics [2]. In addition, pragmatics emphasizes how the designed tourist souvenirs can resonate with consumers through the associative experience and follow a certain arrangement and combination. In the design process, the regional cultural elements themselves have certain functions and semantics, and the designer arranges these elements through the rules of conversion and design principles, so as to make them become symbols that can fully express the regional culture. The physical form of the regional culture symbols can be shown through the shape, color and material, while the final regional culture elements are designed through the pattern matching with daily necessities.



When designing tourist souvenirs, a proven process of encoding and decoding regional culture can be referred to. This process builds a semantic delivery system for tourism souvenirs based on regional culture. The specific steps of the encoding and decoding process of regional culture in tourism souvenir design: first, find the source of information, the designer selects the regional culture elements and transforms them into visual symbols, which is the encoding process. Then the regional culture coding is carried out, which is based on the selected regional culture elements and integrated into the design of tourism souvenirs. Secondly, decoding is carried out to integrate the regional cultural symbols with the physical items. The coded regional cultural symbols are integrated with the physical items such as daily necessities to form a complete set of tourism souvenirs [2]. Thus, fig. 1 presents the VARS Model of traditional village tourism souvenir design, which is the basis of the complex design system of modern Chinese souvenir products.

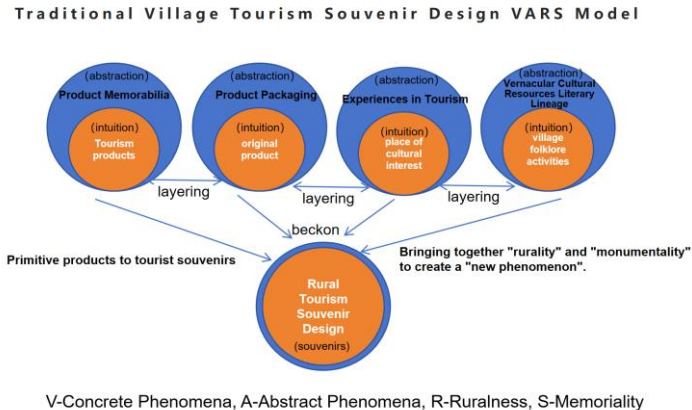


Fig.1. Traditional Village Tourism Souvenir Design VARS Model

As the medium and channel of regional culture, tourism souvenirs convey the information of regional culture to the buyers. Purchasers use their intuition to interpret the tourist souvenirs and complete the step of decoding. Purchasers share their personal insights and emotional experiences of the tourist souvenir. The practicality and validity of the cultural expression of the region can be verified by analyzing it in comparison with the designer's design philosophy. This coding and decoding process can help designers to convey the information of regional culture in the design of tourism souvenirs, and at the same time, it also provides a medium and channel for purchasers to display the regional culture, so that they can better understand and experience the regional culture in tourism souvenirs [3]. The origin story of the product, rural culture, ecological culture elements into the development of agricultural products, packaging design, so that tourists in the purchase of both



understanding the story, but also pleasing to the eye to meet the visual and emotional identity.

CONCLUSIONS

The design of rural tourism souvenirs should fully reflect the regional characteristics of the countryside, including natural landscape, rural flavor, rural culture and other aspects. Designers can integrate the unique charm of the countryside into the souvenirs by choosing materials that meet the characteristics of the countryside and adopting local traditional crafts. By borrowing the relevant theories of linguistic semiotics to deeply interpret and explore the expression of regional culture in tourism souvenir design, a theoretical framework is constructed to guide the integration of shallow product appearance and deep regional cultural semantics in tourism souvenir design practice, and to build up a mechanism for generating and conveying culture in tourism souvenir design based on regional culture. The tourism souvenirs are no longer just the direct enlargement or reduction of artifact elements, or the blind pursuit of product function or commercial value.

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ДОСЛІДЖЕННЯ ДИЗАЙНУ СУВЕНІРНОЇ ПРОДУКЦІЇ ДЛЯ СІЛЬСЬКОГО ТУРИЗМУ НА ОСНОВІ РЕГІОНАЛЬНОЇ КУЛЬТУРИ

В останні роки сільський туризм переживає безпрецедентне зростання, що призводить до збільшення попиту на унікальні та культурно значущі сувеніри. Стаття присвячена дизайну та застосуванню сувенірів у сільському туризмі. Проаналізувавши проблеми, з якими стикається дизайн сувенірів у сільському туризмі, вона пропонує інноваційну стратегію включення місцевих культурних елементів у дизайн сувенірів. Результати дослідження є основою для розробки та застосування сувенірної продукції сільського туризму, а також практичними порадами для суміжних підприємств, щоб внести свій вклад у подальший розвиток дизайну сувенірної продукції сільського туризму.

Ключові слова: туристичні сувеніри, сільський туризм, дизайн, регіональна культура, культурна та туристична інтеграція.