

# Research on the Application of China Traditional Culture in Modern Cultural Tourism Commodity Design

Kailun Jian

Wuhan Donghu University, Wuhan 430212, China

**Abstract.** With the rapid development of economy, the competition of tourism culture and tourism commodities is becoming more and more fierce, and the traditional national culture is also impacted, and its historical value is gradually hidden. Traditional cultural elements have strong cultural attributes and influence charm, so it is particularly important to apply them to the design of cultural tourism commodities. However, at present, there are relatively few studies on the application of traditional cultural elements in the design of cultural tourism commodities. Cultural tourism commodity design is the main means of product commercialization and functional expression, and traditional cultural elements play an important role in cultural tourism commodity design. Cultural commodity design is not a simple form, so it is necessary to make breakthroughs and innovations in form expression and color language through the application of various elements. This paper expounds the connotation and development status of traditional cultural elements in China, extracts cultural elements from them, and applies them to the decoration design, modeling design and implication design of cultural tourism commodities, so as to achieve the perfect integration of traditional culture and modern design.

**Key words:** Traditional culture, Tourism products, Modeling design.

## 1. Introduction

Since ancient times, art and life have been closely related, and the decoration of human beings in the late Paleolithic showed people's aesthetic standards. With the development of the times, all ethnic groups have created many beautiful works of art with their own wisdom and experience, and at the same time, they have formed aesthetic ideas with folk characteristics [1]. China has a long history and culture, and is rich in resources. To a certain extent, the labor among various nationalities has greatly enriched the traditional culture of China, and provided infinite vitality for the development of China culture. The application of traditional culture can not only perfectly show the characteristics of products, but also highlight the quality of products [2]. In the process of reproduction of traditional products, we simply ignore the rational application of traditional cultural elements, and to a certain extent, it is easy to fall into the old-fashioned shackles, and it is difficult to guarantee the perfect presentation of individuality at a certain level [3]. When designers develop and design products or commodities, they need to establish the ancient and modern consciousness. On the one hand, they should fully tap the essence of traditional cultural elements; on the other hand, they should combine the aesthetic trends of modern people, so that classical and modern can fully integrate and complement each other [4]. By effectively applying

the elements of China's traditional culture, the ideas, shapes, materials processing and colors of China's traditional culture are applied to the design of modern products, highlighting the artistry and aesthetic feeling of modern products, playing the role of propagating culture and leading the trend, and realizing the pluralistic unity of commercial value and artistic value [5].

The application of traditional culture can enrich the individual quality of artworks and define the merits of artworks. In the process of handicraft design, if the use of folk elements is neglected, its formal aesthetic feeling and artistic connotation will become a mere formality, unable to form individuality and characteristics, and its ornamental value and artistic value will be greatly reduced [6]. Cultural commodity design is a new kind of thing that combines culture and creativity. Cultural design takes culture as the main element, integrates multiculturalism, uses relevant scientific knowledge, and combines different carriers to construct a new cultural phenomenon of new things, which is the mutual collision of human knowledge, wisdom and inspiration [7]. How to effectively apply ethnic cultural elements to the design of cultural tourism commodities from multiple angles, so as to show the rich ethnic cultural heritage of China and promote the development of tourism economy in various regions, is an urgent problem to be solved at the moment of the integration of culture and tourism [8]. This paper

expounds the connotation and development status of traditional cultural elements in China, extracts cultural elements from them, and applies them to the decoration design, modeling design and implication design of cultural tourism commodities, so as to achieve the perfect integration of traditional culture and modern design, create cultural products with China flavor, and promote the development of cultural tourism industry.

## **2. Deficiencies in the design of cultural commodities**

### **2.1 Incomplete design**

With the gradual awakening of traditional cultural thoughts, how to promote the popularization of national traditional cultural design has become the content that modern product designers need to think about. Integrating the essence of traditional culture into modern product design, integrating new ideas with traditional symbols, and using new media, new materials and new technology to show the spiritual core of traditional cultural elements are not only conducive to the blending and collision between regional culture, national culture and world culture, but also conducive to creating better quality cultural products with social influence.

In today's developed tourism industry, national cultural elements are widely used in tourism cultural tourism commodities. Designers innovate on the basis of the original characteristics of culture, combine the elements of regional culture with tourism culture and tourism commodities, and express and carry forward the local traditional national culture through visual arts and other forms. With the country vigorously promoting the development of cultural tourism industry, various cultural tourism commodity designs have sprung up, but some product designs are imperfect, such as some products are practical but lack of artistry and commerciality [9]. Different historical stages have different elements of Chinese traditional culture, so from the perspective of conceptual significance, traditional cultural elements are a kind of cultural verification in different historical stages. Secondly, the traditional cultural elements show strong external manifestations, mostly in the form of traditional tattoos, ancient legends and regional materials, which show the cultural attributes of different ethnic groups and regions in ancient times through physical forms. The product design with use value and no lack of artistic beauty can satisfy consumers and have market sales prospects.

### **2.2 Lack of design innovation**

With the rapid development of society, in order to keep up with the rapid development, many designers often don't consider originality or innovation when designing, but just blindly use other people's design results as their own creativity. On the market, some cultural tourism commodity designs are slightly changed in other people's design works, such as looking for similar points in the original product materials or color matching to replace them, and then labeling them with new labels is a new

product. The application of traditional cultural elements is not a single one-sided and simple process, but a more scientific and rational system layout. Cultural tourism commodities themselves have certain artistic values and forms of expression. In the application of traditional cultural elements, the essence of the cultural elements must be presented, and the cultural elements should be highlighted in the design layout, otherwise the core connotation of the product design cannot be embodied [10]. Some designs of existing cultural tourism commodities in the market are superficial and perfunctory, and lack of design innovation. Cultural attributes are based on the historical orientation, regional orientation and custom orientation of the cultural forms and elements. Cultural tourism commodities are the manifestation of culture and art, and their artistic value can be enhanced through the implantation of cultural attributes. Therefore, in the design of cultural tourism commodities, it is necessary to make a reasonable layout of traditional cultural elements, make a clear judgment on which traditional cultural elements to choose, and design and layout the implantation form and connotation expression of elements.

## **3. Characteristics of traditional culture**

### **3.1 Traditional culture is regional**

In the long development process of human society, the development trend of a local traditional culture can reflect the growth and development level of local productive forces, and reflect people's living conditions, local customs, human landscape and ecological environment. Therefore, the local traditional culture formed on this background and basis is the product of people's use of nature, transformation of nature and harmonious coexistence with nature. Cultural tourism commodity design is a dual creative form of Assemblage and commerce. Cultural tourism commodity design needs to analyze and study many elements and commercial directions, adopt a design concept of combining art with commercialization, and present this concept through product forms. At present, the design form of cultural tourism commodities is relatively single, which can't reflect its design itself and value output. There is a lack of design inspiration form innovation. For example, the commercial value and information can't be reflected in the design, and excessive subjective art forms will lead to the weakening of the commercial function of products. Different nationalities thrive in different regional situations, and the derived and condensed national culture also has regional personalized characteristics, which can be shown from the aspects of clothing, language, folk art and daily necessities.

### **3.2 Inheritance of traditional culture**

Culture is the wealth created by the strength of the whole nation. In the process of transmission, improvement and development from generation to generation, it has set up a rising ladder and a bridge for the evolution of this nation. Therefore, this kind of culture has produced a strong

cohesion in national identity and played an important role in building a nation's spiritual home. The theory of Yin and Yang in China's traditional culture holds that everything in the world has the relationship of unity of opposites, which is not only two trends, but also two viewpoints. In modern product design, designers use the relation of unity of opposites, whether it is color collocation or graphic structure, which can make two kinds of related elements in a design work blend together and form a relatively harmonious unity of opposites relationship. Culture, as an intangible wealth, has been handed down from generation to generation, but this kind of inheritance is not an invariable transmission, but a critical inheritance and development that takes its essence and removes its dross to meet people's growing spiritual needs on the premise of conforming to the development of the times and changes in social life. In the process of inheritance, new cultural elements are constantly incorporated, and the connotation is richer.

## 4. The application of traditional cultural elements in the of cultural tourism commodities

### 4.1 Propaganda of correct ideas

In the application of traditional cultural elements, it is necessary to clarify the design principles and indicate the design direction. First, it is necessary to master the form and connotation of Chinese traditional cultural elements, establish the traditional cultural design thinking concept, and make innovative breakthroughs in the design thinking and concept in combination with the current problems of cultural tourism commodity design. Cultural tourism commodity design mainly focuses on novelty and implantation, and strengthens subjective identification and artistic conception creation. Before applying traditional cultural elements to the design and development of tourism products, designers need to make a comprehensive and in-depth investigation and analysis of traditional culture, especially the expressions of traditional culture in food, architecture, clothing, religion, music and other aspects, so as to lay a good foundation for the excavation and selection of design elements. Figure 1 shows the cultural and creative costumes with traditional cultural design elements.



Figure 1 Cultural and creative costumes with traditional cultural design elements.

When using traditional cultural elements to design tourism products, we should not only consider the aesthetic feeling of the products themselves, but also improve the practical performance. Tourism products meet people's needs from the material level and the spiritual level. If the designer of the product pays too much attention to the aesthetic examination of product audit and ignores the practical function of tourism products, it will largely lead people to use it as a souvenir rather than for normal use.

### 4.2 Embodiment of traditional culture

Tourism products to a great extent reflect the psychology of people in different levels of demand. Tourism products are not independent commodities, and their value is realized by attaching to the added value of tourism products. The added value of commodity packaging is the role of decoration in commodities, and it is a process of design and creation that can be applied by guessing and controlling consumer psychology. Incorporating the elements of China traditional culture into modern product design can also convey the spiritual core of traditional culture by using the texture of materials. The picture shows the teacup cultural tourism products with traditional cultural connotations.



Figure 2 Teacup cultural tourism products with traditional cultural connotations.

The charm of Chinese traditional culture lies in the embodiment of cultural form and connotation, and many traditional cultural elements are representative and verve. Therefore, in the actual design of cultural tourism commodities, we must focus on the implication of traditional cultural elements, and the implication design is not a simple process. We need to design and process the original single traditional cultural elements through thinking skills such as element selection, element layout and element processing, so as to enrich the diversity of traditional cultural element carriers.

## 5. Conclusions

In the current process of tourism product design, the integration of traditional cultural elements and the characteristics of the times must be a great change of the times. If modern tourism products want to spread the traditional cultural elements and spirit more widely, they must be integrated with modern technology, so that they can coexist harmoniously and develop together. In this fast-paced era, the speed of information change is accelerating day by day, and the national culture that has really gone through historical precipitation lacks ways to show. Fewer and fewer people are willing to spend a lot of time to understand the cultural background and explore the cultural value. Cultural commodities can be used as cultural carriers to show and spread culture. In modern product design, the ideas, shapes, colors and materials of China's traditional cultural elements can be used to make modern product design present a figurative aesthetic feeling and symbolic charm, which is beneficial to the inheritance and development of China's traditional culture while enhancing the commercial value of products. This kind of personalized tourism product design with national folk feelings enriches people's life and places people's feelings and expectations.

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