

HAUGUI WOOD CARVING SCULPTURE TO CREATIVE PRODUCTS DESIGN FOR PROMOTING TOURISM

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(Received : June 22, 2023 Revised : July 20, 2023 Accepted : July 25, 2023)

Abstract

The purpose of this study were to make the declining wood carving art of HuaGui in Hainan known to the public through innovative performance, and promoted the development of this cultural industry and the progress of tourism economy. This Study instrument used questionnaires, interview forms and field studies, conclusions through interviews, questionnaires and field surveys. According to the investigation, Hainan was a city with tourism as the main economic output, and tourism products were important economic products. Through the summary of HuaGui art inheritors on the characteristics of HuaGui wood carving art, field research and investigation. Combined with the demand of consumers, tourists and shops for tourism products, the innovative design of HuaGui wood carving art tourism products was carried out. The results were modified after feedback from design experts and tourists. Finally passed the evaluation of design experts and tourists. A variety of HuaGui art innovative tourism products with diverse materials were determined to be put on the market.

Keywords: HuaGui, Wood Carving, Product design, Tourism

Introduction

HuaGui art originated from the prosperity of Buddhism and Taoism in the Song Dynasty. It has a long history and unique techniques. The unique techniques of HuaGui art are mainly due to the different methods of carving and painting due to the different regional customs when the families of various schools moved to Qiong. The HuaGui art absorbs the strengths of various schools and integrates its own originality to form the carving and painting method favored by the public. The Qing Dynasty was the flourishing period of HuaGui art because of the frequent sacrificial activities. Later, HuaGui art and wood carving art separated, and Buddhism, Taoism and Confucianism withdrew their influence on HuaGui art. In the early period of the Republic of China, the war made people worship the spiritual support brought by the gods more and HuaGui art began to reach its peak. Later because of the influence of the war, many flowers HuaGui art has been destroyed, flower HuaGui art craftsmen began to engage in other industries, take a HuaGui art began to fall, after the war in the past, take a HuaGui art got a brief recovery, but as a result of Crecy art carving time

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long, working procedure is various, meticulous, as the changes of The Times, its income is far behind the pace of other professions, Young people are no longer willing to spend too much time and energy on this art, so that the HuaGui art goes to winter. However, the development of HuaGui art has been carrying many important information about human history, religious history and national belief, so it listed as a national intangible cultural heritage in 2011.

The art of HuaGuiwood carving in Hainan passed down from prosperity to decline. There are certain human factors and social factors. No matter what kind of factors affect it, the art of HuaGuiwood carving is in danger of being lost. In order to retain the traditional culture, Hainan HuaGui carving art is listed as national intangible cultural heritage through national laws and regulations, and protected by laws and regulations through the Intangible Cultural Heritage Law of the People's Republic of China. The second is the policy of the government. The government funded the construction of a local HuaGui art museum to preserve excellent HuaGui works and methods of carving, and encouraged HuaGui art artisans to do more publicity. Finally, with the support of the folk, I organized the activities of "Public Period" and "Safe Zhai" spontaneously. Meanwhile, I went to school classes to spread the art of HuaGuiwood carving and call for the protection of HuaGuiwood carving. However, conservation alone does not make it permanent. Purposeful promotion is the most basic way to preserve the traditional art.

The reason why traditional art is not valued and liked is that the way of expression does not meet the aesthetic and living needs of contemporary people. In order to change this situation, the innovation of traditional art is the development trend and direction of Hainan HuaGui carving art. Through the combination of traditional techniques and modern tourism products, the evaluation design result criteria and production standards are formulated and taught to the local people or artisan, to increase the performance types of the HuaGui carving art and meet the aesthetic and living needs of tourists and young people.

Research objectives

To study the art of HuaGui woodcarving in Hainan and design the creative products for promoting tourism.

Literature review

Wang Juan (2020) expressed the style characteristics of HuaGui art: 1. The shape is naive and simple, and the imagination is exaggerated. The figure of god and Buddha shaped by HuaGui art is based on the finger proportion size of "Measuring the pedigree of the statue". Then, the shape is determined according to the civil and military positions, with the civil and military officials with quiet and dignified manner, while the military officials are mighty and unbending and brave. Then, the clothes are determined according to the dynasty and position of the figures, and whether they ride a horse, ride a dragon, sit a crane or straddle a phoenix. Statues can be divided into Buddhism, Taoism and Confucianism. The Buddhist clothing is broad grass and even edge cassocks, the Taoist Sanqing gong's clothing is jade belt Xiangyun lace wide sleeve fairy dress, the emperor is a striped lace dragon robe, the prime minister's courtiers dress is grass pattern flower robe, the Lady, the queen Mother wearing a red phoenix belt skirt, riding a horse, holding a badge. Xiandaren official's costume is Wanshou jade belt mandarin gown. The shapes of gods and Buddha statues are naive

and simple, and the images are exaggerated. The clothes and accessories are stylized and patterned in a certain way. God and Buddha statues take the traditional modeling model as the standard. When statues, they pay attention to the belly of civil servants, the chest of military commanders, men without necks, women without shoulders, men with firmness and women with softness. They have agreed to become common rules and passed down from generation to generation. Two, carving, Seiko fine chisel. The HuaGui art includes selecting materials, determining shape and proportion, cutting rough billet, cutting fine billet, fixing line and trimming, carving details, polishing, overall decoration and so on. Carvers from bold and bold to seiji fine chisel, carefully carve the key parts, to coarse and fine, to square and circle, and then from coarse to fine, with sandpaper back and forth, fine grinding, back and forth, carefully trimmed. 3, colored drawing or pattern color more, color is magnificent flower HuaGui art combining carving and painting process, integral color is gorgeous, rich images are very vivid, beyond the general wood carving, wood carving art more brilliant than general.

Ding Huichang (2022) said that intangible cultural heritage is of great significance in human society, but recently it is in a worrying situation, many of which are difficult to pass on and on the verge of extinction. Therefore, it is our bounden duty to protect it. 1. Intangible cultural heritage is of great value. First, in terms of history, it has the value of inheriting history and civilization. The intangible cultural heritage is of great economic value. Good protection and rational utilization will promote the continuous development of China's cultural industry, which is of great significance to the comprehensive, balanced and sustainable development of the economy. 2. The status of intangible cultural heritage is worrying. Inheritance is one of its notable features. The intangible cultural heritage itself cannot be inherited, and the change of social environment makes the inheritor lose the inheritance atmosphere, which is the most important problem facing the inheritance of intangible cultural heritage in China.

White Lu (2022) states that traditional culture includes intangible cultural heritage. In other words, intangible cultural heritage is an important part of traditional culture and the essence of traditional culture. Therefore, in today's era, if traditional culture wants to reflect the characteristics of The Times, then intangible cultural heritage also needs to have the characteristics of The Times. Therefore, intangible cultural heritage must be innovated, which includes both formal and ideological innovation. In the process of cultural inheritance, the innovation of intangible cultural heritage should contain its own unique national historical characteristics, and carry forward the spirit of The Times, to integrate national characteristics with modern technology.

According to Wang Dan and Zhang Lei (2021), tourism products in tourism are one of the important expansion scaffolds to carry regional cultural image distribution, purchase demand, promote regional economic development, scale economy and healthy and coordinated development of industrial chain. Three aspects should be paid attention to in the design of tourism products of traditional culture. 1. Fully respect the "source" culture; The so-called "source" culture is based on the region's own culture on the basis of reasonable and efficient mining of the cultural elements, tourism products themselves are on the basis of respecting the local traditional culture, through subsequent mining and reproduction of the cultural products to attract the attention of customers. 2. To make full use of modern materials in the application of traditional cultural elements in tourism products, it is necessary effectively integrate them through

modern materials to better meet the needs of consumers. 3. Most of the traditional culture is a positive and healthy concept, which has important guiding significance for people's development. Therefore, when applying traditional cultural elements to the design of tourism products, we must also pay attention to promoting this correct and healthy concept. In the design, we should first make the works have environmental protection and adhere to the concept of sustainable development. In addition, the details carefully handled, so that these traditional cultures full of connotation can bring positive energy to people in daily life. 4, pay attention to the combination of aesthetic and practical in the use of traditional cultural elements in the design of tourism products, not only to consider the beauty of the product itself, but also to improve the practical performance. Tourism products meet people's needs from the material level and spiritual level.

Zhang Wenmin said that tourism products combined with traditional culture developed from the following points: 1. Establish brand image and brand awareness to reach emotional connection with consumers; 2. Grasp the market orientation and consumer demand, and constantly explore the cultural content; 3. Combining product development with traditional technology, taking into account the protection of traditional technology while promoting culture; 4. Pay attention to the practical value of product design.

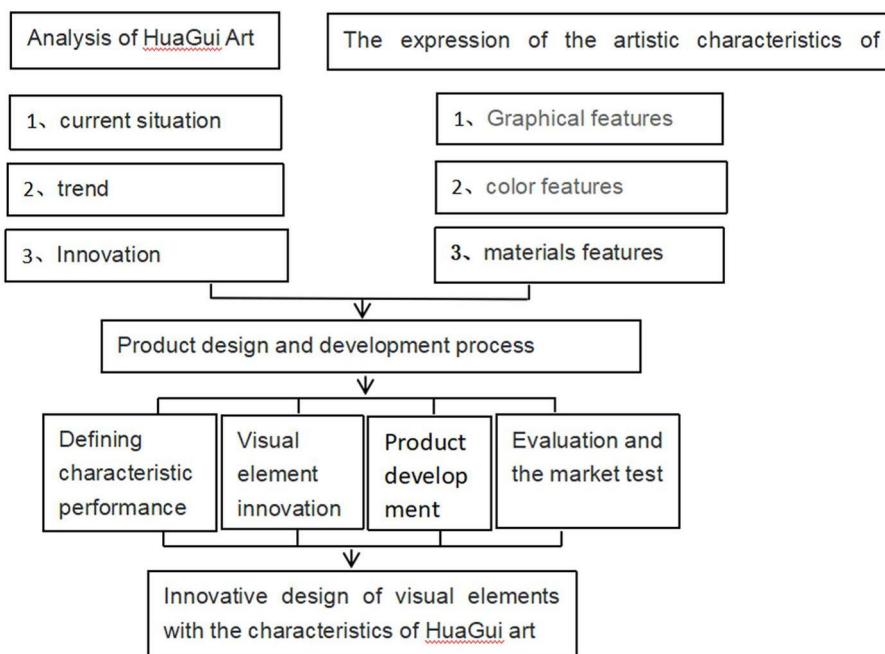


Figure 1 Conceptual framework

Source: Yiqi Zhang

Methodology

Starting from the visual element representation of HuaGui art, this study evaluates the design effect of tourism products based on this feature as follows:

1. Study the characteristics of HuaGui art, collect relevant information, including color, structure, material and shape of HuaGui art, and extract relevant visual elements for innovation.

2. Survey the opinions of Haikou people and visitors to collect data on production needs to facilitate design.
3. Design unique and beautiful products to meet the needs of the market, and evaluate the model so that designers and producers provide the correct data in the process of design and production.
4. Improve the product model and re-evaluate the results.
5. To investigate the opinions of Haikou people and tourists on the designed and developed products.
6. Analyze and summarize people and visitors' opinions on these products.

Data collected through the analysis and synthesis of relevant literature. Information recorded, summarized and classified through observation, interview and photography techniques as follows:

1. Provide sources of material for the sample of this study to obtain relevant problems encountered in product development, style suitability, etc. These data summarized in computer documents for use.
2. Conduct interviews to collect data related to the craft, materials and production process of HuaGui art, and summarize these data in the computer document for use.
3. Questionnaires used to inquire the opinions of the target tourists and the target stores on the original products of HuaGui Art and the demands of the new products after the innovation of visual elements. Then, the results summarized and evaluated to find the data needed for the design of innovative products.
4. Before entering into the innovative design of products, through interviews combined with questionnaire data, the HuaGui art inheritors and design experts asked design questions and matters needing attention in the development.
5. After the product design is completed, the market tested in terms of adaptability, practical function and aesthetic function, and the opinions of the target population are collected.

Research results

Table 1 Result of HuaGui original art product analysis.

Serial number	Prototype	Material	Color	Local
1		jackfruit wood	Gold blue	The land man is short in stature, with white hair and a white beard, and has a cane

Serial number	Prototype	Material	Color	Local
2		camphor wood	Red Yellow green	GuanYu's characteristic dark red skin, long beard, and raised eyebrows reflect his majesty.
3		jackfruit wood	Red Blue yellow	The civil servant has a calm facial expression, holding a civilian wat board, and the beard is slightly different from that of the military attaché.
4		jackfruit wood	green blue red gold	The decoration of the hat of civil servants is represented by colorful balls, which are colorful and characteristic of Huagui art.
5		camphor wood	blue red gold	The general's clothing, the hat is not exaggerated, he wears armor, which is easy to fight, and he has a short beard and a weapon in his hand.

Source: Author

The evaluation includes one Huagui art intangible cultural heritage inheritor and three design experts. The evaluation and analysis results show that the inheritors are highly satisfied with the performance of the Huagui image, among which the impact of color and the grasp of shape are the most satisfied. The three design experts have the highest satisfaction with the suitability of the materials, followed by the satisfaction with the innovative performance of the Huagui art elements.

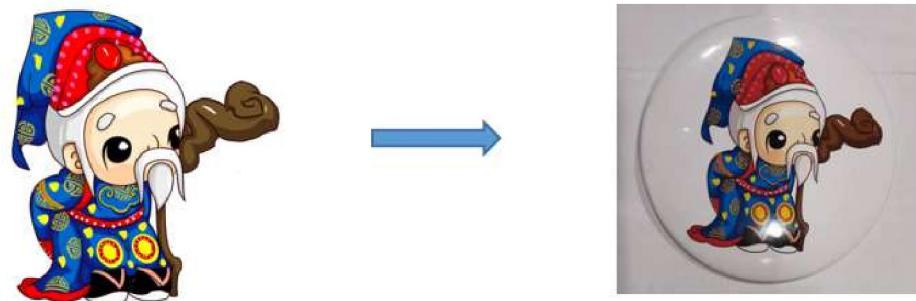


Figure 2 Land god portable mirror

Source: Yiqi Zhang

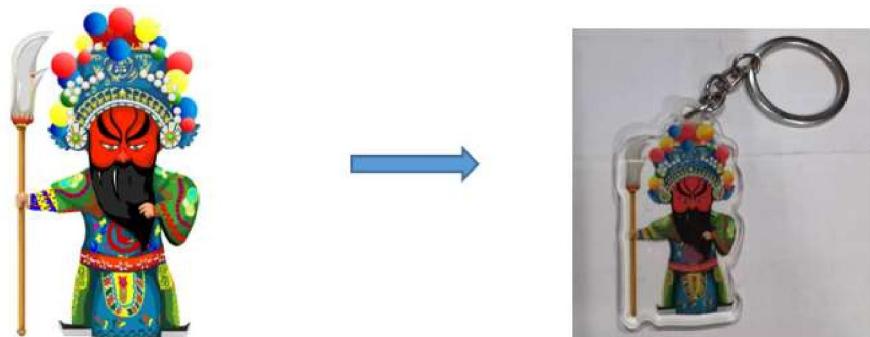


Figure 3 Guan Gong key chain

Source: Yiqi Zhang

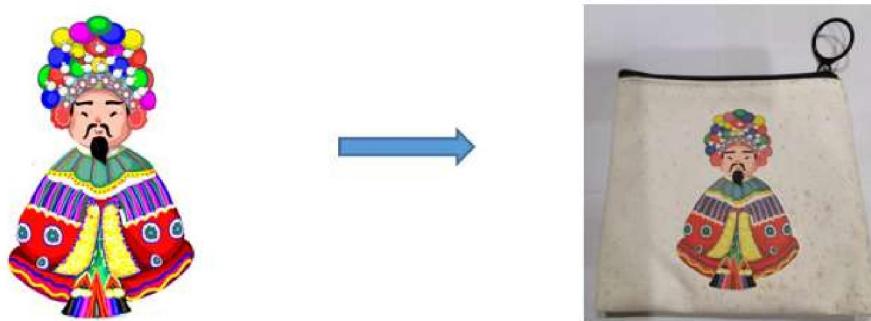


Figure 4 Wen Guan coin purse

Source: Yiqi Zhang

The first products to be designed, Through feedback from visitors and design experts, The type of materials is too simple, some materials were prone to mold due to dampness, the texture was relatively cheap, and the image expression of HuaGui was slightly less. According to the above problems, the product category and the use of product materials are increased after modification.



Figure 5 Fridge magnet

Source: Yiqi Zhang

Figure 6 Hand mirror

Source: Yiqi Zhang



Figure 7 Emblems

Source: Yiqi Zhang

Figure 8 Recycle bag

Source: Yiqi Zhang



Figure 9 Coin purse

Source: Yiqi Zhang

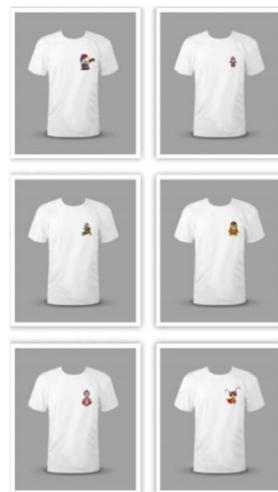


Figure 10 T-shirt

Source: Yiqi Zhang

Conclusions

The traditional expression of Hua Gui art is no longer popular in the current consumer market. The heavy material, high price and traditional aesthetic image all have a great impact on the promotion and sales of Hua Gui art. Aiming at the declining phenomenon of Hua Gui art, this study made artistic innovation, expanded sales channels, redesigned the visual elements of Hua Gui art features, and evaluated the design effects of the products produced by the visual elements. Hua Gui art features colors and shapes combined with different materials for design and creation, in line with the current consumer's aesthetic and preferences. According to the analysis results of Hua Gui Art's innovative travel product design, consumers are most satisfied with products such as key rings, hand mirrors, coin purse, T-shirts, refrigerator magnets and bags. The opinions on product functionality are clear and valid. Satisfaction with the factors of purchase, the value of the product, and the price were also high. As Hainan is a famous tourist resort in China, tourists are the main consumer group. In the process of product sales, consumers mainly consider whether it is easy to carry. Therefore, in the process of product development, the design is simple, the material is light, easy to save, and the volume is small. After evaluating similar products in the market, it is found that consumers choose Hua Gui art products from several aspects, such as the meaning of the graphic, the color of the product and the function of the product. The design elements of the products come from the materials of Hua Gui art, many of which are traditional Chinese mythological figures with connotations of blessing and protection. The color of the product is bright, full of high purity color, easy to attract the eyes of consumers. The function of the product is often used in People's Daily life. The process of thinking and developing creative products by learning the basic knowledge of Hua Gui art from Hua Gui art inheritors, mainly the visual elements of Hua Gui art. Every step should be reasonable and meticulous to design Hua Gui art innovative products from the perspective of consumers, designers and non-inheritors. Through the research of this project, the visual elements extracted from Hua Gui art can be developed into many products. In addition to the key chain, hand mirror, coin purse, which are popular among consumers, they can also be used in decorative paintings, cups, mobile phone cases and other products commonly used in

daily life. In the prototype expression of HuaGui art, wood is the main material, which is too simple and bulky. As the environment changes, wood becomes more difficult to obtain, so other lightweight materials can be tried to replace wood. The first materials, in the climate and humid conditions, are prone to mold, so based on this material improvement. Added a lot of easy to save and portable materials. The prototype of HuaGui art, whose image expression is not quite in line with modern aesthetics, innovates its visual elements without changing its main form. Therefore, the unique shape materials and color materials in the HuaGui art prototype were used to design innovative products combined with commonly used elements in the market. In this study, researchers, HuaGui artisans and design experts have learned how to think about how to develop HuaGui art to enhance the value of products. The characteristic elements extracted from HuaGui art can be applied to many products and sold in more occasions to increase the value of HuaGui art. The researchers used new graphics and new materials to develop components that meet the needs of target groups, including key rings, hand mirror, coin purse, T-shirts, fridge magnets, emblems and recycle bags. From this study, producers realized the satisfaction of consumers and the communication significance of HuaGui art. However, the products in this study were inspired by the views and needs of some social groups at that time, and it represents part of the community.

Recommendations

The research of this project was just three years after the global epidemic of COVID-19. There were many obstacles in the process of the project research. After overcoming relevant problems, there were still some problems that could not be solved, resulting in certain limitations of the research. Later if continue to study this direction, give relevant suggestions. Mainly reflected in these aspects; 1) During the epidemic period, due to the lockdown, some occupations and groups were not allowed to travel freely. Therefore, during the survey, occupation and age were relatively simple, and questionnaire survey was a little limited and one-sidedness, which leading to survey results are unsatisfactory. After the end of the epidemic, Hainan Island will enter a peak period of tourism with Liberalization of everywhere. In the later stage of questionnaire survey, the relevant information of tourists on HuaGui art in Hainan can be learned from different age levels, occupations and other aspects, and the results can be more objective. 2) Defects of process research. In the process of research, it takes about half a year for a complete HuaGui wood carving work from material selection to carving and finally coloring. Due to COVID-19, the whole country is under lockdown and cross-regional long-term stay are not allowed, so there is no detailed video recording of each step of HuaGui wood carving. It has a slight influence on the later creation. Subsequent research suggests that we should participate in every step of the initial material selection, carving and coloring of HuaGui wood carving, so as to better summarize the characteristics of HuaGui art and use them in future design. 3) HuaGui art in Hainan Island has a regional distinction, the south, north and central place are all influenced by HuaGui art. This study only focuses on the image of HuaGui art in the north place. By summarizing the characteristics of HuaGui art in the north, graphic redesign is carried out. In late study, the southern and central HuaGui art can be classified and summarized, More HuaGui images with different characteristics are designed to meet the aesthetic requirements of different types of people.

Acknowledgements

Researcher would like to express her sincere to the thesis advisor, Asst. Prof. Dr. Chanoknart Mayusoh for her invaluable help and constant encouragement throughout the course of this research. In addition, the researcher has to give thanks to all lecturers for their assistance: Asst. Prof. Dr. Akapong Inkuer and Asst. Prof. Dr. Pisit Puntien. At the same time, the researcher gratefully thanks to everyone who give great supports. Finally, the researcher would like to express her gratitude to the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University for supporting in every aspect.

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