

Innovative Strategies for the Design of Guangdong paper cutting Souvenirs in the Context of Cultural Tourism Integration

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Abstract

The traditional art of Guangdong paper cutting is an important component of China's intangible cultural heritage, possessing profound historical and cultural value. However, with the acceleration of modernization and the influence of cultural globalization, traditional paper cutting art faces challenges such as discontinuity in inheritance and market contraction. This study examines these challenges within the framework of culture-tourism integration and highlights the necessity of developing Guangdong paper-cutting souvenirs. Innovative strategies include emphasizing regional cultural identity, integrating contemporary aesthetic trends, and emphasizing cultural experience and interactivity are essential for enhancing the quality of Guangdong paper-cutting souvenir design.

Keywords : Guangdong paper cutting, Integration of culture and tourism, Souvenir design, Innovative strategy

Introduction

Paper cutting art in Guangdong has a long history. There are differing viewpoints within the academic community regarding the origins of Guangdong paper cutting. Due to the influence of humid climates and historical

cultural disruptions, the earliest well-preserved paper cutting works can only be traced back to the late Qing Dynasty. Therefore, the exact origin of Guangdong paper cutting is difficult to determine. Some

scholars argue that the history of Guangdong paper cutting can be traced back to the Song Dynasty. However, others question this assertion, as Guangdong has historically been the most developed region for handicrafts in China. The woodcarving craftsmanship in Guangdong before the Song Dynasty was already highly sophisticated, leading these scholars to believe that paper cutting, as a relatively simple craft, should have developed even earlier. The Ming and Qing Dynasties were prosperous periods for Guangdong paper cutting, with products being exported to various regions and overseas Chinese communities. However, social unrest during the late Qing Dynasty and the Republican era led to the decline of the paper making industry in Guangdong. (Yan, M.X., 2013) After the establishment of the People's Republic of China, the government made vigorous efforts to revive traditional handicrafts, including paper cutting, achieving certain progress. However, due to the loss of the developmental environment for handicrafts, their survival and development still face significant challenges. In 2006, Guangdong paper cutting was designated as one of China's national intangible cultural heritages, highlighting its cultural value and the importance of its preservation.

Paper cutting is considered one of the most widely distributed folk arts in traditional Chinese civilization, developing into several styles in different regions, each influenced by local culture and possessing unique artistic characteristics. Chinese paper cutting can generally be categorized into northern and southern styles. The northern style is typically bold and simple, with examples found in Hebei, Shaanxi, and Shandong. In contrast, the southern style is delicate and complex, with Guangdong and Fujian being famous representatives. (Zheng, W., 2003)

As a representative of southern style, Guangdong paper cutting embodies the basic characteristics of southern Chinese paper cutting. However, it is directly influenced by Guangdong's natural geography, social economy, and folk customs. Additionally, traditional folk handicrafts in Guangdong, such as embroidery, wood carving, and gold lacquer painting, have influenced Guangdong paper cutting in terms of materials, techniques, and styles. These influences contribute to the unique regional characteristics of Guangdong paper cutting.

Guangdong paper cutting art boasts a long history, diverse forms, and rich content. It not only holds a significant position in Guangdong's folk culture but also exerts widespread influence across the nation.

However, in modern society, the protection and inheritance of this traditional craft face numerous challenges, such as the aging of inheritors, shrinking market demand, and conflicts with modern aesthetic concepts. How to achieve the modern inheritance of traditional folk paper cutting art is a pressing issue that urgently needs to be addressed. (Rui, X.Z., 2024) Therefore, there is an urgent need to explore new methods and approaches for the preservation and transmission of Guangdong paper cutting culture.

Cultural tourism integration, the deep integration of culture and tourism, provides a new opportunity for the protection and inheritance of traditional culture. Cultural tourism integration refers to the integration of culture and tourism, creating rich and diversified tourism products and services by integrating diverse cultural and tourism resources. (Zhao, J.R., 2024)

Cultural tourism integration emphasizes the creation, dissemination, and sharing of culture. The cultural tourism industry organically combines culture and tourism to enhance the depth and breadth of tourism experiences. In China, in recent years, with the improvement of people's living standards and the upgrading of consumption concepts, people's consumption demands

have shifted from meeting basic material needs to pursuing higher levels of spiritual enjoyment, igniting the vitality and sustaining rapid development of the cultural tourism market.

In response to the objective demands of the integrated development of culture and tourism, the Chinese government has vigorously implemented relevant policies and plans to support and guide the cultural tourism industry. The implementation of these policies has injected new vitality into the cultural tourism sector, resulting in rapid development and transformative upgrades. As early as 2009, the then Ministry of Culture and the National Tourism Administration jointly issued the "Guiding Opinions on Promoting the Integrated Development of Culture and Tourism," which proposed advancing the integrated development and coordinated growth of culture and tourism, emphasizing that culture is the soul of tourism and tourism is an important carrier of culture. In April 2018, China's cultural and tourism management agencies were restructured into a single entity, forming the new Ministry of Culture and Tourism, marking a new historical stage in the integration of culture and tourism. In the "Cultural and Tourism Development Plan for the 14th Five-Year Plan " released in 2020, it explicitly stated the goal of "prospering the

cultural industry, promoting integrated development of culture and tourism."

Guangdong Province, with its rich cultural and tourism resources, has made significant progress in the field of cultural tourism in recent years. According to statistics from Guangdong Provincial Department of Culture and Tourism (2023), during the eight-day Mid-Autumn Festival and National Day holiday in 2023, Guangdong Province received a total of 63.862 million visitors, achieving a total tourism revenue of 57.16 billion yuan. Hence, Guangdong holds promising prospects for the development of cultural tourism-related industries and the expansion of the cultural tourism market.

During the development of the cultural tourism industry, cultural and creative souvenirs, as a tangible manifestation of cultural tourism integration, have garnered widespread attention from consumers. According to data from the professional research company, iMedia Research, iMedia (2023) reveals a significant increase in per capita education, cultural, and entertainment expenditure among Chinese residents from 195 yuan in 1998 to 2469 yuan in 2022. The years 2018 to 2022 witnessed a consistent annual growth in the market size of China's souvenir economy industry, rising from 800 billion yuan to 12.262 trillion yuan. Projections

indicate a further increase, with the market size estimated to reach 13.777 trillion yuan in 2024 and 16.197 trillion yuan in 2027. Notably, the majority of consumers are female, constituting 63.2% of the market. Furthermore, nearly 50% of consumers are between the ages of 19 and 30, with nearly 90% of consumers aged between 19 and 40, mainly residing in first-tier, new first-tier, and second-tier cities. Analysts from the International Media Research Center believe that the sustained growth of the souvenir economy can be attributed to the upgrading of the cultural and tourism industries. Cultural and creative products, meeting the public's desire for cultural depth and experiential consumption, are widely popular among different demographics, especially students and young white-collar workers.

This trend marks a significant shift in consumer preferences towards experiences that are not only entertaining but also enriching culturally. As cultural tourism continues to develop, cultural and creative souvenirs will play an increasingly important role in enhancing the overall tourist experience.

In summary, this paper aims to summarize the unique regional characteristics of Guangdong paper cutting and attempt to identify the main design issues of existing

paper cutting souvenirs in Guangdong. Through this analysis, innovative strategies for the design of Guangdong paper cutting souvenirs are proposed, aiming to provide certain references for the integration of traditional craftsmanship and modern design to better meet the market demands under the background of cultural tourism integration.

This paper mainly uses qualitative research methodology to gain a comprehensive understanding of Cantonese papercutting and souvenir market. The research instrument are a Survey and an Interview. The survey is examines academic papers, articles, academic papers, and related journal sources to gather general knowledge about Cantonese papercutting. An interview is in-depth interviews with Cantonese papercut

artists and souvenir sellers. The purpose of these interviews is to gain a deeper understanding of the regional characteristics of Cantonese papercutting, as well as insights into the current Cantonese souvenir market. These interviews explore topics such as artistic techniques, cultural significance, sales trends, and user preferences. After combining these data, the result are comprehensive perspective on both the artistic and commercial aspects of Cantonese papercutting, which facilitates the development of effective and culturally relevant spiritual designs. Cultural ecology theory is described as a heuristic tool for analyzing the influence of the environment on culture (Steward, J. H., 2006).

Results

1. Uniqueness of traditional Guangdong paper cutting

From the perspective of cultural ecology, Guangdong paper cutting has developed under specific geographical, historical, and social conditions in Guangdong, gradually forming distinct local characteristics and personalities through long-term practice, embodying the wisdom of the Guangdong people and reflecting their aesthetic views.

In conclusion, the uniqueness of Guangdong paper cutting is the result of its adaptation to the cultural environment in the Guangdong region.

(1) Uniqueness in materials and crafts

In terms of materials, Guangdong paper cutting possesses strong local characteristics. Unlike paper cutting in other regions of China, which often uses only red paper, traditional Guangdong paper cutting, having had commercial aspects

since the Ming and Qing Dynasties, employs various colorful paper materials to increase sales. In addition to colored paper, metal materials such as gold foil, silver foil, tin foil, and copper foil are also used. This type of metal foil paper cutting, unique to the region, is not found in other areas and is considered a distinctive feature. The metal foil itself emits a metallic luster, giving the paper cutting a dazzling appearance, evoking feelings of excitement and passion. Furthermore, to enhance artistic expression and commercial appeal, colorful pigments are often used for decoration in metal foil paper cutting, not only creating the distinct local characteristics of Guangdong paper cutting but also increasing its artistic value.(Yan, M. X. & Xie, Y.F., 2009)

In terms of crafts, Guangdong paper cutting differs significantly from traditional Chinese paper cutting craft. Guangdong paper cutting employs

scissors, engraving knives, and chisels of various sizes as cutting tools. Historically, the development of this paper cutting technique aimed to meet the demand for mass production of Guangdong paper cutting products. Engraving involves placing paper on a wax board and carving intricate patterns using specially designed sharp oblique engraving knives, as shown in Figure 1. During one engraving process, craftsmen can produce 20 to 30 paper cuttings, while simpler patterns can yield up to 50 to 100 pieces. This method enables efficient large-scale production, contributing to the development of the paper cutting industry. A significant difference between paper cuttings made with engraving knives and paper cuttings made with scissors lies in the achieved level of detail and precision. Engraved paper cuttings can achieve higher complexity and accuracy.











Figure 1 Engraving knives used in Guangdong paper cutting

With a wide array of materials and crafting techniques employed, the categories of Guangdong paper cutting exhibits a rich

diversity, exemplified by the classification outlined in Table 1

Table 1 *Classification of Guangdong paper cutting*

Type	Example	Materials	Craft	
solid color paper cutting		1.Colored paper		1.Scissors 2.Engraving knives
Interlining paper cutting		1.Colored paper		1.Scissors 2.Engraving knives 3.Glue
Painting color Paper cutting		1.Colored paper or Metal paper 2.Pigment		1.Scissors 2.Engraving knives 3.Brush
Metal chisel paper cutting		1.Metal paper 2.Pigment		1.Scissors 2.Engraving knives 3.Chisels 4.Brush

It's worth mentioning that metal chiselled paper cutting is renowned for its outstanding precision, intricate craftsmanship, and superb decorative quality. The production of metal foil paper cutting requires the use of specialized techniques, with basic tools including small

wooden hammers and chisels, as shown in Figure 2. Each chisel has 1-15 beads on its front, which are struck by the wooden hammer on the metal foil according to the contour lines of the sketch during the engraving process, creating interconnected and raised dots, lines, and surfaces, ultimately forming

detailed patterns. After obtaining the basic patterns of dots, lines, and surfaces needed, excess parts are generally removed using carving knives, and sometimes additional detail processing is carried out by filling with Painting pigments. These crafted productions infuse vitality into Guangdong paper

cutting artworks, resulting in magnificent and colorful masterpieces. (Luo, Y. L., 2020) The general production process of metal chiselled paper cutting is illustrated in the Figure 3 below.



Figure 2 Wooden hammer and chisels used in Guangdong paper cutting

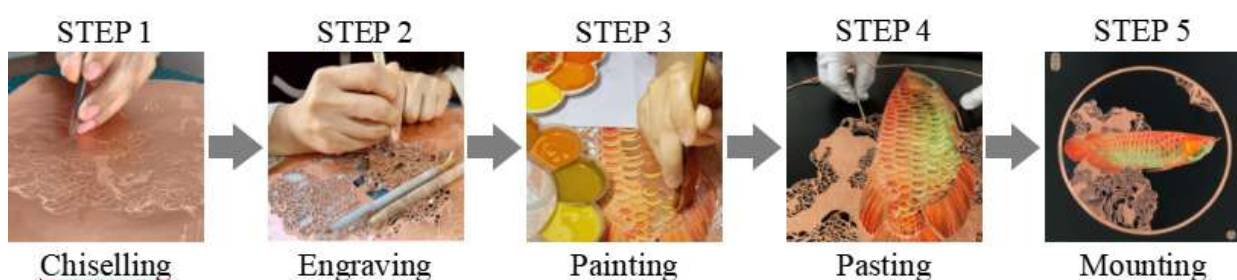


Figure 3 General production process of metal chiseled paper cutting

In summary, due to the selection of various materials and techniques, Guangdong paper cutting not only enriches the variety of paper cutting but also makes the imagery more vivid, the colors more vibrant, and the artistic expression more distinct.

(2) Uniqueness in contents

Chinese folk paper cutting art encompasses a rich array of thematic content, including elements from astronomy, geography, mythology, and daily life, providing a dynamic and multifaceted cultural

panorama. Each plant, animal, figure, and object in paper cutting exhibits a unique style of representation and cultural symbolic significance, reflecting the rich imagination and creativity of the Chinese people.





The diversity of natural landscapes and socio-economic backgrounds in different regions leads to differences in customs and ideological beliefs among labor communities, thus enabling paper cutting art to reflect various racial and


regional cultural characteristics through its thematic subjects and content.

Throughout history, due to relatively closed regional conditions, the thematic content of folk paper cutting works in different regions has remained relatively stable, reflecting unique regional cultures and becoming the essence of paper cutting culture in each region.

The content of traditional Guangdong paper cutting is influenced by local customs, religious beliefs, and various aspects of daily life, resulting in a rich diversity of styles and themes with strong local characteristics. Table 2 provides examples to illustrate the typical content of Guangdong paper cutting.

Table 2 *Examples of Typical Content in Guangdong Paper Cutting*

Contents	Example	Symbol	Symbolic meaning	Significance
Plants		Banana	Fertility	By utilizing the imagery of locally unique animals and plants and imbuing them with distinctive symbolic meanings, people engage in blessings, reflecting the ideology of totem worship.
Animals		Golden Fish	Good Fortune Wealth	
Figures		Huang Feihong	Bravery Patriotic	The historical, mythological, and religious figures reflect the virtues, cultural ideals, and spiritual beliefs revered by people, embodying religious beliefs and ancestor worship.
Landscape		Wok Room	/	Utilizing locally unique natural landscapes and architectural scenery, people express their love for the local geographical environment that reflects the area's cultural identity.

Contents	Example	Symbol	Symbolic meaning	Significance
Folk activities		Lion Dance	/	Guangdong boasts a plethora of locally distinctive folk activities, such as lion and dragon dance. These folk activities have become common themes in Guangdong paper cutting, showcasing a deep love for the local folk culture.

(3) Uniqueness in folk functions

Guangdong paper cutting also plays a significant role in the rich and diverse folk traditions and ceremonies of Guangdong Province. Due to the numerous folk activities that require paper cutting, Guangdong paper cutting has been provided with extremely favorable conditions for development.

In Guangdong, Buddhism and Taoism are prevalent, and religious activities are exceptionally frequent, consuming a considerable amount of paper cutting for superstitions. In addition to religious ritualistic folk activities, Guangdong people also favor paper cutting during important festivals and life ceremonies, such as the Spring Festival, Mid-Autumn Festival, weddings, birthdays, and so on, often using it as decoration. These exquisite paper-cut artworks are not merely decorations but are deeply integrated into various folk activities, with their uses extending beyond aesthetics to encompass profound spiritual significance.

In Guangdong's rich and diverse folk culture, preparing sacrificial offerings and conducting rituals is a revered tradition, used to express reverence to gods, ancestors, and spirits. Devout Guangdong residents spare no effort in preparing exquisite sacrificial offerings, a process that involves meticulously arranging offerings and skillfully concealing them beneath intricately crafted paper cuttings. It's noteworthy that these paper-cut artworks are not randomly formed but are carefully designed to embody specific symbolic meanings. They are given various names such as "Fish Flower," "Dragon and Lobster Flower," "Pig Flower," "Banana Flower," and so on. Each shape is a deliberate choice, aligned with the occasion and the symbolic meaning it represents. For example, during celebrations symbolizing abundance and prosperity, the "Pig Flower" might be chosen as decoration. (Yan, M. X. & Xie, Y. F., 2009)

2.Current situation of Guangdong paper cutting souvenir design

Cultural ecology theory emphasizes the interactive relationship between culture and the

environment, suggesting that the transmission and development of traditional culture must adapt to

the demands of modern society. The design of souvenirs related to traditional culture not only reflects the transmission and development of culture in the context of modern society but also illustrates the interaction between traditional and contemporary cultures.

By integrating traditional Guangdong paper cutting with contemporary design and incorporating it into the local tourism economy, not only can traditional paper cutting be effectively preserved and inherited, but its vitality in modern society can also be ignited.

In recent years, contemporary paper cutting designs in Guangdong's folk daily life have

continued to evolve, injecting new vitality into Guangdong paper cutting art. In this process, Guangdong paper cutting art has been widely applied in modern urban architectural decoration. For example, at the entrances of Guangzhou-Foshan subway stations, designers have carefully integrated large areas of paper-cut patterns into glass decorations, highlighting both the transparency of glass and the unique charm of Foshan paper cutting, as shown in Figure 4. These designs have effectively promoted the spread of Guangdong's excellent culture and paper cutting art.



Figure 4 The Guangdong paper cutting art of the Guangzhou-Foshan subway

Despite the remarkable performance of Guangdong paper cutting in modern architectural decoration design, it still faces challenges in other fields, particularly in souvenir design. Field surveys conducted in various scenic areas in Guangdong revealed that the variety of Guangdong paper cutting

souvenirs is relatively limited and lacks diversity. Currently, most paper cutting souvenirs on the market are presented in the form of wooden picture frames, decorative paintings, or bookmarks, as shown in Figure 5. According to the souvenir sellers, These products mainly attract the attention and purchase of middle-

aged and elderly consumers. However, this phenomenon reflects the challenges faced in inheriting and promoting Guangdong paper cutting culture among the younger generation. The younger generation has less interest in traditional culture, and the lack of contemporary design elements in paper cutting souvenirs has led to insufficient popularity and attractiveness among young consumers.

Furthermore, the paper cutting souvenir market also exhibits homogeneity, lacking differentiation from similar products in other regions and lacking unique regional characteristics and cultural connotations. This homogenization not only makes it difficult for products to stand out in the market competition but also limits the influence and popularity of Guangdong paper cutting culture nationwide.



Figure 5 Guangdong paper cutting Souvenirs from scenic spots

Furthermore, through the survey questionnaire targeting prospective buyers, a deeper understanding of their perceptions and demands regarding Guangdong paper-cutting art and its related souvenir designs was attained. Survey results indicate that while a majority of participants have a certain level of understanding of Guangdong paper-cutting art, their knowledge is not extensive; however, they exhibit a considerable level of interest. They tend to favor paper-cutting souvenirs that

feature innovative designs, representative Guangdong cultural elements, and high craftsmanship. Regarding innovative elements, participants expect souvenirs to incorporate vibrant colors and patterns, coupled with integration with popular culture and fashion trends. Souvenirs with practical functionality, such as stationery and lifestyle products, are among the most preferred categories. Additionally, another innovative type of souvenir favored by young people is digitalized

non-physical souvenirs, such as those incorporating digital elements that can be utilized in mobile applications or feature interactive functions on social media platforms. These findings underscore the younger generation's admiration for traditional culture and their desire to infuse it with new vitality and appeal through modern and personalized design elements.

Based on field surveys and questionnaire surveys, the problems with the current Guangdong paper cutting souvenir design are summarized as follows: Firstly, there is a severe homogenization phenomenon in paper cutting souvenirs, with high similarity among paper cutting souvenirs nationwide, which fails to reflect the regional characteristics of paper cutting culture in various regions and lacks regional cultural personality. Secondly, traditional Guangdong paper cutting patterns lack innovation in design, with commonly seen patterns being overly traditional and lacking a sense of modernity, making it difficult to attract

the attention of young consumers. Furthermore, the application of Guangdong paper cutting in design is limited, mainly confined to architectural decoration and landscape design fields, lacking diversified application scenarios. Lastly, there is a limited variety of Guangdong paper cutting souvenir designs, lacking creativity and practicality, and insufficient attractiveness to the younger generation, failing to meet the personalized and diversified needs of modern consumers.

Therefore, it is necessary to further promote innovative designs for Guangdong paper cutting souvenirs targeting young users to fill the gaps in the market. At the same time, more elements with Guangdong regional characteristics and Guangdong paper cutting cultural connotations need to be injected to avoid the phenomenon of homogenization in design, which has become one of the urgent problems that need to be addressed.

3. Innovative strategies in the design of Guangdong paper cutting souvenirs

Traditional paper cutting has a long history, profound cultural heritage, beautiful artistic conception, and a deep mass base. It is one of the representative art forms in China, with rich artistic and cultural values, providing a foundation for cultural and creative design.

Integrating traditional paper cutting art into souvenir design not only enhances the artistic value and design concepts of the souvenirs but also promotes the development of traditional paper cutting, ensuring its authentic inheritance. This contributes to both economic and spiritual-

cultural development, ultimately enhancing the country's cultural soft power. (Wang, F. H. & Dou, X. Y., 2023)

According to cultural ecology theory, the innovation of Guangdong paper cutting souvenirs must take into account the interaction and influence of multiple factors, including natural, social, and economic aspects. The design of culture-related souvenirs should not only preserve and perpetuate traditional culture but also meet the demands of modern society. As a cultural medium, Guangdong paper cutting souvenirs need to balance the preservation of local characteristics and artistic traditions with the aesthetic, functional, and emotional needs of contemporary consumers. Therefore, based on research data, field surveys, and the current situation of the cultural tourism market, the following creative strategies for the design of Guangdong paper cutting souvenirs are proposed:

(1) Embracing Regional Cultural Characteristics

In the design of traditional Guangdong paper cutting souvenirs, preserving regional cultural characteristics is the most important innovative strategy. This entails designers delving deep into the rich history, traditions, and cultural resources of the Guangdong region. It also involves exploring the artistic features and unique content within Guangdong paper cutting

and integrating them into the design of paper cutting souvenirs. This includes elements such as the distinctive geographical environment, folk culture, and humanities commonly found in Guangdong and Guangdong paper cutting.

Such designs are not just products but also a continuation of cultural heritage. Guangdong paper cutting has a long history, carrying the wisdom and emotions passed down through generations. In the design process, designers should delve into the stories behind these paper cuts, uncovering their cultural connotations and essence.

By adeptly incorporating these regional cultural characteristics, designers can create paper cutting souvenirs imbued with the unique charm and regional characteristics of Guangdong. This approach aims to attract the attention and affection of a broader consumer base.

(2) Integration with Contemporary Aesthetic Trend

The design of paper cutting souvenirs should not only maintain their traditional significance but also appropriately incorporate modern design concepts to generate new creativity and styles. (Lai, Z.Y. & Yu, M., 2023) As time progresses and society undergoes continuous changes, contemporary aesthetic perceptions are also evolving rapidly. This means designers need to blend traditional

Guangdong paper cutting art with modern aesthetic trends, innovatively meeting the modern consumer's pursuit of beauty and aesthetic demands. This challenge may involve reinterpreting and innovating aspects like color, patterns, and forms to better align paper cutting memorabilia with contemporary aesthetic standards and tastes.

In the design process, designers can explore a richer array of color combinations, introduce more modern pattern elements, and boldly experiment with new design techniques. For example, merging traditional paper cutting patterns with modern artistic styles to create paper cutting pieces that embody both tradition and fashion. Furthermore, designers can utilize contemporary artistic expressions and techniques to infuse more creativity and vitality into paper cutting art.

By integrating contemporary aesthetic trends, designers can breathe new life and vitality into traditional paper cutting art, making it more appealing and competitive. Such innovation not only satisfies the modern consumer's pursuit of beauty but also contributes to the inheritance and development of traditional culture, opening up broader avenues for the development of paper cutting art. (Wu, L., 2024)

(3) Emphasis on Cultural Experience and Interactivity

In the context of the integration of culture and tourism, traditional Guangdong paper cutting memorabilia design needs to place greater emphasis on cultural experiences and interactivity to meet the contemporary consumers' demand for cultural products.

Designers can employ various methods to achieve this goal, such as adding interactive elements and incorporating playful designs, transforming paper cutting memorabilia from mere commodities into carriers of cultural experiences. This not only enhances consumers' experience and understanding of Guangdong paper cutting art but also nurtures their interest in handicrafts, thereby enriching the cultural connotations and emotional value of the product.

Moreover, designers can integrate modern digital media techniques to develop paper cutting memorabilia with interactive experiences. For instance, creating paper cutting artworks with scannable QR codes, enabling consumers to access richer content and interactive effects via smartphones or tablets, thereby offering a novel cultural interaction experience.

By focusing on cultural experiences and interactivity, designers can better meet the demand for cultural products from consumers, enhancing the attractiveness and competitiveness of the products while

promoting the inheritance and development of traditional culture. This innovative fusion of traditional paper cutting art with modern interactive technology not only attracts more

consumers but also injects new vitality and a sense of fashion into Guangdong paper cutting art.

Conclusion and Discussion

Guangdong paper cutting possesses unique characteristics distinct from other forms of paper cutting in China. Its intricate materials and craftsmanship, rich symbolic content, and unique folk functions are deeply rooted in the region's environmental conditions, reflecting the region's distinctive regional culture and artistic traditions. Despite facing challenges, the uniqueness of Guangdong paper cutting provides a solid foundation for its continued development and promotion as a cultural souvenir, illustrating how traditional art forms adapt to specific socio-economic and environmental factors.

Currently, the design of Guangdong paper cutting souvenirs reflects the integration of traditional craftsmanship and modern techniques. However, the challenge of changing market preferences necessitates innovative design methods. While maintaining the uniqueness and cultural essence of Guangdong paper cutting, adapting to the constantly evolving consumer demands is crucial.

In the context of cultural tourism integration, traditional Guangdong paper cutting culture faces the challenge and opportunity of how to protect and inherit it among younger generations. To address the challenges and seize opportunities in the market, innovative strategies for the design of Guangdong paper cutting souvenirs are imperative. By employing innovative design strategies to create souvenirs that embody regional cultural characteristics, integrate with contemporary aesthetic trends, and emphasize cultural experiences and interactivity, traditional culture can be revitalized and made more accessible to young generation. These creative strategies align with the cultural ecology theory's perspective on the adaptation of culture to its environment., which enables Guangdong paper cutting to continue playing its unique cultural role in the context of globalization and modernization.

In the academic article *The Application of Traditional Paper-Cutting in Cultural and Creative Product Design* by Wang Fenghua and

Dou Xiaoyan, the authors propose enhancing the cultural value of traditional paper-cutting in cultural and creative product design by integrating modern design methods. This approach ensures that the products not only embody cultural identity but also possess contemporary aesthetics and practical functionality. Their study underscores the necessity of innovation in adapting paper-cutting souvenirs to market trends while preserving cultural heritage.

Additionally, in Zhao Jinrui's academic article *Creative Product Design of Tea Culture from the Perspective of Cultural and Tourism Integration*, the author examines how enhancing the interactivity of tea-related products, such as tea sets and packaging, can significantly increase their appeal and user experience, thereby playing a crucial role in attracting consumers. Similarly, traditional cultures like Guangdong paper-cutting can adopt this approach to drive innovation and development.

In conclusion, Guangdong paper cutting stands out as a unique cultural heritage, boasting a rich history, profound cultural significance, and exquisite artistic value. As a common item in the Guangdong cultural tourism market, Guangdong paper cutting souvenirs carry profound cultural connotations and regional characteristics, making them highly favored by tourists. Through the comprehensive research outlined in this paper, the imperative of blending traditional Guangdong paper cutting culture with contemporary souvenir design within the cultural tourism context has been underscored. Therefore, the findings of this study not only reveal the cultural significance of Guangdong paper-cutting but also provide practical strategies for its sustainable development and dissemination within the cultural tourism landscape evolution.

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