

From Tradition to Market: A Study of the Design Application of "Jiama" Images in Souvenirs

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Abstract

This study aims to explore the innovative application and commercialization pathways of images from the traditional Bai ethnic craft "Jiama" in the design of modern tourism souvenirs. Focusing on "Jiama" images, the study combines design practice cases to analyze the potential and value of traditional cultural symbols in contemporary tourism souvenir design. Guided by innovation and practicality, the study selects several design works based on "Jiama" images as samples, with market feedback serving as a key evaluation criterion, it is a qualitative research. Research instruments include questionnaire, data collection, literature reviews, expert interviews and data analysis to obtain multidimensional research information. The analysis adopts a combination of qualitative and quantitative methods to systematically demonstrate the practical effects of "Jiama" images in terms of design strategies, craftsmanship implementation, and market performance.

The research results found that indicate that integrating traditional cultural elements into modern design provides a feasible path for the contemporary revitalization of cultural heritage while showcasing its market potential and cultural value. Through the innovative design and application of "Jiama" images, the research successfully transforms cultural symbols, originally confined to traditional contexts, into modern products that combine practicality and artistry. This transformation further enriches the content and form of Yunnan's ethnically distinctive tourism souvenirs, promoting the synergistic development of cultural and creative industries with the local tourism economy. Compared to existing studies, this research not only verifies the practical value of traditional cultural symbols in modern design but also offers new references for the development of similar cultural resources worldwide. These practical experiences provide insights into the transformation of traditional cultural resources in other regions and offer theoretical support for designers and practitioners exploring new ways to integrate culture and markets.

Keywords: Tradition to Market; Design Application; Jiama; Images in Souvenirs

Introduction

Amid the continuous integration of globalization and cultural diversity, the preservation and inheritance of traditional culture face severe challenges. On the one hand, many local traditional cultures are gradually disappearing due to a lack of effective protection mechanisms. On the other hand, the modern consumer market's increasing demand for culturally enriched products creates new opportunities for the innovative transformation of traditional cultural resources (Sun, 2016: p.57). Against this backdrop, how to integrate traditional cultural elements into modern design while balancing cultural inheritance and commercialization has become a key issue in academic research and design practice.

Taking the Bai ethnic traditional craft “Jiama” in Yunnan as an example, its images embody rich ethnic cultural connotations and religious symbolic meanings. However, the application of this cultural symbol in modern design remains relatively limited. Currently, the tourism souvenir market suffers from issues such as design homogeneity and superficial cultural symbolism, making it difficult for products meant to reflect local characteristics to meet the diverse needs of consumers (Li, 2022: p.45). Addressing this phenomenon requires an in-depth exploration of the innovative application pathways of traditional cultural symbols and their integration with market demands, which serves as an important entry point for promoting the coordinated development of cultural and creative industries and local economies.

This study, therefore, focuses on the “Jiama” images, analyzing their innovative practices in modern tourism souvenir design to systematically assess the potential and value of traditional cultural symbols in contemporary design. It aims to provide new perspectives for the inheritance and promotion of Yunnan’s ethnic culture while offering references for the development and application of traditional cultural resources globally. Through this research, the study seeks to address the inadequacies in translating traditional cultural elements into marketable designs and to provide theoretical and practical support for the integration of cultural and creative industries with market demands.

Research Objectives

This study is centered around the following three core objectives:

1. To explore the cultural meaning and visual language characteristics of traditional “Jiama” images.

Through literature review and field research, the study analyzes the historical background, symbolic significance, and design characteristics of “Jiama” images, providing a theoretical foundation for their modernization and application.

2. To develop a design strategy for tourism souvenirs featuring “Jiama” images that meet market demands by incorporating market demand analysis.

3. To investigate the practical feasibility and marketing potential of “Jiama” images in tourism souvenir design.

Through specific design cases and empirical studies, the research evaluates the market acceptance of “Jiama” images as tourism souvenirs and their practical role in promoting Yunnan’s ethnic culture.

By integrating diverse research samples, the data collected spans the complete chain from cultural heritage to modern consumer markets, providing a solid empirical foundation for this study.

Literature Review

The “Jiama” images, as an essential element of the Bai ethnic culture in Yunnan, has long carried rich cultural connotations and unique artistic forms. In contemporary tourism souvenir design, how to integrate the traditional “Jiama” images with modern design demands has become a key issue. This article reviews relevant literature to explore the inheritance, innovation, and market application of the “Jiama” images in Yunnan tourism souvenir design, analyzing its cultural, artistic, and market value.

1. Cultural Connotations and Visual Language Features of the “Jiama” images

The “Jiama” images is a symbolic motif in the traditional culture of the Bai people in Yunnan, with a profound religious cultural background and folk significance. Li Haihua (2018) explored the “cultural imagery of Jiama art” and argued that the “Jiama” images embodies the Bai people's religious beliefs, regional characteristics, and historical heritage. In addition, Sun Ting (2016) pointed out that the black-and-white contrast and the simplicity of the visual language in the “Jiama” images have a strong visual impact. This visual language not only conveys cultural meanings but also serves a symbolic function in modern design.

2. Transformation of Cultural Elements in Modern Design

With the development of the cultural and creative industries, the modern transformation of traditional cultural symbols has become an important topic in design. Li Ming (2022) analyzed the application of Yunnan ethnic cultural elements in tourism souvenirs, emphasizing the intersection between traditional culture and modern market demand. He argued that the innovative application of cultural elements in souvenirs can effectively enhance the market competitiveness of products. Liu Fang (2022) suggested that modern design should focus on balancing cultural inheritance with modern aesthetics, advising designers to incorporate traditional symbols into modern life through innovative transformation.

3. Market Demand and Consumer Preferences in Tourism Souvenir Design

When researching the design application of the “Jiama” images, considering market demand and consumer preferences is essential. Huang Pengchuan (2021) pointed out that the development strategy for Yunnan's unique tourism souvenirs should closely align with local cultural characteristics and market trends to ensure that the products meet the needs of different consumer groups. Consumers show a high level of acceptance for “Jiama” imaged souvenirs, especially with respect to color, material, and functional design, which exhibit strong market adaptability.

4. Inheritance and Innovation in Traditional Art

The modern application of the “Jiama” images is not only about cultural inheritance but also about cultural innovation. Xiao Feng, Chen Xiaojuan, and Li Hui (2012) mentioned in Folk Art and the Cultural Creative Industry that the modern transformation of folk art must retain its original artistic characteristics while innovatively adapting to market needs. Furthermore, Yang Yusheng (2002) emphasized the importance of the “Jiama” images as a local cultural symbol, stating that the transmission of its cultural connotations helps enhance the market recognition of regional cultures.

5. Design Practice and Market Validation

In design practice, the application of the “Jiama” images in tourism souvenirs has been validated by the market. Studies have shown that souvenirs designed with the “Jiama” images have received a high level of acceptance, especially among domestic tourists. Ding Daxian (2013) analyzed the “Jiama” images in depth, concluding that this images has significant cultural communication benefits and commercial potential. Wang Fang (2018) also noted that designers could enhance the cultural added value of products by refining and innovating the cultural connotations of the “Jiama” images.

6. Limitations and Future Directions of the Research

Although significant results have been achieved in the design and application of the “Jiama” images, issues such as superficiality and cultural alienation during commercialization still need attention. Liang Shuming (2011) in *The Essentials of Chinese Culture* mentioned that the modern transformation of culture should maintain its original depth and significance, avoiding surface-level and generalized tendencies. Future research could further explore how design innovation can ensure that the “Jiama” images maintains its cultural uniqueness in the global market while better meeting the diversified demands of modern consumers.

Through the review of relevant literature, this article systematically analyzes the cultural connotations, design strategies, and market applications of the “Jiama” images in Yunnan tourism souvenir design. It demonstrates that the “Jiama” images not only holds profound cultural value but also possesses significant application potential in modern design. Through innovative design and market-oriented development, traditional cultural elements can be effectively inherited and innovated in the global market.

Research Methodology

This study adopts four distinct methods to thoroughly investigate the cultural, design, and market value of the “Jiama” images, ensuring both the diversity and scientific rigor of the data sources:

1. Population and Sample

Population: The population of this study includes traditional craft inheritors, cultural scholars, and consumers in the tourism souvenir market related to “Jiama” culture in Yunnan Province.

Sample Selection: A purposive sampling method was used, which includes 2 provincial-level intangible cultural heritage inheritors, 2 cultural scholars, and 50 consumers, ensuring multidimensional coverage of cultural heritage and market demand.

2. Literature Analysis

Goal: To collect and analyze historical literature and academic research related to “Jiama” culture, traditional art symbols, and tourism product design.

Data Sources: Refer to books and papers such as *The Ancient and Mysterious Bai Ethnic Jiama* (Ding, 2020) and *Cultural Images of Jiama Art* (Li Haihua, 2018), and obtain original samples of traditional “Jiama” images from Yunnan Provincial Museum and local archives, totaling 150 items.

Implementation: Systematically review the cultural symbolism of the “Jiama” images, extract its historical background and artistic features.

3. In-depth Interviews

Goal: To gain a deeper understanding of the “Jiama” images’s craftsmanship, symbolic meaning, and its potential application in modern design through interviews with inheritors and cultural scholars.

Implementation: Design a semi-structured interview outline. The interview content covers the cultural value, visual language, and the potential for modernization of the “Jiama” images. Each interview lasts about 1 hour, with audio recordings and transcriptions, totaling approximately 30,000 words.

4. Consumer Research

Goal: To gather data on consumer acceptance and preferences for “Jiama” images souvenirs through surveys.

Data Sources: The survey participants are 50 consumers of tourism souvenirs, covering tourists in the Dali scenic area, aged between 18 and 55.

Implementation: Design a 10-question survey covering cultural identity, design acceptance, purchase willingness, and price range. The survey is distributed through online platforms and offline tourist centers, with 46 valid responses collected.

5. Case Study

Goal: To validate the modern application and market potential of the “Jiama” images through specific design cases.

Data Sources: Based on the “Jiama” images provided by the inheritors, design three prototype products: amulet keychains, cultural-themed coasters, and festival ornaments.

Implementation: Conduct small-scale market trials and record sales and consumer feedback. Use SPSS tools to cross-analyze the sales data and survey data to validate the product’s market potential and cultural communication effectiveness.



Figure 1 Research process record
(Source: Photograph by the researcher)

6. Conceptual Framework

This research combines the theories of cultural creative industries and tourism souvenir design, constructing a five-layer logic from cultural symbols to market validation. The implementation of each layer is carried out through specific methods:

Cultural Value Extraction: To extract the cultural connotation and historical value of the “Jiama” images through field research and literature analysis.

Visual Symbol Analysis: To identify the core visual characteristics of the “Jiama” images and provide a symbolic foundation for design transformation.

Design Language Construction: To transform traditional cultural symbols into modern design language and explore their application in tourism souvenirs.

Market Fit Validation: To verify the market acceptance and commercial potential of the designed products.

Application and Optimization Model: To provide optimization paths for the continued application of the “Jiama” images in tourism souvenirs.

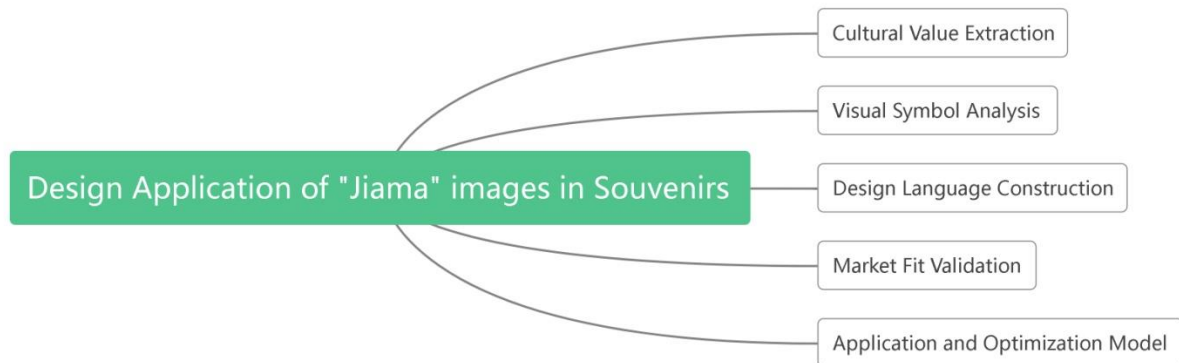


Figure 2 Conceptual framework
(Source: Constructed by the researcher)

Research Scope

This study focuses on the application of the “Jiama” images in tourism souvenir design, with Yunnan Province as the primary research area. It aims to explore the cultural connotation and visual language characteristics of the traditional “Jiama” images, design strategies driven by market demand, and the market acceptance of specific design cases. The research scope covers the following three aspects:

1. **Cultural Aspect:** This aspect involves an in-depth analysis of the historical background, symbolic meanings, and artistic features of the “Jiama” images, exploring its unique value as a symbol of Yunnan's ethnic culture.

2. **Market Aspect:** This section analyzes the demand in the tourism souvenir market, covering consumer preferences, functional requirements, and aesthetic trends, providing data support for the formulation of design strategies for the “Jiama” images.

3. **Practical Aspect:** Focusing on specific design cases, this part examines the feasibility of transforming the “Jiama” images into tourism souvenirs and evaluates its cultural dissemination benefits and commercial market potential.

The scope of this research emphasizes both theoretical exploration and practical application, providing dual support for innovation in the cultural creative industry and the modernization of Yunnan's ethnic culture.

Research Results

1. The Cultural Connotation and Visual Language Features of the “Jiama” images

Research found that the “Jiama” images, as an important symbol of the Bai ethnic culture in Yunnan, carries a deep historical and cultural background. Through literature review and in-depth interviews, this paper provides an in-depth analysis of the cultural connotation of the “Jiama” images, revealing its three core cultural values: protection and safety, religious belief, and regional characteristics.

Firstly, the “Jiama” images holds strong religious significance in Bai culture. It originates from the Bai people's traditional beliefs, representing reverence for deities and a desire for peace and safety. In the minds of the Bai people, the “Jiama” images, as a traditional symbol, often appears in festivals, weddings, and funerals, serving the purpose of ensuring safety and driving away evil spirits. Moreover, the "horse" image in the images possesses unique cultural symbolism, representing strength, courage, and vitality. This positive and vigorous force is especially embodied in Bai folk art and handicrafts.

Secondly, the “Jiama” images holds an irreplaceable position in terms of regional characteristics. Yunnan is a region where multiple ethnic groups and cultures intersect, and the Bai culture is closely connected with the natural landscape and customs of the region. As a unique cultural symbol of the Bai people in Yunnan, the “Jiama” images reflects the local natural scenery, cultural history, and the Bai people's affinity with nature. Through a detailed analysis of the “Jiama” images, we can further understand how this images has become an important visual symbol in Bai culture, representing the Bai people's understanding and attitude towards life.

Finally, the visual language features of the “Jiama” images are highly distinct. Its simple style, characterized by the black-and-white contrast, not only possesses strong visual impact but also serves as an important symbolic foundation in modern design. The contrast of black and white makes the images highly recognizable and symbolic, quickly capturing the attention of consumers. The simplicity and abstraction of the images enable it to easily adapt to various design styles, becoming one of the key elements in modern design (Ding, 2013: p.77). Therefore, the “Jiama” images not only carries traditional cultural connotations but also provides an extremely important symbolic basis for modern design with its simple yet dynamic visual language.

2. Development of the “Jiama” images Design Strategy for Tourism Souvenirs

In the study of the modern application of the “Jiama” images, we first need to consider its practical application in tourism souvenir design. With the changing aesthetic concepts and cultural demands of consumers, the design strategy for traditional cultural elements must align with the needs of the modern market to ensure the effective transformation of cultural symbols.

Through consumer surveys and market demand analysis, the research successfully developed a design strategy for the “Jiama” images that meets modern aesthetic preferences. First, in terms of color optimization, the traditional black-and-white contrast is retained, but more color elements are added to cater to modern consumers' visual habits. Research indicates that appropriate color matching can enhance the affinity of the “Jiama” images and improve its recognition in the market.

Second, material selection is also a critical factor in the design process. Unlike traditional handicrafts, modern tourism souvenirs must consider the diversity and functionality of materials. The study found that combining natural materials with modern synthetic materials allows for retaining the tactile quality of traditional craftsmanship while meeting modern consumers' demands for high quality and environmental friendliness.

Additionally, the research focused on expanding the functionality of the “Jiama” images. Traditionally, the “Jiama” images was used in decorative items and amulets, but modern tourism souvenirs emphasize multifunctionality. By applying the “Jiama” images to keychains, coasters, cultural ornaments, and other forms, the souvenirs not only enhance their practicality but also expand their market potential. These design strategies not only meet the modern consumer's needs for souvenirs but also ensure that traditional culture is passed down in a new context.

3. Practical Application and Market Verification of the “Jiama” images in Tourism Souvenir Design

Through specific design cases and market trials, this research verifies the feasibility of applying the “Jiama” images to modern tourism souvenirs. Market feedback confirms that tourism souvenirs based on the “Jiama” images have received positive responses from consumers, particularly domestic tourists. Specifically, products such as protective amulet keychains, cultural-themed coasters, and festive ornaments performed well in sales, with the protective amulet keychain being the best-seller due to its compactness, portability, and combination of cultural symbolism.

Furthermore, market verification also shows that consumers have a high level of acceptance of the “Jiama” images, especially those interested in Yunnan and its ethnic cultures. Through in-depth interviews and market feedback surveys, we gained further insights into consumers' cultural awareness and purchasing motivations. Many consumers, when selecting souvenirs, focus not only on the quality and price of the product but also on the cultural connotations and symbolic meanings behind it. The “Jiama” images meets consumers' needs for cultural identity and emotional connection, thus adding significant value to the products in the market.

From the above practice and market verification, research found that the “Jiama” images has great potential in cultural communication and significant commercial value. This research result not only confirms the application potential of traditional cultural elements in modern design but also provides a feasible practical path for driving the development of the cultural industry through design innovation.



Figure 3 Design sample
(Source: Designed by the researcher)

4. Consistency and Differences with Previous Literature

In comparison with previous literature, the conclusions of this study align with existing research to some extent, especially regarding the idea that traditional cultural elements can be transformed into marketable products through design innovation. Many scholars emphasize that the modernization of cultural symbols can significantly enhance the market acceptance of products, and in the context of globalization, the commercialization and innovation of cultural elements are particularly important (Sun, 2016: p.57). This study also confirms this point—an important reason for the success of the “Jiama” images in the market is the effective combination of its cultural connotations and modern design needs.

However, this study also presents new insights, especially in terms of the relationship between the visual language of the “Jiama” images and market demands. Contrary to some literature that suggests "complex cultural symbols are difficult to adapt to the modern market" (Ding, 2013: p.77), this study finds that the simplicity and strong visual impact of the “Jiama” images provide a unique advantage in international market communication. This finding indicates that simplifying cultural symbols does not diminish their cultural value but can, in fact, enhance their market appeal.

5. Conclusion

This study confirms the significant value and market potential of the “Jiama” images in tourism souvenir design. Through the analysis of the cultural connotations and visual language features of the “Jiama” images, combined with the innovative application of modern design strategies, the research shows that traditional cultural elements can not only align with modern market demands but also have tremendous commercial value in the context of globalization.

Through the practice of this study, it is evident that the “Jiama” images, not only as an important symbol of Bai culture in Yunnan, plays a crucial role in cultural transmission but also, in the process of commercialization, can be combined with modern design to create competitive cultural products. Additionally, the research emphasizes the balance between cultural connotations and market demand. This balance not only enhances the cultural added value but also promotes the coordinated development of local economy and the cultural creative industry.

In conclusion, this study provides strong theoretical support and practical evidence for the design and application of the “Jiama” images, demonstrating how traditional cultural elements can be effectively inherited and developed through design innovation. It also offers valuable insights for the development and innovation of other ethnic cultural resources. Future research could further explore how to fully tap into and apply the commercial potential of traditional cultural symbols in the context of globalization to promote the diversification of the cultural industry.

Discussion

1. The Modern Design Transformation and Commercialization Path of Traditional Cultural Symbols

This study explores the innovative transformation of the traditional cultural symbol of the “Jiama” images in modern design, with a particular focus on its application in tourism souvenir design. By analyzing the cultural connotations and visual language features of the “Jiama” images, this research demonstrates the potential value of traditional cultural symbols in contemporary society, particularly in terms of how culture can be re-created and disseminated in the commercialization process. The study finds that the simplicity and symbolism of the “Jiama” images give it a unique advantage, particularly in the tourism souvenir market within the context of globalization.

Contrary to some scholars who argue that “complex cultural symbols are unsuitable for the modern market” (Ding, 2013: p.77), the results of this study show that the simplicity and powerful visual language of the “Jiama” images are precisely what enable it to stand out in the commercialization process. By simplifying visual elements, the images not only meets modern aesthetic needs but also effectively conveys the core values of traditional culture. This finding contradicts earlier theories that argue the difficulty of commercializing traditional cultural symbols (Wang,2018:p.111). The study proposes that through the modernization of visual language, the global dissemination of cultural symbols can be achieved, enhancing their market adaptability.

Furthermore, the study’s proposed design strategies—color optimization, material selection, and functional expansion—effectively prevent the over-commercialization of the cultural symbol, preserving its cultural depth. This approach aligns with other scholars’ (Liu,2023:p.111) views that cultural creative design should avoid “symbolization” and “superficialization.” According to market research, consumers' recognition of the “Jiama” images extends beyond its cultural dimension, with many also appreciating its uniqueness as an artistic symbol and aesthetic element. This finding offers a new perspective for the development of the cultural creative industry, suggesting that the innovative transformation of traditional cultural symbols can meet modern market demands through visual simplification and symbolic re-creation.

2. The Balance Between Cultural Heritage and Commercialization

The balance between cultural heritage and commercialization emerged as a core issue in this study. As globalization progresses, the commercialization of cultural symbols has become increasingly common. However, cultural symbols face the risks of “simplification” and “alienation” in this process. While some scholars have pointed out that commercialization may lead to the superficialization of cultural symbols (Li, 2022:p.45), this study proposes strategies for avoiding the alienation of cultural symbols through the design innovation of the “Jiama” images. By optimizing the visual language of the “Jiama” images, this research not only preserves the depth of its cultural symbolism but also achieves a dual balance between market adaptability and cultural heritage.

The study results indicate that the excessive commercialization of traditional cultural symbols can lead to the loss of cultural characteristics (Liu, 2022:p.77). However, through rational design strategies and the preservation of cultural depth, this issue can be avoided. The proposed strategy offers a concrete practical path for balancing cultural heritage and commercialization, while also confirming that in the context of globalization, cultural products must maintain depth and layers to ensure the integrity of their cultural foundations.

3. The Development of the Cultural Creative Industry and the Synergistic Effect on Local Economies

The successful application of the “Jiama” images not only reflects the innovation in cultural creative design but also offers new ideas for the collaborative development of local economies. Research has shown that the interaction between the cultural creative industry and local economies can promote the spread of regional cultural characteristics and drive local economic growth (Wang, 2018:p.113). By incorporating traditional cultural symbols into modern design, this study demonstrates the crucial role of the cultural creative industry in promoting local economic development.

In particular, within the context of globalization and digitalization, the cultural creative industry has become a new driving force for local economies, playing an essential role in the transformation and modernization of cultural resources. The study reveals that the successful application of the “Jiama” images in Yunnan not only boosted the sales of tourism souvenirs but also enhanced the recognition and influence of Yunnan’s local culture. This research provides valuable insights for the collaborative development of local economies and cultural creative industries, offering new directions for effectively transmitting local cultural resources in the global market.

As globalization and digitalization continue to advance, the relationship between local cultures and the cultural creative industry has become increasingly interconnected. Studies show that digital technologies and online platforms provide unprecedented opportunities for the development of the cultural creative industry. For instance, the application of digital design, e-commerce platforms, and social media has significantly facilitated the global spread of the “Jiama” images, enhancing its market competitiveness and cultural impact. This process not only increases the added value of cultural products but also promotes cross-sector development in local cultural creative industries, driving innovation in local economic transformations.

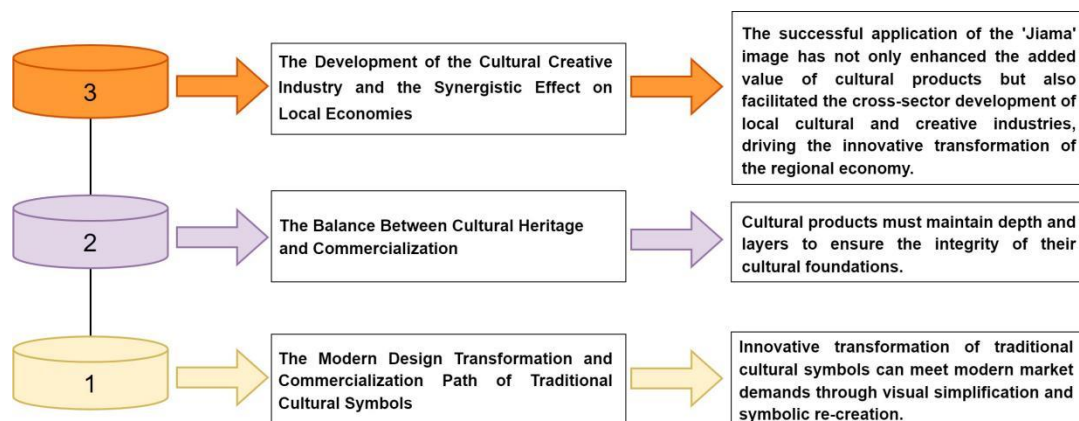


Figure 4 Mind mapping about overall finding
(Source: Constructed by the researcher)

4. Limitations of the Study and Future Research Directions

Although this study has achieved certain results in the modern design application of the “Jiama” images, there are still some limitations. First, the research mainly focuses on the application of the “Jiama” images in tourism souvenir design. While this provides a strong case for the cultural and creative industries, the singularity of the research subject may not fully reflect the application effect of traditional cultural symbols in other design fields. Therefore, future research could expand the scope to explore the innovative application of the “Jiama” images in other design areas, such as fashion design, home product design, and more.

Secondly, although this study has verified the feasibility of the “Jiama” images in the tourism souvenir market through market trials, the diversity of market feedback and the broadness of consumer groups are still limited due to the temporal and regional constraints. Future research could further verify the acceptance and transformation effect of the “Jiama” images in different markets through cross-regional and cross-cultural comparative analysis, exploring its dissemination path and commercialization strategy in the global market.

Lastly, with the continuous development of the cultural and creative industries, digital technologies pose new challenges and opportunities for the transformation and dissemination of cultural symbols. Future research could explore in-depth how digital technologies, such as virtual reality (VR) and augmented reality (AR), can be integrated with traditional cultural symbols to promote their innovative transformation, creating broader space for the development of the cultural and creative industries.

In conclusion, this study provides a new theoretical perspective and practical approach for the modern design transformation of the “Jiama” images. Through in-depth analysis of traditional cultural symbols, it reveals the feasibility and market potential of combining traditional elements with modern design in the cultural and creative industries. By balancing cultural heritage with market demand, the study not only offers insights for the synergistic development of the local economy and cultural creative industries in Yunnan but also provides a reference for the development of other regional and ethnic cultural resources.

In the future, with the continued development of the cultural and creative industries, the innovative transformation of traditional cultural symbols will remain an important direction for research. How to leverage new technologies, materials, and media to breathe new life into traditional cultural symbols in the context of globalization is a topic worthy of in-depth exploration.

Suggestions

1.Theoretical Recommendations: Deepen the theoretical research on the integration of traditional culture and modern design.

Further research should be conducted on the transformation mechanisms of traditional cultural symbols in modern design, focusing on the relationship between the cultural connotation of symbols, audience perception, and market acceptance. By constructing a theoretical model of "cultural symbol interpretation—design transformation—market feedback," this study provides theoretical support for the modern application of cultural resources like the "Jiama" images and fills the gap in current systematic research on the transformation of traditional culture.

2.Policy Recommendations: Promote local government support for the development of traditional cultural creative industries.

It is recommended that local governments set up special funds to support the development of traditional cultural resources, particularly the innovative application of the "Jiama" images in tourism souvenir design. Through policy incentives such as tax reductions, subsidies, and market promotion support, local governments can encourage collaboration between local businesses and designers to create high-quality cultural creative products with Yunnan ethnic characteristics, enhancing market competitiveness and cultural dissemination.

3. Practical Recommendations: Build a market promotion platform for traditional cultural creative products.

It is recommended to organize events such as "Yunnan Cultural Creative Week" or "Jiama Arts Festival" in combination with offline exhibitions and online e-commerce platforms to promote "Jiama" images tourism souvenirs nationwide and internationally. At the same time, renowned designers, cultural scholars, and tourism professionals should be invited to expand the influence of the "Jiama" images. Additionally, relying on physical sales venues such as tourist attractions and museums, products can be promoted to provide new profit growth points. Only when the design brings tangible benefits to stakeholders can they invest in development and sales. By incorporating consumer feedback, the design and product development process can be continuously optimized.

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