

Cultural Imprint of Doumen Ancient Street - Study on the Integration of Tradition and Innovation in the Design of Tourist Souvenirs

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Abstract

The rich historical culture and folk customs of Doumen Ancient Street are losing their vitality due to globalization and modernization. This study proposes innovative cultural product designs to revitalize tourism and preserve its heritage. This study aims to design and express Doumen Ancient Street cultural products in different forms, and constantly summarize and them into tourist souvenirs with clear characteristics. Through in-depth analysis of the historical buildings, intangible cultural heritage, and local folk customs of Doumen Ancient Street, this study proposes a series of innovative souvenir design solutions. These solutions are not only aimed at enhancing the cultural experience of tourists, but also committed to promoting the development of cultural tourism in Doumen Ancient Street. The study uses field visits, interviews, and questionnaires to collect first-hand information on the cultural identity of Doumen Ancient Street, and based on this, designs tourist souvenirs with clear characteristics. Finally, through user experience evaluation, the effectiveness of these souvenirs in conveying the cultural value of Doumen Ancient Street was verified, providing new ideas and practical solutions for the cultural communication and tourism development of Doumen Ancient Street.

Keywords: Doumen Ancient Street Culture; Cultural Products; Tourist Souvenirs; Cultural Experience

Introduction

In the tide of globalization and modernization, the protection and inheritance of traditional culture are facing unprecedented challenges. Doumen Ancient Street in Guangdong Province, China, as a relatively well-preserved historical district in the Pearl River Delta, carries rich historical culture and unique folk customs. However, with the passage of time, these precious cultural heritages are gradually losing their original vitality and appeal. In this context, this study focuses on the design and expression of cultural products in Doumen Ancient Street, aiming to provide tourists with a unique cultural experience through innovative tourism souvenir development, and also to provide new ideas for the protection and inheritance of cultural heritage in Doumen Ancient Street.

The cultural value of Doumen Ancient Street is not only reflected in its ancient buildings and street layout, but also in the intangible cultural heritage that has been passed down from generation to generation. These cultural elements are bridges connecting the past and the present, tradition and modernity, and are also important factors in attracting tourists and promoting local economic development. Therefore, designing tourist souvenirs that can accurately convey the cultural characteristics of Doumen Ancient Street is of great significance to enhancing the cultural identity of the region, enhancing tourism attractiveness, and promoting sustainable cultural development.

Research Objective

To design and express Doumen Ancient Street cultural products in different forms, and constantly summarize and condense them into tourist souvenirs with clear characteristics.

Literature Review

Before conducting research on the design of cultural products in Doumen Ancient Street, a review of existing literature is essential. This section will outline the research progress related to cultural products, tourist souvenir design, and intangible cultural heritage protection in Doumen Ancient Street, providing a theoretical basis and reference framework for subsequent design practice.

1. Tourist souvenir design and cultural expression

As an important part of the tourism experience, tourist souvenirs are not only the dissemination of the culture of the tourist destination, but also the extension of the tourist experience. Swanson K K and Timothy DJ (2012) published a study in *Tourism Management*, pointing out that souvenirs are not only objects, but also carriers of meaning. They become symbols of tourism experience through the process of commercialization and commodification. This view provides a new perspective for understanding the cultural value of tourist souvenirs.

2. Protection and inheritance of intangible cultural heritage

The protection and inheritance of intangible cultural heritage (ICH) is an important issue in the field of global cultural heritage. UNESCO's Convention for the Safeguarding of the Intangible Cultural Heritage emphasizes the importance of intangible cultural heritage in maintaining cultural diversity and human creativity. In China, Wu Qing et al. (2015) explored the spatial distribution and causes of China's intangible cultural heritage, providing theoretical support for the protection of Doumen Ancient Street's intangible cultural heritage.

3. Cultural Identity and Product Design

Cultural identity plays an important role in product design. The "C resonance principle" proposed by Chen Zekai (2017) emphasizes the importance of cultural resonance in product design and believes that product design should resonate with the cultural background and values of consumers. This principle provides important theoretical guidance for the design of cultural products in Doumen Ancient Street.

4. Application of digital technology in cultural heritage protection

With the development of digital technology, its application in cultural heritage protection is becoming more and more extensive. Lin Song and Zhu Yucong (2022) explored the digital protection and inheritance of intangible cultural heritage and provided a technical reference for the digital protection of cultural resources in Doumen Ancient Street.

5. User Experience and Service Design

The importance of user experience (UX) in product design is becoming increasingly prominent. Pine BJ and Gilmore JH (2012) proposed in "The Experience Economy" that the design of products and services should aim to create a profound user experience. This concept has guiding significance for the design of tourist souvenirs in Doumen Ancient Street.

6. Local characteristics and the development of cultural and creative industries

Cultural and creative products with local characteristics are an important way to promote local economic development. Taking Zhuhai's intangible cultural heritage as an example, Zhou Xuan and Yuan Yilei (2021) explored how digital cultural and creative design can drive the inheritance and innovation of intangible cultural heritage, providing a practical case for the development of cultural and creative products in Doumen Ancient Street.

Research Methodology

The main method adopted is the combination of theoretical research and practical application. Data are collected and problems are analyzed through a variety of specific research methods. It aims to provide guidance and reference for the research on the intangible cultural development model of Doumen Town Ancient Street based on user experience:

Step 1: Collect relevant multidisciplinary literature, determine the purpose and significance of the research, clarify the focus, identify problems, and lay a theoretical foundation for the paper. At the same time, conduct in-depth research on the intangible cultural heritage of Doumen Town Ancient Street to understand its historical background, types, value and problems it faces. Understand the development process of the user experience map by examining data from domestic and foreign research centers. Intuitively experience and collect first-hand information on the spot, analyze the design of intangible cultural products in Zhuhai, and propose solutions and improvement strategies. During the interview, first use an open interview to relax the interviewee, and then turn to a semi-open interview to ask targeted questions, listen and ask questions after in-depth, so as to obtain more targeted information. Demonstrate the research topic from multiple perspectives of multiple disciplines such as management, sociology, economics, and architecture to make the research more convincing.

Step 2: A questionnaire containing personal information, perceived value, satisfaction and consumption intention measurement indicators was designed. 600 copies were distributed in Doumen District, Zhuhai City, and 568 copies were recovered. The effective response rate reached 95%, providing a basis for data statistical analysis. Use SPSS software to conduct descriptive statistical analysis, reliability and validity analysis, correlation analysis and variance analysis. At the same time, AMOS software is used to establish a structural equation model to test the research hypotheses and put forward practical suggestions from multiple perspectives. Collect and preprocess survey data, construct a research group perceived value evaluation index system, determine satisfaction and consumption intention measurement indicators, construct a research model on the impact of perceived value on consumption intention, and propose relevant hypotheses, such as the impact of tourists' perceived value on consumption intention and satisfaction The positive significant impact of degree, etc.

Step 3: The research tools used were determined, including using cameras to record photos of Doumen Ancient Street, recording pens to record interviews and research ideas, and pens to record materials. At the same time, a questionnaire (Appendix A) and interview expert configuration settings (Appendix B) were designed to provide data support and tool guarantees for the research.

Step 4: Through the literature search method, we collected information on ancient streets, ancient towns, intangible cultural heritage tourism, and screened relevant papers. We found that the relevant research in China started late and the theoretical system needs to be improved. We visited Doumen Town and the ancient street in person, photographed and recorded the cultural characteristics, architectural style, and customs, and found that there was a contradiction between the protection and development of the ancient street, and the business products were seriously homogenized and lacked experience activities. We interviewed workers and experts from the intangible cultural heritage department of Guangdong Province, summarized relevant information on Doumen Ancient Street, and deeply understood the intangible cultural heritage of the ancient street. We formulated and distributed questionnaires to investigate the audience of Doumen Ancient Street, the cultural characteristics of the scenic spot, and the consumer market of tourism souvenir products, and obtained relevant data and information for practical research.

Table 1 Evaluation indicators of product design for tourist souvenir products

Design Components	Modeling	Color	Material	Texture
	Style	Style	Sensory	Visual Feeling
	Sensory	Sensory	Quality	Tacile Sensation
Evaluation	Line Features	Harmonious Coordiantion	Agreebleness	Psychological Feelings
Indicatos	Proportion	Cultural Connotation	Applicability	Cultural Connotation
	History	History	Local Chatacteristics	Local Chatacteristics
	Local Chatacteristics	Local Chatacteristics	Craftsmanship	Aesthetics

Source: Author

Research Results

This chapter will elaborate on the main findings of the study, including the cognition of Doumen Town Ancient Street and Doumen Ancient Street tourism industry, the views of cultural research inheritors and designers on the future development of souvenir design, the single problem solution of pattern and color matching, the improvement of Doumen Ancient Street cultural souvenirs, and the concept of sustainable development of culture and souvenir design.

1. Tourists' perception of Doumen Town's ancient street and its tourism industry

Through questionnaire surveys and interviews with tourists, the study revealed tourists' perception and evaluation of Doumen Ancient Street. The results showed that most tourists showed great interest in the history and culture of Doumen Ancient Street, especially

its unique architectural style and intangible cultural heritage. Tourists generally believed that the tourism experience of Doumen Ancient Street could be further improved, especially in terms of cultural experience and diversity of souvenirs.

1.1 Understanding historical and cultural connotations of Doumen Ancient Street

Tourists have a certain understanding of the historical and cultural connotations of Doumen Ancient Street, especially the royal culture, patriarchal ritual culture, religious culture, overseas Chinese culture and modern revolutionary culture. These cultural elements not only add unique charm to Doumen Ancient Street, but also provide tourists with a window to deeply understand local history and culture.

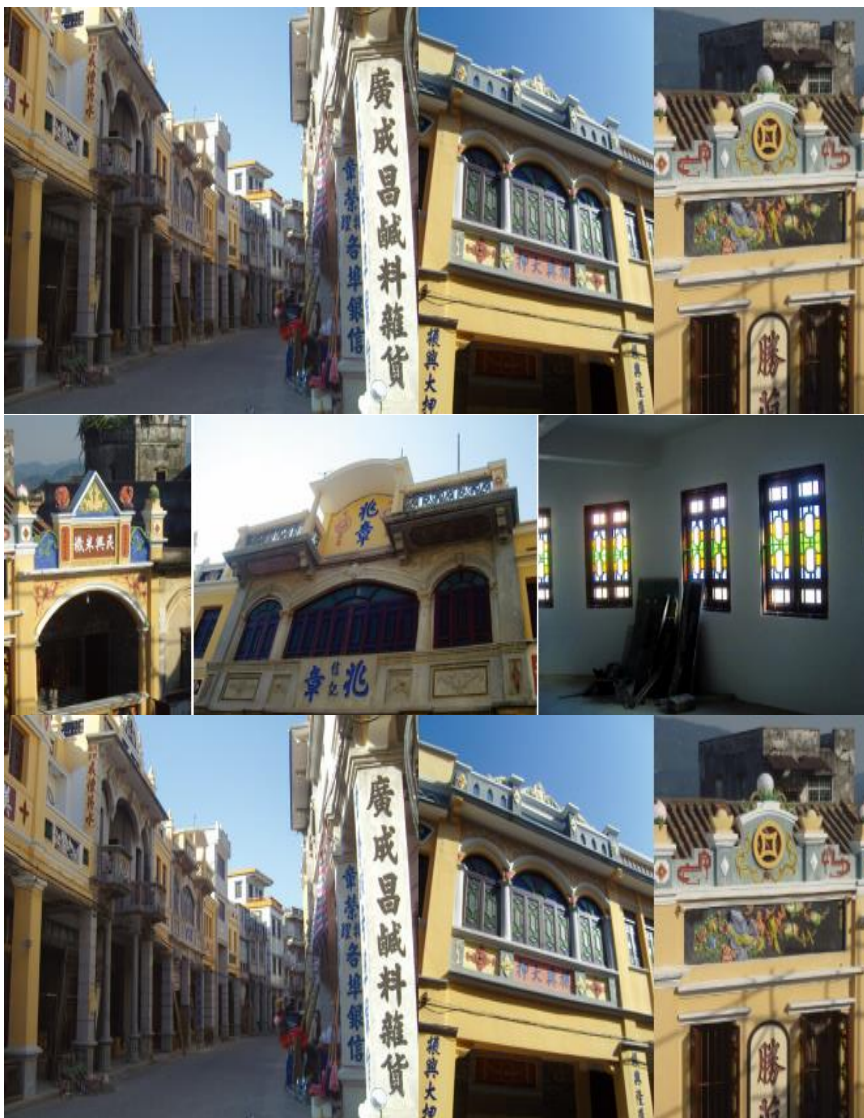




Figure 1 Doumen Ancient Street, Doumen Town, Doumen District
Source: Author

1.2 Doumen Ancient Street and Tourism Industry Value Assessment

Tourists have a high opinion of the cultural relic value, historical value, scientific value, artistic value and social and cultural value of Doumen Ancient Street. They believe that Doumen Ancient Street is not only a valuable resource for studying the history and culture of Lingnan region, but also an important place for tourism and education.

1.3 Problems faced by development of tourism industry in Doumen Ancient Street

Although tourists have a positive attitude towards the travel experience in Doumen Ancient Street, they also point out some developing problems, such as the loss of traditional environment due to urban space expansion, poor traffic organization, physical space decline due to changes in lifestyle, and the lack of characteristics of cultural and creative products for tourist souvenirs.

2. Views of cultural research inheritors and designers on the future development of souvenir design

Cultural research inheritors and designers have put forward their insights on the future development trend of Doumen Ancient Street souvenir design. They believe that souvenir design should dig deeper into the cultural resources of Doumen Ancient Street and combine traditional cultural elements with modern design to create souvenirs with unique cultural identity.

2.1 Advantages of tourism souvenir product design under the background of ancient street culture

Designers stressed that the design of tourist souvenirs in Doumen Ancient Street should make full use of its rich cultural resources and combine traditional culture with modern aesthetics to enhance the cultural value and market competitiveness of the souvenirs.

2.2 The necessity of combining cultural identity with regional characteristics in design

The combination of cultural identity and regional characteristic elements is considered an indispensable part of souvenir design. Designers believe that by incorporating the cultural elements of Doumen Ancient Street into the design, the cultural connotation of the souvenirs can be enhanced and the cultural experience of tourists can be improved.

2.3 The choice of whether to include or discard the elements of the ancient street in the design of tourist souvenir products

In the design of tourist souvenirs, how to choose and discard the elements of the ancient street is a key issue. Designers suggest that while retaining the essence of traditional culture, modern design elements should be introduced to create souvenirs that have both cultural connotations and modern aesthetics.

3. Views of cultural research inheritors and designers on the future development of souvenir design

In order to solve the problem of single pattern and color matching in the design of Doumen Ancient Street souvenirs, the research team conducted extensive data collection and design development. By analyzing the cultural elements and color characteristics of Doumen Ancient Street, a series of innovative and diverse pattern and color matching schemes were designed.

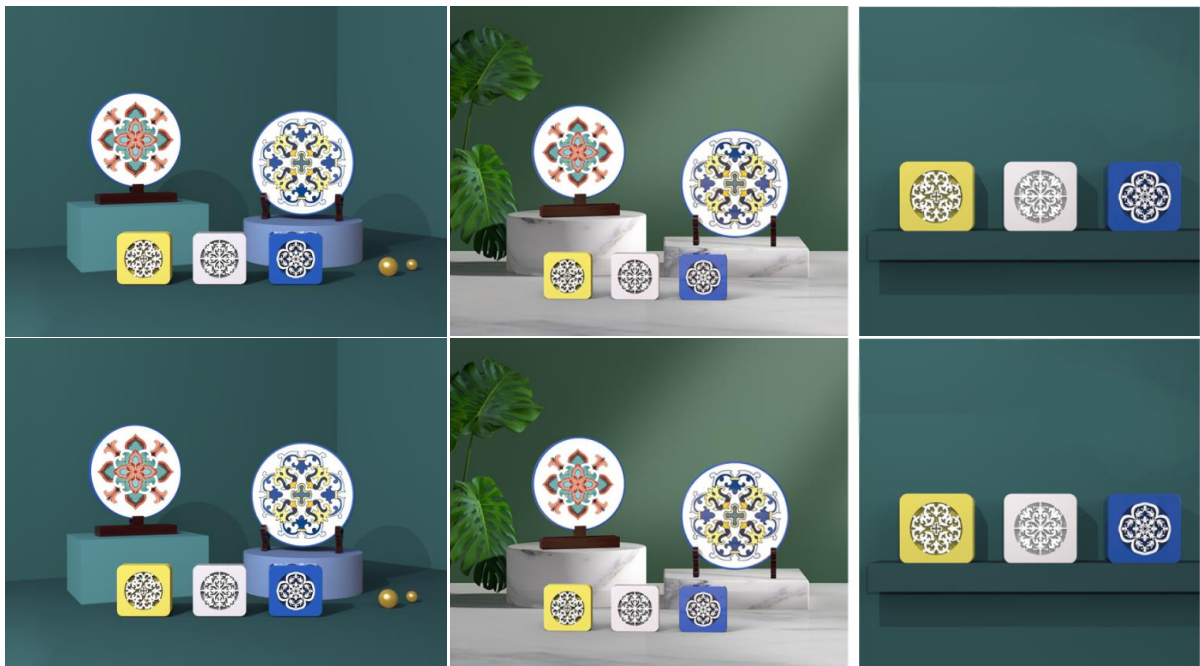


Figure 2 Innovative Design of Cultural and Creative Derivatives in Doumen Ancient Street
Source: Author



Figure 3 Innovative Design of Cultural and Creative Derivatives in Doumen Ancient Street
Source: Author

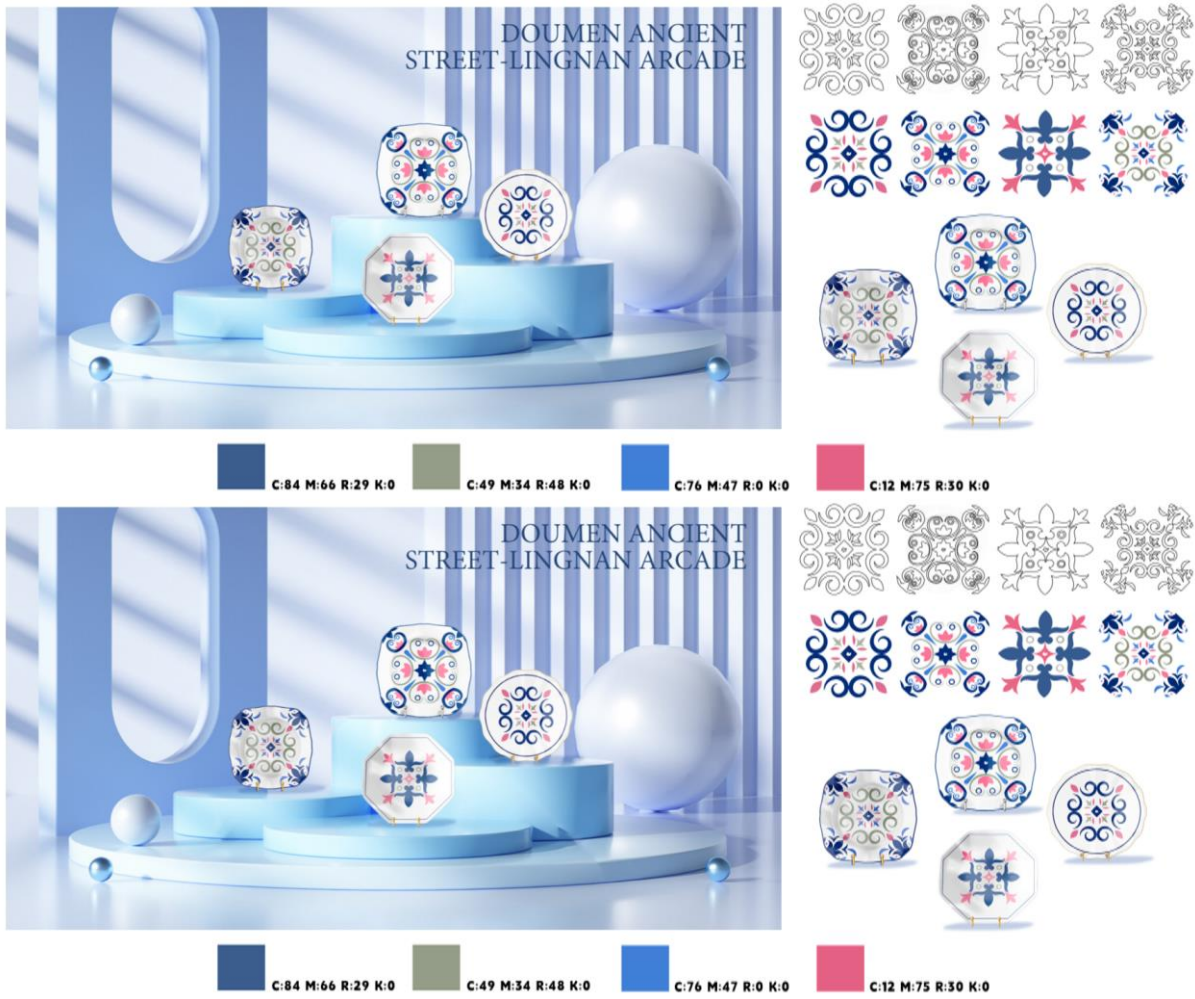


Figure 4 Innovative Design of Cultural and Creative Derivatives in Doumen Ancient Street
Source: Author





Figure 5 Innovative Design of Cultural and Creative Derivatives in Doumen Ancient Street
Source: Author

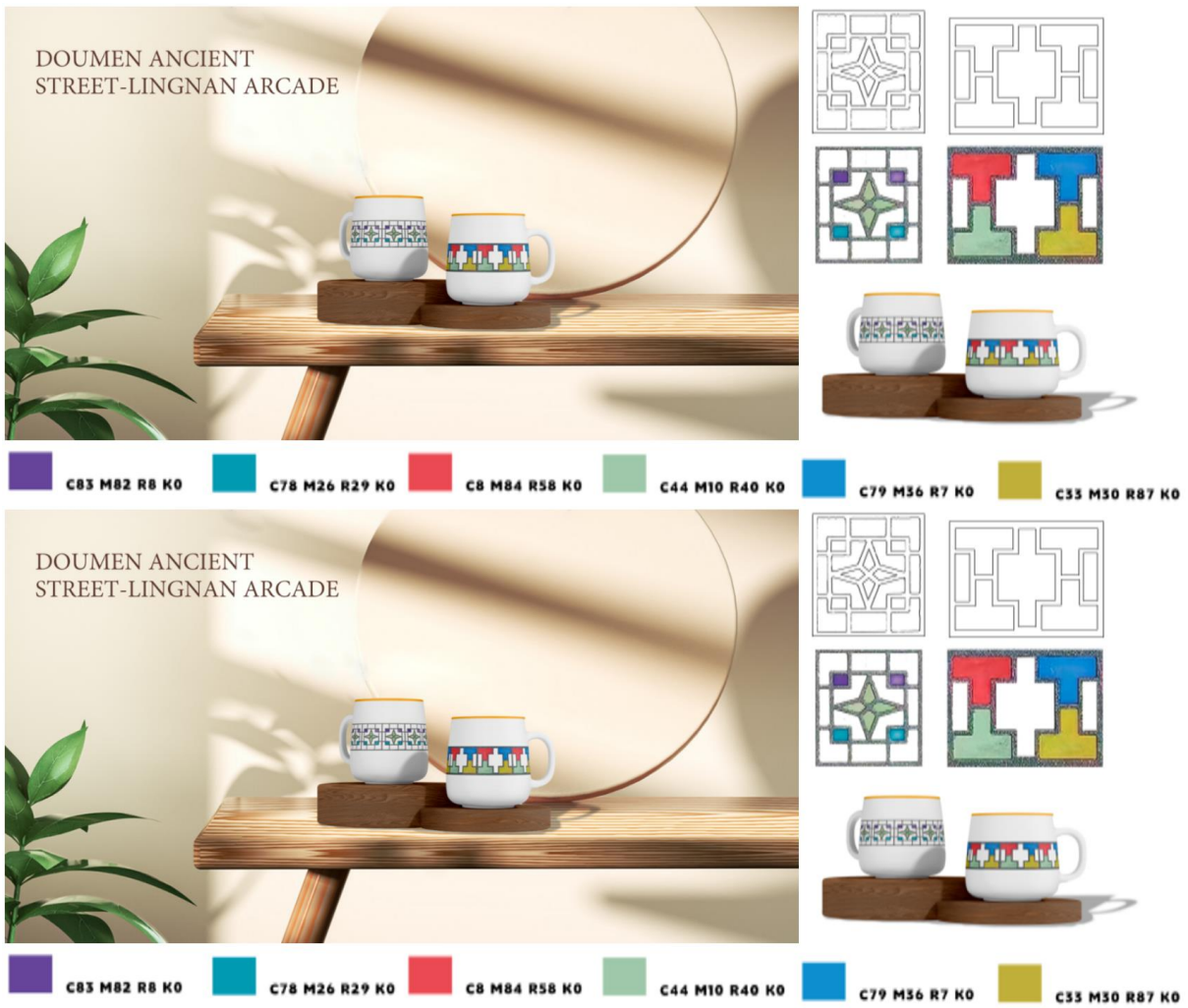
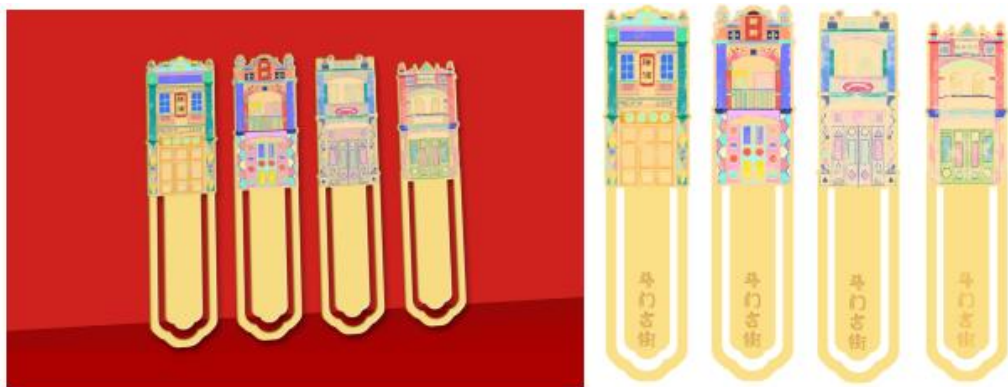


Figure 6 Innovative Design of Cultural and Creative Derivatives in Doumen Ancient Street
Source: Author



Figure 7 Innovative Design of Cultural and Creative Derivatives in Doumen Ancient Street
Source: Author



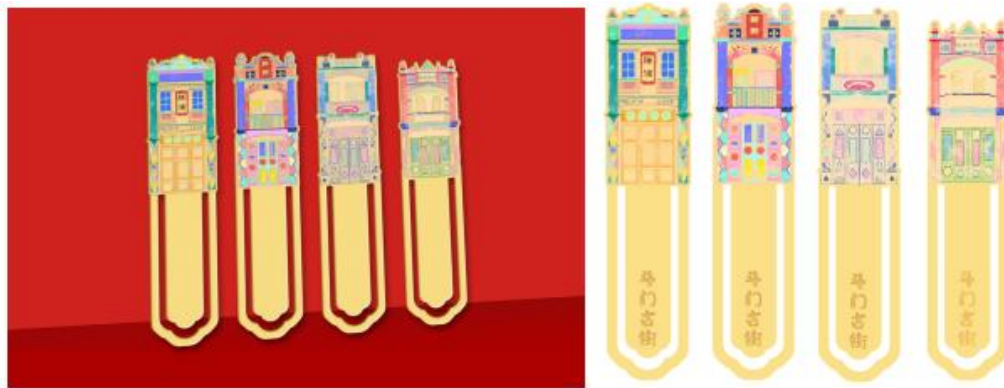


Figure 8 Innovative Design of Cultural and Creative Derivatives in Doumen Ancient Street
Source: Author

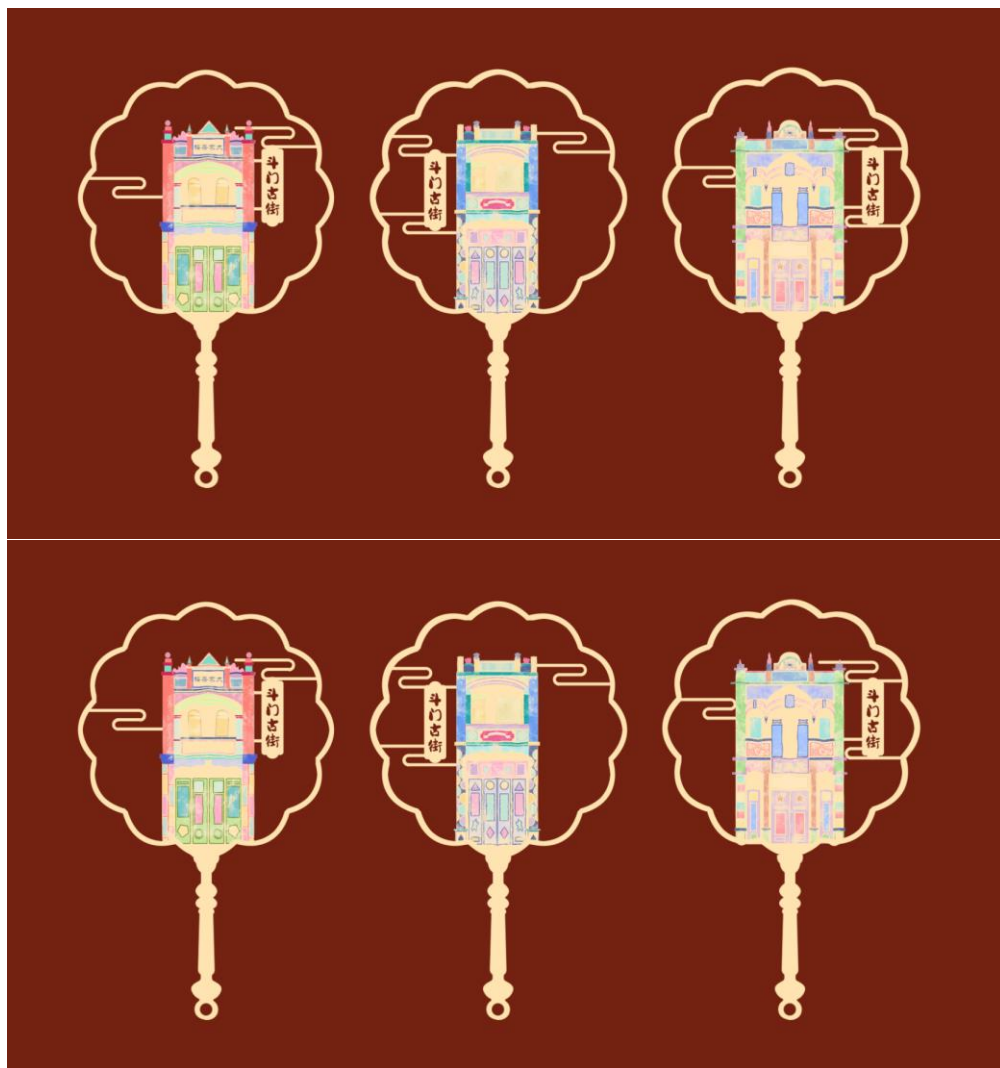


Figure 9 Innovative Design of Cultural and Creative Derivatives in Doumen Ancient Street
Source: Autho

4. Doumen Ancient Street cultural souvenirs are improved

The research team has improved the existing Doumen Ancient Street cultural souvenirs, including pattern design, design concept, pattern design evaluation, applied design pattern, product evaluation and cultural and creative product design display, etc. These improvements are aimed at enhancing the cultural value and market appeal of the souvenirs.

4.1 Pattern design

In terms of pattern design, the research team extracted the traditional patterns and symbols of Doumen Ancient Street and transformed them into modern graphic language to suit the aesthetic needs of modern consumers.

4.2 Color Matching

In terms of color matching, the research team used the traditional colors of Doumen Ancient Street and combined them with modern aesthetics to create a color matching scheme that has both traditional charm and a modern feel.

4.3 Design Concept

The improved souvenir design concept emphasizes cultural inheritance and innovation, aiming to convey the cultural value and historical stories of Doumen Ancient Street through souvenirs.

4.4 Product Evaluation

Through user surveys and market analysis, the research team conducted product evaluation of the improved souvenirs to ensure that they met market needs and consumer expectations.

5. Doumen Ancient Street Culture and Sustainable Development Concept of Souvenir Design

Finally, the study explores the sustainable development concept of Doumen Ancient Street culture and souvenir design. The study believes that sustainable development not only involves the design and production of souvenirs, but also includes cultural protection, environmental protection, and socio-economic development.

5.1 Cultural Protection

In terms of cultural protection, the study emphasized the importance of protecting and inheriting the intangible cultural heritage of Doumen Ancient Street in the process of souvenir design and production.

5.2 Environmental Protection

In terms of environmental protection, the research advocates the use of environmentally friendly materials and production methods to reduce the impact on the environment and promote sustainable development.

5.3 Socioeconomic Development

In terms of social and economic development, the study believes that by developing the cultural tourism and souvenir industry of Doumen Ancient Street, the local economy can be promoted, the quality of life of residents can be improved, and employment opportunities can be increased.

In summary, the results of this study provide comprehensive support for the cultural heritage and tourism development of Doumen Ancient Street, and also contribute new theories and practical cases to academic research in related fields. Through these results, this study hopes to provide valuable references and inspiration for Doumen Ancient Street and even the broader field of cultural heritage protection and tourism souvenir design.

Conclusions

1. Re-understanding the Cultural Value of Doumen Ancient Street

The study first confirmed the rich historical and cultural connotations of Doumen Ancient Street, including its unique architectural style, folk activities and intangible cultural heritage. These cultural elements are not only the valuable wealth of Doumen Ancient Street, but also its core resource for attracting tourists. Through this study, we have a deeper understanding and recognition of the cultural value of Doumen Ancient Street.

2. Cultural identity in souvenir design

The research results show that incorporating the cultural elements of Doumen Ancient Street into the design of tourist souvenirs can effectively enhance the cultural identity and market appeal of the products. The authenticity and originality of cultural elements should be emphasized in the design to ensure that the souvenirs can accurately convey the cultural spirit of Doumen Ancient Street.

3. The Importance of User Experience

Through surveys and interviews with tourists, this study emphasizes the importance of user experience in the design of tourist souvenirs. Tourists show a higher interest and willingness to buy souvenirs with cultural depth and creative design, which provides an important market orientation for the design of Doumen Ancient Street souvenirs.

4. Sustainable development strategy

The study proposes strategies for the sustainable development of cultural souvenirs in Doumen Ancient Street, including cultural protection, environmental protection and socio-economic development. These strategies aim to achieve the long-term protection and rational use of cultural heritage while promoting the sustainable development of the local economy.

5. Policy recommendations

Based on the research results, this study puts forward a series of policy recommendations for local governments and relevant departments, aiming to strengthen cultural publicity, support the development of cultural and creative industries, and improve the quality of tourism services. These recommendations will help Doumen Ancient Street better protect and inherit its unique cultural heritage while enhancing its attractiveness as a tourist destination.

6. Contributions to scholarship and practice

This study not only provides practical guidance for the cultural tourism development of Doumen Ancient Street, but also contributes new theories and cases to academic research in the field of cultural heritage protection and tourist souvenir design. The research results are expected to provide reference and inspiration for other regions with similar cultural heritage.

In summary, this study comprehensively studied the design of commemorative products for the cultural identity of Doumen Ancient Street by comprehensively applying a variety of research methods. The research results not only help to enhance the cultural value and tourism appeal of Doumen Ancient Street, but also provide new perspectives and strategies for the protection and inheritance of cultural heritage. It is hoped that the results of this study can contribute to the development of cultural heritage protection and tourist souvenir design in Doumen Ancient Street and even more widely.

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