



STUDY ON THE STRATEGY OF CREATING PRODUCT DESIGN BY NON-LEGACY TO PROMOTE RURAL DEVELOPMENT-A CASE STUDY OF ZHUHAI VILLAGE IN CHINA

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Abstract:

Under the background of China's rural revitalization strategy, the inheritance and publicity of intangible culture has become an inevitable trend. Most of Zhuhai's intangible culture comes from local villages. It is one of the ways to protect, inherit, develop and publicize the excellent traditional culture in rural areas to develop products and create brands of rural intangible cultural heritage. It is also one of the ways to transform cultural resources into economic capital and stimulate the endogenous development momentum in rural areas. Excellent rural non-legacy products can not only effectively interpret the traditional cultural heritage contained in rural non-legacy culture, but also have the practical value of goods and the aesthetic value of art, forming a new multi-integration format of "non-legacy+beautiful countryside". To promote rural development, we need to ask several questions: how to meet the rising aesthetic needs of the public and at the same time have Zhuhai's intangible characteristics? How can Zhuhai's non-legacy creative design innovate to make it follow the pace of the times? How to operate and promote rural revitalization? This paper takes qualitative research as the main research method and ethnography as the research method. This paper discusses in detail the thinking of Zhuhai non-legacy cultural and creative product design to effectively promote rural development from the aspects of non-legacy culture, visual elements, functional value of cultural and creative products and operational strategies.

Keywords:

Zhuhai Non-Legacy.Wenchuang Products. Rural Revitalization.Culture.
Brand

Introduction

With the overall victory of China in the fight against poverty, rural revitalization has become an inevitable requirement for the sustainable development of rural areas at this stage. In today's era, the development of cultural industry has increasingly become an important force to promote economic development. As a special resource to activate regional cultural heritage and rural creativity, culture is becoming more and more important. The development degree of cultural creation can reflect the spiritual outlook and unique taste of a region. In recent years, the academic research on intangible cultural heritage and rural cultural revitalization is quite rich. Scholars engaged in folklore, folk literature, anthropology, political science and other fields have discussed the relationship between intangible cultural heritage and rural cultural revitalization from different dimensions. Taking the revitalization of rural culture as the goal: 1. Explore the core and visual elements of rural non-legacy culture, and make the non-legacy products authentic. 2. Study the innovation of Zhuhai's non-legacy cultural and creative products. 3. Study the strategy of creating products without legacy to promote rural revitalization. At present, China's non-legacy creative industry is still in its infancy. Some achievements focus on combing the development process of cultural and creative products. For example, Liu Xiaodong and Xu Qi's book "Creating the Value of Cultural and Creative Products" starts with the general concept of cultural and creative products, discusses the development background and multi-latitude value of cultural and creative products, and points out the development direction of cultural and creative products. Xu Yingjie's "Research on National Cultural and Creative Products Promoting Accurate Poverty Alleviation and Rural Revitalization —— Taking Miao Xiu in Western Hunan as an Example" analyzes the cultural and creative products of Miao embroidery in western Hunan against the background of rural revitalization. Miao embroidery and cultural creation products in Xiangxi are of great significance for getting rid of poverty, rejuvenating the countryside and enhancing national cultural self-confidence.

Most of Zhuhai's intangible culture comes from the countryside, and culture is an effective boost to rural development, while cultural and creative products are the carrier of cultural transformation. Rural revitalization is presented by means of cultural and creative design, which injects new vitality into rural prosperity and development.

Research Method

This paper takes qualitative research as the main research method. Take ethnographic research, field investigation, mainly observation and field sampling, combined with analysis and interview.

Eight specific representative intangible cultures are selected from Zhuhai intangible cultural heritage, and the deep cultural connotation of intangible cultural heritage is analyzed from natural factors, social factors and economic factors, so as to make the design of intangible cultural heritage products more local. Through a lot of literature reading, rural interviews and

field visits, I can understand it here. Starting with image elements and color elements, this paper studies how to improve the authenticity and innovation of the design of non-legacy products. Here, through a large number of field observations, photographs and color collection, and through a large number of photos comparison and analysis, the chromatographic and modeling elements representing Zhuhai are extracted, which provides effective information for the subsequent design of non-legacy products. By reading news and interviewing, we can understand modern people's preferences and expectations for rural tourism and cultural and creative products, so as to explore how the design of non-legacy cultural and creative products can promote rural revitalization.

Zhuhai Intangible Cultural Heritage, Cultural And Creative Products And Rural Revitalization Related Concepts

Zhuhai Intangible Cultural Heritage

Intangible cultural heritage (hereinafter referred to as "intangible heritage") is a cultural product formed by human beings in their long-term production and life practice based on the exploration and pursuit of spiritual civilization, including various cultural spaces related to concept transmission, social practice and knowledge and skills. Zhuhai is rich in intangible culture. By 2022, there were 4 national intangible cultural heritage projects in Zhuhai, 16 provincial intangible cultural heritage projects and 54 municipal intangible cultural heritage projects. Among them, the more representative intangible cultural heritages are Doumen water wedding, three-stove crane dance, mud-filled fish, Tangjiawan tea fruit, Shatian folk songs, three-stove weaving, lion awakening, and doing things floating.

Wenchuang Products

Cultural and creative products (hereinafter referred to as "cultural and creative products") are products with rich cultural connotations, cultural services and intelligent products that are invented and innovated by human beings with wisdom, knowledge and talent and by various technical means. Wenchuang products have dual attributes, that is, culture and commerce. Culture has social, cultural and spiritual connotations different from ordinary commodities, and can resonate with people's inner feelings. Commerciality, like ordinary commodities, can create economic benefits through market transactions.

Rural Revitalization

The strategy of rural revitalization was put forward by General Secretary Xi Jinping in the report of the 19th National Congress of the Communist Party of China on October 18th, 2017. The report of the 19th National Congress pointed out that the issues of agriculture, rural areas and farmers are fundamental issues related to the national economy and people's livelihood. We must always take solving the "three rural issues" as the top priority of the whole party's work and implement the rural revitalization strategy. Rural revitalization is not only the revitalization of economy, but also the revitalization of ecology, society, culture, education, science and technology and life.

Zhuhai's Non-legacy Cultural And Creative Products Empower Rural Revitalization

Intangible heritage is a valuable wealth accumulated by our ancestors for a long time, and it is an important part of Chinese excellent traditional culture. With the rise of "national style", the whole society began to realize the significance of intangible heritage to cultural construction, and cultural and creative products are an effective carrier to carry intangible culture.

Wenchuang has injected new life and vitality into the intangible heritage. Wenchuang combines intangible elements with modern art, design and commerce, which makes the intangible heritage glow with new charm. With the continuous introduction of the country's rural revitalization policy, how to achieve rural revitalization has become the subject of many scholars' research. Most of Zhuhai's intangible culture comes from the countryside, which is rich in intangible cultural resources. With the development and design of cultural and creative products, Zhuhai's intangible culture can be promoted, inherited and innovated. The design of intangible cultural and creative products can not only revitalize rural culture, but also promote rural economic development. By promoting rural non-legacy products, we can establish the brand image of rural culture and effectively enhance rural cultural self-confidence and social identity.

On The Premise Of Rural Revitalization, Zhuhai's Non-legacy Products Design Principles

Dig Deep Into The Core Of Rural Intangible Cultural Heritage

All folk customs are an extension of cultural attributes. Consumers' consumption of cultural and creative products is more to buy "a culture" and lifestyle, which is an emotional premium brought by culture. In today's era, cultural and creative products should carry a unique culture and story, which embodies unique spiritual value and social connotation, and needs to reflect cultural origin and consumers' unique value pursuit. In the design of non-legacy creative products, culture is very important, which is a major feature that distinguishes creative products from ordinary products. Especially in the context of today's experience economy era, giving products a profound cultural connotation can significantly enhance the added value of products. It is necessary to interpret the forming factors behind the intangible culture.

Natural Factors

Intangible heritage has strong regional characteristics, and it is a culture slowly accumulated in the historical development of a region. The uniqueness of cultural formation is inseparable from the geographical and natural factors of the region.

Zhuhai is surrounded by mountains and seas, and there are many islands. The inland is composed of mountain plains and criss-crossing water networks. Different ethnic groups live in different places, and the sea breeds the hydrophilic property of Zhuhai people. In the Pearl River Delta, there is a group that lives mainly on water, also known as "water people". They take boats as their home, live by the water, and make a living by fishing, pearl picking and freight transportation. A boat with a length of five or six meters and a width of three meters is all the living space of a family. Economy, production, transportation, accommodation, marriage and childbirth are all carried out on the boat. It is because of the special geographical and natural environment that Zhuhai's unique intangible cultural water marriage and Shatian folk songs have accumulated. It is also because of this natural living environment that Zhuhai people have the characteristics of hard work, courage and tenacity.

Ganwu Town, Doumen District, Zhuhai, is near the South China Sea, and belongs to Shatian, a coastal area with staggered water networks and mild climate. The ancestors in this area made a living by loading mud fish, but the mud fish often jumped or crawled on the shallows, making it difficult to catch them. Local people made mud fish cages according to their characteristics and catching methods. The custom of loading mud fish is mainly four procedures: making fish

cages, making fish baskets, making clay boards and catching mud fish. It is precisely because of natural factors that the non-legacy culture of loading mud fish is also famous. Sanzao mountain forest is dense, the beach is wide and covered with salty grass, and the mountains are covered with bamboo, hedge bamboo, big-headed bamboo and wild white rattan, which provides rich geographical and natural resources for Sanzao weaving technology. Zhuhai's marine geography and natural environment have created Zhuhai people's unique marine cultural customs, folk customs, living tools, food, fishing techniques, weaving skills and so on.

Social Factors

Many non-legacy cultures in Zhuhai have the meaning of praying for blessings, placing people's longing for a better life and giving a beautiful legend to the origin of non-legacy cultures. The "crane" in the crane dance has a high position in China culture, which has the symbolic significance of auspiciousness, longevity and elegance; Lion dance means that people and animals live in harmony with nature and develop together. The lion in the lion awakening is domesticated by people, which can bring joy and auspiciousness to local people. The action of waking a lion is to imitate the various actions and living conditions of the lion and the various skills of people domesticating the lion. These actions have become the standard of lion dance with time. The word "awake" in lion awakening symbolizes awakening. Under the social background of the Opium War at that time, in order to alert the people and actively fight against the firm belief of opium, the "dancing" lion was changed to "waking" lion. In the future, "Where there are Chinese people, there must be a lion awakening", which has also become an important ceremony to promote the prestige of the nation and the soul of the country. The lion also symbolizes good luck and good fortune to ward off evil spirits. Lion dance is passed down from generation to generation, and it has the spirit of self-improvement and strong national integrity.

The social factors of floating color are the hope for peace and staying away from war. The original origin of floating colors is to beat drums to send Confucius away, and choose boys and girls who sing well, and then they are carried to the high table by the crowd, singing while walking, so that Confucius who is far away can look back at the songs and dances on the high table; The original meaning of tea fruit is related to sacrifice and life etiquette. Tea fruit is a local title for cakes. There are more than 40 kinds of existing varieties, which bear not only folk handicraft skills but also social changes, ethnic composition, folk beliefs and other aspects. "Since ancient times, people have been light and rich, and they have gone back to their hometowns." Tea fruits bear the memories of generations, and the taste of tea fruits is also the friendship that connects overseas travelers.

Folk activities in Zhuhai, such as lion dance, crane dance, floating colors, Shatian folk songs, dragon dance and dragon boat race, were originally intended to satisfy people's self-entertainment life and make life full of joy and peace. With the passage of time, these folk activities have been continuously passed down and evolved, forming an intangible culture with regional characteristics.

Economic Factors

In the fourth year of Qianlong in Qing Dynasty, Xiangshan Salt Factory was established in Sanzao, Zhuhai. A large number of Guangfu people, Yi family members and Hakkas of Han nationality came to Sanzao Island to sun-salt, cultivate and fish, and it was also the supply point for ships from Guangzhou and Macao to the coastal waterways of western Guangdong, Hainan

and Guangxi. The local economy and culture flourished, and the commodity trade and transportation industry were also quite developed. Woven goods became a necessity for all walks of life. According to the Xiangshan County Records published in 1923, The skill of loading mud fish was originally a skill for people to make a living, and this unique way of working invisibly played a positive role in promoting the development of fishery trade at that time and promoted the development of local economy. The origin of tea fruit is related to sacrifice, and then it gradually evolved into festive gifts and return gifts between relatives and friends, which made tea fruit have certain commercial value and promoted economic development.

Refining Rural Intangible Visual Elements

Image Elements

Form is the first element in vision, and all other elements should be attached to it. Attractive things should be visible and touchable. Wenchuang product design, whether graphic design or device design, needs to be extracted, condensed and created on the basis of intangible cultural prototype.

Analysis Of Intangible Modeling Temperament

The analysis of temperament starts with the myths and legends, historical background and personality characteristics of intangible culture, and comprehensively analyzes the modeling temperament of intangible culture to be expressed. Take lion awakening as an example: the overall shape of lion awakening pays attention to "spirit likeness", and its shape is divided into two parts: lion head and lion quilt. The lion's head is mainly composed of lion horn, forehead mirror, eyes, ears, eyebrows and other hairs, nose, nose ball, lion's mouth, beard and fangs. Lion horn is unique in the modeling of lion awakening, and it is the spirit of lion. Horned lion awakening is considered as a auspicious beast, which can exorcise evil spirits and bring good fortune. The function of the forehead mirror is like the Eight Diagrams mirror, which has the function of exorcising evil spirits and accepting blessings, meaning "lucky strike" and also symbolizing that the Buddha shines brightly and the world is peaceful; The lion's eyes are very big and bright, and they can be opened and closed, which can better express the lion's lively personality; Eyebrows and other hairs are made of soft materials, reflecting the cute and honest personality of lions; The lion's nose is big and full, showing a cocky and confident temperament; The nose ball is a velvet ball installed at the tip of the lion's two nose wings. It is the lion's spiritual device, which adds a bit of spirituality to the lion's awakening, just like the tentacles of animals. The lion's mouth is big and can be opened and closed, which means that the mouth is full of food; The fangs reflect the brave temperament of lion awakening. The overall temperament of lion awakening is a confident, energetic, full of spirituality, brave and cute and honest beast.

Figure 1: Modeling of Various Parts of Lion's Head

Source: Network Resources



Classification Of Modeling Styles

The figurative style is easily accepted by the public and has the characteristics of high recognition. The figurative style should not only accurately show the image characteristics of the non-legacy objects, but also strengthen the image characteristics and internal charm, so as to achieve the visual effect of refining details and vivid.

Cartoon style is easy to be loved by young people and has the characteristics of cuteness and fun. Cartoon style design should grasp the characteristics of intangible objects and use generalization, exaggeration and personification to achieve simple, vivid and unique visual effects.

Abstract style is easy to be loved by young people and has the characteristics of avant-garde and fashion. Abstract style uses the basic morphological elements of point, line and surface to create all kinds of possible abstract figures, and through the methods of induction, generalization, breaking up and reconstruction, it achieves the consistency between the image characteristics and the sense of the intangible objects.

Modeling Principle

With the changes of modern people's aesthetic and purchasing motives, the modeling in Wenchuang products should be close to people's life and modern aesthetic needs while retaining the characteristics of intangible modeling elements, and "create your own life according to the rules of the ancients". Intangible heritage, like cultural relics, should not only be collected as works of art, but should adhere to the modeling principle of integrity and innovation.



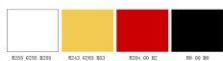

Color Elements

Color has a strong sensory vision. Compared with graphics and words, color is more eye-catching, and it is the first visual sense transmitted to people's eyes, brain and psychology, which is irreplaceable by words, graphics and other elements. Color is also symbolic. Through the visual sense of color, it can reflect people's brain and psychology. In design, color can play

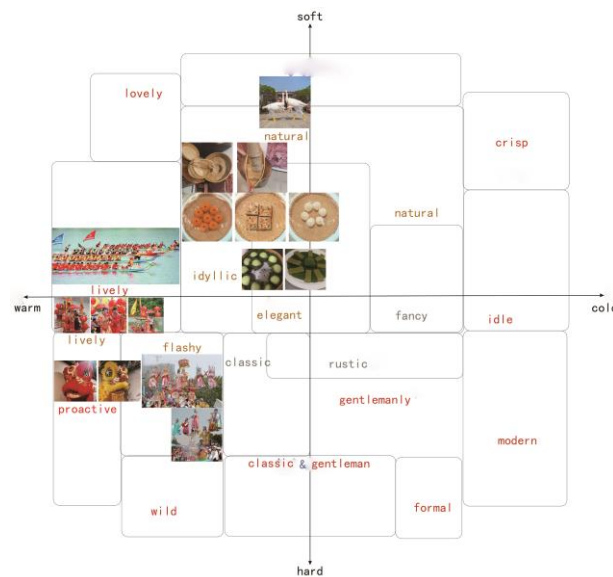
a multiplier role. Especially in the current market competition, color can stimulate consumers' desire to buy by virtue of its unique characteristics, which is an important embodiment of shaping brand image, personality, innovation and goals. It can not only meet consumers' psychological needs for brands, but also meet market demand and conform to social trends. The design of non-legacy products needs to establish its own non-legacy colors to support it, rather than the same colors and no clear directionality in the market. Establishing each non-legacy unique chromatography not only enables non-legacy products to be quickly recognized by the public, but also helps to create brand colors in the later period.

A series of targeted intangible cultural products are designed for different intangible cultures in Zhuhai. The color source of intangible cultural products is the color collection and extraction of intangible cultural elements, and the color spectrum of intangible cultural products is established by combining the current popular colors.

Table 1: Category of Zhuhai Intangible Cultural Heritage and Its Color Collection

Cultural Categories	Colour Code	Legend	Colour Profile
Intangible cultural heritage	Waking lion		
	Sanzao Crane Dance		
	Qian wu 'piao' se		
	Water Wedding		
	Tangjawan Tea Fruit		
	Plait		
	Race dragon boats		

Source: self-drawn by the author

Table 2: Color Image Coordinates of Zhuhai Intangible Cultural Heritage

source: self-drawn by the author

Through the color collection of intangible cultural heritage and the observation of Kobayashi's color matching image coordinates, it is found that the performance colors of Zhuhai intangible cultural heritage are mostly concentrated in warm color areas and close to the warm color axis, belonging to the type of dynamic+leisure+gorgeous; Zhuhai's non-legacy cultural foods are mostly concentrated in warm color areas, belonging to nature+pastoral type.

Rational analysis of Zhuhai's intangible cultural color can pave the way for the later extraction of intangible chromatography. The design principle of color should still adhere to the principle of integrity and innovation.

Strengthen The Functional Value Of Non-legacy Products

Material Value

(1) Aesthetic function. The design of non-legacy products follows the aesthetic principle, and beautiful things will attract people's attention and love. Conforming to the aesthetic function requires shape, color, material, texture and other conditions. This is also the primary task of Wenchuang product design. Only with a "good-looking appearance" can the audience further understand the "interesting soul" of the product.

(2) Practical functions. The design of non-legacy products follows practical principles, and non-legacy products pay attention to the inheritance and promotion of non-legacy culture. However, in design practice, we should not be limited to achieving the cultural and artistic effects of products and ignore the fundamental practicality of products. Only by realizing the practical function of non-legacy products can non-legacy products be truly integrated into people's daily lives, and people can leave a deep impression on the products after using them, and subtly convey the charm of non-legacy culture to more people.

Emotional Value

(1) Find the pain point. The pain points of different consumer groups targeted by cultural products have their own tendencies. Young people's individuality is flamboyant, their

consumption ideas are different, and they have a strong curiosity. For example, some of the points found by Wenchuang are in line with the curiosity of young people. "What is the taste of coffee in the Forbidden City? What is the lipstick of Zhou Heiya rice? What kind of visual experience is Coca-Cola Beauty?" National consumption is a way for the younger generation to express themselves; Middle-aged and elderly people generally have a psychological tendency of nostalgia and homesickness, which requires the design of cultural and creative products with warmth, and the memory and taste of childhood can win the favor of middle-aged and elderly people.

(2) Grasp the theme. Every intangible culture in Zhuhai is the theme of cultural and creative product design. The key is to tell more intangible stories, create a premium with emotions, and set targeted cultural and creative themes around different groups of people.

(3) Explosive products. The production of a product needs planning, design, production and circulation, and every link needs the support of manpower and material resources. Therefore, the design of Wenchuang products tries to concentrate the limited strength, find the core of intangible culture, and concentrate on creating symbolic products. Explosive products can increase the emotional stickiness of consumers, and finally form the cognition of consumers' hearts, that is, when they arrive in this village, they will know that they must buy this product. For the destination, it is better to develop an explosion model. IP design and marketing is popular in recent years, and personalized IP mascots are designed for intangible cultural heritage, because the IP image is more concrete, humanized and approachable, which can narrow the distance with consumers.

Zhuhai Non-legacy Creative Products Empowering Rural Revitalization Operation Strategy

Brand Building

Brand is a comprehensive concept, which includes brand visual system (including graphics, names, colors, products, etc.), brand image, brand association, brand service, etc., and also embodies consumers' attitudes and feelings about brand formation. Brand has a highly recognizable and impressive role. Brand building needs to start from brand positioning, brand identification, brand products, brand marketing, brand service and so on. First of all, the brand positioning target is the market, and the market segments target consumers, products and services; Secondly, determine the elements of brand recognition, which are subdivided into brand name, brand logo and brand image; Then establish brand products and subdivide the types and functions of brand products; Finally, plan brand marketing and brand service, and make appropriate plans for brand promotion. Brand building needs to be based on accurate positioning, continuous development around positioning, and maintain a unified style to tell a good brand story for the audience.

Immersive Space

Create more consumer value. Abandon a single product chain, realize the transformation of cultural creation, and become an immersive space for family leisure and entertainment consumption linking 1-4 industries. Set up hand-made experience close to intangible culture, set up makeup and shooting shops for consumers and participate in intangible performances, use shadow play animation and 4D animation to attract children to watch animation and listen to intangible stories in a relaxed and happy form, and set up cultural and creative shops around

them to let consumers fully experience the all-round experience of vision, hearing, taste, smell and touch.

Summaries

Under the background of rural revitalization, cultural and creative products serve as a bridge between rural areas and intangible culture, and the quality of cultural and creative product design directly affects the effectiveness of rural revitalization with intangible culture. The research in this paper enhances the depth of creative design of non-legacy and studies the cultural connotation behind non-legacy to provide reference value for future creative design of non-legacy. At present, the limitation is that there is no questionnaire and detailed data. Future research will include these studies. In the next research, we will further dig deep into the shape, color, function and development type of Wenchuang product design, and use interviews and data analysis methods to get more accurate digital and image data. The design of non-legacy creative products has a lot of room to be developed, which requires researchers to work tirelessly to empower rural development with the power of culture.

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