

Paper-cutting in Rural Tourism Culture

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Abstract: As one of the traditional Chinese art forms, paper cutting has a long history and rich cultural connotation. Chinese folk paper-cut art is an art form formed by working people in production and life. From its development process, we can see that paper-cut art is constantly evolving in terms of content, carrier, function and technique. With the development of The Times, paper cutting has not only been widely used in the field of traditional art, but also gradually penetrated into all areas of life, especially in the countryside around the unique charm. This paper will discuss the application of paper-cut in rural tourism culture, analyze its role in design creativity, display, form, pattern composition and other aspects, as well as the inspiration and influence on rural tourism culture.

Keywords: Paper-cutting; Rural Tourism; Creativity; Cultural and Creative Products

1. Introduction

Paper cutting is a long-standing cultural tradition in China, a folk art with a long history and unique artistic charm[1]. Although there are many speculations about the exact age of its origin, one thing is certain, that is, paper-cutting has gradually matured and been inherited after a long period of development [2]. Paper cutting, as a traditional Chinese folk art form, has a history of thousands of years. With its unique shape and exquisite skills, it has become a part of Chinese culture and has been passed down to the present. With the exchange and integration of global culture, paper cutting has gradually gone out of the country and received attention and love from all over the world. With the development of modernization and the advancement of urbanization, paper-cut art is facing the risk of inheritance breakage and market contraction. The proposal of rural revitalization strategy provides policy support and resource

guarantee for the protection and development of traditional art. The rise of rural tourism also provides new market space and promotion opportunities for the inheritance and innovation of paper cutting art. Therefore, how to protect and inherit the unique skills of paper cutting art, promote the organic combination of paper cutting art and rural revitalization strategy [3]. In rural tourism, it highlights its characteristics and characteristics. As a unique way of expression, paper cutting has been applied by more and more non-genetic inheritors and cultural tourism bureau to drive rural development, drive local economic development, and promote the development of traditional Chinese culture. This paper aims to explore the application of paper-cut in rural tourism culture, analyze its role in design creativity, display form, pattern and so on, in order to provide new inspiration and ideas for rural tourism culture. Through in-depth research on the combination of paper-cut art and rural tourism culture, we can expand the development ideas of rural tourism culture, enrich the forms of local cultural transmission and presentation, and promote the spread and development of traditional Chinese culture in rural tourism culture.

2. Integration of Paper-cutting Art and Rural Tourism Culture

2.1 Characteristics of the Art of Paper-cutting

Paper cutting art is an ancient and unique art form where artists cut out various shapes and patterns on paper to create stunning and exquisite works [4]. Paper-cutting is a kind of art form that uses scissors or carving knives to cut out various patterns on paper, which is characterized by simple lines, vivid shapes and profound meanings. Traditional Chinese paper-cutting works are often based on plants, animals, people and other elements of life as the theme, vivid image, rich in folk flavor. Paper-cutting is also very elaborate in

modeling patterns, different modeling patterns have different meanings, such as peony, which represents richness, good fortune and beauty in folklore, lotus flower represents “to show harmony, meaning than the harmony”, butterfly represents good fortune, etc.; in color is also colorful, from the beginning of the red, white and black to the development of a colorful stage. At the same time, the art of paper-cutting has a unique aesthetic charm in terms of composition and contrast, and different combinations with different meanings, for example, peony with double happiness means “double happiness for wealth and prosperity”, and with the fish pattern means “wealth and prosperity”. For example, peony with double happiness means “double happiness of wealth”, while with fish pattern means “richness of wealth”; and through the different contrasts of skeleton and paper, the level will be expressed more richly, showing a unique aesthetic value.

2.2 Characteristics of Paper Cut Patterns

Paper-cutting patterns are usually cut by hand with scissors, so the lines are fine and the patterns are delicate, showing exquisite handicraft skills; different paper-cutting patterns also symbolize different meanings and blessings, and paper-cutting patterns are usually extracted from ancient buildings, costumes and accessories, and different patterns have different meanings, for example, “Qu Shui Pattern” represents continuous auspiciousness and good fortune, and “Lian Dong Pattern” represents the extinction of the soul and reincarnation. For example, the “water pattern” represents the continuous good luck and fortune, and the “Lonicera pattern” represents the immortality of the soul and the reincarnation of eternal life. Because of the ancient pattern on the very careful, different patterns of the application of the place is not the same, so these patterns are very rich and have a hierarchical division, color; this also not only shows the charm of the ancient art, but also shows our love and inheritance of traditional culture. Such as good luck, reunion, happiness, fortune, prosperity and longevity, etc., all represent people's aspirations and wishes for a better life; at the same time, there are many kinds of paper-cutting patterns, including characters, plants and animals, landscapes, traditional culture and other

subjects, with a variety of forms and styles; different types of paper-cutting have a long history and deep cultural heritage, reflecting the aesthetic taste and lifestyle of the Chinese people.

2.3 Application of Paper-cutting in Rural Tourism Culture

The integration of paper-cutting art and rural tourism culture, injecting new creativity and ideas for tourism culture, local paper-cutting can be applied to the pattern, cutting lines and pattern composition and local characteristics of the combination of innovation, to show the local style and elegance, but also to create their own cultural and creative products, to promote the spirit of local tourism and cultural construction. Paper-cutting art into the design and application of cultural and creative tourism products, can make cultural and creative tourism products become an important channel for tourists to understand the local culture, not only is conducive to highlighting the regional cultural characteristics of the regional cultural tourism, for China's tourism industry to form a hundred flowers, a hundred schools of thought of the development of a positive significance, but also to effectively promote the inheritance of regional culture in the new era of conservation, and to enhance the cultural diversity and cultural soft power of our country also plays an important role in the development of the cultural and creative tourism industry in China. Diversity and cultural soft power also play an important role [5]. Through the extraction of detailed and reliable cultural elements, the development of delicate and beautiful paper-cut tourism crafts, to enhance the artistic and spiritual connotation of tourist souvenirs. Turn cultural resources into cultural commodities, enhance tourists' sense of identity and love for paper-cut art, so as to realize the innovation and dissemination of paper-cut art [6].

3. Creative Cultural Design of Paper-cutting Art

3.1 Inspiration of Design Ideas

As a unique art form, paper-cutting art can bring new design inspiration for local tourism culture. The use of paper-cutting patterns to provide materials for local clothing,

accessories, etc., to create a unique local traditional ethnic clothing; for example, the white paper-cut patterns applied to daily clothing, accessories, coupled with the characteristics of the local attractions, stand out in a crowd of products. The shape and pattern of paper-cutting can also be applied to the cultural and creative products of tourist attractions, extracting different shapes and combining them with other characteristics, for example, extracting patterns and combining them with embroidery, tie-dyeing to make dolls and so on, which will drive the development of the local tourism industry. For the local tourism and cultural industries to inject new vitality. At the same time, the symbolism and emotion of paper-cutting can also inspire the local creative inspiration, different paper-cutting patterns have different meanings, in the right attractions to apply the right pattern, composition, text, so that the creative products have more cultural connotation and emotional expression. For example, the cultural and creative design of paper-cut in Chile pays attention to the analysis of the material clues and cultural elements hidden behind the product, which plays a role in the activation and inheritance of the original ecological cultural genes. For example, Liu Jinglan, the national representative inheritor of "Baotou paper-cut", collects the "old sample" graphics and tracing and cutting methods scattered in rural areas of Zhulechuan all the year round, and the designers apply the artistic essence of these paper-cuts to toys, mugs, lighting and other handicrafts and daily necessities through creative processing, reflecting the value of inheriting cultural genes [7].

3.2 Richness of Pattern Composition

Paper-cutting art has a unique aesthetic charm in pattern composition, paper-cutting art has a unique aesthetic charm in pattern composition, as paper-cutting patterns are continuously extracted from ancient times to preserve and pass down, so the pattern composition is unique and colorful, which can provide a wealth of pattern composition elements for the cultural and creative products, by drawing on the way of paper-cutting composition, in the design of a unique cultural and creative patterns, for example, applied to badges, cultural and creative ice-cream and other

different cultural and creative products can enrich the expression of different cultural and creative products. For example, it can be applied to different cultural and creative products such as badges and cultural and creative ice-cream, which can enrich the expression of different cultural and creative products. At the same time, the different connotations and meanings of paper-cutting can also be expressed through different designs, such as the composition of different patterns on the Bai ethnic clothing, design in different ethnic clothing, resulting in a unique portrait of the experience hall, not only to promote the development of tourism and culture, but also inherited the wisdom of the ancient people's crystallization. For example, Yuan Xiuying is a national representative inheritor of the national intangible heritage project Zherong paper-cut, which is a traditional folk art in Ningde City, Fujian province. Her works are full of vitality: each butterfly is very lively on the "Butterfly Picture" with different wing patterns and poses; "Hundred children" in the mystery hide, turn over the heel fight, upside down... .. She also set up a paper-cut art museum, edited "young interest paper-cut", so that Zhorong paper-cut better inherit [8].

3.3 Forms of Display and Performance of Paper-cutting in Rural Tourist Attractions

Transform the paper-cutting patterns into embroidery patterns, show the paper-cutting patterns on the cultural and creative products through the fine embroidery process, and increase the local tourism and cultural products. With the continuous development of the times, more and more people like traditional culture and traveling, applying traditional culture to local tourism facilities and cultural and creative products and peripheral culture, for example, extracting the patterns of traditional Chinese flowers, birds and figures, and applying traditional embroidery to give them life. At the same time, some of them apply the printing method to express in the peripheral cultural creations. Generate different sparks and collision, can be applied in the video publicity, the local characteristics of tourism culture in the form of paper-cutting will be characterized.

4. Interactive Experience of Paper-cutting

Art

4.1 The Role of Paper-cutting DIY Activities in Rural Tourism

In the continuous development of the art of paper-cutting, combined with modern entertainment, so that the art of paper-cutting subconsciously into the lives of the public, while playing a certain role in promoting the development of the countryside. In the local townships and villages, set up “night school”, so that interested people can use the evening time to learn skills; In October 2022, she studied in the school of the from China Jinzhou and the school organized to listen to and watch the grand ceremony, which was encouraged to create the paper-cut work of “Red Heart to the from generation to generation” on the scene. The school was guided by the situation, after listening to and watching the grand event, the paper cutting training was organized. Under the demonstration of Zhang Hanwen, everyone picked up the scissors, and a piece of work was skillfully created[9]. for example, contemporary society will create “senior citizens' university”, then we can also according to its different characteristics in the countryside to create similar “night school”. “Night school”. Then in some tourist and cultural attractions to set up some related experience studio, or in the streets to set up stalls, for display and sale, experience studio can let foreign tourists close contact, and at the same time in the studio set up some of the classic characteristics of the culture, to attract tourists into the store to understand other cultural practices; for example, in the Wuhan Tum Hualing, the streets and alleys are dotted with the “elderly university”. In the streets and alleys are dotted with cultural and creative products studio, there are “Han embroidery, tie-dye, ceramics, etc., can let tourists go to DIY, but also can buy the finished product, so that tourists close to the contact, from the busy work in the sense of fatigue from the out, at the same time, Han embroidery studio also recruit students, so this model is more attractive to young people in the modern era; in the local wall In the local wall, columns can also be applied to paper-cutting patterns for wall painting, showing a different ethnic flavor characteristics, and can set up certain places and samples for tourists to create manual DIY

activities, such as “Hanzheng Street graffiti road”, “Shengli Street graffiti wall”, “The graffiti path in Tanhualin is designed according to different local characteristics, so as to achieve the effect of attracting tourists and driving the development of local economy, and at the same time, DIY can also enhance the sense of participation and experience of tourists. For example, “Xi 'an paper-cut art theme double embrace park”, the park is “paper-cut” as the main way of creation, with different kinds of paper-cut theme to create different parks, and then modified to make paper-cut and park integrated, but also according to the theme to create their own unique paper-cut art works, to attract the effect.

4.2 Community Development of the Art of Paper-cutting

Paper-cutting art in the countryside, according to different areas of people's habits, customs, geographical location, the formation of paper-cutting is also different. For example, the practical function of the Yunnan national paper-cutting decided, so most people in Yunnan townships are mainly practical, local non-genetic inheritance bearers to lead the local villagers to create, so as to produce some unique paper-cutting works, and constantly drive the local economy to “practical” out of the circle; and Hubei Xiaogan carved paper-cutting. The delicate and realistic, broken work rigorously, the people here will open Xiaogan carved paper-cutting non-heritage workshops, themed scenic spots for the landing carrier, to create community integration. At the same time, various colleges and universities are also actively responding to, for example, “Wuhan Business School Youth Volunteer Association, together with the school's paper-cutting art association into the community, the art of paper-cutting heritage to the community”. At the same time, digital application has become a new form of business in China's economic and cultural construction, and the digitalization of cultural and creative industry is an important measure to enhance cultural confidence and cultural power. The digital application of cultural and creative products has broadened the concept of fragmented and disintegrated cultural inheritance, and has made great innovations in cultural data integration, space sharing,

cultural immersion and exchange and mutual learning[10]. At the same time, building a digital community is conducive to strengthening the communication between residents, breaking the information gap, and strengthening their own cultural literacy.

5. Conclusion

As a traditional Chinese art form, paper-cutting has rich cultural connotation and unique aesthetic charm. While promoting the local tourism culture, combining with the current trend of the times, the art of paper-cutting is used to create more cultural and creative products and peripheral IP, so that more people understand and know, and at the same time in carrying out the DIY experience hall, so that more people can experience it, and carry out the “night school, paper-cutting art gallery, non-heritage workshop”, applying its patterns, characteristics, pattern composition, color matching, bold color characteristics, combined with local rural cultural characteristics, to create their own representative cultural and creative products. Characteristics, pattern composition, color matching, bold color features, combined with the local rural cultural characteristics, to create their own representative of cultural and creative projects, from the countryside out to the world, in order to promote the local economic income, and to make it become an experience, can be purchased, set of artistic and ornamental in one of the new tourism products. Not only let the “paper-cutting art” shine, but also give the local tourism more vigorous vitality. As a traditional Chinese art form, paper-cutting has a rich cultural connotation and unique aesthetic charm after thousands of years of history in China.

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