

# Innovative Design of Henan Paper-Cut Art in Rural Tourism Development

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**Abstract:** Paper-cutting, as a long-term and widely circulated art form, is not only a treasure of Chinese traditional culture, but also has a far-reaching impact on the field of folk art. Henan paper-cutting, as an important representative of this art form, has been included in the national intangible cultural heritage list, highlighting its unique cultural value and inheritance significance. However, today in the 21st century, with the progress of science and technology, the impact of foreign culture and the development of the commodity economy, folk paper-cut art is facing unprecedented challenges. Henan paper-cutting art, as a cultural treasure in the Central Plains, not only has a profound historical heritage, but also shows great potential in the field of tourism and cultural creation. Through the innovative optimization and application of Henan paper-cut art, we can effectively enhance the attractiveness of tourism cultural and creative products, so as to promote the prosperity and development of regional tourism and realize the active inheritance of traditional culture. This paper adopts the literature research method and factor analysis method to explore the inheritance status and challenges of Henan folk paper-cutting art from the perspective of intangible cultural heritage, and put forward corresponding innovation strategies, with a view to providing useful reference for research and practice in related fields.

**Keywords:** Paper-Cut Art; Rural Tourism; Inheritance; Innovation

## 1. Overview of the Development of Henan Paper-cut Art

### 1.1 The Origin of Henan Paper-cut Art

Henan, located in the Central Plains of China, is an important area closely linked

with the south and the north, and Henan folk paper-cut art is inclusive. It reflects the cultural style of the northern and southern regions. Henan has a strong farming culture atmosphere, which has a long history of civilization, and many cultures originate from the Central Plains. This is an important driving force to promote the sustainable development of Henan folk paper-cut art [1]. The folk paper-cut art in Henan is similar to the paper-cut art in other areas, which changes with the change of people's ideas in Henan. There are some similarities between Henan folk paper-cut art and paper-cut art in other areas. Henan folk paper-cut art develops and changes with the change of people's ideological will, and its cultural connotation also develops and changes constantly. Henan paper-cut is closely related to Henan people's production, life and folk activities, and most of the folk crafts originate from folk activities. Such as window grilles, wall grilles and happy flowers, reflect the working people's understanding of the objective world from different angles [2]. At the same time, it expresses the working people's ardent yearning for a better life, and it is also the expression of true feelings, with simple and unadorned characteristics. Therefore, Henan folk paper-cut art has a good regional cultural foundation and vigorous vitality.

### 1.2 Characteristics of Henan Paper-cut Art

Henan folk paper-cut art is a peasant art theme based on farming civilization. It has a strong rural flavor and folk characteristics: diverse shapes, rich sports colors and vivid images. It is a typical northern paper-cut art form. Henan folk paper-cut not only highlights the vigorous and naive artistic characteristics of the north, but also achieves Majestic, rough and fine. It has very strong folk characteristics, both

concise and Frank. Henan folk paper-cut art is the product of the development of farming civilization. It reflects the aesthetic feelings of Henan people and the development of Henan's history and culture. Henan folk paper-cut is a traditional art form, covering a variety of artistic styles, with profound aesthetic connotations and full of artistic imagination. Rich regional customs. Henan is one of the birthplaces of Chinese civilization, with profound historical and cultural connotations, and many cultures originated in Henan. Various historical stories provide rich themes for Henan folk paper-cut art. It invisibly enriches the cultural connotation of Henan folk paper-cut art. Henan folk paper-cut art has a wide range of subjects, but most of them are common things in life, such as characters, animals, scenery and so on. Henan folk paper-cut art has been inherited to this day, retaining the basic style and artistic characteristics of folk paper-cut art. The effective combination of Henan folk paper-cut art and Henan history and culture has strong regional characteristics, and people should inherit and carry forward traditional culture [3].

### **1.3 The Status of Henan Folk Paper-cut Art in Rural Tourism Development**

Culture is the soul of tourism, and tourism is booming today. Although Henan has a large number of tourism resources with high quality and great popularity. However, there are still many shortcomings in the actual development and utilization process, which directly affects the development of local tourism economy in Henan Province. It also hinders the spread of local culture in Henan. Henan has many kinds of local cultural types and unique natural resources and historical and human resources. If these resources are sorted out and refined, their core cultural symbols are excavated, and the design and development of tourist crafts are carried out. It can effectively display the characteristic cultural image of Henan and promote the development of tourism in Henan. Paper-cut, as a typical traditional folk art form, still shines brightly in modern society after a long period of training. It has unique and distinct personality, rich patterns, free creative expression and is not

restricted by media carriers. It is an effective way to promote the development of tourism crafts in Henan Province by paper-cutting. By incorporating the unique charm of contemporary Hubei tourism culture into paper cutting art, this approach not only broadens the practical scope and promotes the continuous development of traditional arts but also injects fresh creative inspiration into the design of local tourism souvenirs in Hubei, providing a wealth of material and motivation [4]. This further enhances the cultural depth and artistic expression of tourism souvenirs, elevating their value in both cultural and aesthetic terms. It contributes to shaping a positive image for Hubei's tourism souvenirs and provides tourists with a higher quality experience. In this way, Hubei's tourism souvenirs become more than just items; they serve as carriers of local culture and art, leaving a lasting impression and delightful memories for visitors.

### **2. Inheritance and Development of Henan Paper-cut Art**

Rural revitalization is an important task of building a strong agricultural country in the new era. It aims to promote rural economic development, improve rural living conditions and achieve coordinated development between urban and rural areas [5]. In this context, the inheritance and innovation of paper-cut art is of great significance. Inheritance of paper-cut art can protect and carry forward Chinese traditional culture. Inheritance of paper-cut art is not only the protection of traditional culture, but also a tribute to the wisdom and labor value of ancestors. Inheriting paper-cut art in the process of implementing the strategy of rural revitalization can not only make rural residents deeply aware of their own cultural traditions, but also make rural residents deeply aware of their cultural traditions. Enhance their own cultural self-confidence. It can also attract more people to understand and experience Chinese traditional culture by displaying and disseminating paper-cut works of art. In addition, innovative paper-cut art can promote rural economic development. Paper-cut art uses limited materials and

simple tools, through creative design and skills. It has formed a variety of artistic forms and application fields. Combining paper-cut art with modern design can create products that are more in line with market demand and have a sense of the times. Such as paper-cut bookmarks, paper-cut lanterns and so on. These innovative works can be sold as characteristic agricultural products to promote the development of rural industries and increase farmers' income. In addition, innovative paper-cut art can also stimulate the creativity and entrepreneurial potential of rural residents. They are encouraged to start their own businesses through paper-cut art in order to promote entrepreneurship and innovation in rural areas and realize the sustainable development of rural revitalization [6].

Henan folk paper-cut art is a very valuable intangible cultural heritage, so we should pay attention to the study and analysis of the growth law of folk paper-cut artists. Pay attention to the cultivation of folk paper-cut artists. At present, paper-cut related courses can be added to compulsory education courses to cultivate students' interest in folk paper-cut art. Attention should be paid to excavating future inheritors so that Henan folk paper-cut art can be succeeded. At the same time, folk paper-cut artists should attach importance to paper-cut art innovation. In the future, local paper-cut artists should be encouraged to actively innovate in artistic forms, cultural expressions and inheritance methods. It also encourages folk paper-cut artists to teach their apprentices and promote the spread and development of Henan folk paper-cut art. Henan folk paper-cut art shows the aesthetic orientation and emotional experience of Henan people. It is a materialized form of intangible cultural heritage in China. At present, people should pay attention to the research on the development of Henan folk paper-cut art from the perspective of intangible cultural heritage, and constantly innovate the content of paper-cut art. Actively integrate modern elements, enrich the forms and styles of paper-cut art, and then promote the inheritance and development of paper-cut art [7].

### **3. The Design of Creative Products under Henan Paper-cut Art**

#### **3.1 The Basic Design Principles of Tourism Creative Products**

##### **3.1.1 Principle of practicality**

In the current social environment, those conventional tourism creative products have been difficult to meet the basic needs of the masses themselves. Through the deep analysis of various regional cultures, the design of creative products can be innovated and optimized at the visual level. While breaking through the limitations of traditional design concepts. To ensure that the purchasers can fully acquire the cultural value of the current region in the tourism creative products. In the design process of tourism creative products, we need to consider not only the cultural characteristics, but also the cultural characteristics. Practicality should also be considered comprehensively from the perspective of consumers, not simply in pursuit of decoration. They can be designed as gifts or cultural goods, so that traditional cultural elements can be effectively integrated into real life [8]. It has very significant functionality. The quality of tourism creative products should also be guaranteed, and materials with better performance should be selected. Through the application of different materials, tourism creative products can be effectively divided into different grades, reflecting the aesthetic feeling of the products. It should be conducive to the subsequent storage and transportation, and open up the market through creative products with higher practicability and culture.

##### **3.1.2 The principle of interest**

In the current development process of tourism creative products, there is a very significant homogenization problem within them. It is extremely unattractive and interesting, which has a negative impact on the development of tourism creative products. Designers must enhance their innovative consciousness and creative ideas, and take Henan paper-cut as the main entry point. Through the imagination of designers, the humanistic spirit, artistic symbols and cultural elements are effectively combined. Through the new combination and

interpretation, we try to apply those new technical materials, while preserving the original cultural characteristics. It effectively integrates some modern elements to form a more excellent design result. It has played a good role in promoting the development of tourism creative products. For example, the neck pillow of the horse bun is the basic design prototype of the maid's hairstyle in the Tang Dynasty. The style of the Tang Dynasty can be effectively combined with the modern culture, and the design method of the neck pillow is very interesting. It is also conducive to the rest of the masses and can be directly transformed into the people of the Tang Dynasty by wearing it on their heads. This younger design method and interesting design concept make tourism creative products popular with young people [9].

### 3.1.3 Cultural principles

Tourism creative products with unique cultural characteristics are significantly different from other types of cultural and creative products. Regional culture is the basic cognition of regional characteristics, which is not just copying and pasting all kinds of cultural symbols. Instead, on the basis of fully combining modern design methods, we should effectively integrate traditional cultural elements and cultural concepts to innovate. It attracts consumers directly in terms of appearance, so that consumers can use it or collect it. Can form a better sense of experience, enhance the fit with the public aesthetic. For example, the color of the lipstick of the Palace Museum, which is popular at present, mainly chooses all kinds of red national treasures in the Palace Museum. The design inspiration of appearance mainly comes from the clothes worn by the concubines of the Qing Dynasty, through auspicious patterns such as peony, crane and butterfly. It can better convey the traditional aesthetic interest and cultural connotation, and further eliminate the sense of distance between tourism creative products and traditional culture. To guide them to better enter the daily life of the masses.

## 3.2 The Important Value of Paper-cut Art in the Design and Application of Creative

### Products

#### 3.2.1 Promote the production and innovation of creative products

In recent years, cultural tourism has become one of the most popular tourism projects with its rich cultural connotation and vast cultural resources. However, the homogenization of Chinese creative products in the development of cultural tourism is very serious. The types, styles and colors of products are uniform, which makes it difficult to effectively meet the diverse tourism needs of tourists and the choice of products to buy. This situation will not only reduce the satisfaction of tourists, but also make it difficult to attract tourists for a second visit. It is not conducive to the long-term development of cultural tourism, but also hinders the innovation of cultural tourism products. As a result, the supply of creative products can not keep up with the development of cultural tourism. This will adversely affect the quality and efficiency of cultural tourism development. Integrating paper-cut art into the design and application of Wenchuang tourism products can provide new ideas for the innovation of Wenchuang tourism products. While guaranteeing the cultural nature of Wenchuang tourism products, we should enhance their diversity and artistry. Diversified cultural tourism products have become an important driving force to enhance the attractiveness and influence of cultural tourism.

#### 3.2.2 Promote the spread and inheritance of paper-cut art

Paper-cut art, as a precious intangible cultural heritage of our country, still has a very important inheritance value in today's era. It is of great significance to enrich people's spiritual life, provide ideas for artistic creation and highlight the cultural strength of our country. However, in order to realize the dissemination and inheritance of paper-cut art, it is difficult to maintain only relying on the attention and protection of the state. Only by combining the art of paper-cut with the development of the times, social construction and people's needs, can it be realized. Only in this way can we always maintain the development vitality and inheritance power of paper-cut art. Integrating paper-cut art into the design and

application of Wenchuang tourism products is essentially a broadening of the channels of inheritance of paper-cut art dissemination. It uses popular creative tourism products to bring paper-cut art into people's vision. It can deepen people's understanding and recognition of this art form.

### 3.2.3 Highlight the regional characteristics of cultural tourism

Paper-cut art is the carrier of regional culture. It is the cohesion of people's life culture, folk culture, religious culture and national culture in different regions. It has distinct cultural attributes and regional characteristics. It integrates paper-cut art into the design and application of Wenchuang tourism products. It can make Wenchuang tourism products an important channel for tourists to understand the local culture. It is not only conducive to highlighting the regional cultural characteristics of cultural tourism in various regions. It is of positive significance for China's tourism industry to form a development pattern of letting a hundred flowers blossom and a hundred schools of thought contend. It can also effectively promote the inheritance and protection of regional culture in the new era. It also plays an important role in enhancing China's cultural diversity and cultural soft power <sup>[10]</sup>.

## 3.3 Specific Measures of Paper-cut Art in the Design of Creative Products

### 3.3.1 Adhere to the spirit of creativity and innovation

Creativity is the core of creative tourism products, and creative design can increase the added value of products and make them more cultural. It is loved and respected by tourists. The design and application of paper-cut art in Wenchuang tourism products should grasp the core of creativity and adhere to the spirit of creativity and innovation. Through the integration of the beauty of shape, color and image of paper-cut art. We should find new ideas and new methods for the design and application of creative tourism products, so as to lead the innovation trend of the whole industry. Drive the tourism industry to increase investment in capital and personnel in innovation. The spirit of innovation has become an inexhaustible driving force for

the development of cultural tourism.

### 3.3.2 Form cultural brand effect

Seeking economic benefits and promoting cultural communication are the important basis for the long-term development of cultural tourism. From the perspective of promoting cultural communication, unique culture is the most distinctive business card of cultural tourism. The process of cultural dissemination is essentially the process of publicizing cultural tourism. Increasing the intensity of cultural dissemination can make more tourists know and participate in cultural tourism. It brings large-scale consumer groups and loyal fans to cultural tourism, thus providing mass support for the development of cultural tourism. As such, the design and application of paper-cut art in Wenchuang tourism products should pay attention to the cultural brand effect and accelerate the development of paper-cut art under the influence of cultural brand. Integrate and constantly derive new creative tourism products.

### 3.3.3 Highlighting regional cultural characteristics

Culture is the soul of Wenchuang tourism products, which are widely welcomed and warmly respected by tourists. It is because it has strong cultural characteristics. This cultural characteristic makes Wenchuang tourism products have rich cultural connotations and strong spiritual strength. It can effectively arouse the emotional resonance of tourists and integrate regional culture into the design of creative tourism products. It can greatly enhance the cultural characteristics of products and make them have both local characteristics and cultural connotations. It has become an important representative of local cultural tourism and regional culture. Based on this, highlighting the regional cultural characteristics should be the specific direction of the design and application of paper-cut art in Wenchuang tourism products. Through the application of paper-cut art, the regional culture is integrated into the cultural tourism products. It is of positive significance to enhance the attractiveness and influence of products and promote the wide dissemination of regional culture.

## 4. Conclusion

Henan folk paper-cut art is an important intangible cultural heritage in China, which has a very rich cultural heritage. It is also a concrete manifestation of the pluralistic development of Chinese folk culture. It shows the expectation and yearning of Henan people for a better life through homophonic, implied and deformed creative techniques. It reveals the material and spiritual needs of the people of Henan, and reveals the thoughts and will of the people of Henan. Henan folk paper-cut art has been listed in the national intangible cultural heritage list. People should attach importance to the inheritance of Henan folk paper-cut art. In view of the above, the design and application of paper-cut art in Wenchuang tourism products is of great significance to the development of Wenchuang tourism products, paper-cut art and cultural tourism. In this process, we should adhere to the spirit of innovation, form brand effect and highlight regional culture as an important direction. On the basis of studying the art of paper-cut, through the combination of a variety of carriers and the use of high-tech to achieve the deep integration of paper-cut art and creative tourism products. With the help of modern media, we should strengthen the propaganda and dissemination of folk paper-cut art, and constantly promote the inheritance and development of Henan folk paper-cut art.

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