

THE APPLICATION AND DISSEMINATION OF GANNAN HAKKA CULTURAL SYMBOLS IN TOURISM CREATIVE PRODUCTS

Ying Zhu¹, Chanoknart Mayusoh², Akapong Inkuer³, Pisit Puntien⁴

^{1,2,3} Visual Arts and Design, Faculty of Fine and Applied Arts,
Suan Sunandha Rajabhat University.

E-mail: s64584948040@ssru.ac.th¹, chanoknart.ma@ssru.ac.th², akapong.in@ssru.ac.th³,
pisit.pu@ssru.ac.th⁴

Abstract

This paper discusses in depth the innovative application and wide dissemination strategy of Gannan Hakka cultural symbols in tourism creative products, which is an important study of integrating the deep heritage and unique charm of Gannan Hakka culture into modern tourism souvenirs and creative commodities. Through careful identification and in-depth analysis of the unique Hakka cultural symbols in Gannan, such as architectural elements, dress patterns, folklore festivals, etc., it reveals the specific expressions of these symbols in tourism creative products, and shows how they can endow the products with deep cultural heritage and unique regional characteristics, thus significantly enhancing the market attractiveness and cultural added value of the products. The transmission path and acceptance of Hakka cultural symbols among tourists emphasize their unique value in promoting cultural exchange and enhancing cultural identity. However, although Hakka cultural symbols show strong attraction and dissemination power in tourism creative products, their application and dissemination process still faces many challenges, including one - sided interpretation of cultural symbols, modernization and transformation difficulties, market competition pressure, and tourists' insufficient knowledge of Hakka culture. This conclusion excavates and researches the Hakka culture in Gannan to enhance the accuracy and richness of cultural symbols; innovates product design ideas to make Hakka cultural symbols more in line with modern aesthetics and market demand; creates tourism brands with local characteristics; enhances tourists' knowledge and understanding of Hakka culture, and strengthens cultural identity through educational and promotional activities.

Keywords: Hakka cultural symbols, Gannan, Tourism creative products, Cultural communication

Introduction

Gannan is an important birthplace of Hakka culture. Hakka culture has a profound historical inheritance in Gannan Jiangxi and rich and diverse cultural symbols. With the rapid development of the tourism industry, how to integrate these unique cultural symbols into the creative tourism products has become an important means to enhance the attraction of local tourism. However, the application of cultural symbols is not only a simple copy or reproduction, but also involves how to make them more sense of The Times and market value through creative design, and how to carry out cultural communication effectively in the modern communication environment. Therefore, this study takes Gannan Hakka cultural symbol as the research object to explore its application and communication path in tourism creative products.

Research Objectives

1. To study and analyze the historical background of Gannan Hakka culture.
2. To study and analyze the inheritance and development of Gannan Hakka culture in the creative tourism products.

Research Methodology

This study used a combination of qualitative and quantitative methods, mainly including literature analysis, field research and questionnaire survey. Firstly, the history and current situation of Gannan Hakka cultural symbols are sorted out through literature analysis; secondly, we understand the application of cultural symbols in tourism creative products in Gannan through field research; finally, we collect the feedback on the acceptance and communication effect of these symbols through questionnaire survey.

1. Data collection

Literature data: Collect literature materials related to Hakka cultural symbols, tourism creative products and cultural communication by searching academic databases.

Field research data: field investigation of major tourist attractions and cultural and creative industries in southern Jiangxi, record and shoot the application examples of cultural symbols in creative products.

2. Data Analysis

Literature analysis: sorting out and analyzing the literature data, extracting the core elements and cultural connotation of Gannan Hakka cultural symbols.

Field research and analysis: summarize the data collected in the process of research, and analyze the specific application mode and market performance of symbols in products.

Literature Review

Traditional culture is the precious spiritual wealth of the Chinese nation, and the diversified historical culture is the crystallization of the wisdom of the Chinese nation. The life of the Chinese people is also influenced by the diverse cultural and aesthetic forms. In the global 21st century, cultural tourism is one of the main ways to promote and promote culture. General Secretary Xi Jinping has pointed out that "cultural industry and tourism industry are inseparable. We should adhere to the principle of promoting culture and promote the integrated development of culture and tourism" requires us to comprehensively promote the in-depth integration of culture and tourism, and achieve mutual promotion and complementarity. Gannan is the base camp of the Hakka, is the cradle of the Hakka people. The Han people who moved south in the past dynasties, she Yao and other indigenous people had blood and economic and cultural integration, and finally formed the Hakka people. Hakka culture is a kind of pluralistic culture formed by the traditional culture of Han nationality as the main body and the indigenous culture such as She and Yao. Ganzhou is the first stop of Hakka ancestors moving south, is the birthplace of Hakka people and one of the main settlements of Hakka people, known as the "cradle of Hakka".

With the development of tourism culture industry, people to strengthen the experience of tourism culture, culture is the soul of the development of tourism, tourism is the carrier of cultural development, brigade industry integration development, with cultural packaging, with tourism culture, to make the culture and tourism exhibition, brigade industry can glow strong lasting vitality. The way of spreading Gannan Hakka culture is very different from the current aesthetic interest. It ignores the emotional needs of customers for their internal cultural stories, resulting in the lack of internal story expression and the transmission of cultural implication. Therefore, how to make the traditional folk culture better play a

unique role, in the society to get more emotional value and the audience group recognition, has become an urgent problem to be solved.

The research of Hakka cultural symbols involves many fields, including history, ethnology, culturology and tourism science. Existing research shows that the application of cultural symbols in tourism products can effectively enhance the cultural value and market attraction of products. At the same time, communication research shows that the effective dissemination of cultural symbols depends on the innovation of product design and the cultural connotation of symbols. Therefore, this study takes these theories as a basis to further explore the specific application and communication strategies of Hakka cultural symbols in Gannan tourism creative products.

1. The Symbols and symbols of Gannan Hakka Culture

1.1 Definition and theory of cultural symbols

Cultural symbols are those elements used to express a specific meaning that can be words, graphics, images, actions, or other forms of expression. In cultural studies, symbols usually carry a concrete or abstract cultural meaning. Cultural symbols have several distinctive characteristics: one is symbolic, that is, convey specific cultural meaning through specific images, patterns or behaviors; the other is sharing, the meaning of symbols is usually shared in specific cultural groups, enabling members to communicate common cultural ideas and values through symbols; the third is dynamic, the meaning of symbols may change with time, social change and cultural exchange.

In the theory of semiotics, semiotics (Semiotics) as the study of symbol and meaning, mainly by Ferdinand, de sous, "can" and "means" concept, and Charles Sanders, Pierce defined image symbol, indicating symbol and symbol three types, form the basis of the symbol meaning generation. Cultural semiotics will further explore the role of symbols in culture. Claude Levy-Strauss emphasized the role of cultural symbols in social structure through the analysis of myths and rituals, while Jurgen Habermas focuses on the role of symbols in communication and social interaction, exploring how they promote understanding and social coordination.

Moreover, cultural symbols play a key role in shaping and maintaining cultural identity, helping individuals identify with their cultural background and distinguish them from other cultural groups, enhancing their sense of belonging through the transmission of cultural values, traditions and history. However, the meaning of symbols may change with social and cultural changes, for example, certain traditional symbols may be given new meaning in modern society. In the context of globalization, cultural symbols are often integrated or reinterpreted across cultural boundaries. This cross-cultural exchange of symbols can promote cultural understanding and identity, but it may also lead to cultural conflicts and misinterpretation.

2. Introduction and analysis of the main symbols in Gannan Hakka culture

Gannan Hakka culture shows its rich historical and cultural characteristics with its unique symbol system. Among them, Gannan Hakka wai house, Gannan Hakka food and Gannan Hakka traditional festival, Japan is the core elements.

Gannan Hakka enclosure house is a unique residential building in southern China, mainly distributed in Ganzhou City, Jiangxi Province and its surrounding areas. It is an important symbol of the Hakka culture, which not only reflects the way of life and social organization structure of the Hakka people, but also reflects their defensive consciousness and unity spirit. The Hakka enclosure in Gannan originated from the integration of the central Plains immigrants and the local culture. It is a unique architectural form formed by the Hakka people for self-protection in the face of the complex mountainous terrain and social

environment, and was gradually popularized and improved in the Ming and Qing Dynasties. The houses are usually large enclosed buildings with square, round or oval appearance. The main building materials are earth, wood and stone, with thick walls and strong defense function. The interior structure of the house is complex, consisting of several small courtyards, houses, ancestral halls and public Spaces. The layout is aysally symmetrical, symbolizing the reproduction and unity of the family. It is not only a living space, but also has the functions of defense, clan gathering and production and storage, which enhances the cohesion of the family, especially in the case of unstable external environment, providing a solid defense guarantee. The ancestral halls, plaques, couplets and other cultural symbols inside the house show the clan concepts and Confucianism of the Hakka people, and the architectural form also reflects their adaptability and wisdom under limited resources. With the acceleration of urbanization, Gannan Hakka enclosure houses are facing the challenge of protection and inheritance. In recent years, they have gradually attracted the attention of academia and cultural circles. As cultural heritage, their historical value, architectural art and cultural connotation have been deeply studied, and they are regarded as an important resource for the development of rural tourism and cultural industry. In the context of rural revitalization, houses have important cultural and economic potential. Through tourism development, cultural display and innovative utilization, houses can not only become a highlight to attract tourists, but also provide new employment opportunities and economic income for local residents, and promote the development and revitalization of rural areas. As an important representative of the traditional Chinese residential buildings, Gannan Hakka enclosure carries the historical memory of the Hakka people and is the crystallization of the architectural wisdom in southern China. Its protection and utilization are of important practical significance in the modern society.

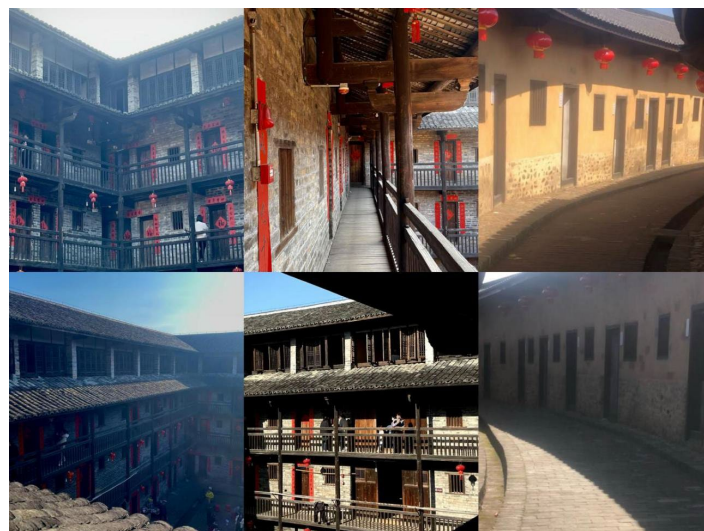


Figure 1 Internal picture of the West Wai House of Long Nanguan

Source: Photo taken by author

The Hakka traditional festivals in Gannan are rich and colorful, which deeply reflect the cultural inheritance, religious belief and social life of the Hakka people. These festivals, such as the Spring Festival, Lantern Festival, Qingming Festival, Dragon Boat Festival, Mid-Autumn Festival and Double Ninth Festival, not only show the living customs of the Hakka people, but also reflect their values and social cohesion. During the Spring Festival, the Hakka people express the awe for their ancestors and the importance to family reunion by pasting Spring Festival couplets, setting off firecrackers, the lantern parade and the dragon and lion performances of the Lantern Festival enhance the traditional virtues of respecting the old and

loving the Dragon Boat Festival reflects the respect for nature and the health and the festival not only celebrates the harvest and reunion, but also expresses the affection and friendship during the Spring Festival. In addition, the custom of "offering sacrifices to cooking stoves" before the Spring Festival shows the Hakka people's reverence for family life and the gods. These festivals are deeply influenced by the Central Plains culture and integrate local characteristics. They are a way for Hakka people to express their feelings with their families and strengthen the connection between their families and communities, as well as an important means of inheriting culture and beliefs. In modern society, with the change of life style and the advancement of urbanization process, Hakka traditional festivals are faced with the challenge of inheritance and protection. However, these festivals are still an important part of the Gannan Hakka culture and continue to influence the lifestyle and social values of the Hakka people. In the context of rural revitalization and cultural protection, the revival and inheritance of Hakka traditional festivals are of important cultural and social significance.

Gannan Hakka food culture is an important part of Chinese traditional culture, showing its unique regional characteristics and profound cultural connotation. The Hakka diet is characterized by salty, aroma, concentration and emphasis, emphasizes the original flavor of the ingredients, and retains the tradition of the Central Plains diet, while integrating the unique ingredients and flavor of the south. Common dishes such as salted chicken, braised pork, and Hakka tofu.



Figure 2 Bled tofu

Source: Photo taken by author

Not only rich in taste, and rich in nutrition. The Hakka people are good at making use of their limited resources to store food through curing, fermentation, and smoking, forming special ingredients such as pickles and bacon. In terms of cooking skills, Hakka cuisine pays attention to heat and seasoning, and methods such as stewing and cooking soup are particularly prominent, which makes the ingredients release a strong flavor. In addition, Hakka food customs are particularly important in festivals, weddings and sacrificial occasions. Rich banquets not only symbolize abundance and auspiciousness, but also express the emotion and respect of the family. Gannan Hakka food culture is not only a part of daily life, but also carries profound cultural and historical significance, reflecting the life wisdom of Hakka people's survival philosophy, as well as importance of family and nature. With the changes of society, Hakka food culture keeps evolving and spreading in modern times, gradually reaching the national and even global market. At the same time, it integrates the modern healthy diet concept, adding rich content to the diversity of Chinese food culture. Research and protection of Gannan Hakka food culture is of great significance to understanding of southern Chinese culture, promote inheritance and development of cultural heritage.

3. Research status of tourism creative products

3.1 Current situation of overseas research

In terms of cultural creativity, Australia proposed the cultural strategy of "creative country" as early as 1994, the UK formed the "Special Working Group of Creative Industries" in 1997, issued the document in 1998, the cultural and creative products are an important part of the national economy; in Asia, Korea recognized the importance of cultural creativity and determined the development policy of "Design Korea"; Japan proposed the development strategy of "cultural country" in 1995, paying attention to creative design and cultural independence. In terms of cultural and creative product design, Ratsuke Kawaguchi, Japan, analyzed daily necessities in Japanese Creative · MOE Economy, Put forward the design inspiration source of Japanese creative products; German Klaus R Kunzmann studied relationship between cultural creativity and urban development in Culture, Creative Industry and Urban Renewal, and verified it through practice; The Jaehwan Kwon wrote on Does a Creative Designer Necessarily Translate into the Creative Design of a Product? Exploring Factors Facilitating the Creativity of a New Product That thinking ability, self-efficacy, experience degree, team atmosphere and creative ability are the key to cultural and creative product design; Korean Subin Ima in Consumer perceptions of product creativity, coolness, value and attitude Studying consumers' attitudes towards cultural and creative products, Affected by the meaning of the product and the novelty degree of the product; In Marketing Cultural products on Internet: targeting cultural creatives, Seung-Eun Lee explores that in Internet environment, Consumers pay more attention to cultural creativity of cultural and creative products, The sales volume of cultural and creative products is influenced by cultural background and practical value of the products.

3.2 Status quo of domestic research

Under the guidance of culture and the support of policies, domestic cultural and creative products have indeed achieved rapid development. The cultural and creative products of the Palace Museum have become a typical successful case with their unique design and deep exploration of traditional culture. Since 2012, the Palace Museum has been committed to deeply exploring and designing a variety of art derivatives, successfully creating products that meet the taste and atmosphere of young people, which has won wide recognition from the market. At the policy level, the Ministry of Culture and other four ministries and commissions jointly issued several Opinions on Promoting the Development of Cultural and Creative Products in Cultural Relics Units in May 2016, which provided a clear direction and impetus for the development of cultural and creative products in cultural relics units in various regions. The implementation of this policy makes the cultural relics units in various regions actively mobilize their enthusiasm and steadily promote development and design of cultural and creative products.

Wang Qian in Nanjing art institute, however, the common problems, value and design evaluation system, points out that the tourism products in the rapid development also exposed some problems, such as the traditional culture of inappropriate creation, cultural connotation of wrong interpretation, low added value, use environment error orientation, cultural value and use value imbalance, etc. These problems not only affect the quality and market image of cultural and creative products, but also restrict the healthy development of the cultural and creative industry. In order to solve these problems, domestic scholars pay more and more attention to the research of tourism cultural and creative products, and explore and solve the phenomenon of uneven market of tourism cultural and creative products. Product design based on regional culture has become an important research direction. Liu Jia of Hunan Normal University mentioned in his dissertation "Design and Application of Tibet Mask Visual elements in Tourism Cultural and Creative Products" that to create unique tourism cultural and creative products, we need to pay attention to user thinking, reasonable







connection thinking and reconstruction of artistic thinking, highlighting characteristics of tourism cultural and creative products showing connotation, practical and easy to spread. Zhang Zongdeng of Hunan University of Technology emphasized the importance of regional culture in product design in his Research on Product narrative Design Based on Regional Culture Theme. He believed that product design with regional culture as the theme can not only carry function of public, but also contain cultural meaning and show cultural theme.

3.3 Concept and development trend of tourism creative products

Tourism creative products, also known as tourism cultural and creative products, refer to the commodities with unique cultural connotation and high aesthetic value formed through creative design by skillfully integrating local culture and tourism resources. These products not only carry the unique historical and cultural and regional characteristics of the tourist destination, but also integrate the unique creativity of the designer, combining the tradition and modern elements, and becoming the carrier to show the local customs. Creative tourism products can improve the tourists' tourism experience, spread the cultural stories, enhance the tourism memory, and transform the cultural resources into the commodities with market competitiveness to increase the economic benefits of tourism.

Under the current research trend, tourism creative products are gradually developing from a single commodity form to a diversified and interactive direction. This is not only reflected in the design of the product itself, but also includes user experience, interaction and other levels. Through the in-depth study of regional culture, combined with modern scientific and technological means, the creative tourism products will better meet the consumers' demand for personalized and emotional consumption, and inject new vitality into the tourism market. At the same time, it also provides a new idea and a broad stage for the inheritance and innovation of traditional culture. This will not only help to promote development of the local economy, but also to promote inheritance and exchange of cultural diversity. For example, with the help of virtual reality (VR) technology, tourism cultural and creative products can create an immersive cultural experience, so that consumers can feel customs of different places even at home, so as to stimulate their yearning for real tourism. In addition, through cooperation with local communities, such products can also help enhance the cultural confidence of local residents, make them become active participants in cultural inheritance, and jointly promote sustainable development of the tourism cultural and creative industry. This trend of cross-border integration is leading tourism creative products to a broader market. Supported by digital technology, combined with traditional technology and modern design, we constantly enrich the expression form and interactive experience of products, so as to become a bridge between past and future. In this way, tourism cultural and creative products not only meet consumers' pursuit of fresh experience, but also contribute to protection and dissemination of traditional culture, and become an important driving force to promote development of local cultural industry. On this basis, more innovative models and practical cases will continue to emerge, bringing infinite possibilities to tourism market.

Table 1 Case study on the application of cultural symbols in tourism creative products at home and abroad

Case analysis of some narrative cultural and creative products of the Palace Museum				
Material level narrative				
Narrative instructions	Soleistic, dignified auspicious beast image redesign	Inspired by "silver and gold-plated double butterfly character pink box" in Palace Museum, "Happy Meeting" is one of the auspicious patterns in China and is a typical traditional typical love symbol	The designer extracted the flower swim spoon type, Ruyi, bat, group life, Wanning pattern and other elements, after redesign and shaping, designed a pair of dessert tableware.	The designer extracted the double rabbit, osmanthus and other elements in the cultural relic map, combined with the form of the seven political harmony
Life level narrative				
Narrative instructions	Inspired by the cat of Forbidden City and the architecture of Forbidden City, cat is artistically combined with the magnificent architecture of the Forbidden City.	Extract the elements in the volume of "A Thousand Rivers and Mountains" for the second creation.	The designer takes the astrolabes as the creative element, the auspicious elements in the cultural relics of Imperial Palace, and the architecture of the Forbidden City under purple micro star, and presents a set of exquisite bookmarks with rich connotation with beautiful brushes.	Design inspiration is the axis of Zou igui's "Peach Blossom", "Yulan" album of "Flower and Bird Book", Zhang Shu's "Hydrangea Ball Peony", Qian Weicheng's "Peony Rose and Begonia", and the Wanchun Pavilion in the Palace Museum. Extract classical flower elements and make secondary integration creation.

Case analysis of some narrative cultural and creative products of the Palace Museum

Spiritual narrative				
Narrative instructions	Select the classic theme of flowers and birds in the cultural relics to convey the good meaning with prosperity and prosperity.	The design uses the measured map of ancient buildings on the central axis of Beijing to carry the sad and tender cultural responsibility and national feelings of scholars in the special period, so as to pay tribute to this special national memory.	The design selects the turret of the Forbidden City, which gathers China's excellent traditional architectural skills and profound architectural culture, as the prototype, so that you can feel the beauty of the Palace Museum architecture in daily life	The elements used in the design are the unique symbol of the ancient Chinese Forbidden City, which represents a beautiful or magical meaning.

Source: The Palace Museum Cultural and Creative Flagship Store (2024)

How cultural symbols influence tourists' experience and cultural cognition through creative products Gannan Hakka cultural symbols include material and non-material elements, such as enclosed houses, handicrafts, delicacies, folk songs, drama and folk customs. The house shows the spirit of solidarity and mutual assistance and attention to the family. Handicraft embodies the concept of harmonious coexistence between Hakka people and nature, and Hakka cuisine is an important part of daily life and cultural inheritance. These symbols not only have regional characteristics, but also are rich in cultural connotation, which can help to protect and promote the Gannan Hakka culture. Cultural symbols such as dragons and crosses have specific historical backgrounds and symbolic significance in different cultures, and they are still of great value in the contemporary society. With the development of globalization and science and technology, new cultural symbols such as emojis and Internet memes are also constantly emerging, affecting the modern communication methods and cultural characteristics. As the carrier of history and culture, cultural symbols can help us to understand the differences and similarities between different cultures, and to promote cultural exchange and integration. The following is an analysis table for Gannan Hakka cultural symbols, covering the name, pattern description, cultural connotation, application scenario and communication effect of the symbols.

Table 2 Gannan Hakka Symbol Analysis



Symbolic name	Pattern description	Cultural connotation	Application scenarios	Communication effect
Hakka house	Square or round, with thick earthen walls, the roof presents traditional Chinese style	Unity, settlement and defense symbolize the Hakka community spirit and family concept	Tourist souvenirs, model enclosure house, cultural theme park	High, often as a representative symbol of Gannan Hakka culture spread
Hakka lanterns	Traditional handmade lanterns, with varied shapes and bright colors	Festival, reunion, blessing, a symbol of the Hakka festival customs	Festival activities, tourism products, cultural display	In, mainly during the festival and on specific occasions
Hakka clothing	Traditional clothing, mostly dyed with indigo, is paired with embroidery	Thrift, tenacity and simplicity reflect the virtues and life wisdom of Hakka women	Costume design, cultural exhibition, film and television works	In, because of the characteristics of clothing, the transmission effect is more limited
Kakkas and their Earthen Building	Round or square large residential buildings with a complex structure	Unity, pragmatism, tradition, symbolizing the cohesion of family and architectural wisdom	Architectural models, tourist attractions, and cultural books	High, which is widely spread as a world heritage site and a symbol of the Hakka culture
Hakka ancestral hall	Temple-style buildings, carved beams and painted buildings, ancestral hall interior with ancestral tablets	Respecting the ancestors, loyalty and family spirit are important places for the Hakka people to respect their ancestors	Clan activities, tourism visits, and cultural heritage protection	In, mainly in the Hakka people group spread, the audience is more specific
Hakka folk songs	Traditional folk songs, melodious melody, simple lyrics	Passion, optimism, hard work, express the Hakka people's life feelings and local attachment	Music festival, cultural festival, folk inheritance activities	Middle to high, widely spread in specific cultural festivals
Hakka diet	Traditional dishes such as brewed tofu and salted chicken have a unique taste	Diligence, thrift, simple, reflect the Hakka food culture and lifestyle	Food promotion, tourism experience, cultural exhibition	High, and is widely spread through gourmet food promotion and tourism
Dragon boat racing	Based on wooden boat, equipped with dragon head, dragon tail decoration	Unity, competition and courage are the important elements of the Hakka festivals	Dragon Boat Festival, sports events, cultural celebration	Middle to very high, especially during the Dragon Boat Festival

Source: Author

4. The application of Gannan Hakka cultural symbols in tourism creative products

Case analysis of how typical Gannan Hakka cultural symbols integrate into tourism creative product design: case analysis of "Little IP tourism creative product" in Gankeng Hakka Town

Table 3 Case study of “Little Cool Hat” IP tourism creative product in Gankeng Hakka town

Analysis dimension	Description	Example picture description
Case name	Gankeng Hakka Town "Little Liangliang hat" IP tourism creative products	
Case background	Shenzhen Gankeng Hakka Town, with a history of more than 300 years, Based on Hakka culture, OCT Culture Group has settled and developed	
Selection of Hakka cultural symbols	Hakka hat (intangible cultural heritage of Guangdong Province) has a high degree of cultural recognition and historical value	
IP image design and development	<ol style="list-style-type: none"> 1. Create "Little cool hat" and small partner IP image, integrating elements of Hakka cool hat and modern aesthetic. 2. Develop a series of theme images, such as "Little cool hat and 24 solar terms" and "Little cool hat celebrating Chinese New Year" 	 

Source: Author

Evaluation of the performance of these products in the market, the feedback from tourists, and the effect of cultural communication.

The results show that the application of Gannan Hakka cultural symbols in tourism creative products has a certain universality and influence, but there is still room for improvement in the creativity of product design and the deep excavation of cultural symbols. In addition, the communication effect of symbols is limited by the marketing strength of products and the level of tourists' cognition of cultural symbols. The study also found that tourists show high interest in creative products containing cultural symbols, but lack of

understanding of cultural background of symbols, which affects the dissemination effect of symbols.

Research Results

The research has explored the vast field of Hakka culture in Gannan, and extracted diversified cultural symbols including architecture, clothing, folk activities and traditional crafts. These symbols not only highlight the unique regional customs, but also contain profound historical and cultural deposits. Through careful refinement and reconstruction, these cultural symbols have been skillfully transformed into visual elements under modern aesthetics, providing a steady source of inspiration for creative tourism products. In the design of souvenirs, the integration of Gannan Hakka cultural symbols endows the products with strong local characteristics and historical and cultural charm, which is both ornamental and practical, and carries the heavy responsibility of spreading Hakka culture. In terms of clothing and daily necessities, the research innovatively integrates Hakka clothing elements with modern design concepts to create products that meet the aesthetic of The Times but do not lose the cultural characteristics, which meet the diverse needs of tourists and promotes the dissemination of culture. At the same time, with the progress of science and technology, the field of electronic products and derivatives has also ushered in the injection of Hakka culture, from mobile phone cases to tablet computer protective cases, from T-shirts to throw pillows, the wide application of Hakka cultural symbols has further broadened its communication boundary. This series of measures has not only greatly enhanced the cultural connotation and added value of tourism products, but also promoted the wide dissemination of Hakka culture and the in-depth communication between different cultures through tourism activities, media publicity and educational exchanges, injected new vitality into the local economic development, and promoted considerable economic benefits.

Conclusions and Discussion

This study summarizes the application and dissemination of Gannan Hakka cultural symbols in tourism creative products, and points out the current challenges and deficiencies. In order to better spread the Hakka cultural symbols in Gannan, it is necessary to strengthen the innovation of product design, deeply dig into the cultural connotation of symbols, and improve the recognition and acceptance of symbols through various communication channels. This not only helps to enhance the competitiveness of Gannan tourism products, but also helps to promote the inheritance and development of Gannan Hakka culture.

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