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## TYPOLOGY AND INNOVATIVE PRACTICE OF TOURISM SOUVENIR DESIGN IN THE YELLOW RIVER BASIN

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*The purpose of this paper is to explore the typology classification and modern design methods of tourism souvenir design in the Yellow River Basin, focusing on analyzing the types of cultural symbol carriers, experiential products (including educational experience, entertainment and interaction, and emotional memory), and sustainable design, as well as discussing the methods and cases of incorporating the experience economy into souvenir design. By exploring the typology division of tourism souvenirs in the Yellow River Basin and the study of innovative practice methods, we hope to provide theoretical references for the design and development of tourism souvenirs in traditional villages in the Yellow River Basin.*

**Key words:** *Tourism souvenirs, experience economy, sustainable design, cultural symbols, Chinese culture*

### INTRODUCTION

As the core birthplace of Chinese civilization, the Yellow River Basin has a rich cultural heritage [6]. The development of tourism has led to the growth of the souvenir market, which has become an important carrier for spreading regional culture and promoting economic development. However, its tourism souvenir market has long faced problems such as serious homogenization and superficial cultural connotation. At the same time, the transformation of tourism content, the new concept of today's tourism, is to consider the lifestyle as the object of experience: the good life in the city or the countryside has become an important tourism experience scene. The progress of science and technology culture also makes immersive tourism experience become the hotspot of tourism souvenir innovation [6]. This paper explores the practical path of tourism souvenir design in the Yellow River Basin by constructing a typological framework and analyzing the innovation practice.

### PURPOSE

Based on the theories of semiotics and experience economy, establish a typological classification system for tourism souvenirs in the Yellow River Basin; to propose an experience economy-oriented modern tourism souvenir design



approach, and through typical case analysis, to provide useful reference and inspiration for designers and merchants.

## RESULTS AND DISCUSSION

Saussure's semiotic theory points out that material carriers need to convey meaning through the binary structure of the energetic (form) and the referent (cultural connotation) [1]. The application of semiotic theory in the design of cultural souvenirs, is able to refer to the cultural symbols used in the design of cultural and creative products for the interpretation, extraction and application of cultural symbols. The theory of semiotics can explore the relationship between external representations and internal meanings, and understand the «meaning» behind the «shape», so that the extracted cultural symbols have a basis. By taking the cultural elements with distinctive regional characteristics as design inspiration, and through artistic processing and craftsmanship, the cultural symbols are transformed into physical products with ornamental and collectible values, as in fig. 1a. The function of these kinds of souvenirs is to pass on and carry forward the regional culture, so that the tourists can feel the unique charm of the tourist destination in enjoying and playing with the souvenirs.

Based on the theory of economy experience, it focuses on the psychological feelings and emotional reactions formed by consumers in the process of purchasing and using products or services. Based on the economy experience, souvenir design emphasizes consumers' psychological feelings. Designers create unique experience scenes and interactions to enhance the emotional resonance and cognition of tourists and improve the value of souvenirs [2]. According to the different functions, experience products can be divided into educational experience, entertainment interaction and emotional memory, as shown in fig. 1b, c, d. Educational experience souvenirs are based on the history, culture and natural scenery of tourist destinations, and through the form of puzzles, models, etc., tourists can learn the knowledge and feel the charm of the culture in hands-on operation. Entertainment and interactive souvenirs emphasize interactivity and fun, such as shadow play DIY, virtual reality experience, etc. [3], so that tourists can enjoy the fun in the interaction and deepen their understanding and memory of the culture of the Yellow River Basin focus on creativity and fun in the design to meet the entertainment needs of tourists [4]. Emotional memory souvenirs are characterized by personalized customization, such as surname totem stamps, hand-painted postcards, etc., so that tourists can leave their own marks on the souvenirs to form a unique emotional memory [5]. The design of such souvenirs aims to meet the emotional needs of tourists and enhance the depth and breadth of the tourism experience.

In the design of tourism souvenirs in the Yellow River Basin, sustainable design emphasizes the economical use of resources and the protection of the environment in order to achieve the coordinated development of economic, social and environmental benefits, as shown in fig. 1e. In the design of souvenirs, attention is paid to the environmental friendliness of the materials, the conservation of energy, and the recyclability of the products, in order to reduce the negative impacts on the environment [7].



a



b



c



d



e

**Fig.1.** Typological classification of tourism souvenirs: a – cultural symbol carrier – Ancient Egyptian black cat “Bast” and black dog “Anubis” luggage tags; b – educational experience – Henan Provincial Museum Archaeological Blind Box; c – entertainment and interactive – script killing [4]; d – emotional memory – “Exploring Mysterious Rui'an” AR three-dimensional book [5]; e – sustainable design – biodegradable paper and seeds that can be planted as tourism souvenirs. [5]; d – emotional memory category “Explore Rui'an” AR book [5]; e – sustainable design – degradable paper and seeds made of plantable tourist souvenir tickets.

Integrating experience economy into the design of contemporary traditional village tourism souvenirs is an important way to enhance the added value and market competitiveness of souvenirs. By creating unique experience scenes, such



as handicraft experience workshops and folklore performances, tourists can feel the charm of culture through participation and experience. By designing interactive links and participation activities to stimulate the enthusiasm and creativity of tourists, such as DIY production and interactive games, etc., tourists can enjoy the fun in the interaction and deepen their knowledge and memory of the souvenirs. Designers should pay attention to the emotional needs of tourists, through personalized customization, emotional design and other ways, so that the souvenirs become the carrier of the emotional memory of tourists, to enhance the depth and breadth of the tourism experience. For example, the «shadow play DIY» souvenir, by providing shadow play DIY materials and tutorials, allows tourists to understand the history and cultural background of the shadow play in hands-on production, and feel the charm of traditional culture. At the same time, the project also combines modern technological means, such as virtual reality experience, so that visitors can enjoy the fun in the interaction, which enhances the attractiveness and participation of the project.

Through typological classification, the functions and characteristics of different types of souvenirs can be clearly defined, providing designers with a clear design direction. At the same time, it also helps tourists to better understand and choose souvenirs that suit them. The experience economy is integrated into souvenir design to enhance added value. By creating unique experience scenes, strengthening interaction and participation, and focusing on emotional resonance, the added value and market competitiveness of souvenirs can be significantly enhanced. This helps to promote the prosperous development of the tourism souvenir market in the Yellow River Basin. The successful cases have high reference value in terms of design concept, creative conception and production technology, which can help promote the innovative practice of tourism souvenir design in the Yellow River Basin.

### **CONCLUSIONS**

By combining modern design concepts and technology, it is possible to create tourism souvenirs with regional characteristics and cultural connotations that meet market demand and aesthetic trends. Typology classification helps to clarify the design direction and improve the relevance and market adaptability of souvenirs. The integration of experience economy into the design of souvenirs can significantly enhance their added value and market competitiveness. The innovation of tourism souvenirs in the Yellow River Basin needs to realize the paradigm shift from «object» to «situation». The case study shows that the design methods of integrating experience economy, digital technology and traditional craftsmanship can enhance the purchase intention. The design of tourism souvenirs in the Yellow River Basin should continue to focus on the integration and exploration of cultural inheritance and innovation, experience economy and sustainable development, in order to promote the prosperity of the tourism souvenir market in the region.

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## ТИПОЛОГІЯ ТА ІННОВАЦІЙНІ ПРАКТИКИ ДИЗАЙНУ ТУРИСТИЧНОЇ СУВЕНІРНОЇ ПРОДУКЦІЇ В БАСЕЙНІ РІЧКИ ХУАНХЕ

Мета цієї статті – дослідити типологічну класифікацію та сучасні методи дизайну туристичних сувенірів у басейні річки Хуанхе, зосередившись на аналізі типів носіїв культурних символів, експериментальних продуктів (включаючи освітній досвід, розваги та взаємодію, емоційну пам'ять) та сталого дизайну, а також охарактеризувати методи та приклади включення досвіду економіки в дизайн сувенірів. Досліджуючи типологічний поділ туристичних сувенірів у басейні річки Хуанхе та вивчаючи методи інноваційних практик, ми сподіваємося надати теоретичні рекомендації щодо дизайну та розробки туристичних сувенірів у традиційних селах басейну Хуанхе.

**Ключові слова:** туристичні сувеніри, економіка вражень, сталий дизайн, культурні символи, китайська культура.