



The Application of Chinese Traditional Patterns in the Design of Tourist Literature

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Abstract: With the development of tourism in China, tourism cultural and creative industries have mushroomed all over the world. China has thousands of years of traditional culture, and is an inexhaustible source of creative design. The design of tourism cultural and creative products not only contains local characteristics, but also incorporates the connotation of Chinese traditional culture, conveying a positive attitude towards life, so that tourists can understand the different traditional culture in a more novel and interesting way. In the design of tourism cultural and creative products, it is often necessary to combine modern design techniques, materials, technology and traditional connotation to create more creative products. This paper introduces the Connotation of Chinese traditional patterns and Tourism Literature Design, and discusses the application of traditional patterns in tourism literature design.

Keywords: Chinese traditional patterns, tourism design, connotation, application

As an important part of Chinese traditional culture, traditional patterns run through almost the whole Chinese history. People will add their own ideas and creativity to the basic patterns to form exaggerated and abstract patterns. In different times, the traditional patterns are given a certain meaning by the creators to convey emotion and spirit[1]. Even in modern times, traditional patterns are also an important source of inspiration for designers, especially in the various tourism literature, through the combination of traditional patterns with the local, pass the local traditional culture through the extremely rich characteristic literature creation work to each region through the visitor, then impels the entire traveling market development.

1. Classification and significance of Chinese traditional patterns

In our country long history, has accumulated the profound traditional culture. Traditional patterns and patterns are part of traditional culture. As a multi-ethnic country, each nation in China has its own unique patterns in the historical development, which contains special significance. In general, traditional patterns can be divided into four categories. Animal Patterns: With the hope of peace and auspiciousness, some animals have been given special symbolic meaning and designed into specific patterns. Different Times, with the different popular culture of that time, the pattern modeling is also greatly different. For example, in the Qin and Han dynasties, the phoenix-bird pattern was very strong, and most of them stood alone. In the Wei, Jin, southern and northern dynasties, people began to add decorations and paint flowers and plants around them. In the Sui and Tang dynasties, it was often depicted as falling from the sky. 2 PLANT PATTERN: The Chinese people have always loved flowers and plants, and the literati have placed their spirits and feelings on natural plants, and endowed different plants with different qualities, such as the plum blossom in full bloom in the winter with the spirit of defying might and standing tall in the snow, to give the Lotus out of the mud and not dye, clean self-good character. AUSPICIOUS PATTERNS: auspicious patterns are often seen in pray for good fortune, not necessarily have a clear contrast to the real object, but people's pursuit of a better life and auspicious wishes, is the true portrayal of the People's attitude to life. This kind of pattern is roughly divided into Fu, Lu, Shou, XI, Cai, Ji, he, an, Yang, the whole ten categories, almost covered all the wishes of the people.

2. The design connotation of tourism literature creation

In the local tourism market, tourism commodities have great development potential, but also play a positive role in the local economic development. Tourism literature and creativity are tourism commodities, but they are different from ordinary tourism commodities. Tourism literature and creativity combines the characteristics of local geographical environment, natural landscape and humanities, and is made of local unique materials and techniques, it inherits the local characteristic culture foundation innovation, not only brings the economic benefit for the local business, also brings the opportunity for the local culture, the traveling propaganda. It can be seen that tourism literature and creativity in addition to its own material

value, but also contains a higher spiritual and cultural value. With the development of the Times, the tourism literature and creativity will also include elements in line with the trend of the times and aesthetic, more in line with the needs of consumers, and even become a tourist destination publicity signboard, better serve the local tourism industry.

3. The application of Chinese traditional patterns in the design of tourism literature creation

3.1 Practical tourism literature

In essence, cultural and creative products need to serve the development of social practice, which means that cultural and creative design should have certain practicality. The traditional pattern design of this kind of tourism cultural and creative products mainly focuses on pattern, shape and color, serves people's actual needs with the practicality of the product itself, and brings more positive appreciation of literature and art. In the design, traditional patterns are often combined with bags, mobile phone cases, jewelry, life appliances and so on to add cultural value on practical items, such as the Palace Museum Wenchuang in the Fengchuan Peony Coffee Cup. Phoenix is one of the important art themes in the history of our country, with the Dragon, Kylin and so on all have the implication of exorcising Evil Naji, Sui and Tang dynasties combined with flowers, symbolizing auspiciousness and wealth. Peony is China's traditional flowers, a symbol of peace and happiness. The whole set of products implies prosperity and prosperity. The KYLIN pillow is a combination of the cartoon kylin shape and the traditional decorative pattern full of charm. The KYLIN shape is used as the outline of the Kylin pillow. The Vibrant Kylin image is set off by the traditional color of Cyan, it gives people a sense of vitality, the whole pillow combined with modern aesthetic features, the use of a new approach to the traditional pattern design, so that "Auspicious palace" into modern life. The ancient city of Yandu in Hebei Province bears the heavy Yanzhao culture, and its architectural image is very representative of the traditional ancient architecture. In the local tourism cultural and creative products, such as the mugs printed with cartoon images of the King of Qin, Prince Dan and Jing Ke, the key chain with traditional flower window as frame, local building exterior as the main body, printed with traditional tile pattern of portable backpack, etc. , are loved by young travelers.

3.2 Creative tourism literature

The soul of cultural and creative design is the connotation of traditional culture, the core of which lies in its creativity. Under the concept of innovative cultural design, the traditional culture often shows brand-new connotation and value, and infuses new vitality into it. This kind of cultural and creative tourism products, creative as the basis for the characteristics, whether it is the shape, color or structure of its creativity to attract the attention of tourists. For example, the 2008 Beijing Olympic torch used the lacquerware craft of the Han Dynasty, coupled with the traditional Chinese cloud pattern, which gave people a sense of atmospheric heaviness. The medals were inlaid with Jade bibs with traditional dragon patterns, which were exquisite and unique, therefore, a series of cultural and creative tourism products have become one of the must-buy souvenirs for tourists in the Olympic Village. In the northeast Manchu area, the human face spiral and fish skin slit spiral are the common traditional patterns. Most of them are shamanism, with special patterns such as the Sun God, deer, and the frost mother totem, to extract meaningful and interesting patterns to add to the product design, such as the badge printed with the Shaman Totem and the pendant with the traditional pattern as the main body, which not only embodies the characteristics of Manchu culture, but also attracts visitors with its mysterious plastic arts.

3.3 Cultural tourism cultural creativity

The cultural nature is the connotation and soul of the cultural creation design, which makes the traditional culture glow with new life under the cultural creation design. In the design of cultural creation, culture and innovation are two inseparable elements. The traditional patterns provide necessary intellectual support for the design of cultural creation. The innovative design gives the traditional patterns a new significance, it is easy to arouse the tourists' desire to explore the culture behind it. This kind of literary and creative products, the most common is books, notebooks, bookmarks, illustration design, calendar and so on. For example, in Gaoping Kaihua Temple, Shanxi Province, the "Shanyou Fu"calendar was created, and every page for 12 months depicted the "Shanyou fu"illustration story, adding a unique visual effect to the originally bland calendar, let the passengers open each page as if to read a Buddhist story.

4. Conclusion

In a word, tourism cultural creation is the product of the combination of tourism culture and local traditional culture, and plays an important role in promoting the development of tourism and local cultural dissemination. The combination

of Chinese traditional patterns and tourism literary design can give more profound cultural connotation and economic and cultural value in literary and creative products. Designers should grasp the characteristics of China's traditional patterns, combine the characteristics of the times and regional features into innovative elements to promote the development of Chinese culture and entrepreneurship.

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