

# Study on the Design of Tour Guide Costumes in Ganan Hakka Cultural Tourism Scenic Area under the Background of Integration of Culture and Tourism

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## Abstract

Based on the premise of cultural tourism integration, the design positioning of the tour guide costume of Gannan Hakka cultural tourism scenic spot should highlight the regional culture - Gannan Hakka costume culture on the basis of uniform design, integrate the characteristic resources, and emphasize the regional cultural value and specificity. Ganan Hakka costumes focus on practicality, pay attention to the design aesthetics of form, material, color and pattern, and contain rich artistic and cultural values. Through the research and analysis of four aspects: style, fabric, color and pattern, the design elements of Ganan Hakka costumes are comprehensively applied and designed to form a series of guided costume designs. While satisfying functionality and emphasizing symbolism and aesthetics, it is also permeated with the essence of the non-heritage Gannan Hakka costumes and the norms of the uniform form.

## Keywords

Integration of Cultural Tourism; Gannan Hakka Costumes; Hakka Cultural Scenic Spots; Tour Guide Costume Design.

## 1. Introduction

June 2, 2019, the People's Government of Jiangxi Province released the Three-Year Action Plan for the High-Quality Development of Tourism Industry in Jiangxi Province (2019-2021). The plan mentions in-depth study and implementation of the spirit of the important speech of General Secretary Xi Jinping when he inspected Jiangxi, with big ideas and big strokes to strengthen the tourism industry. And clearly pointed out the implementation of the product to enhance action, including "do deep cultural tourism, do special rural tourism" and other 6 aspects. Among them, the emphasis should be to create the Hakka culture and other cultural tourism core products and the launch of Hakka style and other rural tourism brands. This is because there are about 80 million Hakka people around the world, to create Hakka cultural tourism attractions can attract domestic and foreign tourists, with a wide range of target consumers.

As the birthplace of Hakka culture, the Ganan region has strong Hakka cultural characteristics and profound Hakka cultural heritage, which is extremely attractive whether it is to trace back to its roots or to experience the present. So in line with the policy and three-year action plan, in recent years around Jiangxi Province to create a number of Hakka cultural tourism scenic spots, cultural villages or tourist attractions containing the theme of Hakka culture. But the current situation, based on the background of cultural tourism integration built under the Hakka cultural tourism scenic spots for the rich Hakka cultural resources have not been fully explored. Various scenic spots present different levels of deficiency in reflecting the comprehensiveness

and liveliness of Hakka culture, especially neglecting the design of tour guide costumes in Hakka cultural tourism scenic spots or attractions.

## **2. The Current Situation of Tour Guide Costume Design in Ganan Hakka Cultural Tourism Scenic Spot**

As the first scenery line presenting the Hakka culture tourism scenic spot, the first cause effect outside the image shaping and the first carrier of the dynamic display of Hakka culture, the design of the current scenic spot guide costume lacks distinctive Hakka culture and Hakka traditional costume characteristics, presenting the problem of uniformity with other cultural theme scenic spots, no highlights, and non-standardization.

There are 36 Hakka cultural tourism scenic spots registered in Ganzhou Cultural Radio, Television, Press and Publication Bureau, mainly concentrated in Zhanggong District, Longnan County, Dingnan County and Quannan County, with slight distribution in other counties. According to the preliminary research found that the current Ganzhou Hakka cultural tourism scenic guide costumes have the following problems: First, some scenic spots lack unified guide costumes, and the relevance of the attractions is not high, or even out of place, affecting the first sense of tourists; Second, the guide costume positioning is vague, classification is not clear, the lack of distinctive regional cultural characteristics and cultural connotations, no Hakka cultural heritage support, resulting in Marking and symbolic meaning is lacking, not presenting the characteristics of cultural tourism integration; Third, the lack of theoretical research and practical application of tour guide costume design for Hakka cultural tourism scenic spots and attractions, without forming a specific design, development, promotion and application model. The lack of these research content will seriously hinder the construction and development of the "deep" and "special" regional and unique Hakka cultural tourism.

## **3. The Significance of Tour Guide Costume Design for Gannan Hakka Cultural Tourism Scenic Spot**

According to the criterion of first cause effect, the impression formed by the information that tourists are initially exposed to will have an important impact on the subsequent behavioral activities and evaluation. And the tour guide is the first impression in the scenic spot. The tour guide is an important link in the setting of the Hakka culture scenic spot, is the "soft spot" in the scenic spot, but also the image of the scenic spot and cultural propaganda shaper and disseminator. The image of the tour guide's costume runs through the visual range of tourists from the beginning to the end, so the design of the tour guide's costume should be an important dimension for the construction of the scenic spot.

The design of tour guide costume of Hakka cultural tourism scenic spot is, firstly, beneficial for the tour guide of Gannan Hakka cultural tourism scenic spot to form an identifiable and characteristic staff image, which has an important guiding and subtle role in shaping the brand and image of the scenic spot; secondly, it forms the characteristic "soft spot" of the scenic spot based on the shaping of tour guide costume image. The non-heritage Gannan Hakka costumes are integrated into the design of the tour guide costumes, emphasizing the presentation of traditional culture in the costume image and forming distinctive regional characteristics. The tour guide and the scenic spot are reinforced and shaped into a business card of the scenic spot to attract domestic and foreign tourists, and the economic value and the humanistic value are given equal importance; again, from the perspective of psychology, based on the great influence of the first cause effect on the impression formation, the tour guide's costume image forms an attraction and deep impression on the consumers, increasing the tourists' memory of the scenic spot, thus forming a word-of-mouth effect and achieving the purpose of publicity.

Comprehensive above can be found, the Hakka cultural tourism scenic guide costume appropriate, reasonable, rich in cultural connotation of the design, for the scenic area and the local economic and cultural development has a positive role in promoting.

#### **4. The Positioning of the Tour Guide Costume Design of the Gannan Hakka Cultural Tourism Scenic Spot**

Based on the premise of cultural tourism integration and the foundation of Hakka cultural tourism scenic spot, the positioning of tour guide costume design should, firstly, conform to the identity of the tour guide; secondly, highlight the Hakka cultural characteristics and connotation; thirdly, conform to the design of the scenic spot; fourthly, focus on the environmental elements. Therefore, as a regional Gannan area Hakka culture tourism scenic spot design positioning should be in line with the uniform design on the basis of highlighting the regional culture - Gannan Hakka costume culture, integration of special resources, emphasizing the regional cultural value and special.

##### **4.1. Shape Positioning of Tour Guide Costume of Gannan Hakka Culture Tourism Scenic Spot**

Gannan Hakka culture tourism scenic guide costume as a kind of uniform, in the process of costume design must reflect unity, symbolism and functionality. First of all, in the style design, focus on functionality, in line with the working characteristics of the guide, to meet the working needs of the guide. Both the convenience of action and the seasonality of the style should be emphasized. According to the characteristics of the season, the top can be divided into long-sleeved models, short-sleeved models and jacket models. Bottoms are mainly long pants in order to be suitable for walking in the attractions. The style design follows the TPO principle, which is dignified, appropriate and not too bare. Next, the application of fabrics according to the seasonal climate differences. High temperature season to breathable and moisture-absorbing fabrics; low temperature to good insulation fabrics. The work characteristics of the tour guide determines a large amount of daily activities, so the overall choice of fabric to comfortable and safe as the basis. The third in the choice of color, pay attention to the uniformity of tone. But not too open and abrupt, both the cultural characteristics of the scenic spot, and the cultural and natural landscape of the scenic spot can be harmoniously blended into one. Finally, in order to highlight the uniqueness and uniqueness of scenic spots, you can dig deeper into the regional cultural characteristics, carry out innovative design and application, form iconic pattern design in clothing decoration, create the unity and identity of scenic spot uniforms, and fit the characteristics of scenic spots.

##### **4.2. Analysis of Aesthetic Value of Gannan Hakka Costumes and Condensation of Design Elements**

In the trend of global integration, cultural self-awareness and cultural identity formed by seeking the specificity of local culture in the midst of universality are receiving more and more attention. In June 2021, the State Council issued the Notice on the Announcement of the Fifth Batch of National Representative List of Intangible Cultural Heritage Projects, announcing the fifth batch of national representative list of intangible cultural heritage projects, in which the project of Traditional Costume (Gannan Hakka Costume) applied by Dingnan County, Ganzhou City, Jiangxi Province, was listed. In the context of cultural tourism integration, the artistic and cultural values of Gannan Hakka costumes are deeply explored and integrated into the design of tour guide costumes of Hakka cultural tourism scenic spots. It can not only sublimate the connotation of scenic guide costumes, but also play a certain positive role in promoting the dissemination of excellent traditional culture.

The Hakka costumes in Gannan have a simple formal beauty. During the process of migration of the people, they gradually formed a style of dress that pursues practicality, simple and single shape, and easy to work. The most distinctive features of Hakka dress are wearing big lapel shirts on top and big crotch pants on the bottom. The big lapel shirt is right overlapping, with a standing collar and coiled buttons, and the big crotch pants are loose and fat. Women's clothing on the shirt with a large lapel, shirt (tied body) is the main. Hakka women dress principle is "line does not show hips, sitting does not show shares", so the short lapel shirt to cover the buttocks as appropriate, the long lapel shirt to cover the upper part of the thighs, which reflects the conservative Hakka. In recent times, some places will be converted to lapel shirts, the shape and length is roughly the same as the lapel shirts, but also with collars, and sewn with bright flowers, beautiful and eye-catching, young women look more attractive after wearing. Men's clothing lapel shirt is slightly shorter, medium-length or short models. Both men and women have clothing styles such as undershirt, coat armor, jacket, lapel cotton jacket, crotch pants, drawer pants, imitation western pants.

The color of Gannan Hakka clothing is relatively single, mainly blue and black, with low saturation, giving people a sense of calmness and stability, which is called "blue shirt". The raw materials for the color of the clothing come from the natural things in the place where they live, and indigo is the main color. The dyeing process is simple and unified with the overall style of the costume. The traditional Hakka costumes dyed in blue, black and gray are resistant to wear and dirt, simple and unobtrusive, and reflect a strong natural beauty. The "Hakka blue shirt" also shows the thrifty, simple, hardworking and accommodating character of Hakka people. The women's dresses are occasionally decorated with bright monochromatic colors, mainly white, red and yellow, to bring out the feminine beauty. Gannan Hakka costumes have the beauty of original materials. The modeling categories and modeling symbols of costumes belong to the carriers of visual identification of costume culture, which are relatively static and superficial forms of identification. These forms must be attached to the materials through the dress-making process in order to reveal their beauty and meaning, and to contribute to the formation of a dress culture system. Traditional Hakka costumes are made of ramie, kudzu, cotton, silk, and other materials, in addition to jiaofu and bamboo. The materials are natural, simple, and comfortable, forming a distinctive fabric with local characteristics.

Hakka costumes in Gannan have diversified pattern beauty. The traditional Hakka costume patterns are simple, mysterious, and have a variety of themes, mainly animals, plants, characters, words, geometric patterns, and other types. The most representative ones are chicken, phoenix, bee, lotus flower, eight immortals, two immortals of harmony, fortune and longevity, and straightforward words. The turbulent and migratory path of survival made Hakka people pursue auspicious symbolism. Therefore, all types of motifs contain good wishes, which can be seen everywhere on clothes, embroidered insoles, back pockets and purses. Hakka clothing in Gannan is based on the principle of practicality. Most of the Hakka women, who are famous for their hard work, work outside, and the winter head coverings they wear are designed in a very scientific and practical way. The winter socks are knee-length, somewhat like the fashionable boot socks nowadays, and are very warm. The apron can prevent dirt, and in winter, they can wrap their hands to keep warm. It can be seen that every design of the Hakka costumes in Gannan reflects practicality and truly reflects the industrious and simple life style of Hakka people.

Gannan Hakka costumes focus on practicality, pay attention to the design aesthetics of form, material, color and pattern, and contain rich artistic and cultural values. Combined with the form specification of uniform design, it is applied to the design of tour guide costumes in Gannan Hakka scenic spots. It not only meets the needs of tour guide costumes, but also presents the characteristics of non-foreign heritage and regional culture in a dynamic way through the display of tour guides' wearing in their work. In one step and one line, in a subtle way, bring

tourists intuitive aesthetic feeling and cultural transmission. Such tour guide costume design can not only highlight the characteristics of tourist attractions and enhance tourism attraction, but also make Hakka culture tangible through effective use of Hakka costume cultural resources.

## 5. Design Concept of Tour Guide Costume of Gannan Hakka Cultural Tourism Scenic Spot

Through the setting of the guide uniform form, as well as the analysis of the aesthetic value of Gannan Hakka costume and the condensation of design elements, the positioning of the design of the guide costume of Gannan Hakka cultural tourism scenic spot is clarified, and the design materials with distinctive identity and symbolism are refined for design practice. In other words, the design and production should be carried out within the paradigm of uniform form by integrating the characteristics of Gannan Hakka costume.

Firstly, in the style design, according to the work nature of the tour guide and the styling characteristics of the traditional Gannan Hakka costume, the linear shape is mainly used to facilitate activities. In the design of women's wear, the waistline is emphasized, and the application of contour lines in different positions is emphasized to form structural divisions. The combination of straight and curved dividing lines creates a form-fitting style shape. The men's style design modeling lines are smooth and add a sense of sharpness and stability through the straight line division. The collar design comes from the traditional Hakka collar of Gannan, which is also in line with the shape of the guide uniform. The lapel part adopts the shape characteristics of Hakka lapel shirt, right overlapping slanting lapel or opposite lapel, showing the beauty of symmetry and solemnity.

Secondly, in the choice of fabrics, focus on local conditions, local materials. Select the local representative fabrics for production, highlighting the regional characteristics. The material of clothing in different seasons varies in terms of thickness, texture and feel. Determine the material of the fabric according to the needs of the working environment and environmental factors. The materials of ramie cloth, Ge cloth and cotton cloth in the traditional dress fabrics of Gannan Hakka have good comfort and functionality, which meet the needs of uniform design fabrics. Therefore, in the fabric selection, the fabrics with these three characteristics of the region are the main ones to show the originality characteristics of fabric selection.

Thirdly, in the color matching, based on the original color of Gannan Hakka traditional costume, color harmonization and changes are made. The main color of blue is formed, presenting changes of saturation and brightness, and applied to the design of tour guide costumes. At the same time, the female guide dress is supplemented with pink-purple color to integrate the beauty of dainty. The combination of precious blue, haze blue, light blue and pink-purple conveys the rustic, simple and stable style of Gannan Hakka costume, while adding a touch of lively flavor. The combination of the entire color palette gives a condensed and vivid visual feeling without being harsh or intense, allowing visitors to feel a comfortable and calm feeling.

Fourthly, the traditional Hakka costume patterns are applied in the design of the tour guide's costume, fitting the costume style for secondary design and shaping the identity. The representative butterflies, phoenixes, bees, roosters and plant vines in the Gannan Hakka costume patterns are cracked and reorganized, and exaggerated and deformed to form suitable patterns and two-sided continuous patterns. The two-sided continuous pattern is applied to the collar, lapel, hem, cuffs and trouser legs of the guide's costume to form the aesthetic sense of order. The suitable pattern is applied to the front piece of the body, the center of the apron and other positions to form a distinctive logo.

In the process of tour guide costume design, we follow the design principles of integration of history and modernity, articulation of aesthetics and practicality, and coexistence of individuality and commonality to express the design concept. Through the comprehensive



application and design of four aspects: style, fabric, color and pattern, while satisfying functionality, symbolism and aesthetics are emphasized, moreover, the essence of non-heritage Gannan Hakka costume and the specification of uniform form are penetrated, thus forming a series of tour guide costume design (as shown in the figure 1).



**Fig 1.** Tour guide costume design effect

## 6. Summary

The design of the tour guide costume of Gannan Hakka cultural tourism scenic spot applies the non-heritage Gannan Hakka costume elements in an innovative and integrated way. In order to make the design of the tour guide costume of Gannan Hakka scenic spot have profound cultural connotation and unique flavor, shape the brand and image effect, and create the "soft attraction" of the scenic spot as a business card. In order to improve the competitive advantage of scenic spots in the industry, attract more consumers, realize the service for the development of tourism in Gannan area, and help promote the development of the local tourism economy and the progress of cultural industry in Gannan area.

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