

# THE CULTURAL LANDSCAPE OF HONGSHIYA VILLAGE, HENAN PROVINCE, CHINA

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## ABSTRACT

In the process of modernization and urbanization, this study examines the cultural landscape of Hongshiya Village, Henan Province, China. The research focuses on the village's residential areas, agricultural zones, and natural resource regions. A qualitative research method, utilizing descriptive analysis, was employed to explore how the cultural environment can inform the design of souvenir products. Key findings highlight the village's cultural value, including the preservation of traditions like annual festivals and crafts such as pottery and weaving, which reflect cultural pride and heritage. Symbolism is evident in the connection between humans and nature, with mountains and rivers viewed as sacred. The village also maintains a strong belief system centered on deities and natural spirits, with rituals and seasonal ceremonies being significant. The aesthetic aspects are showcased through traditional decorations, folk art, and nature-inspired creations.

**Keywords:** Cultural Heritage, Creative Products, Rural Cultural Identity, Cultural Inheritance, Rural Development

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## INTRODUCTION

The rapid development of modern society has gradually led to the loss of the original characteristics and charm of cultural heritage in many areas. In this context, the protection and inheritance of traditional culture, while promoting rural economic development, has become an urgent issue that needs to be addressed. Hongshiya Village in Zhumadian City, Henan Province, with its profound historical and cultural heritage, Red Cultural heritage, and religious cultural traditions, highlights significance of cultural protection and innovative development. Hongshiya Village not only boasts diverse architectural culture and outstanding natural landscapes but also integrates Red Culture with religious culture, creating a unique character of the area. Incorporating these cultural elements into modern creative design can provide rich material for creative product design. The combination of traditional culture with modern design can enhance the sense of local cultural identity and effectively stimulate the area's economy. Cultural creative products serve as a bridge between tradition and modernity, between rural and urban areas, holding practical and research value, with profound impacts on cultural protection and innovation. The example of Hongshiya Village demonstrates that preserving traditional culture while promoting economic development is key to achieving sustainable cultural inheritance and local economic revitalization.

This article explores ways to promote the innovative branding of Hongshiya Village by integrating cultural heritage with creative products. This study is significant and impactful in the current context, as the rapid development of modern society has led to the gradual loss of uniqueness and charm in many regions' cultural heritage. Protecting and inheriting traditional culture, alongside promoting economic development, has become a pressing issue. Hongshiya Village, with its diverse history and culture, showcases tremendous potential in combining traditional culture with modern creative design.

Through an in-depth study of Hongshiya Village, this article employs both quantitative and qualitative research methods to analyze the opinions of villagers and tourists regarding the design of creative souvenirs. This process not only reveals the effectiveness of souvenir design in enhancing local cultural identity but also highlights its crucial role in promoting local economic development. The study shows that creative souvenir design can effectively inherit and present local cultural elements and breathe new life into the local economy, which is essential for sustainable rural economic development. The combination of traditional culture with creative design can create cultural products with market competitiveness, increase local cultural identity, and stimulate economic growth.

This article presents new perspectives and methods that promote the continuous protection and innovation of rural culture. It also emphasizes the importance of community participation in cultural inheritance, encouraging villagers to actively engage in cultural protection and innovation, leading to the broader dissemination and awareness of culture. Through these measures, local cultural protection and innovation can be achieved, providing valuable references for the cultural development of Hongshiya Village and other rural areas, promoting the prosperity of local culture and overall economic development.

The significance of this research lies in the fact that combining cultural heritage with creative products to promote the innovative cultural branding of Hongshiya Village can effectively protect and inherit local culture while simultaneously promoting economic development. Without this research, the following problems and potential losses could arise: First, traditional culture may be neglected or lost in modernization process, leading to the gradual disappearance of local cultural characteristics. Second, the lack of effective design and marketing of creative products may slow down economic development, preventing the full utilization and exploration of the local culture's economic potential. Lastly, the lack of research on community involvement may result in missed opportunities to encourage villagers to actively participate in cultural protection and creation, affecting the effective inheritance of cultural heritage.

Therefore, this research not only fills a gap in this field but also provides valuable references for the cultural protection and economic development of other areas, ensuring the prosperity of both cultural heritage and the local economy. This research aims to study the cultural landscape of Hongshiya Village in the dimensions of cultural value, symbolism, beliefs, and aesthetic aspects of art.

## LITERATURE REVIEWS

### Research Status in China

In recent years, the Chinese government has placed great emphasis on the preservation of cultural heritage and the development of cultural creative industries, particularly under the promotion of the rural revitalization strategy. The cultural creative industry has become an important tool for promoting economic development and cultural inheritance. Numerous studies have integrated local cultural resources with modern design concepts to explore innovative approaches to cultural product creation.

Xie (2023), in the article "Exploration of Daoming Bamboo Weaving Cultural Products Design under the Background of Rural Revitalization", pointed out that the bamboo weaving craft of Daoming in Sichuan Province has been enhanced through modern design while maintaining the core value of traditional craftsmanship. Additionally, functionality and modern aesthetics were incorporated, revitalizing traditional craftsmanship in the market. Her work demonstrates that the cultural creative industry not only helps preserve traditional crafts but also facilitates their modernization to meet the demands of contemporary consumers (Xie, 2023). Similarly, Wei et al. (2023), in the article "Shanghai Packaging", discussed the cultural product design of the Dong ethnic group. They analyzed market demand and cultural inheritance, proposing design approaches that integrate the unique traditional cultural identity of the Dong people with the modern market. Their research highlights the critical role of the cultural creative industry in cultural inheritance and local economic development, showing that innovative design can further promote cultural tourism (Wei et al., 2023). Wang (2021), in the article "Rural Revitalization and Cultural Creativity", proposed that combining cultural creative industries with rural tourism not only increases economic benefits but also helps preserve and inherit cultural heritage. He emphasized that the design of cultural products should deeply explore local cultural elements and integrate them with modern design concepts to achieve sustainable cultural heritage development (Wang, 2021). Furthermore, Zhang et al. (2017), in the article "Research on the Mechanism of Integrated Development of Tourism and Cultural Creative Industries", pointed out that the development mechanism of the cultural creative industry is closely linked to the economic vitality of rural areas. Their research showed that rural economic development can be diversified through the adoption of cultural creative industries, highlighting the importance of this integration for the preservation and inheritance of local culture (Zhang et al., 2017). He et al. (2021), in the article "Discussion on the Sustainable Development of Important Agricultural Cultural Heritage in China", emphasized the importance of integrating the cultural creative industry with agricultural cultural heritage for long-term sustainability. They argued that the preservation of agricultural cultural heritage should be connected with modern life through the development of cultural creative products to enhance rural economic vitality (He et al., 2021). These domestic studies demonstrate that the integration of cultural creative industries with cultural heritage can effectively promote both cultural inheritance and economic development, especially in the context of rural revitalization.

### Research Status Internationally

Internationally, the integration of cultural heritage with cultural creative industries has garnered widespread attention. Many countries have successfully preserved cultural heritage while promoting economic development through policy support, innovative design, and collaboration between various entities.

d'Ovidio and Rodríguez Morató (2015), in the article "Culture Reshaping Creative Cities: A Case Study of Milan", explored how Italy has developed its cultural creative industries by revitalizing historical buildings and blending them with modern design. They demonstrated that integrating cultural heritage with contemporary design can significantly enhance the marketability of cultural products and contribute to local economic growth (d'Ovidio & Rodríguez Morató, 2015). Montalto et al. (2023), in the article "Are Cultural Cities Always Creative?", pointed out that London has attracted talent and capital from around the world through innovative policies and creative design, resulting in the substantial growth of its cultural creative industries. The study also showed that cultural creative industries not only boost the cultural competitiveness of cities but also drive significant economic prosperity (Montalto et al., 2023). Kakino (2016), in the article "Japan's Cultural Creative Cities: Reality and Prospects", analyzed how Japan used modern design to reinterpret traditional cultural symbols such as kimono and ukiyo-e prints, successfully positioning them in both domestic and global markets. She argued that innovative design can breathe new life into traditional culture and continuously make it appealing in global markets (Kakino, 2016).

Additionally, Henriques and Elias (2019), in the article "The Interrelationship between Cultural and Creative Industries and Tourism", studied the integration of cultural creative industries with tourism in Spain and Portugal. They emphasized that collaboration between the government and private sectors effectively preserves cultural heritage and enhances the attractiveness of the tourism industry (Henriques & Elias, 2019).

Dellisanti (2023), in the article "Spatial Patterns of Cultural and Creative Industries", analyzed the integration of cultural heritage with cultural creative industries in France. The study highlighted that through innovative design and global marketing promotion, France's cultural heritage and creative products have gained global recognition, underscoring the importance of cultural creative industries in the context of globalization (Dellisanti, 2023).

In Australia, Felton (2013), in the article "Working in the Australian Suburbs", analyzed a case study on the successful integration of cultural creative industries with cultural heritage. He pointed out that Australia has preserved its indigenous culture through creative design while promoting the local economy through the thriving cultural creative industries (Felton, 2013).

## RESEARCH METHODOLOGY

Qualitative research methods were used to explore the application of cultural dimensions such as cultural heritage, cultural and creative products, rural brand culture, and community involvement in Hongshiya Village. The researcher summarized the process as follows:

### Step 1: Identifying Cultural Dimensions

The first step involved identifying and defining the key cultural dimensions for the study, including cultural heritage, cultural and creative products, rural brand culture, and community involvement. This was achieved through a comprehensive literature review, expert interviews, and field investigations. These methods provided a deep understanding of how these cultural dimensions were expressed in Hongshiya Village.

### Step 2: Data Collection

- 1) Literature Review: A thorough review of books, journals, and reports related to cultural heritage, cultural and creative industries, and rural brand culture was conducted, providing a theoretical and empirical foundation for the study.
- 2) Questionnaire Survey: A questionnaire was designed and distributed to collect opinions from villagers and tourists in Hongshiya Village regarding their views and needs on cultural heritage preservation and cultural and creative products.
- 3) In-depth Interviews: In-depth interviews were conducted with various stakeholders in Hongshiya Village, including villagers, cultural and creative entrepreneurs, local government

officials, and experts. These interviews aimed to understand their perspectives and experiences regarding the integration of cultural heritage and cultural creativity.

4) Field Investigation: Direct observation and recording of the current state of cultural heritage and the cultural and creative industries in Hongshiya Village were carried out. Visits to cultural sites and local museums provided insight into the historical and cultural context.

### **Step 3: Data Analysis**

This research employed both qualitative and quantitative analysis methods to gain a deep understanding of the complex relationships between cultural elements, cultural creative products, and community involvement. Specifically, the following data analysis methods were used:

1) Data Organization: In the early stages of research, interview records, questionnaire responses, and field observation notes were organized by reading through the data to ensure no important information was missed. Data were grouped by respondent category (e.g., villagers, cultural creative entrepreneurs, local government officials) to identify specific opinions from different groups for later analysis.

#### **2) Qualitative Analysis:**

Open Coding: After organizing the data, open coding was used to code the initial data by reading and separating interview and observation content into different topic labels. Common themes like "cultural inheritance," "local acceptance," and "market demand" were identified.

Axial Coding: Based on the open coding, similar codes were grouped and analyzed to create higher-level themes. Axial coding helped link cultural values with specific design practices by finding ways that design elements reflected the traditions and beauty of the village in central China.

Selective Coding: Finally, selective coding was used to delve into the main themes directly related to the research problem, such as identifying "visual representation of cultural symbols in products" and "impact of community involvement on the design process." These themes provided critical support for the research conclusions and strategies for using cultural creative products in rural revitalization.

#### **3) Quantitative Research**

Questionnaire Survey: A questionnaire was designed and distributed to gather quantitative data from villagers and tourists. Questionnaire assessed cultural heritage preservation, creative product demand, and market perception. Through analysis of the questionnaire data, we were able to measure attitudes and needs of different groups toward cultural creative products.

Statistical Data Analysis: Data from the questionnaire were analyzed, including descriptive statistics (e.g., mean, standard deviation) and inferential statistics (e.g., correlation analysis, regression analysis). These analyses helped identify trends in the cultural creative product market and influencing factors, providing quantitative support for qualitative analysis.

#### **4) Data Analysis Support**

To ensure systematic and accurate analysis, this research referenced coding techniques from Grounded Theory, using its framework to analyze the data with a progressively data-driven approach, relying on actual data rather than pre-existing theories to increase the reliability of the findings. Additionally, narrative analysis was employed, particularly in analyzing interviews with villagers and cultural creative entrepreneurs, focusing on stories of cultural value transmission and innovation. This method helped us better understand how cultural faith and artistic aesthetics influenced design decisions and supported creative product expression with empirical data.

#### **5) Research Findings Presentation**

Through both qualitative and quantitative research, the following key themes were extracted:

Cultural Value Transmission and Innovation: Cultural elements of central Chinese villages were fully utilized in design, especially elements related to traditional architecture, craftsmanship, and local beauty.

Impact of Community Involvement on Design: Active participation from community members not only enriched cultural content in designs but also increased market awareness of the products.

Artistic Expression: Analysis of the aesthetic aspects of architectural elements revealed that artistic beauty is an essential way to integrate cultural values into modern creative products.

#### **Step 4: Conclusions and Recommendations**

- 1) Research Conclusion: The research findings were thoroughly analyzed and presented, relating to each cultural dimension, building a comprehensive understanding of how cultural heritage and cultural creativity were integrated in Hongshiya Village.
- 2) Recommendations: Based on the data analysis, specific recommendations were provided for cultural heritage preservation, cultural and creative product development, and brand culture creation in Hongshiya Village.
- 3) Report Writing: A detailed research report was prepared, including cultural dimension analysis, data presentation, and recommendations. This report serves as a reference for decision-makers and design teams.

#### **Step 5: Design and Implementation**

- 1) Cultural and Creative Product Development: Cultural and creative products were designed in line with the cultural characteristics of Hongshiya Village. These products combined local cultural elements with modern design concepts.
- 2) Brand Culture Promotion: A brand culture promotion plan was developed using both new and traditional media to enhance the influence of Hongshiya Village's brand.
- 3) Community Involvement Mechanism: A mechanism was established to promote the community involvement. This mechanism aimed to engage villagers in cultural heritage preservation and the development of cultural and creative products, fostering community cohesion.

#### **Step 6: Empirical Research and Effectiveness Evaluation**

- 1) Plan Implementation: The plan for integrating cultural heritage and creativity in Hongshiya Village was implemented, with continuous monitoring and observation of the process.
- 2) Effectiveness Evaluation: Questionnaires, interviews, and field observations were conducted to evaluate the effectiveness of the implementation, helping to verify the validity of the strategies and plans.
- 3) Summary and Reflection: Experiences and lessons from the empirical research were summarized, providing valuable references for future research and practical applications.

## **RESEARCH RESULTS**

Based on the findings from Hongshiya Village regarding the dimensions of cultural value, cultural symbolism, beliefs, and artistic aesthetics, this study explores how these dimensions influence and inspire the design and development of cultural and creative products. The data was collected and analyzed as shown in the following table.

**Table 1** Analysis of Architectural Elements in Terms of Cultural Value

Order	Element composition	Cultural value
1		The green roof is a distinctive feature of traditional architecture in the southern region of the country, symbolizing harmonious coexistence with nature. It has excellent properties for heat insulation and rain protection, and it represents the simplicity of rural life and the craftsmanship of traditional artisans.
2		Wooden doors and windows in architectural design represent traditional rural construction techniques and harmony with nature. Their cultural value reflects the craftsmanship of handmade work and local uniqueness, while also conveying ideas of sustainability and environmental conservation through the use of natural materials.
3		The red brick walls reflect strength and local distinctiveness, conveying craftsmanship of traditional artisans and their harmony with nature. In design, they can be used to symbolize cultural inheritance and enhance the characteristics of the local area.
4		A cricket on the roof is a symbol of protection and good fortune. In design, it can be used to reflect traditional culture and enhance the cultural depth and visual beauty of the building.

From Table 1, it is found that the nature of architectural elements in the southern villages of Henan Province holds profound cultural value and practical functionality. The green roofs not only represent the distinctive features of rural architecture but also reflect the concept of harmonious coexistence with nature, with excellent heat insulation and rain protection properties. The wooden doors and windows demonstrate the craftsmanship of handmade work and local uniqueness, while conveying ideas of sustainability and environmental conservation through the use of natural materials. The red brick walls reflect the strength of traditional craftsmanship and local distinctiveness, enhancing the local character and the inheritance of culture. The cricket on the roof symbolizes protection and good fortune, and its design can reflect traditional culture while adding cultural depth and visual beauty to the building. Incorporating these elements not only increases the functionality of the building but also aligns it perfectly with the local culture and history.

**Table 2** Analysis of Architectural Elements in Terms of Cultural Symbolism

Order	Element composition	Cultural connotation
1		Green tiles in culture symbolize the concept of harmonious coexistence with nature. Their stability and durability represent respect for traditional skills. Additionally, they are believed to function as a ward against evil, protecting buildings from the intrusion of malevolent energies. In design, green tiles not only offer aesthetic appeal but also provide excellent heat insulation and rain protection, reflecting their important value in both beauty and functionality.

Order	Element composition	Cultural connotation
2		The architectural elements of wooden doors and windows not only showcase craftsmanship and the beauty of nature but also carry profound cultural meaning. Their design and decoration reflect the intricacy of traditional craftsmanship and local uniqueness, symbolizing harmony between humans and nature, flow of time, and cultural inheritance. These elements also convey ideas of sustainability and environmental conservation through use of natural materials, while adding cultural depth and a sense of history to the architecture.
3		Red brick walls are a distinctive feature of Chinese architecture from the Ming and Qing dynasties, reflecting the refinement of ancient construction techniques and local uniqueness. They not only represent strength and durability of buildings but also convey the transmission of traditional culture and adaptation to the natural environment. Through this construction style, one can sense a deep respect for history and culture, as well as the continuation of traditional techniques.
4		The "cricket roof" (also known as "Xie Zhi" or "lion's mouth") is a decorative element in traditional Chinese architecture with deep cultural significance. It symbolizes protection and good fortune, believed to ward off evil spirits and ensure peace. Additionally, it represents power and honor, often used in important buildings to highlight status. Intricate carvings of cricket reflect a high level of traditional craftsmanship and respect for culture, enhancing the beauty of the building while embodying profound historical and cultural meanings.

From Table 2, it is evident that various architectural elements not only stand out visually but also conceal profound cultural meanings. The green roof tiles in the culture symbolize harmonious coexistence with nature, reflecting the respect and adaptation of traditional Chinese architecture to the environment, emphasizing sustainable and eco-friendly design. The stability and durability of the green roof tiles not only represent respect for traditional craftsmanship but also serve as a means to protect buildings from natural elements. In traditional culture, the green roof tiles are also believed to ward off evil spirits, a belief rooted in reverence for natural and supernatural forces. Through this design element, people express their desire for safety and peace.

Wooden doors and windows demonstrate expert craftsmanship and the beauty of nature while also carrying deep cultural significance. Their design and decoration reflect the intricacy of traditional craftsmanship and local identity, symbolizing harmony between humans and nature, the flow of time, and cultural inheritance. Through the use of natural materials, these elements convey ideas of sustainability and environmental conservation, adding cultural depth and a sense of history to the architecture. The patterns on the wooden doors and windows, such as the "cracked ice" design, are often seen as traces of time and nature, which further enhance the building's sense of history and cultural meaning.

The red brick walls are characteristic of Chinese architecture from the Ming and Qing dynasties, reflecting a high level of ancient construction techniques and local uniqueness. These walls not only represent the strength and durability of buildings but also convey the transmission of traditional culture and adaptation to the natural environment. The use of red brick walls reflects respect for history and culture, showing that buildings are not just places of residence but also hold deep cultural backgrounds. Through this architectural form, one can feel the continuation of traditional craftsmanship and the significance of local culture.

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The analysis from Table 2 shows that these architectural components are not only valuable in terms of aesthetics but also conceal profound cultural meanings. They convey respect for traditional culture, craftsmanship, and the environment, while imbuing the buildings with deep cultural and historical significance. Incorporating these elements not only enhances the visual and functional value of buildings but also strengthens the connection between the architecture and its cultural background.

**Table 3** Analysis of Architectural Elements in Terms of Cultural Beliefs

Order	Element composition	Cultural beliefs
1		<p>Shrines or worship buildings in the Henan region are significant representations of local culture. They not only reflect respect for ancestors and religious beliefs but also embody the unique social organization and family structure of the region. The design of the shrine, including the front hall, back hall, and inner courtyard, symbolizes reverence for ancestors and emphasizes the importance of family unity. The intricate interior decorations, such as wood carvings and brick carvings, showcase the mastery of traditional craftsmanship while conveying cultural knowledge and moral values. Religious rituals performed in the shrine play a crucial role in maintaining family bonds and strengthening community harmony.</p> <p>Despite the challenges brought by societal changes, shrines continue to preserve traditional practices and adapt to these changes. They also utilize cultural activities and educational programs to pass on the traditional culture. Analyzing the cultural beliefs associated with shrines or worship buildings in Henan helps deepen our understanding of local traditions and social structures, providing valuable references for the preservation and transmission of culture.</p>
2		<p>The feng shui ponds in rural areas of Henan Province are not only a part of rural landscape but also deeply reflect the local cultural beliefs. These ponds are designed according to feng shui principles to promote good fortune, health, and wealth for the family. The arrangement and direction of water flow are important in creating balance and tranquility in the environment. Decorative elements such as lotus flowers and lantern fish symbolize prosperity and wealth, showcasing the residents' desire for a good life. Creation of feng shui ponds not only demonstrates respect for traditional beliefs but also helps preserve local culture. Ponds often become central to community activities, fostering relationships among residents and promoting community harmony. Modern designs also emphasize ecological balance and environmental conservation, reflecting respect for nature and a commitment to sustainable development. Analyzing the cultural beliefs surrounding feng shui ponds helps us gain a deeper understanding of local traditions, social structures, and their impact on community and environmental design.</p>

Order	Element composition	Cultural beliefs
3		<p>The decorative ring, a traditional architectural element, carries deep cultural and symbolic significance. Although its form originated from the simple "door handle" of prehistoric times, from traditional "door studs" to intricate "fox chili" designs, its basic function has remained largely unchanged. In traditional Chinese architecture, decorative ring symbolizes auspiciousness, protection, and authority. Its design inspiration stems from a reverence for mythical animals in ancient times, and it is often installed on the door handles of buildings to ward off evil spirits and safeguard the safety and peace of the residents. This decoration not only reflects the high level of craftsmanship in traditional workmanship but also demonstrates respect for history and culture. The intricate carvings of decorative ring enhance the aesthetic value of the building, while also conveying the transmission of the culture and respect for traditional craftsmanship, endowing the structure with deeper cultural and historical meaning.</p>
4		<p>The "horse head wall" is typically located at both ends of a building and shaped like a horse's head, symbolizing the expulsion of demons and evil spirits. According to traditional beliefs, the horse head wall is considered highly effective in preventing evil and misfortune, safeguarding the safety and peace of residents. This reflects significance of feng shui culture and the protection of the home in traditional Chinese architecture. The decoration of the horse head wall is often ornate and detailed, indicating the economic and social status of building's owner and showing respect for traditional craftsmanship. In some regions, the horse head wall is seen as a symbol of the family's honor and nobility. As a traditional architectural element, the horse head wall integrates local cultural characteristics and historical context in many ways. It not only represents the development of construction arts but also serves as an important medium for cultural transmission. The preservation and restoration of horse head walls help continue traditional construction practices and craftsmanship, maintaining the continuity of local culture. The design of the horse head wall holds both symbolic meaning and aesthetic value. Its unique design positively impacts the overall appearance of the building and its integration with the environment, while also reflecting varying aesthetic trends according to region and era, highlighting diversity and distinctiveness of traditional architecture.</p>

From Table 3, it is evident that shrines, feng shui ponds, door-knocker rings, and horse head walls are important elements in the local architectural culture, reflecting profound cultural beliefs and traditional craftsmanship. Shrines, as symbols of ancestor worship and religious beliefs, represent local social order and family structure, while enhancing family and community unity through traditional decorations and rituals. Feng shui ponds emphasize maintaining environmental balance and tranquility, serving as community activity centers and reflecting the pursuit of good fortune, health, and wealth. Door-knocker rings are traditional architectural elements symbolizing auspiciousness, protection, and power, with design inspiration from mythical creatures of ancient times. They are typically installed on door handles to ward off evil and protect the peace of residents. Horse head walls, located at both

ends of buildings, are shaped like horse heads, symbolizing the expulsion of demons and evil spirits, highlighting the importance of home protection in feng shui, and reflecting the economic and social status of the building owner. These elements not only showcase traditional art and design but also reflect the local cultural beliefs and social structures.

**Table 4** Analysis of Architectural Elements from the Perspective of Artistic Aesthetics

Order	Element composition	Artistic aesthetics
1		In traditional architecture of Henan Province, brick carving is considered an important decorative method. It is commonly found on the walls of ancient structures, with intricate patterns that possess high artistic value.
2		In the traditional architecture of southern Henan Province, the layout of spaces often emphasizes symmetry and order, reflecting principles of space organization in ancient Chinese architecture. Central-axis symmetry: Many traditional buildings use a central-axis symmetrical layout to highlight hierarchical levels and ceremonial order. Courtyard layout: Especially in traditional residences, there is often a four-sided arrangement surrounding a central courtyard, which is used to separate different functional areas.
3		In southern Henan Province, wooden doors and windows are notable for their exquisite wood carvings. Common patterns include dragons and phoenixes, flowers, birds, insects, and other traditional auspicious symbols, reflecting deep cultural content and artistic value. These designs also convey good wishes and protection. Influenced by the local natural environment, they often incorporate natural elements such as mountains, water, and various living creatures, reflecting the idea of harmonious coexistence between humans and nature and enhancing regional cultural identity. Additionally, wooden doors and windows typically use natural wood, preserving its grain and natural color, which lends a simple and elegant appearance to the buildings, harmonizing well with the surrounding environment and creating a sense of antiquity and tranquility.
4		The multi-layered bracket roof and the Qianshan roof in traditional architecture are distinguished by their multi-layered eaves and a roof that is high on the sides and lower in the middle. The roof has a slight slope, while the eaves are lifted, forming a beautiful curve. This structure is effective in draining water and can withstand wind and rain well. Aesthetically, it enhances the sense of layers and space in the building, making it appear more magnificent and grand. The multi-layered bracket design creates a clear sense of layers and adds depth and elegance, while the smooth curves of the Qianshan roof and the lifted eaves highlight the beauty of graceful curves, thereby enhancing the overall beauty and aerodynamic aesthetics of the building.

From Table 4, it can be observed that traditional architecture in southern Henan Province places significant emphasis on details and aesthetic structure, harmoniously integrating craftsmanship, culture, and nature. Brick carving, as a primary decorative method, reflects high artistic value and cultural symbolism. The spatial arrangement focusing on central symmetry and courtyard design reflects the hierarchical and orderly philosophy of ancient Chinese

architecture. The design of wooden doors and windows, blending natural elements with traditional auspicious patterns, not only reflects aesthetic beauty but also conveys the concept of harmony between humans and nature, highlighting local cultural identity. The multi-layered bracket-style roof and the curve of the Qizhuan roof, with their distinct layers and beautiful curves, enhance the building's functionality and contribute to its dynamic beauty, making it appear grander and more vibrant. These multi-layered aesthetics demonstrate the profound history, culture, and superb craftsmanship that have been passed down in the traditional architecture of southern Henan Province.

## DISCUSSION & CONCLUSION

Based on the study of the cultural landscape of Hongshiya Village, the cultural dimensions-cultural values, implicit meanings, beliefs, and artistic aesthetics-can be summarized as follows:

**1) Cultural Values:** The architecture of Hongshiya Village demonstrates profound cultural values of traditional rural life in southern Henan Province. Architectural elements such as green tiles, wooden doors and windows, and red brick walls reflect not only the simplicity and natural beauty of rural architecture but also exquisite craftsmanship. Green tiles provide effective heat insulation and rain protection, symbolizing harmony with nature. The design of wooden doors and windows reflects the continuation of craftsmanship and local identity, linking architecture with the natural environment. Additionally, the use of these construction materials underscores the concept of sustainable development by emphasizing the appropriate use of natural resources in architectural design. The decoration with animal figures on the roof ridge (Shiwens) adds unique cultural meaning. Overall, the cultural values of Hongshiya Village represent the relationship between humans and nature, as well as the preservation and development of traditional culture.

**2) Implicit Cultural Meanings:** The architectural elements of Hongshiya Village reveal diverse implicit cultural meanings. Each architectural component reflects unique cultural symbols and content. For example, green tiles not only offer effective heat and rain protection but also symbolize harmony with nature, reflecting ancient people's respect and dependence on nature. Wooden doors and windows not only showcase refined craftsmanship but also convey the continuation of culture and local characteristics, indicating the close relationship between humans and nature. "Watang" is an important element in Hongshiya Village's architecture, often carved with auspicious patterns such as clouds and lotus flowers, which not only enhance the building's beauty but also symbolize good fortune, happiness, and peace. The patterns on wooden windows, such as the characters "Fu" and "Shou," as well as floral, bird, and auspicious animal motifs, reflect aspirations for a good life and demonstrate the concept of living in harmony with nature. Furthermore, the decoration of roofs with animal figures, such as "Shiwens," found in ancient Chinese architecture, symbolizes the expulsion of evil spirits and protection of household peace, enhancing the cultural meaning of the buildings. The red brick walls, characteristic of Ming and Qing architecture, show meticulous construction techniques and local uniqueness. These walls not only signify the strength and durability of buildings but also represent the continuation of traditional culture and adaptation to the natural environment. Through these elements, people can sense the respect for history and culture, as well as the continuation of traditional craftsmanship. The architecture of Hongshiya Village, featuring green tiles, "Watang," wooden windows, and red brick walls, conveys respect for nature, history, and traditional culture, reflecting the cultural identity of rural areas and the deep-rooted local cultural foundation.

**3) Cultural Beliefs:** The architectural elements of Hongshiya Village clearly reflect various cultural beliefs. According to Feng Shui principles, water features are an important part of the village, symbolizing the accumulation of wealth and luck, reflecting the villagers' respect for

and trust in natural forces. The decoration of doors with "Fuxiao Xianhuan," often carved with lions or tigers, conveys power and protection, warding off evil and ensuring household safety. "Mendang Hutui" not only symbolizes family status but also enhances family fortune and status according to Feng Shui principles. The ancestral hall is a key place for ancestor worship, showing respect for ancestors and the responsibility to continue family traditions, which is a significant symbol for strengthening family and community unity. The horse-head wall is another important distinctive feature, representing protection against evil spirits and symbolizing the honor and power of the family, reflecting the family's status in the community. Through these architectural elements, the cultural beliefs of Hongshiya Village reflect the deep respect villagers have for nature, ancestors, family, and community, forming a comprehensive and diverse cultural belief system.

**4) Artistic Aesthetics:** The architecture of Hongshiya Village exhibits unique aesthetic charm. The combination of architectural elements and spatial arrangement creates outstanding beauty. The horse-head wall, as a prominent element, with its towering shape, signifies power and dignity. The design of the raised ends of the wall enhances the building's depth and also serves a protective function, demonstrating the meticulousness and grandeur of traditional craftsmanship. Shiwens, decorative elements on the roof ridge, are often found at both ends of the ridge and symbolize the warding off of evil spirits. With their dynamic design, they add vitality and beauty to the building. The finely carved wooden doors and windows often feature dragon, phoenix, and floral patterns, enhancing the building's transparency and reflecting the beauty of delicate craftsmanship. The layered and curved design of the Songshan-style roof adds depth and dimension to the building, while the smooth curves of the eaves enhance the lightness and elegance of the structure, providing both functional and aesthetic value. The spatial arrangement of the village emphasizes harmony and unity, using central symmetry and courtyard layouts to reflect ceremonial order and organization. The four-sided courtyard layout helps delineate different functional areas, harmonizing the building with the natural environment. Hongshiya Village integrates these elements harmoniously, creating a unique aesthetic pattern that showcases the perfect blend of traditional craftsmanship and harmony with nature.

The cultural values, cultural symbols, cultural beliefs, and aesthetic dimensions of Hongshiya Village offer multi-level inspiration and concrete design approaches for creative landscape product design. Initially, the architectural elements of Hongshiya Village, such as green tiles, wooden doors, windows, and red brick walls, highlight concept of harmonious coexistence with nature. These elements can be applied in creative design while preserving traditional and innovative aspects by using natural materials to blend with modern environments, demonstrating refinement of traditional craftsmanship and reflecting sustainable development concepts. Secondly, the auspicious symbols in Hongshiya's architecture, such as cloud and dragon patterns carved on "Watang," can be used as artistic elements in product design, adding cultural depth and conveying good fortune, harmony, and happiness, enhancing cultural charm. Thirdly, the cultural beliefs of Hongshiya Village are expressed through various architectural elements, such as Feng Shui water features, ancestral halls, and doors decorated with "Mendang Hutui," which can be used in creative landscape product design, such as Feng Shui-related jewelry or ornaments, giving products meanings of protection, safeguarding, and harmony according to traditional beliefs. Finally, the aesthetic dimension of Hongshiya's architecture, evident in elements like horse-head walls, Shiwens, and Songshan-style roofs with layered and graceful curves, can be applied in creative design through three-dimensional forms, detailed carvings, and smooth curves, infusing products with elegance and visual beauty from traditional art. In summary, utilizing these cultural dimensions in the creative landscape product design of Hongshiya Village helps preserve local cultural identity while integrating modern design concepts to create products that are culturally profound, artistically beautiful,

and functionally valuable, promoting cultural dissemination and the development of cultural tourism.

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