

APPLICATION STRATEGIES OF HAINAN LI BROCADE PATTERNS IN MODERN HOTEL DESIGN

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ABSTRACT

This study aims to explore the application of Hainan Li ethnic group brocade patterns, an intangible cultural heritage, in modern theme hotel design to enhance cultural identity. It examines the significance and potential of these patterns in creating unique and customer-attracting designs. By adopting the application of Hainan Li ethnic group brocade patterns in modern theme hotel design, combined with the design principles and application status of regional cultural characteristic hotels at home and abroad, this study provides feasible application strategies to enhance cultural identity and create unique design works, promoting the development of Hainan's tourism industry and the protection and Inheritance of local culture.

Keywords: Hainan Li Ethnic Group Brocade, Modern Theme Hotel, Interior Design

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INTRODUCTION

With the acceleration of the urbanization process, the city is changing with each passing day,

Analysis of Hainan Li Ethnic Group Brocade Pattern Elements

The Origin and Development of Li Ethnic Group Brocade

The indigenous people of Hainan Island are the Li people. Hainan Island has been closely linked to their development since ancient times, and it is a cultural heritage with Chinese characteristics. This is true of all aspects of culture, whether it be social changes, economic development, or clothing, architecture, food, transportation, etc. The Li people are an important part of Hainan Island's history, and the development of their cultural art, with Li brocade as the most precious, is inseparable from Li brocade in every village on Hainan Island, from daily clothing to marriage, faith, and celebrations. Huang Daopo, China's first cotton textile reformer, learned the art of cotton making from Li women in Yaizhou (now Sanya City), Hainan Island, and introduced it to the Central Plains, which played a very good role in promoting the rapid development of the cotton textile industry in the south of the Yangtze River. Li brocade is a symbol of the Li people's life, and with its unique pattern shapes and exquisite weaving techniques, it has become an ingenious art. In Tao Zongyi's "Nancun Zhuigenglu", Li brocade is described as having folded branches, phoenixes, chessboards, and large characters on it, like calligraphy. Li brocade represents the Li people's way of life, and with its unique pattern shapes and exquisite weaving techniques, it has become an ingenious art. In terms of weaving technology, Li brocade is purely handmade and needs to be embroidered with a single thread using a waist loom (Figure 1) and weaving tools (Figure 2). In Tao Zongyi's "Nancun Zhuigenglu", Li brocade fabric is described as "having folded branches, phoenixes, chessboards, and characters on it, which are as bright as writing". In terms of pattern design, Li brocade patterns are unique, and they are an important treasure that reflects the life of the people of Hainan. They are the crystallization of wisdom and a symbol of talent. Li brocade patterns record the survival habits of the Li ancestors and their beliefs in nature, and they have certain research value.



Figure 1 Waist loom



Figure 2 Weaving tools

Research Objectives

This study aims to explore the application of Hainan Li ethnic group brocade patterns, an intangible cultural heritage, in modern theme hotel design to enhance cultural identity.

LITERATURE REVIEWS

Analysis of the Composition of Hainan Li Ethnic Group Brocade Patterns

1) Pattern Craft Categories

The main production techniques of Li brocade patterns are weaving, embroidery, and dyeing. The traditional forms of Li brocade weaving include positive weaving, negative weaving, and double-sided weaving. The Li people use them extensively in Tong skirt, dragon quilts, belts,

headscarves, and other aspects. The fabric of Li brocade is mostly black and dark blue, and the Li people often use horizontal waist looms to use the weaving technology vividly with the method of passing through the warp and breaking the weft. As shown in (Figure 1), among the 640 Li brocade patterns collected, 575 are woven patterns, accounting for 89.84% of the total number, indicating that "weaving" plays an important role in the composition of patterns. Because the weaving of patterns is influenced by craft factors, some patterns are realized by embroidery. Among them, some patterns are expressed by tortuous lines. Li brocade embroidery is a supplement to "weaving", and it is fundamentally different from ordinary "embroidery". Li embroidery uses silk thread, hemp thread, and cotton thread, which are brightly colored and form a sharp contrast. In the creation of Li brocade patterns, embroidery is often used to outline the patterns to enhance the artistic and color aesthetics of the patterns. In terms of stitches, equal-sided embroidery, back-stitch embroidery, straight-stitch embroidery, flat-stitch embroidery, satin stitch embroidery, zigzag embroidery, buttonhole stitch embroidery, long and short stitch embroidery, chain stitch embroidery, etc. are usually used. Among them, there are 32 embroidery patterns, accounting for 5.00% of the total number. In addition to "weaving" and "embroidery", the Li people also have superb dyeing and weaving skills. The dyeing method is not only applicable to the dyeing of weaving and embroidery, but also to the directly dyed patterns. It is popular in the Meifu dialect, Haifang dialect, and Qixu dialect areas, and it is the most popular in the Meifu dialect area. Its dyeing method is "tie-dyeing", that is, the dye is applied to the warp yarn and then woven, which is different from the usual "tie-dyeing", which is dyed and then woven. A total of 640 patterns were found, of which 33 were dyed, accounting for 5.02% of total number.

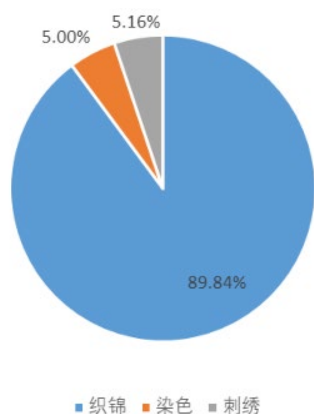


Figure 3 Data Analysis Results of Pattern Craft Categories

2) Pattern Theme

Li ethnic group brocade patterns are not only an art form but also an art form in social, cultural, and historical aspects. The Li people are a people with skillful hands. They are good at weaving beautiful things and folk elements closely related to Li life into patterns. According to the theme, Li brocade patterns can be divided into several categories, such as animals, plants, characters, utensils, nature, characters, combinations, geometry, life, and unknown. The number of various patterns in each dialect area is shown in Table 1. As can be seen from the table, the main Li brocade patterns in various dialect areas are animal patterns, figure patterns, and geometric patterns, while the number of other types of patterns is very small, and there are also great differences in their distribution in various dialect areas, showing the characteristics of "people" and "things" in Li costumes. The human body patterns in the Sai dialect area are the rarest among the five major dialect areas. Except for animal patterns and geometric patterns, the number of other patterns is the most balanced. This is related to the fact that the Li people in the Meifu dialect area often use the entire pattern of a skirt to express a complete story.

Table 1 Collection Results of Li Ethnic Group Brocade Pattern Theme Types in Different Dialect Areas

Dialect Area	Animal	Plant	Character	Utensil	Nature	Character	Composite	Geometric	Life	Other	Total
Ha	103	22	30	27	6	2	10	39	6	8	253
Qi	53	7	25	1	0	3	1	21	0	6	117
Run	45	0	26	2	0	2	4	17	2	11	109
Sai	36	6	12	0	3	0	1	12	1	1	72
Mei Fu	24	5	7	6	0	12	2	24	3	6	89
Total	261	40	100	36	9	19	18	113	12	32	640

Analysis of the Development Status of Ethnic Intangible Cultural Heritage Art in Modern Themed Hotels

1) Overview of Modern Themed Hotels

Modern themed hotels refer specifically to hotels with certain stylistic characteristics (Kang, 2020): it refers to hotels that reflect a specific theme in their exterior decoration, interior design, and specific decoration directions. Typically, hotels will choose a specific theme and interpret and present it in a unique way, showcasing some or all of the content within that theme. Based on their classification, they can be divided into: history, culture, city, nature, myth and fairy tales, cultural art, special symbols, etc. According to different themes, we add prefixes to theme hotels, forming classifications for hotels in different regions. For example, Haikou Huacai Huayu Hotel: Located on Haikou's central island-Haidian Island, overlooking the beautiful Haikou Bay, it offers panoramic views of the Qiongzhou Strait and the bustling city. The hotel's design concept incorporates the elegance of traditional Chinese culture, and each room provides complimentary exquisite Chinese tea and custom-made Chinese tea sets, allowing guests to enjoy fragrant tea anytime and anywhere during their travels. In addition, the hotel offers professional tea ceremony performances and new tea tastings by tea masters, allowing guests to gain a deeper understanding of Chinese tea culture.

Themed hotels are a symbiotic combination of theme and hotel, where the hotel is the background and the main carrier. As long as there is a hotel in front, a theme can be generated; while the theme is culture, everything is used as a style because it constitutes a culture; most importantly, a receiver must be mentioned, the receiver is "people", the experience is generated in this space, and the consumer is perceived, these three aspects are complementary, which is also what distinguishes themed hotels from other ordinary hotels. "Modern Hotel" describes it as follows: a themed hotel refers to a hotel with unique characteristics, the most influential prominent characteristics, including unique design materials such as culture and region, through packaging, integration, production design and creation, finally, forming a unique hotel with personalized service. What makes themed hotels unique from ordinary hotels is that they have a clear theme that runs through them, and the prominent thematic design always keeps them at the forefront of society. Their unique playfulness, appreciation, or uniqueness brings them a different kind of fun and experience. Its uniqueness, its difference, its experience, are all what makes it stand out, at least in the short term, it will gain a lot of attention. The uniqueness of themed hotels is reflected in the difference in themes, in the difference in themes, and in the difference in every detail, all of which can bring visitors a different experience, and only by being slightly different in the details of the theme and topic can they gain an edge in the competition. Differentiation is a deep excavation of culture, and only by digging deeper can we dig deeper into personalized innovation, which is particularly important in today's increasingly homogenized market environment. Only by exploring our own cultural connotations can we best showcase the individuality of a hotel. The experience can be divided into two aspects, themed hotels, because they have different themes and characteristics than ordinary hotels, therefore have a different experience space, these experiences include both physical and psychological aspects, in the visual, tactile, taste and other aspects of the all-round

experience, a deep emotional, this emotion has gone beyond the physical level, to a higher dimension. Not only should it be reflected in the material experience level, but also in the multi-dimensional service, as the fundamental purpose of the hotel is a place to live, that is, to live comfortably and happily, therefore, personalized service is an indispensable part, not only should there be a unique theme, but also a unique operation, with a unique cultural experience.

2) Development Status of Modern Themed Hotels in China

In recent years, the development of hotel architectural design in China has been relatively slow, with little relevant research, incomplete relevant books and materials, and a lack of systematic research on the interior and exterior design of themed hotels. Through the Zhěnglǐ of research materials, it can be seen that most of the current research on hotel design in China focuses on hotel design examples and specifications. Professor Wang Yi, in his book "Hotels and Hotel Design," introduces the basic concepts and development status of hotels from his own perspective and, based on his own practice, proposes some highly insightful design ideas and methods. Chen Jianqiu and Wang Jian, in "Hotel Architectural Design Guidelines," summarize the practice of Tongji Design Institute in hotel construction specialization and, using relevant theoretical and research methods, summarize the planning, design, functional facilities, electromechanical equipment, and technical means of hotels. Zhou Bangjian, in his book "Analysis of Hotels: Twenty Years of Practice and Reflection," draws on his many years of experience in hotel design to provide an in-depth analysis and discussion of hotel planning, design, construction, operation, and management issues from the perspectives of planning, design, construction, operation, and management. Tengchong Maruyu Valley Banyan Tree (Figure 4) is the latest masterpiece of the "Yunnan Three Heroes" Banyan Tree.



Figure 4 Tengchong Maruyu Valley Banyan Tree

The themed hotel is located in a remote town in Tengchong, a tourist destination for exploring the ancient Southwest "Silk Road" civilization. In the overall planning, there are a total of 37 rooms, either hidden within the main building on the mountain or scattered in Hui-style courtyards deep in the mountains. The design of the themed hotel adopts classical Chinese poetry, reflecting the profound cultural heritage of this region. The unique "three-sided and one shadow wall" residential form of Teng family showcases unique architectural charm of the region, allowing visitors to gain a deeper understanding of the local culture.

3) Urgent Problems to be Solved in Modern Themed Hotels

With the booming development of the hotel industry in Hainan, this paper has conducted a survey on this issue. Among the existing hotels in Hainan that are designed and built based on Li ethnic culture, there are still some that simply copy the architectural form of Li ethnic groups and use Li ethnic symbols for decoration, such as paintings and ornaments. There is no in-depth analysis of the causes of Li ethnic culture, nor an understanding of its essence. This design cannot fully give full play to the cultural connotation of Li ethnic groups, nor can it fully demonstrate the ethnic characteristics of Li ethnic groups. How to transform the original and

life-oriented ethnic symbols into a cultural concept and apply it to specific designs, so that it has a soul and a story, is the key to the hotel design of Li ethnic elements, and it is also an urgent problem that needs to be solved at present. Through looking up a large number of literature materials, the following problems are summarized.

The topic selection is not clear enough: The theme positioning of the hotel is very vague, and the theme is too complicated, resulting in no bringing out characteristics. Take, for example, some domestic hotels with hot springs and marine culture as themes. This style of mixing and matching will make it lose its final characteristics. Some themed hotels, in order to save money and effort during the construction or later reconstruction, have caused unclear positioning, even completely lost their own characteristics. This blind imitation and plagiarism not only make people lose interest in it, but also make it lose its own characteristics.

The theme of the hotel is monotonous: Themed hotels, simply put, are a special type of management based on a certain resource or a certain culture based on thematic culture. However, many current operators lack a grasp of its content and connotation, and have not been able to integrate culture with it, which is not only reflected in the design aspects, but also in the invisible service aspects. In the end, the themed hotel's manifestation form is outdated, and the materials are too monotonous. The core of the theme is culture. Only by having a clear understanding and expression of culture can we create different themed hotels, not just decoration, and culture becomes "decoration". The personality of the themed hotel can be reflected in all aspects.

The surrounding environment is not harmonious: At present, many hotels only consider the theme model from the perspective of operation before construction, and ignore the harmony with the surrounding environment. "Taking things from others" is rampant, and copying will lead to "unorthodox", or even blasphemy of some excellent cultures. Based on this, in the early-stage research and expansion process, this factor must be taken into consideration, and a new hotel design defined that has cultural connotation both inside and outside and is adapted to the surrounding environment should be formulated according to the local actual situation.

Deviation from market orientation: There are many types of hotels on the market, most of which are business hotels, economy hotels, and resort hotels. Themed hotels are a type of resort hotels. However, due to various factors such as geographical location and nationality, some hotels that simply rely on vacations to survive will lose a large number of customers in some so-called off-seasons. In addition to the daily rent, water, electricity and staff salaries, the maintenance costs of some themed hotels are relatively high, which makes those operators who choose to operate themed hotels feel caught in a dilemma.

Incomplete Functional System: Themed hotels are known for their unique themes, but their essence remains unchanged, they are still living spaces, and service is the first priority. However, many hotels, in pursuit of more novel themes, have focused on form and neglected function, which has brought many inconveniences in use, which is against the original intention of design.

RESEARCH METHODOLOGY

Data Collection: Referencing source data, visit the library to consult professional books on the history, culture, and art of the Li ethnic group. These books, written by ethnologists and historians, have been rigorously verified and can provide in-depth knowledge on the origin, development, and traditional meanings of Li patterns, such as "Research on Li Culture" and "Chinese Li Brocade Art". In library, locate the bookshelves related to folklore and ethnic art according to the book classification index, screen and identify useful books one by one, and record key information. Conduct field investigations in Li ethnic group settlements, such as Wuzhishan, Baoting, and Qiongzong in Hainan. Investigate modern themed hotels, select hotels that have initially attempted to incorporate Li patterns, and compare them with hotels of

the same grade in the surrounding area that have not used these elements, to understand the actual operating conditions such as hotel space layout, decoration style, and customer feedback. Set up the questionnaire as shown in Table 2

Table 2 Set up the questionnaire

Qharakteristic	Questionnaire
Target number of people	100 local tourists 150 out of town tourists 5 hotel management personnel
Sampling method	Convenient sampling method
Sampling method	Sampling method
Sampling language	Chinese
information sources	Personal survey

In-depth interviewers were set up according to the questionnaire survey population, as shown in Table 3

Table 3 In-depth interviewers were set up according to the questionnaire survey population

Qharakteristic	in-depth interview
Target number of people	Two Li Jin Inheritance Masters 3 design experts 5 hotel management personnel 4 designers
Sampling method	Sampling method
Sampling method	January 2022- December 2024
Sampling language	Chinese
information sources	Personal survey

Data Analysis: Qualitative analysis, encode and classify literature materials, field investigation records, and case interview content. For example, classify Li patterns into human, animal, plant, and geometric patterns according to the subject matter, and extract the core cultural values behind the patterns. In hotel research, summarize and organize the descriptions of customers and staff on the visual feelings of Li patterns, and explore the emotional resonance that the patterns bring to the hotel atmosphere. Quantitative analysis, in the on-site investigation questionnaires of hotels, set quantitative questions, such as "Rate your liking for the Li patterns in the hotel decoration on a scale of 1 to 5" and "Would you be more likely to stay again because of the Li pattern features of the hotel, yes or no", statistically calculate the average score and selection ratio, intuitively reflecting customer acceptance.

The spatial design was evaluated by calculating percentages, sample means, and standard deviations. The satisfaction assessment is divided into 5 levels, each corresponding to a specific average score range (highest = 5 points, high = 4 points, medium = 3 points, low = 2 points, and lowest = 1 point). Responses are graded on a 5-point scale ranging from 1 (very dissatisfied) to 5 (very satisfied). Table 3 shows the effect of opinion levels on the average score range

Table 3 shows the effect of opinion levels on the average score range

Average range	The meaning of score corresponding to applicability
4.51-5.00	非常好
3.51-4.50	好
2.51-3.50	一般
1.51-2.50	合格
1.00-1.50	需要改进

Source: Wang Zijin (2020: 102)

When evaluating the average of all aspects, a value of 3.51 or more is required to pass the evaluation criteria of the experts. According to the above scores, the expert score is carried out, as shown in Table 4

Table 4 According to the above scores, the expert score is carried out

name	Yu Liping	Sun Chunyan	Alfi	Liu Xianglan	Zhang Chaoying
Design Style	5	5	5	5	5
Pattern representation	4	5	4	5	5
Material application	5	5	5	4	5
Results show	4	5	5	5	4

According to expert ratings, its mean is 4.75, with an average range of very good, which meets the requirements.

RESEARCH RESULTS

- 1) The deep exploration of the cultural connotation of patterns provides academic reference value for the art and culture of Hainan Li brocade patterns, reflecting its artistic aesthetic value from both internal and external, historical and developmental aspects. Taking "value" as the starting point, a comprehensive analysis of Li brocade patterns was conducted from large to small, from inside to outside, in order to prepare for the research and design of Li brocade patterns in the future, and to experience its commercial value in hotel theme design.
- 2) The practical results of hotel design application promote and protect local culture and enhance cultural identity through innovative application of Li brocade patterns. Realize the protection and innovation of Li ethnic culture from the aspects of clear theme positioning, integration of local culture, response to market orientation, and construction of hotel design system.

DISCUSSION & CONCLUSION

With the progress of society and the influence of globalization, the application of traditional cultural elements in modern design has become increasingly important. This paper focuses on the research of Li brocade patterns, one of the traditional cultures of Hainan Li nationality, and integrates it into the design of modern themed hotels, which can inject new vitality into the local economy while promoting the development of cultural tourism.

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