

# Exploration of the Application of Hainan Intangible Cultural Heritage Elements in Homestay Designp

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**Abstract:** Hainan, as the southernmost tropical island in China, not only has rich natural resources, but also contains profound intangible cultural heritage (hereinafter referred to as “intangible cultural heritage”). This paper aims to discuss the application of the elements in the design, the diversity and cultural connotation of the design, and the actual needs of the design. This article summarizes the basic situation of Hainan Intangible Cultural Heritage, analyzes the value of intangible cultural heritage elements in the design of B & B, shows how the intangible cultural heritage elements are integrated into the design of B & B through the specific cases of Hainan Intangible Cultural Heritage, and finally introduces the application prospects and challenges of intangible cultural heritage elements in the design of B & B.

**Keywords:** Intangible Cultural Heritage; Hainan; Homestay Designp

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## Introduction

With the rapid development of tourism, homestay, as a new way of tourist accommodation, has gradually become an important choice for people to travel. The design of home stay is not only related to the living experience, but also carries the inheritance and innovation of local culture. As a cultural treasure house of China, Hainan has rich and colorful intangible cultural heritage elements, with a very high artistic value and cultural connotation. Incorporating non heritage elements from Hainan into host family design not only provides visitors with a unique accommodation experience, but also effectively promotes the inheritance and development of intangible cultural heritage.

### 1. The connotation and diversity of intangible cultural heritage in Hainan

Hainan Intangible Cultural Heritage elements contain rich cultural connotations, and are the cultural treasures created and accumulated by Hainan people in the long-term historical development process. These intangible cultural heritage projects not only reflect the production and life style, religious belief and aesthetic taste of Hainan people, but also reflect the unique natural environment and cultural characteristics of Hainan<sup>[1]</sup>. For example, Qiongju, as a representative opera of Hainan, has beautiful music and singing, and a small number of qu pai, with strong local characteristics; Hainan eight-tone instrumental music is named for its eight categories of instruments, showing the unique charm of Hainan instrumental culture.

Hainan Intangible Cultural Heritage resources, covering folk literature, traditional music, traditional dance, traditional drama, traditional skills, folk customs and other fields. Among them, national intangible cultural heritage projects, such as Qiongju Opera, Hainan Eight-tone Instrumental Music, Hainan Zhai Opera, Lady Xian, etc., have become important representatives of Hainan culture with their unique artistic charm and profound cultural heritage. In addition, provincial and municipal intangible cultural heritage projects, such as Hainan Tiger Dance, Hainan Longtang Sculpture Art, Hainan Huanghua pear furniture production skills, also have their own characteristics, which together constitute the diversity of Hainan Intangible Cultural Heritage.

### 2. The value of intangible cultural heritage elements in the design of home-stay facilities

#### 2.1 Improve the cultural taste of home stay

By integrating intangible cultural heritage elements into the design of B & B, B & B is no longer just a place to provide accommodation, but an art space full of cultural connotation. Understand the historical background, legends and folk customs of the B & B location, and integrate these elements into the decoration, layout and activities of the B & B. Show off local features and decorate the B & B with local unique building materials, handicrafts and decorations, such as using local wood, stone, ceramics or textiles<sup>[2]</sup>. The uniqueness and artistry of the intangible cultural heritage elements can enhance the overall cultural taste of B & B, and make tourists feel the strong cultural atmosphere and historical heritage in the process of accommodation. Organize or recommend experience activities related to local culture, such as handicraft production, farming experience, traditional festival celebration, etc., so that guests can personally feel the charm of local culture.

## 2.2 Enhance the cultural experience of tourists

As an important part of tourist accommodation, the design of home stay should fully consider the cultural experience needs of tourists. Develop some cultural experience projects that deeply experience local customs, such as visiting representative residential houses, so that tourists can experience the local way of life. By the introduction of intangible cultural heritage elements, we can provide tourists with more diversified cultural experience activities, such as watching intangible cultural heritage performances and participating in the handmade production of intangible cultural heritage, so that tourists can have an in-depth understanding of Hainan's intangible cultural heritage<sup>[3]</sup>. Provide handicraft workshops for visitors to make local handicrafts, such as pottery, weaving, embroidery, etc., to increase interactivity and participation. Tourists are encouraged to participate in local traditional festivals, such as festivals and folk performances, to experience the charm of culture through personal experience. Arrange tourists to have dinner and interact with local people, such as participating in farmhouse activities, working together with farmers, and experiencing the fun of rural life. Experts, scholars or local cultural inheritors will be invited to hold cultural lectures to explain the local history, culture and traditions to tourists and enhance their cultural awareness.

## 2.3 Promote the inheritance and development of intangible cultural heritage

All sectors of society are encouraged to participate in the protection of intangible cultural heritage, so as to form a good atmosphere of government leadership and social participation. Modern media means, such as the Internet and social media, are used to widely spread the intangible cultural heritage and improve the public's awareness and attention to the intangible cultural heritage. Combine intangible cultural heritage with tourism, develop intangible cultural heritage tourism routes and products, so that tourists can experience intangible cultural heritage in tourism. As a product of the combination of tourism and culture, the design of home stay should bear the heavy responsibility of inheriting and developing the intangible cultural heritage. Through the platform of home stay, intangible cultural heritage elements can be displayed to a wider audience, improve the visibility and influence of intangible cultural heritage, so as to promote the inheritance and development of intangible cultural heritage<sup>[4]</sup>.

## 3. The status of Hainan heritage protection

### 3.1 Intangible cultural heritage projects and inheritors

By 2024, Hainan has had 32 national intangible cultural heritage projects, 103 provincial intangible cultural heritage projects, and 398 intangible cultural heritage projects at or above the city and county level, forming a relatively complete intangible cultural heritage protection list system. Hainan has made great efforts to strengthen the cultivation, identification, management and skill improvement of non-genetic inheritors. There are 19 representative inheritors of national intangible cultural heritage, 149 provincial intangible cultural heritage, and 1, 183 representative inheritors of intangible cultural heritage at city and county levels, providing a solid talent foundation for non-genetic inheritors.

### 3.2 Protection and innovation practice

Hainan has launched the provincial inheritors recording project, focusing on the recording and research of core skills, completed the recording of multiple batches of inheritors, and shot a large number of video and text materials of intangible cultural heritage projects, providing a rich data basis for the protection of intangible cultural heritage. Hainan has set up new media platforms such as Hainan Intangible Cultural Heritage TikTok and Hainan Intangible Cultural Heritage Book, which use digital means to spread intangible cultural heritage and improve the popularity and influence of intangible cultural heritage. Hainan actively explores the integration development path of intangible cultural heritage and industry. For example, Lijin industry has realized the market expansion and product innovation through the combination with modern fashion elements. At the same time, intangible cultural heritage projects are also actively integrated into tourism, and become an important part of the integration of culture and tourism.

By holding intangible cultural heritage festivals and intangible cultural heritage exhibition activities, Hainan has created a strong atmosphere for the whole society to participate in the protection and inheritance of intangible cultural heritage, and enhanced the national awareness of the protection of intangible cultural heritage. Thanks to the joint efforts of the policy and the society, the protection of cultural heritage in Hainan has achieved remarkable results. The intangible cultural heritage projects have been effectively protected and inherited, the intangible cultural heritage industry is also rapidly developing, which has injected new vitality into the economic and social development of Hainan.

## 4. Application strategy of intangible cultural heritage elements in home stay design

### 4.1 Intangible cultural heritage elements in architectural design

The architectural design of B & B can draw lessons from the style characteristics of Hainan traditional architecture, such as bamboo walls and boat houses of traditional Li folk dwellings, which can be recreated through modern design techniques, so that B & B has both modern sense and traditional charm. At the same time, it can also combine the characteristics of Hainan's natural environment and adopt the design concept of green ecology to create a homestay space with harmonious coexistence with nature. In the choice of homestay building materials,

you can give priority to Hainan local materials, such as coconut shell, bamboo, stone and so on. These materials are not only environmentally friendly, but also can show Hainan's unique natural features and cultural characteristics. For example, coconut shell can be used to make furniture and decorations, both practical and beautiful; using bamboo woven into wall decoration or screen partition, both environmental protection and rich local characteristics.

#### 4.2 Planning and organization of cultural activities

The homestay can regularly invite non-genetic inheritors to perform and display activities, such as Qiong opera performance, Hainan eight-tone instrumental music performance, Li nationality firewood dance performance, etc. These activities will not only allow visitors to feel the charm of the Hainan Intangible Cultural Heritage up close, but also increase the attractiveness and competitiveness of B & B. The homestay can also provide intangible cultural heritage handmade experience activities, such as Li brocade weaving, coconut carving making, etc. Visitors can make intangible cultural heritage handicrafts under the guidance of professionals to experience the unique charm of intangible cultural heritage. This participatory experience will not only allow visitors to have a deeper understanding of the Hainan Intangible Cultural Heritage, but also enhance their sense of cultural identity and belonging.

### 5. Conclusion

The application of Hainan Intangible Cultural Heritage in the design of home stay has high value and significance. By integrating intangible cultural heritage elements, it can enhance the cultural taste and appeal of home stay; enhance the cultural experience of tourists, and promote the inheritance and development of intangible cultural heritage. By analyzing the diversity and cultural connotation of NSA and the actual needs of home stay design, this paper puts forward specific application strategies and shows how the intangible cultural heritage elements are integrated into the B & B design through specific cases. In the future, with the continuous development of tourism and the increasing cultural needs of people, the application prospect of Hainan Intangible Cultural Heritage elements in the design of home stay will be broader. We expect that more B & B designers can dig deep into the connotation and value of the Hainan Intangible Cultural Heritage and skillfully integrate it into the B & B design to provide tourists with more colorful accommodation experience and cultural enjoyment. At the same time, we also hope that the government departments and all sectors of society can pay more attention and support to jointly promote the inheritance and development of the Hainan Intangible Cultural Heritage.

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