

Symbolization Design Expression of Huizhou Hakka Homestay Guesthouse

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Abstract: Symbolization design is an important way to build the brand and characteristics of Huizhou homestay guesthouse. This paper discusses the symbolization design expression of Huizhou Hakka homestay guesthouse from three steps: information integration analysis, symbol extraction and symbolization creation. The purpose of this paper is to realize the “integrated spatial presentation”, “differentiated living experience” and “brand-based construction” in Huizhou Hakka homestay guesthouse. It provides new ideas for the construction of Huizhou homestay guesthouse and the generation of brand strategies, and makes a useful attempt for the inheritance of Hakka regional culture and the construction of Huizhou city image.

Keywords: Symbolization design; Huizhou Hakka culture; homestay guesthouse design; brand-based construction

1. Introduction

The construction of Huizhou homestay guesthouse is an important way to present the image of Huizhou city and a key node in the tourism industry's closed loop Huizhou's tourism industry. It plays an important role in responding to the call of Huizhou to build a beautiful garden city that is livable, business friendly, enjoyable, and tourist friendly, as well as improving the system of Huizhou. It is also important for benefiting the people's livelihood, creating a cultural IP for Huizhou city, and showcasing the diverse cultural charm of Huizhou. However, the existing literature on the design of Huizhou homestay guesthouse is still blank. It is necessary to explore the branding and distinctive construction of Huizhou's homestay guesthouse industry based on the characteristics of Hakka culture.

2. Opportunities for Huizhou homestay guesthouse design

The sudden COVID-19 has brought the tourism industry to the crossroads of industry development while causing heavy losses to the tourism industry. This has given rise to new trends, models, directions, and ideas in the development of the tourism industry, and has also given us an excellent opportunity to choose new development directions. The special stage of the COVID-19 has changed people's values, behavior patterns and lifestyles, and tourism consumption concepts and behavior have also undergone profound changes. Specifically, it is reflected in the following three aspects: First, the COVID-19 epidemic has awakened the public's concern for life, health awareness and yearning for freedom ^[1], and natural sightseeing, outdoor leisure and eco-tourism products are favored ^[2]; Secondly, in order to maintain a safer social distance, low-density individual tourism such as self driving tours, parent-child tours, family tours, and private customized tours will become the main mode of travel for people; Thirdly, due to risk control and economic expenditure considerations, tourism activities will be more concentrated in short distances, and suburban tourism in the surrounding areas of the city will be the first to be welcomed ^[3]. Huizhou, located around Guangzhou, Shenzhen, and Dongguan, has a distinctive homestay guesthouse industry based on knowledge economy, cultural characteristics and natural ecological environment. If the Huizhou homestay guesthouse industry can seize the important opportunity of the post pandemic tourism recovery and cater to the tourism demand for suburban, ecological, local and free mainly from tourists from Guangzhou, Shenzhen, Dongguan, and local areas, it will have broad market prospects.

In addition, with the rise of the Internet We Media industry, the online celebrity economy has developed rapidly, which has rapidly swept the home stay industry, and many online celebrity home

stays have emerged. Internet celebrity influencers use self media platforms to promote and market the image of homestay guesthouse. Various internet celebrity economic industries also promote through various means such as variety show bundling, IP attracts attention, internet celebrity homestay guesthouse check-in, cultural and tourism promotional short film shooting, and various social platforms. These make the homestay guesthouse industry an indispensable and important part of the internet celebrity industry [4]. In the context of internet celebrity economy, homestay guesthouse have been exploring the integration of rich and diverse regional cultures into their design since the beginning of construction and development. On the basis of regional design concepts and architectural presentation, seek innovative development of homestay guesthouse that are themed, iconic, and novel. Through diverse creative marketing strategies from government, tourism agencies, self media platforms, hotel guests, and internet celebrities, the homestay guesthouse industry can gain a large amount of traffic on various social media platforms. That is to say, focusing on marketing the characteristics of homestay guesthouse on various social media platforms can achieve significant economic benefits.

3. Concept and value of symbolization design for Huizhou Hakka homestay guesthouse

In order to seize the favorable opportunity for the recovery of the tourism industry in the post epidemic era, respond to the background of the internet celebrity economy, and explore the branding and distinctive construction of homestay guesthouse, this article proposes the symbolization design concept of Huizhou Hakka homestay guesthouse. Symbols are a type of code that focuses on a static presentation state of reference relation, while symbolization has strong dynamic properties, emphasizing the entire process of symbol formation [5]. The symbolization design of Huizhou Hakka homestay guesthouse refers to the transformation of objective information into symbols through analysis, extraction, and construction, aiming to achieve the "integrated spatial presentation", "differentiated living experience", and "brand-based construction" of homestay guesthouse.

The symbolization design of Huizhou Hakka homestay guesthouse has excellent cultural and social value. On the one hand, Huizhou Hakka homestay guesthouse are located in the suburbs of the city, carrying modern civilization genes and urban cultural sentiments, which are in line with people's interests, dreams, life concepts, and aesthetic needs at present. It also conform to people's beautiful aspirations of staying away from noise, pursuing freedom, embracing nature, and seeking homesickness, as well as represents a living state with authenticity, rough and exquisite, and decorated and simple. Therefore, Huizhou homestay guesthouse can become a new place for urban and rural people to convey social values, exchange emotions, inherit culture, and experience life. On the other hand, in the current situation where Huizhou homestay guesthouse and hotels are homogenized, homestay guesthouse brand awareness is weak, and homestay guesthouse brands are lacking, symbolization design pursues differentiation, which can form recognition and build strong spatial characteristics. The symbolization design of Huizhou homestay guesthouse is a deep cultivation and inheritance of Huizhou Hakka culture, and a rebellion against the homogenization of current homestay guesthouse design. Symbolization design will help establish the brand image of Huizhou homestay guesthouse and promote the presentation of distinctive and diversified Huizhou homestay guesthouse.

4. Symbolization design of Huizhou Hakka homestay guesthouse

The symbolization design of Huizhou Hakka homestay guesthouse refers to the transformation of research object information into symbols by designers through analysis, extraction, and construction, aiming to achieve the "integrated spatial presentation", "differentiated living experience", and "brand-based construction" of homestay guesthouse. The process specifically includes three aspects: integration and analysis of design information, extraction of design symbols, and creation of symbolization.

4.1 Integration and analysis of information in the design of Huizhou Hakka homestay guesthouse

The integration and analysis of design information is a preparatory part of the design process, and the subsequent symbol extraction is also based on this. Design information can be roughly divided into historical and cultural, regional characteristics, site conditions, and functional requirements by category. Looking at various types of project designs, it is necessary to list the design information one by one before starting, and then conduct detailed integration and analysis, while considering a series of design demands. Homestay guesthouse projects that excel in their unique features also need to follow this

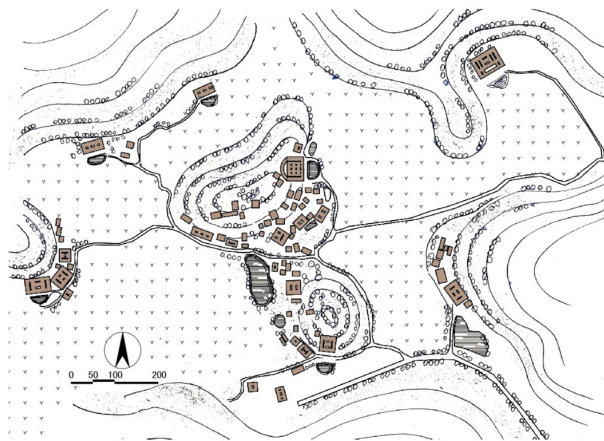
process in their design.

Modern design should fully consider various types of information in the design. For example, organizing and summarizing information from historical fragments, regional dimensions, site conditions, and functional requirements to find a foothold for design. Modern consciousness can also be used to establish the correlation between space and the above information, and to construct design vocabulary. The integration of information is not simply about summarizing and piecing together. It should make organic choices between various types of spatial information, and focus on reflecting important representative fragments of spatial information, as well as the cultural imprints that have survived in the rapid development process of humanity. By integrating and analyzing design information, it is possible to create homestay guesthouse spaces that have cultural heritage and regional characteristics, meet site conditions and modern functional needs, are rich in thematic appeal, and are popular among the public.

4.2 Symbol extraction in the design of Huizhou Hakka homestay guesthouse

4.2.1 Symbol extraction based on the settlement form and landscape pattern of Hakka dwellings in Huizhou

The form and landscape pattern of residential settlements are macro level living environments. The Hakka people belong to the mountain residential group, and under the long-term influence of natural environment, social environment, clan etiquette, and feng shui concepts, they have formed a unique layout form with Hakka characteristics, fully demonstrating the Hakka people's creation concept of relying on geography, learning from nature, and adapting to local conditions. From a macro perspective, the layout of villages often conforms to the trend of mountain ranges. Small and large villages are concentrated in concave basins, while residential settlements are often located at the junction of mountains, waters, and fields. Each residential building has an independent small environment, presenting a village pattern of "large settlements, small dispersion"^[6]. From a micro perspective, the construction of Hakka dwellings places particular emphasis on the relationship with mountains, water, and fields, forming a unique landscape relationship of "mountain-water-house-field" Hakka dwellings, as shown in Figure. 1.



*Figure. 1 from "study on the traditional villages and traditional houses of Huizhou where is intersected by Cantonese, Hakka and hoklo"^[7]

Figure 1: Zhoutian Village, Qiuchang Street, Huiyang

4.2.2 Symbol extraction based on the layout of Huizhou Hakka residential buildings

There are many types of Hakka houses in Huizhou, and their common names vary in different regions and time periods. Based on the classification method described in the book "Chinese Hakka Architecture Culture"^[8], this study briefly summarizes the typical Hakka houses in Guangdong, which can be divided into seven categories: barred houses, hall houses, enclosed dragon houses, enclosed buildings, castle style enclosed dragon houses, enclosed villages, and free style enclosed houses. Among them, enclosed buildings, also known as "earthen buildings", have various forms such as circular, square, pentagonal, octagonal, etc. Due to the large amount of land and relatively flat terrain, the most common enclosed buildings in Huizhou are square enclosed buildings (also named four cornered buildings). The corners of this form of enclosed buildings are like fortresses, emphasizing the defensive performance of the building. It also has the advantages of regular layout, small height

difference, and easy mobility. The existing large-scale and well preserved Chonglin Shiju and Biyan enclosed building in Huizhou are typical four cornered buildings (Figure. 2).



* Figure. 2 from <https://www.vcg.com/creative/1284583739>

Figure 2: Biyan enclosed building in Huizhou Qiuchang

From hall houses, enclosed dragon houses, enclosed buildings, castle style enclosed dragon houses to enclosed villages, Hakka dwellings, although different in form, exhibit a high degree of internal similarity in their planar layout. These typical internal similarities can be summarized as: external confinement, inward centripetal cohesion, strong symmetry, asymptotic spatial sequence, and spatial growability [9].

4.2.3 Symbol extraction based on the material, color, and structural details of Huizhou Hakka residential buildings

The overall image of a residential building is composed of materials, colors, and structural details. Hakka houses are constructed using local materials, mainly soil, sand, wood, and stone, with simple processing. For example, using soil and sand as the main materials, adding lime, broken tiles or bamboo strips to increase toughness, and building rammed earth walls. The outer layer of the outer wall is constructed with green bricks fired from soil. Mix three materials, quicklime, clay, and sand, in a certain proportion, and occasionally add a small amount of pebbles to make a composite soil for paving the ground. Stones processed from stone, stone slabs, stone foundation frames, etc. The use of colors is mostly based on the original color of the material. In addition to the lime sand batch treatment on the rammed earth wall and the application of paint on the wood surface, it gradually peels off and fades over time. Therefore, the overall color impression presents rammed earth yellow, plastered gray white, clay gray black, stone gray, and wood brown, simple and elegant [10]. In terms of structural details, influenced by Lingnan architecture, Hakka people have also summarized a series of technical details to cope with humid and hot weather during the long-term construction process. For example, double sloping roofs with short front and long back, high front and low back, courtyards and courtyards, material splicing of exterior wall interfaces, stone column foundations and dense wall skirts, straight frame doors and windows, double leaf doors and windows, and foot doors. Due to the unique social environment, Hakka dwellings have extremely high defensive colors, such as the special design of door and window openings, and extremely small external windows.

4.2.4 Symbol extraction based on Huizhou Hakka Residential Decoration

Hakka people live in foreign lands, and Hakka culture originates from the traditional Chinese culture preserved by the Han people during their southward migration from the Central Plains. Therefore, Hakka houses in Huizhou also uphold the aesthetic value of traditional Chinese architecture. Residential decoration is a reflection of folk customs and religious rituals [11]. The decoration techniques of Huizhou Hakka houses mainly include wood carving, stone carving, brick carving, gray sculpture, pottery sculpture, and color painting. The decoration of doors, windows, column foundations, floors, roof ridges, beams, and other parts not only expresses the auspicious meaning of peace and happiness, but also is related to the Hakka tradition of valuing culture and education, cultivating and passing on the family tradition.

4.2.5 Symbol extraction based on Huizhou Hakka culture

Huizhou Hakka culture is inclusive and diverse, reflecting the local customs, and has a strong local color. In the Hakka culture of Huizhou, there are traditional folk dyeing techniques that have been passed down for thousands of years - Hakka blue dyeing, practical and beautiful Hakka bamboo weaving, Hakka traditional local opera - Han opera, one of the three major opera genres in Guangdong, Hakka mountain songs known as nine tunes and eighteen tunes, and beautiful melodic Huidong fishing songs.

4.3 Symbolization creation in Huizhou Hakka homestay guesthouse design

4.3.1 Integrated spatial presentation of homestay guesthouse

The symbolization creation first makes the space presentation with a sense of wholeness. Symbolization is a simplified and pure way of construction, and its application will inevitably bring a sense of integrated spatial visual effect. From the perspective of the design effect of Huizhou Hakka homestay guesthouse, traditional Hakka residential symbols are used in the design of Huizhou Hakka homestay guesthouse, through the repetition of symbols, clear visual connections will be displayed in the homestay guesthouse space [12]. From the perspective of design concept, guiding design with a symbolic thinking can effectively form a systematic and complete design idea. This can make the design activities more logical, the various parts of the design more closely connected, and form a spatial relationship with a sense of wholeness [5].

4.3.2 Differentiated living experience of homestay guesthouse

Meanwhile, the symbolization creation is also reflected in the differentiation of living experiences. Different countries and nations, different times and regions, and different natural and social environments have created different social and cultural forms. Compared with other types of culture, Huizhou Hakka culture is bound to have differences, that is, cultural pluralism, space-time and regionalism. The symbolization design of Huizhou Hakka homestay guesthouse is an in-depth study of Hakka regional culture, aimed at fully protecting and utilizing the differences of Hakka culture, in order to form a strong spatial characteristic. Specifically, it can be manifested as:

(1) Landscape creation and architectural layout. From the macro perspective, based on the extraction results of the above part for Huizhou Hakka residential settlement form and landscape pattern symbols, as well as indoor layout symbols, the site selection and external landscape construction of Huizhou Hakka homestay guesthouse should also fully consider the geographical settlement characteristics of Hakka residence and the spatial relationship of "mountain,- water- house-field".

From the micro perspective, the architectural layout of Huizhou Hakka homestay guesthouse refers to the most common Hakka four cornered buildings in Huizhou, Design translation work can be carried out based on the inherent characteristics of "external enclosure, internal centripetal cohesion, strong symmetry, progressive spatial sequence, and spatial growth", combined with the functional requirements of modern homestay guesthouse.

(2) Interior design. The interior design of Huizhou Hakka homestay guesthouse retains the overall color impression of traditional Hakka residences in earth yellow and gray white (Figure. 3-4). In the lobby ceiling part, the design inherits the traditional double-slope roof form of Hakka residential houses, which is short at the front and long at the back and high at the front and low at the back (Figure. 3). In the ceiling part of the elevator hall, the design integrates the characteristics of Hakka cool hat modeling and Hakka bamboo weaving technology (Figure. 4). However, the defensive performance of traditional Hakka residences (closed to the outside and open to the inside) is no longer suitable for modern homestay guesthouse, instead, the demands for external landscape and internal privacy. For this, we go the opposite way. This design opens the exterior facade of the building through horizontal long windows, setting up entrances and exits, and other methods; The small square windows of traditional Hakka houses are used in reverse on the interior facade of the building. It not only introduces landscape and lighting, but also blocks the line of sight interference in guest rooms, isolating noise. This design not only retains the symbol imprint, but also adapts to the needs of modern life.



*Figure. 3-4 were designed by the author

Figure 3 and Figure 4: Design of Huizhou Hakka homestay guesthouse lobby and elevator hall

between its and the competitor's products or services, which can leave a unique and deep impression on the guests, and help to improve the recognition and popularity of the homestay guesthouse.

5. Conclusion

Homestay guesthouse is a good carrier of regional culture inheritance and urban image construction, and also an important index of urban environment optimization. The future road of Huizhou homestay guesthouse must be a comprehensive consideration of the factors of The Times, culture, city and people, which is an in-depth study and inheritance of Huizhou's characteristic culture, but also a road of brand and characteristic development of Huizhou homestay guesthouse. Therefore, under the double background of post-epidemic era and Internet celebrity economy, considering Hakka cultural characteristics, it is particularly necessary and timely to carry out strategic discussion and spatial practice of symbolization design of Hakka homestay guesthouse in Huizhou.

Acknowledgements

This work was funded by the Huizhou Philosophy and Social Sciences Discipline Co-Construction Project (Project Number: 2023ZX076).

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