



Miao-Themed Souvenir Toys Design to Promote Tourism in Guizhou China

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ABSTRACT

Purpose/Background: This study investigated the impact of Miao-themed souvenir toy design on promoting tourism in Guizhou, China. The culturally diverse province has an opportunity to leverage ethnic arts for tourism growth. Authentic representation of minority groups through creative mediums can attract visitor interest.

Methods: A qualitative approach was used involving semi-structured interviews with Miao artisans who design souvenirs. Detailed interviews examined artistic processes and cultural representations in toys. Interview transcripts were analyzed using coding and thematic analysis.

Findings: Interviews highlighted the cultural significance of toys for promoting both Miao heritage and local tourism. Artisans play a key role in authentically conveying minority culture through creative souvenirs. Culturally symbolic elements in toys resonate with tourists seeking an immersive experience.

Conclusions: Findings demonstrate souvenir toy design as an avenue for boosting tourism while preserving ethnic arts in Guizhou. However, time limitations prevented thorough investigation of tourist preferences and trends influencing market success. Ongoing research is critically needed on optimizing cultural designs and effective promotion for visitor appeal.

Keywords: Cultural heritage, Theme based souvenirs, Miao-themed toys, Tourism, Guizhou

INTRODUCTION

This study investigates the complex dynamics of Miao-themed souvenir toys and their essential role in promoting tourism development in Guizhou, China. The elements covering the cultural essence expressed in these mementos and their subsequent impact on tourist involvement are central to this investigation. The multiple qualities of these artefacts, such as their creativity, authenticity, and cultural relevance, impact tourists' views and their subsequent interaction with the location (Bernardo & Kastenholz, 2023). Furthermore, this analysis highlights the complicated connection between craftsmanship of Miao artisan, creative processes, and the resulting effects on local tourism. This investigation is useful in unravelling the intricate web of effects intertwined in the use of cultural artefacts as powerful stimulants for the expansion of tourism sectors.

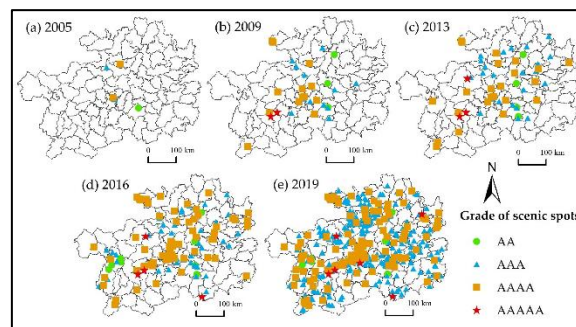


Figure 1: Spatial distribution of A-level scenic places in Guizhou Province

Source: (Qiu et al., 2021)

Guizhou province, known for its varied cultural tapestry, has emerged as a major tourist attraction for international visitors (Qiu et al., 2021). The Miao ethnic group appears as an example of cultural diversity in this vibrant mosaic, recognized for its ancient customs and remarkable craftsmanship. A growing trend in global tourism emphasizes the purposeful use of culturally stuffed souvenirs as economic revival and preservation of culture accelerators (see Figure 1.2) (Shen & Lai, 2022). In particular, carefully designed souvenir toys that serve as cultural ambassadors for the Miao heritage have emerged as potential drivers of tourism growth in Guizhou. The pattern is consistent with worldwide trends, in which the authenticity of cultural goods becomes a strong pull for tourists seeking immersive cultural experiences. A comprehensive understanding of this cultural and historical background is required to assess its potential impact on Guizhou's expanding tourism environment, as well as to place it within the broader framework of cultural tourism.

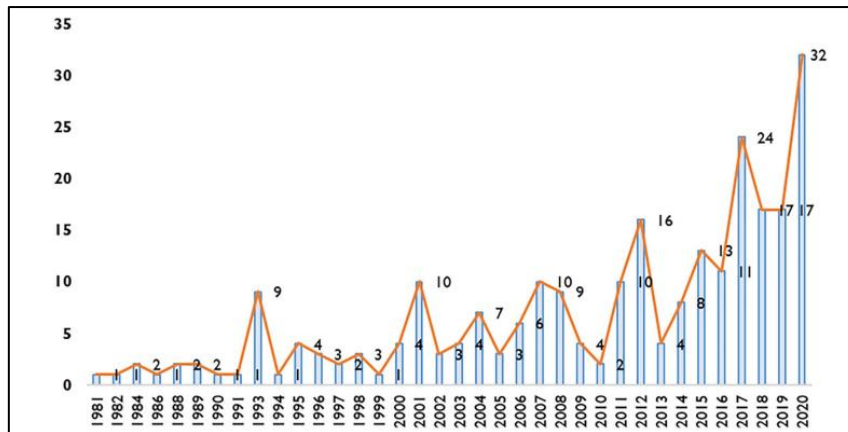


Figure 2: Annual number of souvenir-related papers published (1981-2020)

Source: (Shen & Lai, 2022)

An in-depth examination into the transforming influence of Miao-themed souvenir toys on tourism promotion in Guizhou, China, is central to this inquiry. The study aims to elucidate the varied levels of cultural representation inherent inside these artefacts, as well as their critical function in seducing tourists. The delicate nexus between the skilled craftsmanship involved in crafting these mementos, their cultural authenticity, and the subsequent effects on tourists' perceptions and decisions regarding visits is a major topic of this research. The study seeks to shed light on the significant role of these cultural relics, created by expert Miao artisans, in both preserving and disseminating the Miao people's cultural legacy. It also tries to explain how these artefacts work as catalysts, supporting Guizhou province's expanding tourism scene.

This investigation has far-reaching implications in a variety of fields, most notably cultural heritage protection, economic advancement, and tourism marketing. It primarily presents a comprehensive understanding of how Miao-inspired souvenir toys serve as important aids in maintaining and perpetuating indigenous customs. Furthermore, the study has the potential to strengthen local economies by revealing light on the economic impetus created by smart promotion of culturally significant artefacts, thereby supporting long-term tourism growth. Furthermore, it contributes to the broader discussion of cultural tourism by elucidating the complicated links between the authenticity of cultural souvenirs and their critical role in enriching the tourist experience. Finally, the study's findings have the potential to inform policymakers, tourism organizations, and craftsmen, providing direction in developing strategies that promote cultural heritage while also supporting economic development through tourism.

The project focuses on resolving crucial research questions related to the profound interplay between Miao-themed souvenir toys and their impact on tourism in Guizhou. This investigation is guided by two critical questions: First, the study tries to unearth the depth of authenticity inherent in Miao-themed souvenir toys, digging into how these artefacts properly contain and reflect the Miao ethnic group's rich cultural past. This entails a thorough investigation of the complexities of cultural representation buried within these mementos, with the goal of determining their position as stewards of indigenous traditions. Second, the study seeks to comprehend the perceptual impact that these unique mementos have on tourists' decision-making processes on their visit to Guizhou. The study intends to determine the extent to which these cultural representations operate as catalysts, tempting and changing visitors' experiences inside Guizhou province's dynamic cultural landscape by analysing tourists' responses and engagements with these artefacts.

LITERATURE REVIEW

Theory of Cultural Tourism

McKercher and du Cros described the concept of cultural tourism. According to this concept the cultural tourism is the movement of tourist from one place to another by being attracted through the cultural heritage of that place (Du Cros & McKercher, 2020). According to this theory the cultural tourism is a form of tourism that depends upon the cultural heritage of the tourism providing destination, and how this cultural heritage add value to the destination to make it worth visit. Cultural tourism prefer the places that hold high cultural values, enough to make it a destination for tour. Cultural heritage both tangible and intangible contribute to develop the cultural tourism (Lőrincz, 2020). The cultural heritage such as landscapes, festival, events, museums, architecture, sculptures, religious places, wildlife and sanctuaries etc. present the tourism site for the cultural tourism. Cultural heritage of a country can help that country financially and economically by making the country as a destination for cultural tourism. Cultural tourism involve the exploring of tangible cultural assets such as historical sites, particularly mountains, landscapes, temples, churches, etc. and the exploring of the intangible cultural heritage such as the traditional customs, values, festivals, events learnings prevailing in a country (Santa & Tiatco, 2019). Preserving the cultural heritage thus promote the cultural tourism and thus the economy of the country. Cultural items such as food, toys, and artwork are usually taken by the tourist as souvenirs. Souvenir represent the place, time and event associated with it. Cultural tourism therefore develop value in the tourist through souvenir as

well (Seyfi et al., 2020). Creative tourist found it appealing and interesting to explore the cultures of different civilizations through their landscape, food, clothing, and festivals. Cultural tourism therefore is an important aspect describing the importance of cultural heritage and the promotion of tourism (Domínguez-Quintero et al., 2020).

Cultural heritage of Guizhou

Guizhou province in southwest china is known for its cultural diversity and traditional villages. This province is inhabited by many different groups with diverse cultural heritage, the main groups of which are Miao and Dong groups. Cultural heritage are the assets with historic, symbolic, artistic, aesthetic and social significance that are inherited from the past generations. Even if they are not inherited from the past generation they are selected by the society as cultural heritage due the social, scientific, ethic, religious or artistic value that they hold (Dong et al., 2023). Both tangible and intangible cultural heritage are included in the cultural heritage of Guizhou. Moreover, natural heritage like landscape, mountains, and biodiversity also contribute to the cultural heritage of Guizhou. Guizhou province in southwest china is densely populated by the Miao group. Miao people inhabit almost 200 Miao villages in the Guizhou. Among the many nationalities in southwest china Miao nationality is known for its unique cultural diversity and heritage (Zhang et al., 2021). Han and Cong (2023) Stated that the Miao group originated some 5000 year ago from the Jiuli tribe. This Miao ethnic group consist of four sub-groups the Hmong, A-Hmao, Hmu, and Qo Xiong. All these groups although distinct are linguistically related along with some other cultural values of the Miao culture. Unique architectural style, villages in the landscape surrounded by forests, simple living style and traditional customs depict the ancient culture of the Miao ethnic group that is still present in competition to the modern civilization. Miao ethnic group inhabiting the Guizhou province in China represents the true cultural value of Miao people in Miao villages (Han & Cong, 2023). According to the study of Xu and Rong (2021) unique architectural style in the Miao village is the true depicter of the tangible cultural heritage of the Miao. Miao villages are present in the mountains and so are the buildings of Miao people. Most of the buildings and houses are made of wood in the mountains that are adapted to the damp environment and the rocky soil. These buildings are constructed on the mountain slopes in a hanging position that is why they are also called as turret-hanging buildings. The traditional folk song of the Miao people that states that “the Miao live in mountains and Dong live by water” also depict the cultural residence of the Miao group (FAN, 2020). The dresses, food, bronze-drum dances, drinking, flying and love songs in the Miao villages also represent the Miao culture. Moreover, the traditional life style,

beliefs, artwork and production mode also represent the authenticity of the Miao culture. This primitive culture held by the Miao group in the Guizhou truly represents the cultural tangible, intangible and natural heritage of the Miao and is of universal value. Such a true cultural heritage with vital traditional values and customs presented by the Miao group attract the people to know much about their civilization and to visit their places thus prompting tourism (Shi et al., 2019).

Importance of souvenirs in promoting tourism

A souvenir is anything that is kept as a reminder of a place or a person. They are the tangible products that reminds one about the particular place from which they are produced or the event at which the visitor buy that souvenir. Souvenirs usually are taken as the symbol of resemblance to a particular place, event or person in the remembrance of that place, event or person. It can be any object, such as artwork, potter, crafts etc. (Shtudiner et al., 2019). The souvenirs can be either purchased to use them as a symbol to remember a particular occasion or place, or they can be gifted to one another as a symbol to represent the cultural value of a place. Souvenirs are of critical importance when it comes to the promotion of tourism (Amaro et al., 2020). According to the study of Masset and Decrop (2021) souvenirs are the artefacts of tourism as they represent the travel experience of the tourists. Souvenirs are especially the items that hold some cultural importance such as the crafts, pottery, antiques, clothes, gemstones, glass wares and jewelry etc. The souvenirs promote the tourism by guiding through tourist experience. Actually, the souvenirs promote the cultural exchange between people belonging to various cultures. When tourists get souvenirs from a particular place these souvenirs help them to learn about the cultural and traditional values that prevail in that place. By purchasing souvenirs the tourist not only tend to learn about the cultural history of that place but also support and motivate the local artisan to create value in their crafts as souvenirs (Masset & Decrop, 2021). The cultural heritage of Miao in Guizhou, China also present the value able souvenirs that are taken as keepsake or mementos by the tourist. For example, the costumes of Miao people with butterfly symbol represent their culture of respecting butterfly as their ancestor is an important souvenir depicting the Miao culture. Moreover, colorful clothes with intricate patterns, caps, and art pieces such as pottery, crafts and toys are also the souvenirs that reminds one about the Miao ethnic group and their culture. Thus, this cultural exchange through souvenirs promote the interest in knowing other civilizations which promote cultural heritage and will to visit that place, therefore promoting tourism (Lu, 2023).

Miao themed Souvenir toys and cultural heritage

Souvenir toys according to Hitchcock (2021) are the toys that hold some traditional and cultural value. Souvenir toys mark the particular event, custom or tradition of the Miao ethnic group, representing the unique Miao culture. These toys represent the ancestral history of the Miao culture as well. These souvenir toys are important part of the Miao traditional arts. Artisans in Miao use their creativity to develop souvenir toys that hold the cultural values including religious beliefs, classical and local customs and especially the values representing the Chinese festivals and literatures. These souvenir toys made by the Miao artisans are easily available than other pieces of art works such as glassware, jewelry, gems etc. (Baark, 2022). The Miao themed souvenir toys represent the core cultural values of the Miao. These include the festival toys and others such as the traditional toys for appreciation, and Chinese knots etc. Hand crafted toys show the artistic heritage of the Miao ethnic group (Chen et al., 2021). On festivals handy toys are made according to the festivals, such as in lantern festivals lanterns in the shape of monkey, fish, and flowers etc. are made. These festival toys are the souvenirs that remind one about those particular festivals and events. Other folk toys made of straw, clay, stone and gems represent the unique traditional heritage of Miao, Guizhou. Moreover, euphonious toys and toys like puzzles to promote wisdom development are also included in the souvenir toys of Miao (Schein & Vang, 2022). Artisans that add the cultural value to these souvenir toys are very skilled and have deep wisdom about the traditional history, cultural values and civilization of the Miao ethnic group. These skills that the Miao artisans possess are passed on to generation after generation preserving the cultural heritage of the Miao. These toys represent the uninterrupted history of the Miao group in Guizhou. Souvenir toys of Miao therefore contribute significantly to promote the cultural heritage of Miao by presenting traditional customs and history (Chen et al., 2021).

Importance of Miao themed souvenir toys to promote tourism in Guizhou

Miao themed souvenir toys that are purchased by the tourist as a keepsake in the remembrance of the Miao villages in Guizhou. These toys represent the authentic cultural diversity and traditional values of the Guizhou. The souvenir toys and tourism aptitude are closely linked. In fact souvenirs are important component of the travel experience of the tourist (Lu, 2023). The souvenir toys act as commodities in the trade between the tourist and the tourism provider. Miao themed toys such as hand crafted pottery, handmade knots, and hand crafted puppet toys are purchased by the tourist as souvenirs. These pieces of art work hold the long history of

Chinese art and craft (Cheung, 2020). According to the study of Meitiana et al. (2019) souvenirs are usually purchased by the tourist as gifts for the family and friends. In many countries including China it is custom that when tourists visit a place they take the souvenirs from there as a gift to show the family and family the cultural values of that place. Moreover, souvenirs are also taken as mementos for one's own keepsake in the remembrance of that place. Miao artisans through their skills develop the folk toys that depict the long cultural history and traditional customs prevailing in the Miao villages in Guizhou. These toys are thus important souvenirs for the tourist. This promote the exchange of culture between the tourist and the tourism provider (LIU & DU). Tourist tend to develop an interest to learn more about the cultural history of the Miao through Miao souvenir toys. Moreover, when souvenirs toys are presented as gifts it leaves a positive impact on the mind of that person about the travel experience of the tourist. Souvenirs depict the travel experience as a good travel experience make the tourist more interested to take souvenirs with them. Miao souvenir toys presenting the authentic cultural heritage, taken as souvenirs are found appealing by the many people. Tourists find it interesting to explore the traditional values of the Miao culture. These souvenir toys and the artisan making souvenir toys thus play a significant role in promoting tourism in Guizhou (Ren et al., 2021).

RESEARCH METHODOLOGY

Research Design

The study used a qualitative methodology to investigate in-depth how souvenir toys with Miao themes affect Guizhou, China's tourism industry. To explore the subtleties of cultural representation and its impact on the growth of tourism, qualitative methods were used. This method captures the richness and depth of Miao culture as it is portrayed through souvenir toys, allowing for a comprehensive understanding of the subject. To find out how souvenir toys with Miao themes affect Guizhou, China tourism, the study used a qualitative design. The study used semi-structured interviews with Miao artisans to gain insight into the creative processes, design decisions, and cultural meaning that go into making these toys. Investigating how these cultural artifacts support tourism and the preservation of Miao cultural heritage in the area is the main goal of the research design.

Participant Selection

People associated with cultural representation and acknowledged authorities on creating souvenir toys with Miao themes are the Miao artisans who were involved in this study. They

are invaluable informants because of their complex knowledge and abilities. In order to ensure that relevant data was collected, artisans with a reputation for knowledge and cultural understanding were chosen using purposive sampling.

Data collection and analysis

The main technique for gathering data was conducting semi-structured interviews with Miao artisans. The purpose of these interviews was to extract in-depth information on the creative methods, design factors, and cultural significance incorporated into the production of souvenir toys with Miao themes. The interviews' open-ended format enables a thorough examination of the artisan's viewpoints and experiences. The collected data was subjected to a qualitative process called thematic analysis, which was used to find recurrent themes and patterns. Predetermined research objectives served as the deductive basis for the analysis, which focused on two main areas: the genuine portrayal of Miao culture in souvenir toys and the ensuing effect on local tourism. This methodological decision ensures that important insights were emerge by allowing for an organized investigation of the qualitative data. This study has used qualitative analysis in accordance with its chosen methodology and goals. Thematic analysis was employed for this purpose, which, according to Delve (2020), entails carefully examining gathered data to find recurring themes. Edited transcriptions were gathered and arranged for this purpose. N-Vivo was utilized to create themes in order to reach a fruitful conclusion. Thematic analysis is appropriate and useful for analysing the study's data because it brings to light the respondents' common beliefs and experiences. In addition, theme analysis can be flexible, explore extensive response depth, and analyse sizable datasets.

Ethical Considerations

The study complies with ethical standards to protect participants' privacy and well-being. To emphasize the voluntary nature of their participation, informed consent is obtained from every Miao artisan. Because they are aware of the sensitive cultural issues surrounding the study, the researchers make sure that the Miao heritage being studied is respected and honoured throughout the research process. Once the participants had a clear understanding of the study's objectives, their questions and concerns were addressed. Every query and concern raised by participants has been addressed, and the study is carried out only with their permission, giving them the option to leave at any point while it's being conducted. In order to protect their privacy, participants' anonymized names and identities are presented with great care. To ensure the participants' safety, their personal information had been kept secret.

FINDINGS

The present study aims to uncover underlying thematic concerns within the data gathered from Miao artisans via semi-structured interviews.

Thematic Analysis

The discussion was thematically analyzed to delineate recurring thematic patterns. Table 4.1 shows the thematic patterns and their characteristics.

Table 1: *Main themes in data*

Theme	Characteristics
Theme I: Cultural inspiration	<ul style="list-style-type: none"> • Embroidered elegance • Symbolic splendour • Festive marvels
Theme II: Tourist engagement	<ul style="list-style-type: none"> • Crafting traditional memories • Unlocking traditional exploration • Cultural ambassadors
Theme III: Local craftsmanship	<ul style="list-style-type: none"> • Embodied heritage • Authentic echoes • Symbolic stitches
Theme IV: Storytelling through art	<ul style="list-style-type: none"> • Narrative threads • Symbolic journeys • Designs in motion
Theme V: Sustainable practices	<ul style="list-style-type: none"> • Ecological crafting • Green manufacturing • Tradition and conservation

Theme I: Cultural Inspiration

The souvenir toys, which are infused with vivid Miao culture and display exquisite embroidery, are a reflection of Guizhou's rich textile heritage. Tourists are enthralled with miniature versions of conventional Miao costumes as well as silver ornaments, which offer a concrete link to the history of region. Rich in symbolism, Miao culture infuses lucky factors like monsters, phoenixes, and verdant landscapes into the memento toy designs. In addition to adding aesthetic appeal to the toys, these symbols also have deep cultural significance and provide visitors with a delightful as well as insightful look into the fascinating realm of Miao tradition. According to one of the respondents:

Our souvenir toys with a Miao theme are inspired by the unique festivals in the community, like Lusheng Festival as well as Sisters' Meal. These toys depict dancing positions, musical instruments, as well as miniature processions, perfectly capturing the spirit of exuberant festivities through fine attention to detail. One can discover the core of Guizhou's colorful Miao celebrations with these unique mementos.

Theme II: Tourist Engagement

The interactive storyteller memento toys with a Miao theme give visitors a hands-on look at Guizhou's rich cultural heritage. Through the integration of contemporary design along with traditional craftsmanship, these toys serve as sources of information regarding Miao heritage. Visitors can participate in interactive activities, like making their own miniature versions of traditional Miao clothing. Through the creation of enduring memories and a more profound connection to Guizhou's abundant cultural identity, this experiential approach leaves tourists with a memorable as well as educational experience. Moreover, the Miao-themed memento toys are made to be more than just souvenirs, they are doors to cultural discovery, offering a truly unique Guizhou experience. With these toys serving as guides, visitors can take a self-guided excursion that highlights various facets of Miao tradition. These toys open up a multifaceted experience that makes traveling through Guizhou, China not only unforgettable but also enlightening and rewarding, whether it be through visiting regional craftsmen or taking part in festivities. According to one of the artisans:

Our souvenir toys with Miao themes serve as ethnic ambassadors, drawing tourists in with a seductive combination of aesthetics as well as knowledge. We provide informative tours to tourists so they can engage with their memento toys while exploring Guizhou's historic sites, adding to the overall experience. These escorted experiences bridge the divide between the intangible and the tangible, resulting in a dynamic, unforgettable encounter. By combining enjoyment and education, visitors leave Guizhou with more than just mementos, i.e., they leave with a profound as well as life-changing experience.

Theme III: Local Craftsmanship

The workmanship incorporates traditional embroidery methods that have been passed down via the generations as a tribute to the Miao society's meticulous artistry. Every memento goes through a meticulous process that reflects the community's dedication to accuracy and colourful design. The creations are further distinguished by intricate silverwork that is reminiscent of

Miao silver ornaments. These authentic works of Miao art represent more than just trinkets, they are a palpable celebration of people's unique skills, techniques, as well as rich cultural history. Furthermore, the artisans painstakingly replicate the distinct skills of the Miao people, imbuing each memento with age-old methods like elaborate silver filigree as well as hand-stitched applique. These techniques, which have their roots in Miao culture, enhance the genuineness of the work. Miao fabrics are known for their vibrant colours as well as symbolic patterns that authenticate the souvenirs as authentic representations of Miao artistic ability. This helps establish concrete links to the society's rich cultural legacy along with expert craftsmanship. According to one of the artisans:

Every memento we create is an homage to the exquisite artistry of the Miao people, and our work reflects their unique talents. Our creations, which employ traditional techniques such as wax-resist colouring along with hand embroidery, perfectly capture the accuracy and dexterity that characterize Miao craftsmanship. These mementos are authentic representations of Miao art because they feature symbolic elements like mythical creatures as well as auspicious motifs. These tangible, exquisitely crafted pieces showcase the community's rich cultural heritage.

Theme IV: Storytelling through Art

The creations function as visual stories, incorporating the Miao individuals' rich history as well as traditions into each and every element. Miao folklore is mirrored in every souvenir, which uses symbolic elements such as dragons as well as mythical creatures to convey a story. By offering supplementary stories and explanations, these stories help visitors emotionally connect with the stories. By using a storytelling technique, the souvenirs become more than just mementos, they allow visitors to completely lose themselves in Miao individuals' cultural fabric. Moreover, the mementos are arteries of Miao heritage and customs, created with elaborate designs as well as narratives that go along with them. Symbols that tell stories of harmony along with resiliency include phoenixes as well as lush landscapes. Armed with understanding of such symbols, tourists set out on a quest for comprehension and admiration. The works enable visitors to engage with the historical and cultural stories of Miao individuals on a more profound level than just the aesthetic level by fusing storytelling and design. According to one of the respondents:

Our designs convey the fascinating tale of the heritage and customs of the Miao individuals as visual segments. Intricately woven symbols, like the Sisters' Meal event,

offer insight into Miao customs. Through informative trips, where each memento becomes a narrative companion, tourists feel connected to these stories. With the help of this dynamic strategy, our works become immersive cultural encounters that enable visitors to relate to and value the intricate story that is weaved into Miao tradition.

Theme V: Sustainable Practices

The Miao-themed memento toys put an emphasis on sustainability by using eco-friendly, locally sourced materials. Everything is taken into account, even water-based inks and biodegradable packaging. This dedication not only lessens the effect on the natural world but also improves the Guizhou travel experience, in line with the worldwide trend towards eco-friendly travel and giving visitors an environmentally friendly option. Furthermore, the memento toys embrace sustainability by using recycled materials, cutting waste and encouraging environmentally responsible behaviour. Energy efficiency is given top priority during the production process, reducing carbon emissions. Interacting with these eco-friendly keepsakes helps to make Guizhou travel experience more sustainable and supports international conservation initiatives. According to one of the respondents:

Miao-themed memento toys are made with eco-friendly production methods and carefully selected materials as part of our dedication to sustainability. By purchasing these environmentally friendly mementos, visitors not only bring home a bit of Miao civilization but also help to make Guizhou an eco-friendlier as well as sustainable travel destination, promoting a positive relationship between environmental awareness and cultural discovery.

DISCUSSION

The concept of cultural tourism revolutionized in the last few decades and witnessed the use of different heritage and cultural tools in promoting local cultural tourism. In present study, the cultural significance of Miao-themes souvenir toys are highlighted in context of cultural tourism promotion in Guizhou. The main areas which are covered in analysis of collected data include Cultural inspiration, tourist engagement, local craftsmanship, storytelling through art and sustainable tourism practices. The findings of the interview covered these main areas and highlighted the Miao themed toys hold cultural importance and can be used as a significant tool for supporting and promoting local cultural tourism. While analyzing cultural inspiration, it occurred that the Miao culture is renowned for the exceptional display of exquisite embroidery. The rich textile heritage of Guizhou are promoted through different ornaments and

toy designs that reflect the long back history and tradition of Miao. The previous literature (Mukunda et al., 2023) also established a profound conceptualization that handicraft tourism is one the significant way to promote local art and craft while taking it as major cultural tourism attraction. The toys holds importance as they are inspired by the unique Miao festivals that have massive tourist attractions and. The Miao cultural festival celebrations are therefore sparked by the use of souvenir toys manifesting Miao culture. Guizhou's locals use different tourism methods and tools to engage the tourist. The memento toys are the best way to culturally engage the tourist by quipping them with enough cultural heritage information. In terms of their importance, the souvenir toys are more than toys and offer cultural insights that provide exceptional tourist experience. As the region is famous for traditional craftsmanship, the display of this tradition from Miao theme based toys is a best tourist strategy that has positive implications.

The local craftsmanship is one of the significant way to promote local tourism. The findings revealed that the craftsmanship is a notable mark of Miao's traditional history. The artistry skills displayed by this community are matchless and attract massive foreign tourists. The use of Miao themed toys therefore reflects the Miao's community efforts to protect the cultural heritage and promote local craftsmanship through these toys. The findings of the past literature (Koumara-Tsitsou & Karachalis, 2021) supported that the use of traditional products and craftsmanship is positively linked with the sustainable tourism. It implies that the local art and craft act a catalyst in capturing and maintaining tourist attractions. Similar to that, the Miao-themed toys represent the people's skills, cultural history and artistic orientation which require applaud from the tourists. The cultural originality and genuineness of these toys therefore facilitate the Miao community to maintain the cultural legacy. The findings also revealed that the toys are used for the storytelling purpose. In order to communicate the Miao's rich cultural history, the toys in the form of mythical creatures represents different cultural stories. As the cultural storytelling is a central part of local and cultural tourism, the use of these toys provide exceptional tourist experience. By fusing aesthetic, cultural and tourist elements, the use of toys holds cultural admiration and act as a metaphor. Furthermore, the toys are manufactured from the locally sourced sustainable material, it manifest eco-friendly experience. These arguments are supported by past literature (Karakul, 2019; Karakul Türk, 2019) indicating the strong link between the idea of sustainable tourism and traditional craftsmanship. The Miao themed toys also serve the same purpose. At one hand it promotes cultural tourism and on other

it is linked with the sustainable art and craft practices. The benefits on the dual edge thus keep the cultural and sustainable importance.

CONCLUSION

The cultural tourism can be promoted through different methods and measures. Adopting traditional art and craft to promote local tourism is one the significant way to bring diversity. The study focused on the cultural significance of the Miao-themed souvenir toys for the sake of promoting tourism. The researcher emphasized on the cultural versatility and importance of traditional craftsmanship in context of tourism of Guizhou, China. As the regional tourism in China drawing attention to the sustainable tourism development, the utility of local art and craft is a big opportunity for the local residents to promote cultural values and tourism. The study is based on qualitative research methodology and the data is extracted from the Miao artisans that are renowned for their local craftsmanship. The findings extracted from the collected data revealed that the cultural heritage of Miao ethnic group can be promoted through the use of traditional craft in the form of Miao toys. The themes distinctly dealt with different aspects associated with the cultural tourism and rich heritage of Guizhou province. The discussion of the themes clarified that using such toys is directly linked with tourist engagement. Moreover, it promoted sustainable craft therefore holds value in upholding cultural as well as sustainability principles.

IMPLICATIONS OF STUDY

There are numerous implications of the study. It contributes in the past literature by filling the previous research gaps. There is abundant of literature available on cultural tourism. But the primary focus of the studies remained the use of local sources, the role of stakeholders, the challenges and opportunities of cultural tourism. There are few research studies available regarding the use of local handcrafts for tourism purpose. The use of different musical, fabric, utensils and ornaments are explored in context of cultural festivals, celebrations, and tourist attractions. However, the scarcity of literature in context of Miao themed society cultural heritage provided the primary base for the present study. Due to the cultural significance of Miao society in China, the challenges and the opportunity in this area needs in-depth examination. The researcher therefore contributes to these areas by filling the gaps and providing empirical insights. The study facilitates the future researchers in terms of basic understanding regarding cultural importance of Miao themes toys and their use for tourism.

Practically, the study is significant as it provides clear outline on challenges, significance and improvement opportunities in cultural tourism. The study can assist the locals in understanding the importance of craftsmanship and how this opportunity can be utilized for intensifying local tourism developments. As China is emerging as a strong economy, the cultural tourism and strengthening tourist attraction can bring value in this regional in terms of tourism. Moreover, it can boost economy in a sustainable way and provide cultural platforms to present Chinese heritage and cultural values. It provides a creative pathway for the cultural tourism management to support this craftsmanship in order to preserve the cultural heritage as well as advancing tourism.

LIMITATIONS OF STUDY

The findings of the study is limited in certain ways. Firstly, the research methods adopted by researcher yielded specific results. The qualitative research approach has been utilized which add subject value in the study. The participants were Miao artisans that shared their opinions regarding the use of Miao themed toys. The specific nature of participants therefore confined the results of the study in the respective area. The participants were few in number therefore the reliability of the results can be questioned. The study covered the issues in context of Guizhou China. As the craftsmanship in each region is different and has distinct impact, the results cannot be applied in any other regional context. The theoretical base is developed on the cultural tourism theory. The adoption of this theoretical framework specifies the results and cannot be generalized. The conceptual areas which are given focus only includes the sustainability, tourist engagement, sustainability and Miao cultural heritage. The results obtained from the data are therefore limited to these areas can be advance further in future studies.

FUTURE RESEARCH DIRECTIONS

The future studies can adopt different research methods to bring diversity in the results. Different participants can be selected i.e. collecting data from cultural tourism managers can provide distinct insights. Moreover, the opportunities can also be identified by obtaining responses of tourism experts. By enhancing the number of participants, the reliability of the results can be ensured. Choosing different theoretical construct can bring diversity and depth in results. The researchers can also expand the research scope by including the role of locals in managing traditional craftsmanship and the government support for such kind of tourism. Making these choices can bring more research value in the present study.

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INTERVIEW QUESTIONS

1. Can you explain how the Miao culture influences the toys you design as souvenirs? In what way can these cultural elements be incorporated to attract tourists?
2. How, in your opinion, can tourists be drawn in and given an unforgettable Guizhou experience by your Miao-themed souvenir toys?
3. In what ways does your craftsmanship embody the distinct abilities and methods of the Miao community? What particular components distinguish these souvenirs as genuine examples of Miao artistry?
4. How do you communicate the rich history and customs of the Miao people through your designs by incorporating storytelling? How can tourists relate to these tales through the works you have created?
5. In light of the current global focus on sustainability, could you elaborate any environmentally friendly or sustainable methods used in the creation of souvenir toys with Miao themes? In what way does this enhance the entire Guizhou tourism experience?