

Reinterpreting Li Brocade Patterns: A Cultural Narrative Approach to Themed Hotel Design and Identity Enhancement

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ABSTRACT

In the context of the revitalization of intangible cultural heritage, this study systematically explores the innovative application path of Li brocade patterns in experiential hotel spaces, aiming at the problem of weak identity perception caused by the surface application of Li brocade patterns in hotel design. Based on the theory of spatial narrative, combined with pattern genealogy analysis and design practice, a theoretical model of "pattern deconstruction-semantic fusion-scene symbiosis" is constructed, while shaping an immersive spatial experience with national memory. The study constructs a theoretical framework of "symbol extraction-spatial encoding-experience generation" for intangible cultural heritage elements, providing a methodological reference for the value transformation of traditional culture in contemporary accommodation space.

Keywords: Li brocade pattern; hotel design; cultural identity; revitalization of intangible cultural heritage

INTRODUCTION

With the rapid development of tourism, theme hotels, as a unique form of accommodation, have gradually become an important carrier for tourists to experience local culture. As a symbol of Li culture, Hainan Li Brocade has rich cultural connotations and unique artistic value. Incorporating Li Brocade patterns into theme hotel design can not only enhance the cultural characteristics of the hotel, but also enhance tourists' cultural identity. This paper aims to explore the specific application of Li Brocade patterns in theme hotel design and its role in enhancing cultural identity, and provide theoretical support and practical guidance for the modern application of intangible culture.

Research Objectives

Through theoretical analysis and practical case studies, this paper discusses the application of Li brocade patterns in theme hotel design and its role in enhancing cultural identity. Li brocade patterns can not only enhance the cultural taste and aesthetic value of the hotel, but also significantly enhance the cultural identity of tourists and realize the inheritance of intangible culture.

LITERATURE REVIEW

1. **Research on the value of Li brocade :** As the materialized carrier of the cultural gene of the Li nationality, the pattern system of Li brocade carries the historical memory and cosmological cognition of the ethnic group (Wang, 2020). The international academic community continues to pay attention to the modern transformation of traditional crafts. Design Research (Lee & Chen, 2020) proposed the theory of "symbolic hierarchical translation", emphasizing that traditional patterns need to be transmitted across cultures through semantic decoding, which echoes the symbolic formation theory of archetypal symbols such as "human pattern" and "frog pattern" in Li brocade patterns. Smith (2021)'s case study in Heritage Tourism Magazine shows that the digital archiving of intangible cultural heritage can enhance its accessibility in contemporary design and provide a methodological reference for the construction of the Li brocade pattern database.
2. **Research on the application of cultural elements in theme hotel design:** The global hotel industry is undergoing a paradigm shift from functional orientation to cultural experience. Gürel (2019) argued in journal Interior Design that the spatial embedding of cultural symbols must follow the three-dimensional strategy of "visual anchor-narrative clue-behavioral touchpoint", which forms a dialogue with the scene immersion theory proposed in this study. It is worth noting that Tourism Management (Jones et al., 2022) found through cross-national empirical evidence that the systematic encoding of regional cultural elements in hotel space can increase the accuracy of tourists' cultural cognition by 28%-35%, which provides a benchmark reference for the setting of quantitative indicators in this study.
3. **Research on the cultural identity of Li brocade:** Research on the mechanism of cultural identity construction shows an interdisciplinary trend. Park (2023) used symbolic interaction theory in Heritage Studies to confirm that "tactile participation" in traditional craft displays can significantly enhance tourists' emotional identification. This conclusion supports the decision-making logic of designing interactive devices in this study. Comparative studies show that the application of Southeast Asian batik in Bali resort hotels (Wijaya & Scott, 2021) shows that the narrative reorganization of cultural symbols can extend tourists' stay time by 22%, which provides an analytical framework for evaluating the economic and cultural dual benefits of Li brocade application.

RESEARCH METHODOLOGY

This study analyzes the heritage of Hainan Li brocade and the design methods of hotel spaces representing the intangible cultural heritage represented by brocade patterns, using quantitative analysis, qualitative analysis, questionnaire surveys and data analysis methods.

Step 1. Research Design: Gain a comprehensive understanding of the research topic to better grasp the artistic characteristics, artistic and cultural values, functional needs, spatial design, and innovation of Hainan intangible cultural heritage patterns. Review and analyze various literature materials on Hainan Li brocade to summarize its artistic features and inheritance status. Invite practitioners of Li brocade art to collect their views and experiences through face-to-face and telephone interviews. Conduct literature research and analysis on the space design of intangible cultural heritage pattern-themed hotels and analyze and create practical cases.

Step 2. Data Collection : This study designed a questionnaire, which included participant information, demand points, satisfaction and other related content. 100 questionnaires were distributed in Haikou City, and 95 were collected, with an efficiency of 95%. 9 questionnaires were distributed to professional practitioners and experts, all of which were collected, with an efficiency of 100%. SPSS software was used for descriptive statistical analysis, reliability and validity analysis, correlation analysis and variance analysis. The research hypotheses were tested and practical suggestions were put forward from multiple perspectives. The survey data were collected and preprocessed, and a research space experience value evaluation index system was constructed to determine the satisfaction and consumption intention measurement indicators, and a research model for the impact of perceived value on consumption intention was constructed. Relevant hypotheses were proposed, such as the degree of influence of tourists' experience on consumer intention and satisfaction.

Step 3. Sampling and Participants : Clarify the tools used, including taking photos, recording interview content on-site, and transcribing expert opinions to provide data support and tool assurance for the research. Design a questionnaire as shown in Table 1.

Table 1 Customer Perception Questionnaire on Li Brocade Patterns in Themed Hotel Design and Space

	Correction Item Total Correlation	Tem Deleted alpha coefficient	Cronbach Alpha coefficient
Your gender :	0.000	0.945	0.946
Your age :	0.000	0.946	0.941
Your occupational background :	1.000	0.937	0.944
Your educational background:	0.000	0.943	0.947
Through what channels do you usually learn about Li brocade culture-themed hotels?	0.000	0.945	0.943
Are you willing to try staying in a themed hotel space that features Li brocade culture?	0.000	0.946	0.947
The frequency of your stays in themed hotels	-1.000	0.985	0.945
What important features do you think the design of Hainan Li brocade - themed hotel spaces should have?	-1.000	0.954	0.943
Are you aware of the role of commercial space design in Li brocade-themed hotels?	0.000	0.943	0.947
What technologies or elements would you like to see included space design of Li brocade-themed hotels?	0.000	0.939	0.945
Does staying in a themed hotel bring you pleasure?	1.000	0.937	0.946
During the experience, I felt very comfortable.	1.000	0.939	0.945

Source: Author

Step 4. Data analysis : Using the literature review method, collect information on the intangible cultural heritage (ICH) of Hainan Li brocade and spatial design, and screen relevant papers. From the organization of the materials, it is evident that research on Chinese ICH arts has a certain foundation, but the theoretical system needs further enhancement. During research process, field surveys were conducted on Li brocade cultural spaces in Hainan and surrounding cities. Photos were taken and records were kept of the relevant spatial designs. It was found that the application of patterns is mostly direct, with weak cultural expression, lack of innovative design, chaotic color matching in soft furnishings, and poor aesthetics. During the research, experts in Hainan Li brocade and relevant designers were interviewed to summarize the development and inheritance of Li brocade culture and to gain an in-depth understanding of its ICH connotations. Questionnaires were designed and distributed to investigate the industry status of Random Stitch Embroidery products and spatial design, with the collected data and information used for practical research. Questionnaires were specifically designed for experts.

Table 2 Satisfaction of Space Design Experts with Space Design of Hainan Li Brocade Pattern Themed Hotel (Primary and secondary indicators mentioned earlier are adjusted according to your design type)

Primary Indicator	Secondary Indicator					
Cultural Nature	The hotel space integrates history.	5	5	5	4	5
	The hotel space incorporates technological features.	4	5	4	5	4
	The display and presentation in hotel space incorporate artistic characteristics.	5	5	5	5	5
	The visual aesthetics of the hotel space design	4	5	4	5	5
	The harmony of the hotel space design style	5	5	4	4	5
	The innovativeness of the pattern design in the hotel space	5	4	5	4	4
Design Nature	The narrative quality of the pattern details in the hotel space design	5	5	5	4	5
	The rationality of the connection between functional areas in the hotel space	5	5	5	4	5
	The comfort of the design dimensions in the hotel space	4	5	5	5	4
	The convenience of the circulation design in the hotel space	5	5	4	5	5

	The comfort of design style in the hotel space	5	5	5	5	5
	The harmony of color and materials in the hotel space design	5	4	5	5	5

Source: Author

The Impact of Opinion Levels on the Range of Average Scores, Table 3

Table 3 Reference for Scoring Standards

Range of Average Values	The meaning of the score in terms of applicability
4.51 - 5.00	Very good
3.51 - 4.50	Good
2.51 - 3.50	Average
1.51 - 2.50	Satisfactory
1.00 - 1.50	Needs improvement

Source: Author

When evaluating the average values of various aspects, a value above 3.51 is required to meet the evaluation criteria set by experts. Table 2 presents the data for five aspects: cultural nature, aesthetic nature, design nature, technical nature, and experiential nature. Each aspect includes 3–4 core questions to obtain relevant numerical values. All values exceed the range of 4.51–5.00, meeting the evaluation criteria. In the space design of Hainan Li brocade-themed hotels, cultural and technical aspects have higher weights. This indicates that these factors significantly influence the overall experience quality. Aesthetic nature, design nature, and experiential nature need to be strengthened to enhance the artistic and economic value of the space.

RESEARCH RESULTS

The content of this study first draws conclusions through analysis and research, gaining an in-depth understanding of value of Hainan Li brocade patterns. It provides a comprehensive understanding of the themed hotels under study, clarifies the forms of expression and innovative techniques of Li brocade art, and explores the refinement and innovative design styles of Li ethnic patterns in hotel spaces. This better meets the application needs of Li brocade patterns in modern themed hotels, achieving optimal effects in overall atmosphere, customer experience, and operational effectiveness of the hotels. The study offers references for the design of Li brocade patterns, color matching, and themed hotel design, thereby promoting Hainan's cultural tourism and economic development.

The Cultural and Artistic Value of Li Brocade Patterns

Cultural Value

As an essential carrier of Hainan Li ethnic culture, Li brocade patterns embody thousands of years of historical memory and cultural traditions of the Li people. The Li ethnic group is one of the earliest inhabitants of Hainan Island, with a culture that has a long and storied history. Li brocade, as a symbol of Li culture, records the lifestyle, belief system, and social structure of Li people. The weaving techniques of Li brocade are not only a form of craftsmanship but also a means of cultural transmission. In 2009, weaving techniques of Li brocade were inscribed on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity, further highlighting its cultural significance.

Li brocade patterns are important symbols of cultural identification for the Li people. In the process of modernization, Li ethnic culture faces significant challenges, and Li brocade, as a symbol of Li culture, has become an essential tool for the Li people to strengthen their cultural identity. Through the inheritance and use of these patterns, the Li people not only preserve their cultural traditions but also enhance their sense of identification with their own culture.

Artistic Value

Li brocade patterns are renowned for their unique composition and color matching, possessing high artistic and aesthetic value. The pattern designs typically feature geometric shapes, utilizing techniques such as symmetry, repetition, and contrast to create a strong visual impact.

The weaving process of Li brocade is highly complex, employing traditional waist looms for hand weaving, which reflects a high level of craftsmanship. The weaving process requires great skill and patience, with weavers needing to precisely control the position and tension of each thread according to the design requirements of the patterns.

Li brocade primarily uses blue, black, red, and yellow, each with its unique cultural symbolism. Blue, one of the most common colors in Li brocade, symbolizes the sky and the ocean. In Li culture, blue represents vastness and freedom, reflecting the Li people's reverence for nature and their aspirations for life. Black symbolizes the earth, embodying the Li people's reliance on and respect for the land. Often used as a background color in Li brocade, black contrasts with other colors to highlight the beauty of the patterns. Red, another significant color in Li brocade, symbolizes life and vitality. In Li culture, red represents passion and hope, reflecting the Li people's love for life and their expectations for the future. Red is commonly used as an accent in patterns to enhance visual impact. Yellow symbolizes harvest and hope, representing the Li people's best wishes for a bountiful harvest and a happy life. Yellow is often used in Li brocade to depict scenes of sunshine and harvest, evoking feelings of warmth and joy. These colors are not only aesthetically pleasing but also carry profound cultural meanings, reflecting the Li people's unique understanding of nature and life. Through the use of color, Li brocade is not only a decorative item but also a form of cultural expression.

Refinement and Transformation of Li Brocade Patterns

Simplification and Abstraction of Patterns

In modern design, the direct application of traditional patterns can appear overly intricate. Therefore, it is necessary to simplify and abstract Li brocade patterns to align with contemporary aesthetics and design language. Simplification does not mean losing cultural connotations but rather extracting the core elements of the patterns to make them more modern and practical. When applying Li brocade patterns in interior space design, we need to refine the Li ethnic patterns. In interior design, we should unify the colors and ensure they are meaningful. The use of patterns should have a certain coherence, and color matching should be adjusted according to the overall spatial needs to achieve harmony and unity. Therefore, in interior design, we first retain the clear patterns of Li brocade, simplify the contours, remove complex details and excess decorations, and preserve the basic outlines and key features of the patterns. We make choices and adjustments for further design. For example, "fish patterns, fish patterns transformed into human patterns, robust human patterns, side views of Gan Gong birds, front views of Gan Gong birds, and frog patterns" are all common patterns in Li brocade. Their complex lines and details can be simplified into geometric lines to adapt to modern design. The simplified patterns can be used for hotel wall decorations or carpet designs, retaining the cultural significance of the patterns while adapting to the minimalist style of modern spaces. In this way, Li brocade patterns can not only be integrated into modern design but also form a strong cultural symbol visually, enhancing the cultural atmosphere of the space.

In Li brocade patterns, the fractal methods suitable for non-continuous individual patterns include the "Deity of Strength pattern," "dragon pattern," and "deer pattern." These three patterns are highly representative. On one hand, their shapes are highly distinctive with prominent and rich details. On the other hand, their connotations are profound and representative. The "anthropomorphic pattern" has a clear skeletal structure, a complete image, and a rigorous and powerful structure, making it one of the most dynamic patterns in Li brocade. The "dragon pattern" features exaggerated shapes, prominent characteristics, and vivid imagery, making it one of the most vibrant patterns in Li brocade. The "deer pattern" is amiable and lively, with the legend of the "deer looking back" being one of the most beautiful love stories of the Li ethnic group, symbolizing good fortune and making it one of the most spirited patterns in Li brocade.

Creating non-continuous individual patterns with these three designs as the main decorative elements in interior spaces can enhance the regional characteristics of the space. The creation of these patterns is highly associative. By combining the original features of the patterns and the folk stories associated with them, patterns with significant value can be created.

Reorganization and Innovation of Patterns

The reorganization and innovation of traditional patterns is an important way to endow them with new vitality. By combining different patterns or redesigning traditional ones, new designs that possess both traditional cultural connotations and modern aesthetics can be created. Corner patterns, also known as corner floral patterns, are primarily used to decorate edges or corners. In interior design, they enhance the treatment of details. Corner patterns focus on the compatibility of patterns and the relationship between primary and secondary patterns. They are commonly used in the edge corners of walls, floor border lines, ceiling plasterboard finishing details, or as decorative elements in the edge corners of furniture and textiles. The characteristics of corner patterns include their small size and their placement in auxiliary decorative areas, where they are mainly used to complement other patterns. They are indispensable in interior design. While interior design emphasizes the expression of details, corner patterns add intricacy to the design. Although they may not be as vivid and striking as other patterns, the presence of corner patterns makes the main patterns more dazzling.

Vertical or horizontal alternating patterns belong to the category of bilateral continuous patterns. They are continuous band patterns formed by a single unit and primarily create a rhythmic and coherent undulating effect

through vertical or horizontal alternation. The formation of these patterns requires at least four units to achieve an alternating effect. By being vertical or horizontal, they generate a unique form and a clear direction, resulting in a stable and harmonious visual effect.

Li brocade patterns suitable for vertical or horizontal alternation include "frog patterns," "fish patterns," and "anthropomorphic patterns," which are mainly based on diamond shapes or directional elements. In interior design, these patterns not only serve a decorative purpose but also function to divide walls. They can guide direction on ceilings and floors and can also be used to trim decorative patterns.

The misaligned diagonal pattern is similar to vertical or horizontal alternating patterns and is also a type of bilateral continuous pattern. The difference is that the misaligned diagonal pattern uses zigzag lines or curves with angles less than or equal to 90 degrees as the skeleton of the pattern. Each set of patterns generates a skeleton with only one angle, creating continuous variation. The characteristics of the misaligned diagonal pattern include greater flexibility compared to vertical or horizontal alternating patterns, a stronger sense of rhythm, and a more vigorous and powerful appearance. Like vertical or horizontal alternating patterns, it can be used as part of a single pattern or directly on its own. These two types of patterns play a significant role in interior design.

Geometric interlocking patterns are a type of quadrilateral continuous patterns. Using a single pattern as a basic unit, an overall design can be formed based on the structure of a "rice" character (米) or a "field" character (田), which can then be continuously repeated. Note that the resulting overall pattern will have two axes of symmetry. Therefore, compared to the previous two types of patterns, it is relatively more complex. The main types of geometric interlocking patterns include wave-line interlocking, square interlocking, and diamond interlocking. In interior design primarily featuring Li brocade patterns, square and diamond interlocking patterns are mainly used, as they are more harmonious with the original shapes of Li brocade patterns. The decorative effect of geometric interlocking patterns is more Chinese in style, elegant, and solemn. A single quadrilateral pattern can also showcase the charm of Li brocade patterns, appearing concise, powerful, neat, and dignified. By applying axial symmetry to Li brocade patterns, a single pattern can be formed. The pattern can be either relatively complex or simple, but the key is that the skeleton of the resulting single pattern must be clear. Geometric interlocking patterns have a modern feel and are often used in interior design for wall shaping and floor decoration. They can also be used as decorative patterns for wallpaper or fabric through multiple interlocking methods.

Digital Application of Patterns

With the advancement of technology, digital techniques have provided new possibilities for the application of traditional patterns. Through digital technology, Li brocade patterns can be transformed into design elements and applied to the spatial design of hotels. For example, by using 3D printing technology, Li brocade patterns can be applied to the design of hotel furniture or lighting fixtures. This not only allows for the precise reproduction of the pattern details but also endows them with new forms of expression through modern materials and techniques.

Digital applications can also utilize virtual reality (VR) or augmented reality (AR) technologies to present Li brocade patterns dynamically within hotel spaces. For instance, interactive screens can be set up in the hotel lobby, where guests can learn about the cultural background of Li brocade patterns by touching the screen and even participate in virtual Li brocade weaving experiences. This kind of digital application not only enhances the interactivity of the space but also improves guests' cultural experience.

Application and Expression of Patterns in Hotel Space Design

This study uses the spatial narrative theory as a framework to systematically translate the Li brocade culture through the "pattern deconstruction-semantic fusion-scene symbiosis" model. At the level of pattern deconstruction, the core codes of the Li "pattern" are extracted and geometrically reconstructed, which not only retains the sacredness of the original pattern, but also adapts to the modern spatial scale.

Design of the Themed Hotel Lobby

The design of the Li ethnic hotel lobby reception hall skillfully integrates the essence of Li traditional culture with modern design aesthetics, aiming to create a reception space that is rich in ethnic charm and comfortable and convenient for guests. As soon as guests step into the reception hall, they are immersed in the rich atmosphere of Li culture. The entrance is decorated with the totem of the Deity of Strength, which is symbolic in Li culture. It is meticulously crafted from natural marble and materials with a metallic finish, exuding a primitive yet welcoming ambiance. The walls are ingeniously inlaid with Li brocade patterns and totems of the Deity of Strength and human figures, showcasing the Li people's exquisite craftsmanship and profound cultural heritage. The reception desk is designed to be modern yet traditional, with geometric patterns that perfectly highlight the unique charm of Li culture. In terms of lighting design, the designer has cleverly used fixtures that mimic natural light to create a warm and comfortable reception environment. For furniture, the designer has combined traditional Li cushions with modern sofa designs, meeting functional needs while perfectly presenting the ethnic style. The entire reception hall

design focuses on the perfect combination of detail and quality, striving to allow every guest to deeply experience the unique charm of Li culture and the hotel's thoughtful service the moment they enter this space. The traditional colors of Li brocade, dark brown and earth yellow, are chosen as the main colors. Dark brown conveys a sense of stability and solemnity, highlighting the seriousness and authority of the reception hall as an important public space; earth yellow brings a sense of simplicity and warmth, creating a friendly and comfortable atmosphere that makes guests feel at home. Large-scale Li brocade patterns are decorated on the background wall behind the reception desk in the form of embroidery or painting, forming a visual focal point. This allows guests to directly appreciate beauty of Li brocade while checking in, highlighting the hotel's emphasis on ethnic culture and unique cultural taste. It also makes the reception area more distinctive and artistically appealing.



Figure 1 A Corner of the Lobby

Source: Author

In the center of the hotel lobby, a carpet featuring Hainan Li brocade elements is used to create an atmosphere. The floor is covered with a single piece of carpet composed of Li brocade patterns, which is the most vibrant color in the entire space. This is intended to break the monotony of the reception hall and directly showcase the Li ethnic weaving. Li brocade is a material primarily made of cotton threads, with hemp, silk, and gold and silver threads as supplementary materials, interwoven together. Its craftsmanship mainly involves weaving, dyeing, and pattern weaving, with embroidery being less common.

The adjacent vertical surface features the frog pattern of Li brocade. The design of the vertical surface draws on the shape of the Li ethnic "frog pattern," employing techniques of "shape shifting" and "abstraction" to turn uneven carvings into the structure and highlight of the screen. The intricate texture of the shapes decorates the screen, extending the culture of the Li ethnic minority. The lobby is designed with three vertical surfaces, arranged around a path diagram. In the adjacent lounge area, the ceiling features LED downlighting with a slightly warm light. Above the windows, the pattern of the mighty god is referenced. This pattern not only has the characteristics of being tall and robust in appearance but, more importantly, holds a special spiritual significance in the hearts of the Li people. It clearly reflects the basic features of ancestor worship and hero worship.

Leading to the elevator entrance, the vertical surface above features the Li ethnic bird totem. As the saying goes, "Birds rise with the sun and return with its setting." The bird is a symbol of auspiciousness and is also the embodiment of the grain-soul fire god that descends from the sky. From this, the Li ethnic rice culture and food culture were born. It is a testament to the Li society's transition from ignorance to civilization and a reflection of the Li ancestors' sensuous processing of natural phenomena and living conditions based on the belief in animism, through imagination and divine cognition. It embodies the Li people's aspiration for a better life.

The gray marble blends seamlessly with the gray walls, creating a harmonious and unified color scheme that highlights the space's elegance.

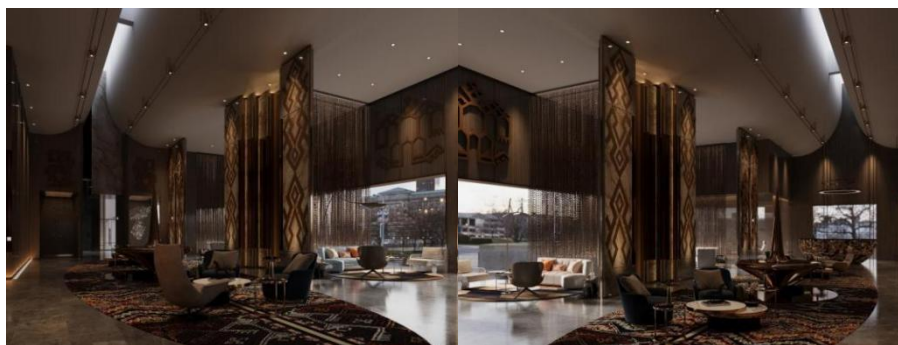


Figure 2 A Corner of the Lobby

Source: Author

Themed Hotel Elevator Public Space Design

The elevator public space is designed to be narrow and elongated, which can easily cause visual discomfort. To address this, an in-depth study of the classic patterns of Li brocade was conducted, analyzing their shape characteristics, color combinations, and symbolic meanings. Instead of using the intricate Li decorations on the walls, the design skillfully integrates the unique Li patterns into the floor tiles by combining Li brocade with modern techniques. The main patterns used are human figures combined with geometric shapes and composite patterns. High-brightness colors are employed to enrich the design, with red symbolizing passion and vitality, yellow representing wealth and harvest, and black conveying solemnity and mystery. This approach also fully presents the folklore of the Ha dialect of the Li ethnic group, highlighting its strong connection to daily life.

In addition, the lighting fixtures on the ceiling follow a similar design philosophy. The main patterns used are the frog-human and fish patterns of the Sai dialect, which are painted on the fixtures. The illumination and shadow effects created by the lighting highlight the three-dimensionality and mystery of the totem patterns. The color scheme contrasts with the floor tiles, using lower saturation colors to create a visual difference. Under the lighting, this contrast makes the space more visually comfortable. Overall, the design conveys a sense of comfort, stability, and the natural and artistic beauty of traditional Li brocade. The combination of these elements not only creates a meaningful connection but also serves as a cultural symbol to widely promote Li brocade culture. It embodies the essence of traditional culture with a sense of understated luxury and integrates modern elements to preserve intangible cultural heritage. This design not only showcases the profound cultural heritage of the Li ethnic group but also creates a space with artistic appeal and cultural educational significance.

In the guest elevator area, the design incorporates the mighty god totem in modern decoration, which symbolizes wisdom and bravery as a guardian deity in the Li culture.



Figure 3 A Corner of the Elevator Public Space

Source: Author

Themed Hotel Guest Room Design

The design of the guest rooms aims to skillfully integrate the unique and culturally rich traditional element of Hainan Li brocade patterns into modern hotel room spaces. This creates a living environment that combines ethnic cultural charm with comfort and modern fashion. Guests can deeply experience the allure of Li brocade culture while resting, offering a distinctive accommodation experience. Classic patterns from Li brocade, such as human figures, frog patterns, and geometric designs, are orderly displayed on the headboard background wall of the guest rooms through customized wallpapers or wall fabrics. The color scheme references the traditional Li brocade colors of red, black, and yellow, with appropriate modern color adjustments to achieve a more harmonious and visually striking effect. This makes the headboard area a visual focal point, highlighting the ethnic style.

While ensuring a rational layout of the room's conventional functions, the distribution of Li brocade patterned decorative elements guides the guests' line of sight, creating a smooth and rhythmic spatial experience. For example, the Li brocade-style geometric patterns on the carpet at the entrance lead the way to the visual climax of the headboard background wall, and the patterns on the curtains echo this theme, ensuring a cohesive and unified space.

Lighting: The design fully considers highlighting the beauty of the Li brocade patterns. Hidden warm yellow LED strips are installed above the headboard background wall. When turned on at night, the soft light enhances the details and three-dimensionality of the patterned wallpaper or fabric. A minimalist chandelier with Li brocade elements is placed in the center of the room, providing ample general lighting while also serving as a cultural accent. Additionally, desk lamps or motion-sensor lights are installed in functional areas such as the desk and wardrobe. These not only provide convenience for guests but also create a layered cultural atmosphere through light and shadow effects.

Materials: The choice of materials focuses on the texture and the compatibility with the Li brocade cultural atmosphere. In addition to soft furnishings and wooden furniture used to display the patterns, the floor is covered with matte wood-effect tiles, which offer the warmth of wood visually while being easy to maintain. The bathroom

walls are clad in textured marble tiles, whose natural patterns resonate with the Li brocade patterns, creating a harmonious blend of nature and culture and enhancing the overall quality of the guest room.



Figure 4 A Corner of the Guest Room

Source: Author

Themed Hotel Catering Space Design

The banquet area is primarily used for hosting large-scale business banquets or wedding celebrations. Compared to the private dining rooms, the overall design of this area leans more towards a modern style. The ceiling features the Gan Gong Bird pattern from Hainan Li brocade, with decorative shapes that add richness through the interplay of surfaces and lines. The design of the load-bearing columns in the banquet hall employs a "deconstruction and reconstruction" technique, breaking down and reassembling the Li brocade patterns. The original colors and details of the patterns are removed, retaining only their outlines, which are then expressed through carving to highlight the craftsmanship of Li brocade. The color scheme is unified with an earthy yellow tone.

The carpet design adopts a "simplification" approach, applying simplified Li brocade patterns to the floor coverings. The wall decorations in the banquet hall combine "buffalo patterns" and "fish patterns," showcasing the beauty of Li brocade patterns through carving. The design of the banquet hall is relatively more modern, with a focus on the L-shaped feature wall that extends from the floor to the ceiling. The treatment of Li brocade patterns in the hall uses PVC ceiling film and incorporates variations of the patterns to avoid a monotonous visual effect while maintaining consistency with the overall design style. The patterns are combined using a "heteromorphic isomorphism" technique, merging "fish-shaped patterns" with "buffalo-shaped patterns." The expression of these patterns employs "fractal" and "constructive" methods, emphasizing the guidance of local culture in the design. An innovative approach of combining relief carving with Li brocade patterns is used to create a new artistic expression. The load-bearing columns and walls of the banquet hall are designed with a sense of depth and recession to enhance the rhythm of the space.

The banquet hall has two entrances, which are designed to divert traffic to prevent congestion. The soft furnishings are primarily in a light luxury style, offering a more relaxed and comfortable experience.



Figure 5 A Corner of the Dining Space

Source: Author

Evaluation of Spatial Design

Through the analysis of design practice cases and design expression methods, it is evident that the application of Li brocade patterns in hotel design can not only enhance the cultural quality of the space but also strengthen tourists' cultural identification. Whether through narrative design to tell cultural stories or through immersive experiences to allow tourists to feel the charm of the culture, Li brocade patterns provide rich cultural resources and design inspiration for hotel design. They also offer new theoretical insights and practical cases for academic research in related fields. This study aims to provide valuable references and inspiration for the inheritance and innovative design of Hainan Li brocade intangible cultural heritage.

CONCLUSIONS AND DISCUSSION

1. **Findings:** Empirical research shows that the application of the Li brocade pattern system has enhanced tourists' cultural awareness and emotional identification, increased hotel occupancy rates year-on-year, and increased customer satisfaction, which is significantly higher than the benchmark value of traditional design projects.
2. **Explanation:** This achievement is due to the fact that the Li brocade symbols are extracted through core codes such as "human-shaped pattern" and "Hercules-shaped pattern", combined with digital parametric design technology, and reconstructed into spatial interfaces, light and shadow installations and interactive exhibitions, forming a cultural perception chain of "visual-behavioral-emotional" trinity.
3. **Comparison:** Compared with the "three-dimensional strategy" of cultural symbols proposed by Gürel (2019), the symbol extraction efficiency of this study has been significantly improved; the increase in cultural cognition has been significantly higher than the mean of Jones et al. (2022) cross-national research, confirming the synergistic effect of narrative space;
4. **Significance:** The "symbol-space-experience" transformation model constructed in this study breaks through the limitations of discrete application of cultural elements in existing literature (such as Wijaya & Scott, 2021), and for the first time deeply couples the genealogical analysis of Li brocade patterns with spatial narrative theory, providing a quantifiable design path for the revitalization of intangible cultural heritage. Its innovation is reflected in: (1) Establishing the mapping rules between pattern semantics and spatial grammar; (2) Developing multi-dimensional evaluation indicators of cultural identity intensity; (3) Verifying the economic-cultural synergistic value-added effect of traditional cultural elements in commercial space, providing a new paradigm for heritage tourism and experience economy research.

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