



**ADAPTING SICHUAN OPERA FACIAL PAINTING IN SOUVENIRS TO
PROMOTE SICHUAN OPERA**

By

WU YATING

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,
in Fulfilment of the Requirements for the Degree of Doctor of Philosophy**

March 2024

FRSB 2024 13

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment
of the requirement for the degree of Doctor of Philosophy

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This research examines the use of visual element derived from Sichuan Opera facial cosmetics into the design of tourist souvenirs. The objective is to enhance the promotion of Sichuan Opera culture and foster cultural awareness. Sichuan Opera is a renowned kind of Chinese opera that holds significant historical, cultural, and artistic significance. Although it holds significant value, the task of conserving and advancing this artistic expression is fraught with ongoing difficulties. This study aims to solve these challenges by integrating the Theory of Cultural Symbols and Tourist Souvenir Design Theory to develop a robust theoretical framework. A Mixed research approach was employed, combining qualitative and quantitative methodologies. Primary data was obtained through interviews and questionnaires, while secondary data was collected from academic papers and pertinent literature. The study focused on Chengdu, which is renowned as a cultural hub for Sichuan Opera. The qualitative data were analyzed with the NVivo software, while the quantitative data were handled using the SPSS software. The results suggest that customers recognize and comprehend the symbolic significance of colors in

Sichuan Opera facial cosmetics, even though there are few patterns and compositions linked with them. When making purchasing decisions, elements such as cultural significance, distinctiveness, and price play a crucial role. Furthermore, the study encompasses the creation and evaluation of prototype mementos that embody customer preferences, emphasizing the importance of harmonizing cultural authenticity with contemporary design aspects. This study emphasizes the capacity of carefully crafted souvenirs to both safeguard cultural heritage and enhance commercial prosperity. This framework offers a valuable structure for designing tourist souvenirs that are culturally meaningful. It also gives practical guidance for designers and sets a path for future research endeavors.

Keywords: Cultural promotion, tourism product design, Sichuan opera facial makeup

SDG: GOAL 9: Industry, Innovation and Infrastructure, GOAL 11: Sustainable Cities and Communities

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

**MENYESUAIKAN LUKISAN WAJAH OPERA SICHUAN UNTUK
MEMPROMOSIKAN OPERA SICHUAN SEBAGAI CENDERAMATA**

Oleh

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Penyelidikan ini berkaitan dengan penggunaan elemen visual yang berasal dari kosmetik wajah Opera Sichuan dan di olah ke dalam rekabentuk cenderamata pelancong. Objektifnya adalah untuk meningkatkan promosi budaya Teater Sichuan di samping memupuk kesedaran budaya di kalangan masyarakat di sana. Opera Sichuan adalah opera Cina yang terkenal dan mempunyai kepentingan sejarah, budaya, dan seni yang signifikan. Walaupun ia mempunyai nilai yang signifikan, tugas untuk memelihara dan memajukan ekspresi seni ini dipenuhi dengan pelbagai kesulitan yang berterusan. Kajian ini bertujuan untuk menyelesaikan cabaran-cabaran ini dengan mengintegrasikan Teori Simbol Budaya dan Teori Reka Bentuk Cenderamata Pelancong bagi membangunkan satu rangka kerja teori yang kukuh. Pendekatan penyelidikan hibrid telah digunakan bagi menggabungkan metodologi kualitatif dan kuantitatif di mana data primer diperoleh melalui temu bual dan soal selidik, manakala data sekunder dikumpulkan daripada baha bacaan akademik dan literatur yang berkaitan. Kajian ini bertumpu di daerah Chengdu, yang terkenal sebagai pusat budaya untuk Opera Sichuan. Data kualitatif dianalisis

menggunakan perisian NVivo, manakala data kuantitatif ditangani menggunakan perisian SPSS. Hasil dapatan kajian menunjukkan bahawa pelanggan mengenali dan memahami makna simbolik warna dalam kosmetik wajah Opera Sichuan, walaupun terdapat sedikit corak dan komposisi yang berkaitan dengannya. Apabila membuat keputusan pembelian, elemen seperti kepentingan budaya, keunikan, dan harga memainkan peranan yang penting. Selain itu, kajian ini merangkumi penciptaan dan penilaian prototaip kenang-kenangan yang mencerminkan pilihan pelanggan, menekankan kepentingan menyelaraskan keaslian budaya dengan aspek reka bentuk kontemporari. Kajian ini menekankan keupayaan cenderamata yang direka dengan teliti untuk melindungi warisan budaya di samping meningkatkan kemakmuran komersial. Rangka kerja ini menawarkan struktur yang berharga untuk merancang cenderamata pelancong yang bermakna dari segi budaya. Ia juga memberikan panduan praktikal untuk pereka dan menetapkan panduan untuk usaha penyelidikan masa depan.

Kata Kunci: Promosi budaya, reka bentuk produk pelancongan, mekap wajah opera Sichuan

SDG: MATLAMAT 9: Industri, Inovasi dan Infrastruktur, MATLAMAT 11: Bandar dan Komuniti Yang Mampan

ACKNOWLEDGEMENTS

During this thesis, many people have contributed their knowledge in the completion of this research. They have helped me to understand better the subject matter of this topic and have guided me along the way to the successful completion of this research. I sincerely appreciate my Supervisor, Associate Professor Dr Ahmad Rizal Abdul Rahman, for all his patient guidance and encouragement in helping me to complete this thesis. Besides that, I am also very grateful to the committee members, namely Dr Velu Perumal and Dr Siow May Ling, for their advice in improving my research work so that I could finish this thesis. And I would like to express my gratitude to my friend, Dr. Ahmad Fairuz bin Ariff, for providing me with tremendous support throughout PhD journey. Thank you for continuous support and attention.

In addition, I would like to offer my sincere gratitude to the many unknown tourists who filled up the questionnaires for me. I think the seven Sichuan opera actors who I interviewed and for providing much information for my data and for spending time in the interview process.

Lastly, I would like to show my gratitude to my family members and friends, who have given me endless support and encouragement. I would especially like to thank my father and mother, who took care of my children while I was in Malaysia to finish my studies. The encouragement and support from my family helped me maintain my passion and determination to complete this thesis.

This thesis was submitted to the Senate of the Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter will present an overview of the study background, focusing on the evolution of visual image communication, government support for opera culture research, and China's rapid tourism expansion. It will also include the problem description, research questions, research objectives, and the significance of the study. Additionally, the study's scope and constraints will be described, followed by an outline of the thesis format.

The research focuses on the cultural significance of Sichuan Opera and its particular facial makeups. It covers difficulties such as dwindling interest and fewer performing troupes, as well as the Chinese government's efforts to conserve this cultural heritage. The problem statement addresses the need for new techniques to creating tourist souvenirs with Sichuan Opera facial makeup. The research topics seek to elucidate the meanings of visual features, the factors that influence their formation, and successful design solutions. The research goals are to examine visual element symbols, identify influential aspects, and design unique tourist mementos. The study's significance stems from its potential to improve cultural marketing, integrate modern and traditional designs, conserve cultural heritage, and enhance tourism. The chapter finishes with the study's scope and constraints, offering a clear roadmap for the following chapters.

1.2 Research Background

In this study, the researcher will be elaborating further on the Sichuan development of visual image communication, the government support for opera culture research and the rapid development of tourism industry in China.

1.2.1 Development of Visual Image Communication

In recent years, the advancement of visual image communication has resulted in significant modifications in conventional cultural communication approaches. According to Peiren (2004): “If information is the content of matter and symbol is the explicit form of information, then the medium is the physical entity of the symbol” (Peiren, 2004); thus Meng Jian (2002) added: “Today, the visual cultural symbol communication system centered on images or vision is challenging the traditional language and culture communication system, gradually becoming a more important part of our living environment” (Meng, 2002); nonetheless, The rapid growth of visual media has created new channels for promoting opera culture and altered cultural norms of opera communication. Visual pictures are more widely accepted by the audience than text-based communication because of their high recognition, ease of memorability, and variety of formats. Innovative communication methods have created new ways to disseminate visual images. Incorporating traditional cultural aspects into modern design can improve public cultural taste and give modern items a distinct cultural value. The rich visual symbols of Sichuan opera open up new options for conserving and promoting the tradition.

1.2.2 Government Support for Opera Culture Research

The government's support for opera culture research serves as a significant context for this study. Chinese opera, alongside Greek tragicomedy and Indian classical dance, is one of the world's three greatest and oldest performing arts. However, Chinese opera is the only ancient theatrical genre that has persisted and thrived over 800 years (Huang, 2004). Sichuan opera, a regional opera form in China, is a national intangible cultural property that plays an important role in the evolution of Chinese opera (Li, 2001). Sichuan opera's facial makeup is widely recognized as a distinct style of makeup and a separate art form (Feng, 2021). In the face of globalization and the mingling of Chinese and Western cultures, maintaining and developing national culture is critical to the growth of Chinese culture (Creswell, 2014). Over the years, the Sichuan province government has enacted a number of programs to promote the preservation and inheritance of Sichuan opera art, which has had a good impact on the growth of Sichuan opera culture (Liu, 2016). These policies show the government's commitment to maintaining and transmitting historical culture.

1.2.3 Rapid Development of Tourism Industry in China

The rapid development of the tourism industry in China also provides an opportunity for this research. With the improvement in living standards, China's tourism industry has seen significant growth. Tourist souvenirs, as the calling card of a city, are an important part of tourist activities (Xu & Wang, 2019). They not only help tourists recall their travel experiences but also transmit and publicize specific cultural values through their symbolic meanings and cultural symbols

(Chen, 2010). However, issues such as the lack of cultural connotation, innovation, and quality in traditional tourism products still exist (Yu, 2010), indicating that the market for tourist souvenirs holds significant potential for further development and deserves more attention and research (Ma, Song, & Zhao, 2004). Therefore, this research focuses on applying the cultural visual elements of Sichuan opera facial makeups to the design of tourist souvenirs, expressing cultural symbols through modern design, and exploring the artistic and visual aesthetic values of traditional culture. This combination not only helps preserve and pass on traditional culture but also promotes Sichuan opera culture through the development of tourist souvenirs.

1.3 Problem Statement

The researcher in this study noted that Sichuan Opera encountered challenges in maintaining its relevance and popularity among the younger generation. The obstacles encountered are listed below:

1 The Need to Re-Innovate Cultural Preservation Due to the Extensive Impact of Digital Entertainment

Globally, older cultural traditions face huge problems as a result of industrialization, globalization, and the extensive impact of digital entertainment. Many traditional art forms, as; theatre, music, and dance, are losing viewers and practitioners, jeopardizing cultural diversity. This trend is not only happened to China; it is also widespread across other countries and regions. For example, Japan's Noh theatre and Korea's Pansori are facing similar issues (Smith, 2020; Kim, 2021). Sichuan Opera, one of China's oldest and best-known forms of local opera, is failing. The number of Sichuan Opera troupes has decreased from 119 in 1979 to 44 in 2010, due to a significant loss of practitioners and an aging

population (Wang, 2021). This decline can be attributed to the perception that Sichuan Opera musicians must undergo extensive training while earning a low pay, discouraging young people from pursuing careers in this field. Furthermore, only a few people, generally the elderly, can paint Sichuan Opera facial makeups, and they are mainly concentrated at the Sichuan Opera Theater and the Chengdu Sichuan Opera Research Institute (Chen J., 2022). This tendency reflects a bigger global issue: old creative forms are being displaced by modern entertainment, jeopardizing cultural diversity. The unique characteristics of Sichuan Opera, particularly the face-changing performance, are under threat due to a declining number of experienced artists and dwindling excitement among younger generations (Liu D., 2020). Many senior actors retire or have difficulty hiring younger replacements. Despite international reputation for Sichuan Opera's cutting-edge technology and imaginative performances, the frequency of stage performances is decreasing. Other varieties of Sichuan Opera may gradually vanish from public perception, with face-changing being an exception due to its unique and captivating effects (Xue, 2021). As a result, with the rapid growth of modern society and the increase of cultural variety, traditional culture faces a number of challenges, including legacy issues, a dwindling audience, and a loss of cultural identity. Sichuan Opera must keep up with the times in order to confront fundamental issues of inheritance and advancement. Hence, developing Sichuan Opera is vital for promoting traditional culture.

2 To Improve the Quality and Innovation of Cultural Souvenirs Due to Lack Cultural Depth and Creativity

The rapid expansion of tourism in China has resulted in economic benefits from the

usage of cultural assets. However, tourist souvenirs depicting Sichuan Opera typically lack cultural depth and inventiveness. The current Sichuan Opera-themed souvenirs fail to capture the cultural significance of facial makeups because they rely on superficial representations and lack systematic and in-depth design. Sichuan Opera facial makeup incorporates a variety of design elements, including animal and plant patterns, Chinese characters, and abstract motifs, although they typically lack originality and fail to reflect regional cultural aspects (Chen, 2022). Globally, cultural souvenirs face similar difficulties, with many tourist attractions offering souvenirs that lack local cultural depth and authenticity, favoring economic interests over cultural preservation (Richards, 2018). In Africa, many traditional handicrafts are simply copied and marketed without a complete understanding or innovation of their cultural heritage, resulting in a loss in market attractiveness. In South America, many indigenous cultural souvenirs face the same issues, with product designs lacking cultural depth and innovation (Smith T., 2019). Globalization and industrialization are putting a strain on the market for traditional cultural souvenirs in Europe, notably in various Eastern European countries, with many products losing their original cultural characteristics and appeal. As a result, the need for mementos extends beyond recollections; they also serve to teach and transmit cultural legacy. Thus, improving the quality and cultural representation of these souvenirs is critical for marketing Sichuan Opera abroad (Huang J., 2020).

.3 Lack of Comprehensive Research on Design Integration

This study highlights a significant gap in substantial research and systematic approaches for incorporating traditional cultural features into modern product designs. This gap is seen in the case of Sichuan Opera souvenirs, where traditional

methods for learning and maintaining facial cosmetics have not been fully documented or defined. The conventional “master-apprentice” system lacks suitable documentation, rendering it unable to adequately preserve and promote this art form. Many designers and producers follow old patterns without innovating, resulting in a small variety of souvenirs with little cultural value and appeal. Furthermore, little study has been conducted on the use of Sichuan Opera facial cosmetics features in tourist souvenir development models, as well as an assessment of their effects both domestically and internationally. Standardized procedures for creating culturally authentic and commercially viable mementos are essential (Tang, 2021; Yang, 2020). According to the researcher’s findings, the theme focuses on a larger global challenge: exploring and incorporating old design elements into modern design. To maintain the cultural components of tourist souvenirs, it is critical to examine design orientations, approaches, and procedures that represent scientific advances in design models (Yang, 2017). The number of people visiting Sichuan Province for photography purposes has been increasing year after year as China’s tourism industry has expanded fast. Many foreign tourists visit Sichuan and purchase products related to Sichuan opera culture in order to promote and increase awareness of the culture. Tourist souvenirs can spread quickly in today’s globalized world, and its cultural relevance can be quickly shared and appreciated by a larger audience. Traditional art forms face similar concerns about preservation and transmission all over the world. Implementing innovative techniques is vital not only for preserving China’s cultural heritage, but also for sharing experiences and knowledge with other countries and regions. This project aims to promote traditional culture around the world by addressing concerns such as preserving Sichuan Opera, improving the quality of relevant tourist goods, and

doing significant design research. This technique not only creates new opportunities for cultural preservation, but it also adds to the worldwide cultural diversity.

1.4 Research Questions

In this study, the researcher will table up her main research study, question and objective as below:

Main research questions: How to develop Sichuan Opera facial makeup tourist souvenirs to promote the spread of Sichuan opera culture and provide designers with a design framework?

RQ1: What are the meanings of the visual element symbol of Sichuan Opera facial makeups?

RQ2: What are the factors that influence the development of the tourist souvenirs based on Sichuan Opera facial makeup tourist souvenirs?

RQ3: How to develop tourist souvenir with visual element symbols to promote Sichuan Opera facial makeups?

1.5 Research Objectives

Main research objective: To analyze facial makeups and stories of the Sichuan opera, explore effective ways to design Sichuan opera tourist souvenirs, apply the visual symbols elements of the facial makeups on tourists' souvenirs and make them the carriers of Sichuan opera culture. To promote the spread of Sichuan opera culture and provide designers with a design framework.

RO1: To identify the meanings of visual element symbols of the Sichuan opera facial makeups.

RO2: To analyze the factors that influence the development of the tourist souvenirs based on Sichuan Opera facial makeup tourist souvenirs.

RO3: To develop tourist souvenirs with visual element symbols to promote Sichuan Opera facial makeups.

1.6 Significance of Research

In this study, the researcher will explain the significant of research as below.

1.6.1 Cultural Promotion and Publicity

Sichuan Opera, with its profound emotional and aesthetic origins, embodies the cultural essence and traditions of Sichuan and China in general. Sichuan Opera's facial makeups are important cultural bearers, embodying a distinct tradition and expressive force (Dong, 2013). Tourist souvenirs, as material expressions of local culture, play an important role in communicating cultural knowledge, enhancing tourists' awareness of local traditions, and encouraging cultural identification (Masset & Julie, 2014). When travelers go around the world with these mementos, they help to spread local culture. Using tourist gifts to promote culture is an excellent technique for improving Sichuan Opera (Tu, 2016). Incorporating Sichuan Opera facial makeup into souvenir designs can increase cultural knowledge, attract tourists, and promote participation in performances and activities (Wu, 2012). Such integration not only helps to preserve and enhance traditional opera, but it also provides insights into the wider transmission of other cultural forms (Zeng, 2010). According to Tao Yuan and Yue Shengdong (2023), the cultural qualities of Sichuan Opera are crucial for expanding communist culture and must be creatively transformed to fulfill current cultural needs.

1.6.2 Promote the Integration of Modern Designs and Traditional Culture

The study of Sichuan Opera facial makeup tourist souvenirs involves exploring innovation and design within the context of traditional culture. This research can stimulate novel design concepts, enhance souvenir design, and foster the modernization of traditional cultural elements. Modern design techniques endow Sichuan Opera culture with contemporary visual expressions, allowing traditional art to be reinterpreted through modern aesthetics (Wu, 2012). This process goes beyond mere replication, integrating cultural symbols with modern design elements to create new expressions. Such innovative approaches not only enhance the appeal of souvenirs but also expand their market competitiveness (Kuang,2015). By aligning visual elements of Sichuan Opera with modern design theories, this research meets contemporary tourist needs and broadens the dissemination of Sichuan Opera culture, breaking traditional communication barriers and fostering its relevance in the information age (Zhang, 2019).

1.6.3 Protection and Inheritance of Cultural Heritage

Sichuan Opera's facial make ups is an essential component of its performances, carrying deep emotional and role-specific meaning. As symbolic products, souvenirs can raise public awareness of Sichuan Opera, increasing its social standing and impact (Xu F., 1997). Integrating Sichuan Opera culture into common objects such as souvenirs promotes a better understanding of the performance and cultural relevance, hence improving cultural recognition and preservation (Sui, 2013). Given Sichuan Opera's status as an intangible cultural property, it is critical to maintain and preserve this traditional art form in the face of modern society

developments (Swanson 2004). Sun Wenhua (2017) and Jiang Q. (2016) highlight the significance of Sichuan Opera in broadening China's theatrical diversity, as well as its historical and cultural value, emphasizing the need for ongoing preservation and creativity. (Sun, 2017; Jiang, 2016).

1.6.4 Promote Tourism Development

Tourist souvenirs play an important part in the tourism business, providing unique chances for expansion and innovation. Specifically, researching Sichuan Opera facial makeup souvenirs can result in the development of unique and appealing products that attract tourists, increase sales, and contribute to the overall success of the tourism industry. While the domestic tourism business is growing, the growth of tourist souvenirs lags, giving enormous market expansion opportunities (Chi, 2012). Improving the design and competitiveness of these mementos fits with China's expanding tourism business (Xu F., 1997). Because tourism purchasing is a very adaptable revenue stream, enhancing the quality of tourist souvenirs can drive light industry growth, create jobs, and boost local tax revenues. Furthermore, the expansion of linked industries such as design, materials, and manufacturing can help to boost economic growth and job possibilities (Kuang, 2015). The study on Sichuan Opera facial makeup souvenirs is important for developing cultural promotion, merging modern design with traditional culture, safeguarding cultural heritage, and promoting tourism development. This study not only helps to spread Sichuan Opera culture, but it also improves the cultural and commercial potential of traditional arts, providing useful insights into the creation of culturally rich tourist souvenirs (Zhu, 2018).

1.7 Research Scope

In this study, the researcher will explain on the geographic scope, temporal scope, target population and research areas.

i . Geographic Scope:

The study will primarily focus on the development and promotion of Sichuan Opera Facial Makeup tourist souvenirs within the geographical context of Chengdu City, Sichuan province of China. This area is chosen because Chengdu has the only Sichuan opera museum and Sichuan opera theatre in China which is the largest Sichuan opera theatre. Chengdu has an intense atmosphere of Sichuan opera. The choice of this specific region allows for a comprehensive examination of the local cultural traditions, artistic expressions, and historical significance associated with Sichuan Opera. By concentrating on the Chengdu City, the research will provide a nuanced understanding of the regional identity, and specific cultural elements related to Sichuan Opera Facial Makeup.

ii. Temporal Scope:

The research will encompass the period from 2017 to 2021, aiming to investigate recent trends, developments, and practices in the designs and production of tourist souvenirs featuring Sichuan Opera facial makeup symbols. By focusing on this specific time frame, the study aims to capture the most up-to-date insights into the application of visual elements in promoting Sichuan Opera culture and meet the demands of contemporary tourists and visitors.

iii. Target Population :

The target population for this study includes both domestic and international tourists and visitors who have shown interest in Sichuan Opera and cultural tourism. The research will aim to gather data from tourists who have attended Sichuan Opera performances, visited cultural sites related to Sichuan Opera, or expressed interest in purchasing souvenirs associated with Sichuan Opera Facial Makeup.

iv. Research Areas

a. Sichuan Opera Facial Makeup

The study will focus on the visual elements and symbols found in Sichuan Opera facial makeup. This includes an exploration of the cultural and historical significance of these makeup designs.

b. Tourist Souvenir Design.

My research examines the design and development of tourist souvenirs that incorporate these visual elements. This entails investigating how Sichuan Opera facial makeup can be thoughtfully integrated into souvenir designs.

c. Cultural Promotion

The study looks at the use of these souvenirs as a means to promote the dissemination of Sichuan Opera culture. This includes understanding how souvenir design can enhance cultural awareness and attract tourists to experience Sichuan Opera.

1.8 Outline of the Thesis

This study consists of five chapters, the content of the chapter are as illustrated in the figure below.

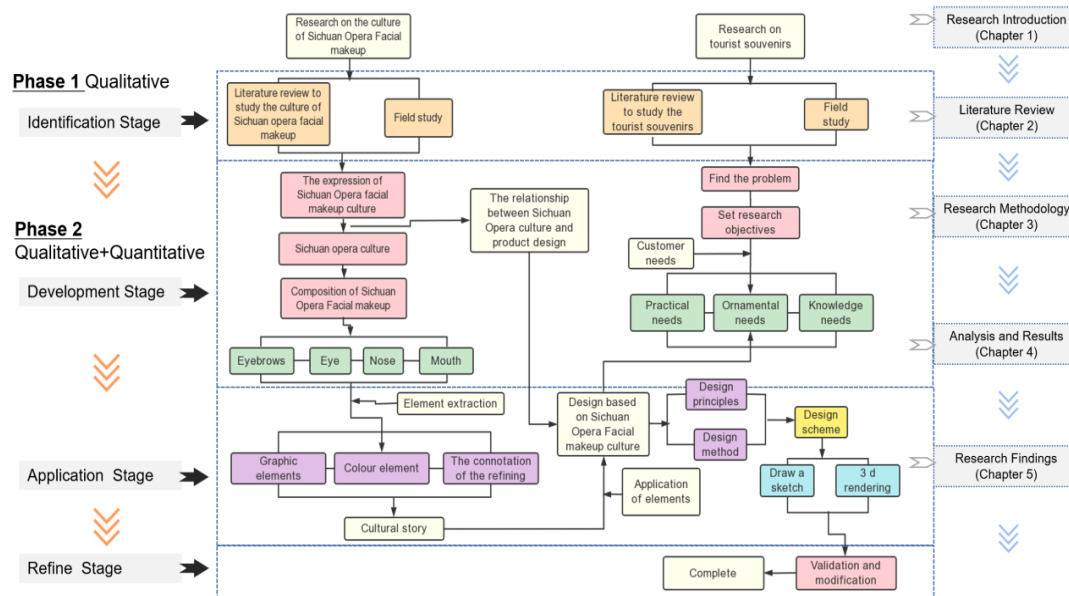


Figure 1.1 : Format of the Thesis

The diagram outlines the thesis structure and research process, segmented into four phases which is:

Phase 1 – Data Collection - Qualitative Research:

This initial phase focuses on exploring the cultural context of Sichuan Opera facial makeup and tourist souvenirs which includes literature review and field studies to understand the historical, cultural, and market aspects of both Sichuan Opera facial makeup and tourist souvenirs.

Phase 2 – Development:

This stage utilizes insights from qualitative research and quantitative data to establish design objectives and preferences. Key elements of Sichuan Opera facial

makeup are investigated and components involves as eyebrows, eyes, nose, and lips. The phase comprises extracting visual and color elements, cultural narratives, and assessing client needs linked to practicality, aesthetics, and educational value.

Phase 3 - Design Process Stage:

in this stage, cultural factors and consumer requirements are converted into design principles and processes. This involves defining design rules based on Sichuan Opera facial cosmetics and devising strategies for integrating these aspects into souvenir products. Preliminary sketches and 3D models are generated to assure cultural authenticity and market appeal.

Phase 4 - Application Stage:

The abstract elements from Sichuan Opera facial makeup are applied to tourist souvenir designs which focuses on preserving cultural significance and visual appeal through graphic and color elements, while cultural narratives enhance the educational and emotional impact.

Phase 5- Refinement Stage:

In this stage, the design prototypes are validated and refined based on feedback from respondent and testing result. The design is finalized after implementing all the adjustments.

The diagram above presents a structured approach from identifying the research topic upto developing and refining product design, employing both qualitative and quantitative methods to integrate Sichuan Opera facial makeup into tourist souvenirs effectively. Therefore, in this study, the researcher has separated into

several chapter as below mentioned:

Chapter 1: This chapter presents the research background, problem statement, research questions and research objectives, significance, scope, and thesis structure of the thesis.

Chapter 2: Literature Review -- This chapter reviews the literature on Sichuan opera facial makeup culture, visual elements, and tourist souvenirs. It covers the properties and traits of tourist souvenirs to reveal the values of Sichuan opera face makeups, meanings, and functions. In addition, the chapter also contains the conceptual framework.

Chapter 3: Research Methodology -- This chapter explains the research methods to obtain data, that include the qualitative and quantitative method. The research strategy, sources of data, data collection, and analysis are also discussed.

Chapter 4: Analysis and results -- This chapter analyses the data from the questionnaires and interviews. SPSS was used for quantitative analysis, such as reliability and validity, correlation analysis and regression analysis, and NVIVO data coding was used to find the answers to the research questions (RQ1 and RQ2).

Chapter 5: Findings -- This chapter is organized around the research questions and includes four major sections: the importance of Sichuan Opera facial makeup visual elements, the factors influencing their incorporation into tourist souvenirs, the application and development of these elements in souvenir design, and the establishment of a product evaluation system, as well as an analysis of the evaluation questionnaire. The chapter finishes by reviewing the research findings,

contributions, and recommendations for future research.

1.9 Summary of Chapter

Sichuan opera, being one of the most well-known Chinese Han operas, has historical, cultural, legends, and artistic worth. It holds an important and unique place in the history of Chinese opera and the development of Sichuan culture. Although the government has reinforced its conservation and inheritance of traditional culture, the preservation and development of Sichuan opera remain critical. The academic community has conducted several systematic and extensive investigations on the application of Sichuan opera in various fields. However, little research has been conducted on the visual components of Sichuan opera and their application to the creation of tourist souvenirs. The purpose of this research is to create tourist souvenirs of Sichuan opera face makeup in order to promote the visual aspects represented by the Sichuan opera facial makeup. A thorough examination of the visual aspects in Sichuan Opera facial makeups revealed the symbolic meaning, cultural background, and creative expression. The creation of Sichuan opera tourism souvenirs gave theoretical support and advice for preserving and passing down the art form of Sichuan opera facial makeups. It outlines a design framework for cultural tourist souvenirs.

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