

# Research on Brand Building of Urban Historic District Based on Tourists' Expectation and Perception -- A Case Study of Zhongshan Road in Qingdao

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**Abstract:** This paper takes Zhongshan Road, an urban historical district of Qingdao. From the online understanding, we can know that the Qingdao government can arouse the feelings of old Qingdao people for Zhongshan Road area to the greatest extent by starting from the old buildings, old courtyards and original scenes. The creation of “new consumption”, “new economy” and “new experience” can not only bring different travel memories to tourists, but also win the recognition of old Qingdao people and the reputation of tourists for Zhongshan Road area.

**Keywords:** Zhongshan Road; Qingdao; Urban historical block; Brand building

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## 1. Research purpose

Based on “Zhongshan Road, Qingdao”, this team will dig into Qingdao Zhongshan Road and promote the development of urban street culture through the mode of “street + city + text”

(1) Based on the principles of environment optimization, business upgrading and exquisite management, it aims to create the business scene of “old building + new consumption”, “old courtyard + new economy” and “original scene + new experience”.

(2) To transform the historic district into a scenic spot, the transformation and development of Zhongshan Road is to continuously improve the quality and core competitiveness of the city.

(3) The final effect of this project is to realize the sustainable development of Zhongshan Road block, and then drive the development of Qingdao urban historic district.

## 2. Research content

### 2.1 Study and research

Founded in 1897 during the German occupation, Zhongshan Road in Qingdao was once the famous commercial center of Old Qingdao, which was as famous as Nanjing Road in Shanghai and Wangfujing in Beijing. South of the trestle bridge, north of the big kiln ditch, about 1500 meters long.

In 2022, the preservation and renewal work of Shinan District's historic urban area will focus on the positioning and layout of “1 main axis + 3 theme areas”, Investigation and field research are mainly conducted in the form of online and offline combination, mainly in the form of online questionnaire. Its target audience is street attractions tourist enthusiasts. Do some online publicity before the research begins. Based on the comments of online fans, the final questionnaire was sorted out, and the target object was substantially investigated.

### 2.2 Analysis of survey data

The survey conducted data analysis with “measurement analysis of sense of place and development expectation”, “reliability and validity test” and “Measurement analysis of tourists' tourism perception”.

Reliability and validity test The reliability analysis of scale module in SPSS analysis software was used to analyze and test the

consistency and validity of the questionnaire.

The research objects of the measurement and analysis of the sense of place and development expectation are mainly local residents, and the collected data are obtained through SPSS descriptive statistical analysis. It mainly analyzes how local residents feel about the local identity of Zhongshan Road block, and whether they hope to improve their own economy and promote the development of local culture and tourism by developing the historical and cultural brand of Zhongshan Road.

The research object of tourism perception measurement analysis is mainly tourists, and the analysis of tourists' initial cognition and perception of the urban historical district of Zhongshan Road includes regional perception, cultural perception and cultural tourism product cognition. Analyze the content with high cognition and perception, and apply it to the brand building of urban historic district of Zhongshan Road.

### **2.3 Brand building**

According to the survey results, the brand of Zhongshan Road area in Qingdao is shaped. According to the local residents and foreign travel enthusiasts to the city favorite type analysis. "Qingdao Zhongshan Road Street Cultural and Historical Brand Design", "Online publicity and promotion of local characteristics", "Offline experience of urban street characteristics"

### **2.4 Brand building model verification**

According to the above survey, the brand building model is realized to carry out field measurement experience, street scenery, food, cultural and historical development, how to test the visual impact effect, and modify the inaccurate places. Make visitors have a good sense of experience.

## **3. Research status and development trends at home and abroad**

### **3.1 Domestic research status and development**

Ciqikou Ancient Town of Chongqing is a thousand-year old town, founded in the Song Dynasty and named for the production of porcelain. It is a rare and ancient traditional cultural and historical district, a tourist resort with unique features of "one river, two streams, three mountains and four streets" and a miniature and symbol of the ancient city of Chongqing. It is praised as "Little Chongqing". Ciqikou Ancient Town covers an area of 1.5 square kilometers, containing rich Bayu culture, religious culture, Shaha culture, Hongyan culture and folk culture, each with its own characteristics. Preserved relatively complete ancient buildings, developed oil, silk, sugar, dough, Sichuan opera and other traditional performances and a variety of traditional snacks, teahouses. Beijing Guozijian Street, located in Andingmen, Dongcheng District, Beijing, is an east-west hutong. Qing Dynasty named "Chengxian Street", because of the Confucian Temple and Imperial college here named, also known as the Imperial College Hutong. On June 14, 2008, the ancient street of the Imperial College with a history of more than 700 years showed its "old face" again. After the restoration, the Confucius Temple and the Imperial College were officially opened to the public, and the Confucius Temple and the Imperial College Museum in Beijing were officially opened.

### **3.2 Current status and development of foreign research**

Lisbon, Portugal, is famous for its unique tile buildings, including a very famous "pink street", Novacavalho Avenue, which is named as one of the 12 most popular streets in Europe by the New York Times. It used to be a place for sailors to go ashore to find fun. But today, its Bohemian streets are popular with tourists as nightlife hubs. A place to go ashore and have fun. But today, its Bohemian streets are popular with tourists as nightlife hubs.

Rue Cremieux, a pedestrian street in the 12th arrondissement of Paris, was originally built as workers' housing. The street is widely recommended to tourists by the tourism bureau and has become a popular destination for photo shoots and social media photos due to its antique painted interiors.

## **4. Innovation points and project characteristics**

In accordance with the idea of "fashion leading, cultural return, economic prosperity and people's livelihood improvement", the project will continue the original historical style, three-dimensional transportation network, brand management and regional cultural color on the basis of activating the use of historical buildings, protecting and inheriting historical culture, gathering "fashion +" and integrating multiple fashion cultural elements, and digging deeply into the excellent history and culture. To rebuild the commercial status of Zhongshan Road, create a benign commercial ecosystem, set up local cultural attractions, and build a humanistic, quality, ecological and intelligent block with complete infrastructure, convenient traffic and parking, complete supporting functions and strong historical atmosphere. We will build the most historical and cultural tourist district in Qingdao and the most fashionable commercial pedestrian street, and make further progress with the mode of social capital + operation and management.

## 5. Technical route, problems solved and results

### 5.1 Technical route

This project takes Zhongshan Road as the representative to analyze tourists' and local residents' perception of Qingdao's history and culture, so as to build the brand of urban historic district, and then carry out promotion and operation. The overall framework is shown in the picture.

### 5.2 Solve problems

Based on the investigation and analysis of Qingdao residents and tourists, this paper summarizes the perceived characteristics of the target group of the commercial street of Zhongshan Road. By using the investigation data and the design method, the paper designs a systematic series of brand cultural and creative products of the historic district of Zhongshan Road and the promotion and operation plan.

The difficulty of this project lies in how to accurately obtain the survey data, how to prepare and analyze the survey data and transform it into the functional requirements of the target population. The initial solution is to use SPSS data analysis software for objective data analysis, integrate the obtained data into the required functions, and then select the target group for secondary in-depth user interviews to determine the reliability and functional integrity of the data.

### 5.3 Results

Design a complete set of brand image and operation and promotion plan for Qingdao Zhongshan Road Urban Historic District, including: Zhongshan Road brand LOGO, cultural and creative products of Zhongshan Road Urban Historic District, new media operation and promotion design works, offline historical and cultural experience plan, etc.

## 6. Conclusion

Through the above analysis, it can be seen that the inconsistency between the external communication of the cultural tourism brand of Zhongshan Road urban historic District and tourists' field experience leads to the gap between tourists' expectation and perception, which is tourists' cognition of the brand. When the tourists' perception is lower than the expected expectation, the tourists' satisfaction on the tourism in the region will be reduced, which will ultimately affect the brand image. To sum up, on the basis of cultural analysis and tourist analysis, the design and positioning of the cultural tourism brand of Zhongshan Road Urban historic District can minimize the gap between tourists' expectation and perception, improve customer satisfaction, and correct the process of brand building. Only in this way can a long-term and distinctive cultural tourism brand of Zhongshan Road urban historic district be built.

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