

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