

Study on Vigor Evaluation and Vigor Construction of Tourism Leisure District

-- A Case Study of Kaifeng, Henan Province

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Abstract

Block is the basic unit of the city, and it is the important public space of the city and the display window of modern urban life. With the continuous progress of China's economy, the development of the city is becoming more and more prosperous, many regions vigorously carry out tourism. Although the tourism and leisure blocks have brought a lot of popularity after the transformation, which has promoted the interests of urban tourism, but also caused the vitality of some tourism leisure blocks is not as good as before. Taking Kaifeng City, Henan Province as an example, through PSPL research method, this paper carries out grade evaluation and vitality evaluation of tourism leisure street in Kaifeng City, Henan Province, and analyzes the vitality construction and feasibility of tourism leisure street according to the actual situation of tourism leisure street.

Keywords

Tourism Leisure Street; Vitality Evaluation; Vitality Construction; Kaifeng City.

1. Introduction

Henan is rich in cultural resources, its collection of cultural relics, underground cultural relics, key cultural relics and other quantities are the first in the country, among which Kaifeng City occupies an important position, especially in the area of underground cultural relics. It is reported that Henan has been developing tourism for more than 20 years, although Zheng Bianluo's three-point gold tourism route has been formed, but the overall development of tourism resources in Kaifeng and other places is not good. As an important place for tourists to experience the rhythm of local life and appreciate local cultural customs, tourist leisure blocks play an important role in displaying the economy, society and culture of the city. According to Henan Business Daily reported on September 24, 2021, there are 18 provincial tourism and leisure blocks in 14 areas of Henan Province, two of which are Kaifeng Qishengjiao Tourism Leisure District and Kaifeng Gulou characteristic Culture Tourism Leisure District. It can be seen that Kaifeng Tourism and Leisure District occupies a more important position in Henan Province. Nowadays, due to the impact of the epidemic situation, the national tourism industry has been hit hard, but this also provides the designers of tourism blocks with the opportunity to optimize tourism leisure blocks and enrich the urban characteristics of the blocks, constantly improve the problems existing in leisure blocks in the off-season of tourism, and make adequate preparations for the recovery of tourism after the epidemic situation.

2. Construction of Vigor Evaluation System of Tourism and Leisure Blocks

2.1. Sample Definition

2.1.1. Grade Evaluation of Kaifeng Tourism and Leisure Blocks in Henan Province

The grade evaluation of Kaifeng Tourism District in Henan Province needs to be carried out in accordance with the criteria in the document "Classification of Leisure Tourism blocks" issued by the Ministry of Culture and Tourism on January 4, 2021, which will enter into force on April 1, 2021. According to the standards established in the document, only have distinct cultural themes and regional characteristics, with tourism and leisure, cultural experience and public services and other functions, integration of sightseeing, catering, entertainment, shopping. Accommodation, leisure and other business forms, can meet the needs of tourists and local residents, leisure and other urban neighborhoods can be called tourist leisure blocks.

At present, there are many famous tourism blocks in Kaifeng City, Henan Province, such as Qishengjiao Tourism Leisure District, Gulou characteristic Culture Tourism Leisure Block, Shuanglong Lane Historical and Cultural District, Ma Dao Street, Bookstore Street, Shanghe City Commercial Street and so on, but after the comparison of many standards, there are not many tourism leisure streets that meet the prescribed standards. The grade evaluation standard of tourism block also includes the accessibility, cultural and travel characteristics, environmental characteristics, business layout, service facilities, comprehensive service, health, safety, management and other requirements, and has a clear space scope, stable number of passengers and so on.

2.1.2. Classification of Kaifeng Tourism and Leisure Blocks in Henan Province

Through the comparison of the standard of "classification of leisure tourism blocks", tourism and leisure blocks can only be divided into two grades, which are national tourism leisure blocks and provincial tourism leisure blocks. According to Jiaozuo Evening News (2021-09-27), according to the national industry standard of "Classification of Tourism and Leisure blocks" and the "detailed rules for Evaluation of Provincial Tourism and Leisure blocks in Henan Province (trial)", after the government declaration, expert data review, on-site inspection and other links, a total of two streets in Kaifeng City, Henan Province were selected as provincial tourism and leisure streets. They are Kaifeng Qishengjiao Tourism Leisure District and Kaifeng Gulou characteristic Culture Tourism Leisure District. In this regard, this investigation and research is only aimed at the two provincial blocks of Kaifeng City, that is, Qishengjiao Tourism Leisure District and Kaifeng Gulou characteristic Cultural Tourism Leisure District.

2.2. Index System for Evaluating the Vitality of Tourism and Leisure Blocks

Based on the combing of previous studies, combined with Zhang Yuting (2020) block vitality evaluation questionnaire, this paper chooses the four indicators of block vitality, ecological attraction and openness as the dimensions to evaluate the vitality of tourism and leisure blocks. Among them, block vitality is the survival and renewal dimension of block vitality, which can be measured from four angles: facility satisfaction, traffic accessibility, industrial diversity and cultural inheritance; block ecological force is the environmental bearing dimension of tourism leisure block vitality, which can be measured from six angles: natural attitude, environmental comfort, commercial agglomeration, cultural diversity, activity richness and local dependence. Block attraction is the representation dimension of block vitality elements, which can be measured from three angles: architectural landscape, economic attraction and emotional summons. Block openness is the integration dimension of block vitality connection, which can be measured from two angles of spatial integration and sense of security knowledge. In this study, the total score of each dimension was calculated by using the Richter five-level scale.

2.3. Weight Determination

In this study, the AHP weight analysis in SPSS data analysis is used to measure the weight of each dimension of tourism and leisure blocks, and the following weight judgment matrix is obtained as shown in Table 1 below.

Table 1. First level weight index judgment matrix

First level index	Weight	Secondary index	Weight	Total weight
Block vitality	0.27575	Facility satisfaction	0.24804	0.06840
		Traffic accessibility	0.24827	0.06846
		Industrial diversity	0.24884	0.06862
		Cultural inheritance	0.25485	0.07027
Block ecological force	0.38052	Natural attitude	0.09222	0.05059
		Environmental comfort	0.18057	0.06871
		Commercial agglomeration degree	0.18254	0.06946
		Cultural diversity	0.18394	0.06999
		Activity richness	0.18230	0.06937
		Local dependence	0.17843	0.06790
Block attraction	0.20532	Architectural landscape degree	0.34014	0.06984
		Economic attraction	0.33389	0.06855
		Emotional summons	0.32596	0.06693
Block openness	0.13842	Spatial integration degree	0.50158	0.06943
		Sense of security knowledge	0.49842	0.06899

3. Vitality Evaluation of Tourism and Leisure Blocks

3.1. Evaluation Matrix of Tourism Leisure Block Vitality

In this study, the five-level scale was used, and the blocks were divided into five grades: "strong vitality", "strong vitality", "general vitality", "weak vitality" and "very weak vitality". According to the weight of the first and second grade indexes measured above, the vitality of each dimension block was evaluated by fuzzy comprehensive evaluation, and the evaluation results are as shown in Table 2 below. Through the fuzzy evaluation data of Table 3, the evaluation results of tourism leisure blocks are summarized, and the results show that the vitality of Qishengjiao tourism leisure blocks and Gulou characteristic cultural leisure blocks in Kaifeng City is "strong", and the results are shown in Table 3 below.

Table 2. Fuzzy comprehensive evaluation of tourism leisure block vitality

First level index	Secondary index	5	4	3	2	1	Score
Block vitality	Facility satisfaction	0.24	0.30	0.17	0.17	0.13	3.38
	Traffic accessibility	0.24	0.31	0.16	0.15	0.14	3.36
	Industrial diversity	0.25	0.30	0.15	0.17	0.13	3.37

	Cultural inheritance	0.28	0.29	0.15	0.15	0.13	3.44
Block ecological force	Natural attitude	0.26	0.33	0.13	0.16	0.13	3.46
	Environmental comfort	0.24	0.33	0.15	0.13	0.15	3.38
	Commercial agglomeration degree	0.27	0.30	0.14	0.15	0.14	3.41
	Cultural diversity	0.26	0.31	0.14	0.15	0.13	3.39
	Activity richness	0.25	0.31	0.16	0.16	0.13	3.42
	Local dependence	0.23	0.29	0.20	0.13	0.15	3.32
Block attraction	Architectural landscape degree	0.26	0.31	0.14	0.15	0.13	3.39
	Economic attraction	0.24	0.29	0.20	0.15	0.13	3.39
	Emotional summons	0.23	0.30	0.15	0.16	0.16	3.28
Block openness	Spatial integration degree	0.25	0.30	0.16	0.16	0.12	3.37
	Sense of security knowledge	0.24	0.32	0.15	0.16	0.13	3.38

Table 3. Summary of vitality intensity evaluation of tourist blocks

Index	5	4	3	2	1	Pi	Rate
Block vitality	0.2527	0.2999	0.1574	0.1599	0.1325	3.3876	stronger
Block ecological force	0.2521	0.3115	0.1559	0.1462	0.1397	3.4063	stronger
Block attraction	0.2435	0.3001	0.1633	0.1533	0.1398	3.3542	stronger
Block openness	0.2450	0.3100	0.1550	0.1600	0.1250	3.3750	stronger
Vitality of tourist and leisure blocks	0.2495	0.3058	0.1577	0.1533	0.1357	3.3861	stronger

3.2. Analysis on the Evaluation Results of Tourism and Leisure Blocks

Based on the investigation and analysis of the vitality, ecological power, attraction and openness of Qishengjiao Tourism Leisure District and Gulou characteristic Culture Tourism Leisure District in Kaifeng City, it is concluded that the vitality of these two blocks is "strong". The reasons for the results are analyzed according to the knot of each dimension.

3.2.1. Vitality of Blocks

According to the evaluation results, it can be seen that the weight of the two provincial tourism and leisure streets in Kaifeng City ranks second, and the lower is that these two blocks have a strong ability to survive and renew, which provides a strong driving force for the continuation of the vitality of the block. By observing the weight of the secondary index corresponding to the vitality index, the author finds that the scores of facility satisfaction, traffic accessibility and industrial diversity are similar, while the cultural inheritance is higher than the other three indicators. The author thinks that the first reason is that in recent years, too much attention has been paid to the national tide and cultural inheritance, and the state strongly supports the development of "red tourism" and "cultural tourism". Therefore, Kaifeng City has also continuously promoted the cultural elements of its core tourism leisure blocks and enhanced the cultural connotation of the blocks. Second, the score of traffic accessibility is the lowest in

this index. On the one hand, the author thinks that there are fewer bus stations near Qiisheng Kok, mainly Longting West Road Station, and Gulou bus Station, including Bianjing Road Station, Jiefang Road Station, Ximen Dajie Station, Yingbin Road Station, Mujiaqiao Street Station and so on, which may lead to one of the reasons for the low score. On the other hand, although the overall area of Qisheng Jiao and Gulou is large, all kinds of traffic modes can reach their destination, but their parking area is limited, and the peak period of human flow is easy to cause congestion, which will also reduce tourists' evaluation of their traffic accessibility. Third, in terms of facility satisfaction and industrial diversity, Qishengjiao and Gulou are provincial tourism and leisure streets in Kaifeng City, which have always been the key development areas of Kaifeng City, so its facilities and industries tend to be stable, but there are also some old facilities, product homogeneity and industrial development bottleneck problems, so the scores of these two indicators are only relatively high, but they have not reached a very high level.

3.2.2. Ecological Power of Blocks

Block ecological force is not only an important guarantee of block vitality, but also the highest weight and highest score in the survey. Both Qishengjiao and Gulou belong to historical and cultural blocks, and it is very important for them to have strong ecological power to build their vitality. Through the analysis of the secondary index of the ecological power of the block, the natural attitude is the highest, followed by the degree of activity richness and commercial agglomeration, which explains the natural ecology, shows that the natural ecology of the block plays a decisive role in its ecological power, and that commerce and activities have a direct impact on the ecology of the block. Natural ecology is the content that every tourist attraction attaches great importance to. Kaifeng City has implemented "one city, one policy" in recent years, the ecological environment has improved obviously, and special attention has been paid to the greening and environmental problems of tourist blocks. In Qisheng Jiao and Gulou investment promotion, the government also strictly guard against irregular stalls, black tour guides, black rental and other issues, now Qishengjiao and Gulou have formed a good business atmosphere. In addition, as a leisure district, Qishengjiao and Gulou also hold some characteristic activities at ordinary times, such as the Lantern Festival performance of Gulou Square, "Lantern Festival on January 10, May, Lantern Festival," Dongfeng Night Flower Thousand trees, Golden Stone Seal cutting Song Drum Tower "Seal cutting Art Exhibition and Qisheng Kok" theme activities, etc. These activities not only bring better visual experience to tourists. It also relaxes its spirit. The environmental comfort degree is similar to the cultural diversity score, but it is lower than the average ecological power of the block, which is not only related to the easy traffic chaos and congestion of the block, to a certain extent has brought bad travel experience to tourists; but also due to the development of the times, the culture of many historic blocks is slowly losing and expected to be commercialized, so the environment and culture of Qiishengjiao and Drum Tower still need to be strengthened. The score of local dependence is the lowest, these two blocks are one of the main blocks of Kaifeng City to receive tourists, the flow of people is large, in addition to local people, tourists generally do not travel in the same area many times, therefore, in order to enhance the degree of local dependence, it is necessary to attract foreign tourists and locals to visit two aspects.

3.2.3. Block Attraction

The attraction of the block is the lowest among the four indicators, indicating that Qiishengjiao is not competitive enough with the drum tower, and there is still a lot of room for improvement compared with the same block. The secondary index of block attraction is similar in architectural landscape, economic attraction and emotional summons. From the point of view of architectural landscape, Qishengjiao and Gulou retain their original as much as possible because of their strong historical architecture and cultural elements, but there is also a phenomenon of overexploitation in some areas, such as Jinming District, which reduces

tourists' tourism experience. From the point of view of economic attraction, the overall prices and consumption of Kaifeng City are not very high, the consumption of snacks and some activities in the block is limited, so the overall consumption of tourists is at a lower level. From the point of view of emotional summons, this index has the lowest score among all the indicators of the block. Qiishengjiao and Gulou are leisure neighborhoods, mainly areas where people's spirit can be relaxed and consumed and entertained, and other emotional summons are still lacking.

3.2.4. Block Openness

The score of block openness is lower than the total score of block vitality evaluation, and its spatial integration degree is similar to that of sense of security. Qisheng Jiao and Gulou have demolished the walls of some blocks in the process of development, which has improved the openness to a certain extent, but the demolition is limited, and the closure of the ancient block itself is higher, so the space that Qisheng Jiao and Gulou can play in this dimension is limited.

4. Strategies for Building the Vigor of Tourist Blocks

Through the above analysis, we can see that all aspects of the indicators of Qisheng Jiao and Gulou are more balanced, there is no low score index, but there is no very prominent index, this paper holds that in order to strengthen its block vitality, on the one hand, it is necessary to start with its low indicators, enhance the construction of its attraction and expand its openness; on the other hand, it is also necessary to highlight the characteristics of the block, further strengthen the ecological power of the block and highlight the characteristics of the block. This paper holds that the vitality construction of Qishengjiao and Gulou tourist leisure blocks can be started from the following three aspects:

4.1. Expand the Types of Block Activities and Strengthen the Emotional Connection of Tourists

At present, the activities of Qisheng Kok and Gulou block are mainly tourists' experience and observation, and lack of activities to increase the interaction with tourists. In order to expand the types of block activities and strengthen the emotional connection with tourists, this paper thinks that we can start from three aspects: first, reasonable arrangement of entertainment facilities for people to rest in the block, including seats, pavilions, corridors and so on, to improve people's participation in the activities. Such as seats and other facilities for people to sit down and rest in the back as well as the hidden corner, let people sit down to face the direction of large flow of people or landscape facilities, that is, let people have back occlusion to improve their psychological safety, but also let people watch the view of the block or other activities during rest, enhance people's awareness that they want to participate in activities. The location of entertainment facilities should consider a variety of factors, in addition to human browsing and vision, but also consider the light, summer shade, winter occlusion, high recognition, and so on. The second is to design diversified cultural and recreational activities from the senses and needs of tourism, so that people can fully mobilize visual, auditory, olfactory, tactile, taste and other feelings, such as creating dreamy cloud scenes through high-tech spray devices, interacting with tourists through other senses such as background music and flower fragrance, designing storytelling activities, and so on. So that tourists of all ages and identities can participate in the event. The third is to increase the interactive design that can cause people's mood fluctuation, such as the "nostalgic" games carried out in some areas, so that the post-80s and post-90s can relive their childhood toys and games, stimulate people's good memories of the past, and enhance the emotional connection between tourists and tourist blocks.

4.2. Appropriate Renewal and Transformation to Improve the Spatial Quality and Level of Blocks

With the change of the times, part of the structure of the tourist block will also be eliminated, on the basis of retaining its original characteristics, it is necessary to properly update the local "decaying cells" to promote the "metabolism" of the whole block, so that the block radiates new vitality. This paper thinks that we can start from two aspects, one is to update the infrastructure and enhance the space utilization rate of the block. Because of the long development time, there are many facilities, such as abandoned shops near Gulou, which occupy a large area. If the new facilities are updated and replaced, they can also improve the openness of the space, expand people's horizons and enhance the quality of the whole block space; the second is to strengthen the landscape nodes and enrich the space level of the blocks. The landscape of each area of the block will give people different impressions and feelings in different periods, such as the flowers and trees of the block are different from each other, and the historical blocks will also show different states according to their historical evolution. In building landscape nodes, we should not only retain the historical traces of the landscape, but also need to be updated at the right time to enhance the hierarchical sense and three-dimensional space of the landscape. First of all, to create a unique scene atmosphere, such as the supporting facilities of the block and the surrounding flowers and trees in the same scene, to highlight the scene of the "main" and "secondary", such as in the flowering season, the focus of the scene should be on plants. Secondly, increasing the memory points of block space, such as continuous scene, can make people form a unique scene memory, so that people can recall the previous memory when they see similar marks, such as strengthening the color of the block, increasing the special logo of the facilities in the block, improving the material texture of some active facilities in the block, and so on.

4.3. Strengthen Environmental Governance and Insert New Forms of Business

The ecological power of Qishengjiao and Gulou blocks is the most important and highest indicator of block vitality, so it can also become one of its most prominent features, so tourists think of these two blocks as soon as they think of the impression of "ecological good". This paper holds that in order to strengthen the environmental management of these two blocks and plant new forms of business, we can start from the following three aspects: first, guide the diversion of vehicles and maintain the spatial order of the blocks. It is necessary to increase regulators at rush hour to guide the orderly flow of vehicles and reduce congestion. At the same time, different activities can be opened up at different time stages, such as increasing the opening of indoor activities during the peak period, increasing the opening of outdoor activities in the trough, and so on. Second, to strengthen the innovation of block industrial products, now the market of Qishengjiao and Gulou is almost saturated, the market homogeneity is serious, the government needs to vigorously encourage enterprises and nearby colleges and universities to innovate and start businesses, develop characteristic industries, and pay attention to the construction of commercial atmosphere, enhance the diversification of block industries; third, pay attention to the protection and repair of block buildings, improve the management of blocks. Tourism leisure district can not be displayed as a "specimen", it needs to be managed and repaired regularly, and different degrees of protection can be carried out according to different regional levels, so that the block can show the best state in each period. Of course, in order to promote the construction of block vitality, it is also necessary for its management team to constantly improve its management system, so that the people in charge of each area of the block can give full play to their management responsibilities and do a good job in the promotion and protection of the block.

5. Conclusion

Generally speaking, this paper systematically studies the district vitality of Qishengjiao Tourism Leisure Street and Gulou characteristic Cultural Tourism Leisure Street in Kaifeng City by means of literature and questionnaire survey, and concludes that the block vitality is in a "strong" level through SPSS data analysis. Combined with the actual situation of these two blocks, this paper puts forward three strategies to expand the types of block activities, strengthen the emotional connection of tourists, properly update and transform, improve the spatial quality and level of the block, strengthen environmental governance, and insert new business forms, and achieve the expected objectives of the study. Block vitality is a whole concept, because of the lack of professional knowledge and experience of the research team, this paper does have some shortcomings in the aspects of case collection, sample selection, vitality measurement and so on. In the later research, the research team will combine more data to carry on the research of the same topic with more comprehensive vision, and enhance the depth and breadth of the research.

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