

Research on Renewal Strategy of Historical and Cultural Blocks from the Perspective of Tourist Perception

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Abstract: As a special part of the city, historic district is a unique scarce resource, which combines various functions and cultural memory. However, looking at the protection of historical and cultural blocks in our country, its transformation mode is either to carry out demolition and reconstruction, or to be in a rigid static protection. How to explore a sustainable development road that balances development and protection is very important for historical and cultural blocks. From the perspective of tourists' perception, through qualitative research and comparative study on tourists' online comment text, the change of tourists' perception of the study area is obtained, which provides a new way for evaluating the renewal strategy of historical and cultural blocks. The findings are as follows: (1) Tourists' perception of historical and cultural blocks mainly includes the landscape style of the blocks, the commercial form of the blocks, the traffic environment and the cultural atmosphere of the blocks. (2) The reason for the difference in tourists' perception lies in the value orientation and implementation effect of the renewal strategy. (3) The development dilemma of Nanluoguxiang lies in the low quality of commercial forms within the block, the high traffic pressure within the block and the high degree of homogeneity of entrepreneurial forms. Throughout the renewal process of historical and cultural blocks, it can be said to be a microcosm of urban renewal to some extent.

Keywords: Network Evaluation; Renewal Strategy; Historical and Cultural District; Nanluoguxiang

1. Introduction

With the advent of the national high-quality tourism era, historical and cultural blocks have

attracted a large number of tourists with their unique traditional culture, and the tourism mode has changed from the original scenic mode to the deeper cultural value perception mode. However, with the large-scale commercial development of historical and cultural blocks, the business form and space of each block are very close, and the homogenization of historical and cultural blocks is becoming more and more serious, and the satisfaction of tourists' experience continues to decline. Compared with relics, historical and cultural blocks, as living heritages, have multiple characteristics such as cultural diversity and time continuity. The renewal strategy should not only take into account the deposition of historical culture, but also consider the future development. More importantly, it is necessary to renew and transform historical and cultural blocks from a people-oriented perspective and comprehensively consider users' feelings. Generally speaking, historical and cultural blocks take a long time to form, and the renewal strategy may change with the changes of The Times. Therefore, it is of great importance to evaluate the positive and negative impacts brought by the renewal strategy for the subsequent reconstruction of historical and cultural blocks.

More and more scholars begin to pay attention to the research of post-use assessment. In September 2019, the Ministry of Housing and Urban-Rural Development put forward the Guiding Opinions on Improving the Quality Assurance System and Improving the Quality of Construction Projects, requiring the establishment of a "pre-planning and post-evaluation" system for construction [1]. The research object of post-use evaluation is also expanded from single building to urban public space [2]. Historical and cultural blocks have a long time for renewal, involve a large range of users and a wide range of people, so it is difficult to evaluate the effect of updating

methods. The application of big data solves this problem well. By collecting user evaluations of a certain space and different time periods, the impact of renovation strategies on users can be quickly understood. Among them, the relatively perfect evaluation technology is reflected in the evaluation research and application through the acquisition of evaluation data, which is mainly applied in the reconstruction and renewal of old cities [3]. Wang Fang et al. constructed a measurement index system of tourists' sense of place from four aspects: uniqueness, authenticity, dependence and tourist satisfaction, and pointed out that the cognitive level of tourist's sense of place has a significant impact on tourists' comprehensive satisfaction [4]. Li Ping and other scholars used RCM software to carry out cognitive image analysis and emotional image analysis on famous scenic spots such as Nanluoguxiang, Shichahai, Dashilan and 798 block and other famous attractions in Beijing, and proposed that the renovation and reconstruction of historical blocks should avoid style assimilation and updated design should start from the factors of tourists' higher emotional cognition [5]. However, there are few studies on the post-use evaluation of the renewal strategy of historical and cultural blocks.

Therefore, this paper takes Nanluoguxiang in Beijing as the research object and forms a research system of "Update Strategy - Update Status - Visitor Perceptions" by sorting out the renovation strategies implemented in Nanluoguxiang, comparing the field research data of different periods and analyzing the network evaluation text. Evaluate the implemented regeneration strategies of Nanluoguxiang by analyzing the reasons for the changes in tourists' perceptions, summarize the better implemented regeneration strategies and provide regeneration ideas for other historical and cultural districts. Finally, this paper analyzes the current dilemma of Nanluoguxiang, combined with the changes of tourists' perception, and puts forward improvement suggestions for the subsequent renewal strategy of Nanluo.

2. Research Methods and Data Sources

2.1 Renewal Process of Nanluoguxiang

Nanluoguxiang, located in Dongcheng District, is one of the oldest neighborhoods in Beijing. Nanluoguxiang starts from Gulou East Street in the north and ends from Dianmen East Street in the south, with a total length of 786 meters. Nanluoguxiang was built at the same time as the Great Capital of the Yuan Dynasty, and is the only traditional historical and cultural district with the largest scale, the highest grade and the richest resources of the Yuan Dynasty hutong courtyard texture intact in China.

Refer to relevant data, the author has identified the renewal process of Nanluoguxiang (Table 1). The rise of Nanluoguxiang originated from China Drama Academy, and the peaceful Nanluoguxiang provided a communication platform for "cultural youth" gathering. After 2006, the government proposed to focus on cultivating cultural and creative industries and cultural tourism industries, which transformed Nanluoguxiang from a traditional residential area into a creative and cultural area. In 2009, Nanluoguxiang was listed on Time magazine's "The Best Places in Asia" list. In 2013, the historical and cultural block was upgraded to commercial development, and a large number of completely modern commercial shops flooded into Nanluoguxiang, and the traditional culture was gradually swallowed up. On April 21, 2015, Nanluoguxiang failed to be selected as one of the first batch of Chinese historical and cultural streets announced by the Ministry of Housing and Urban-Rural Development and the State Administration of Cultural Heritage because of excessive commercialization. At the end of 2016, Nanluoguxiang began the first step of rectification, reducing the number of stores, unified transformation of the overall store. In 2017, Nanluoguxiang was opened to the public again. How to preserve the traditional cultural heritage of Nanluo and achieve a win-win situation between heritage protection and tourism development is the primary problem to be solved by the current renewal strategy of Nanluoguxiang.

Table 1. The Renewal Process of Nanluoguxiang.

Renewal time	renewal process
1949-1977	"Cultural Revolution" and Tangshan earthquake are two important nodes to change the appearance of Nanluoguxiang. The former destroyed a large number of cultural relics

	and had an immeasurable impact on Nanluoguxiang. The latter destroyed the regular pattern of quadrangle courtyard, so that illegal buildings all over the corner of Nanluoguxiang.
1977-1990	With the implementation of the policy of reform and opening up and encouraging self-employment, Nanluoguxiang street has more than 30 kinds of trades related to residents' life, basically having the rudiments of a commercial street. It has been selected as one of the first historical and cultural blocks of Beijing.
1990-1995	Ju'er Hutong Courtyard house project was awarded the annual "World Habitat Award"
1995-2006	The first renovation: the street surface of the nanluoguxiang was renovated, and the cylinder tile tube was laid underground to establish a one-way street. The second renovation: it has carried out planning, municipal road paving, rain pollution pipeline transformation, coal to electricity, courtyard repair, commercial street upgrading and other projects. Among them, the west wall of Wanqing pawnshop, part of the original Hong Chengchou old house and the stone tablets of shuizhudian have been better restored.
2006-2015	It locates the cultural block, encourages the business leisure, art trading, cultural creativity and other industries that conform to the positioning of the block to settle in, expands the scale of its commercial operation, and gives financial support to the supported industries.
2016-till now	Due to the lack of attention to the protection of the old city, Nanluoguxiang gathers a large number of low-end industries and shops are "small and scattered", and the environment is "dirty and messy". With the deepening of the coordinated development of the Beijing-Tianjin-Hebei region and the dissolution of non-capital functions, Nanluogu Lane, located in the core area of Beijing, takes the opportunity to relocate industries and reshape its appearance.

2.2 Data Source

2.2.1 Source of field survey data

The field survey data of Nanluoguxiang for five consecutive years from 2017 to 2021 were sorted out by field observation, interview and grid methods, which were divided into four parts: the block of landscape style, commercial format, traffic environment and cultural industry.

2.2.2 Network evaluation data sources

The study used "Nanluoguxiang" as a keyword to search in the destination column, and compared the online reviews of three major online travel providers in China, including Ctrip, Go.com, and Tongcheng Travel. Among them, Ctrip has the largest number of comments. Therefore, Ctrip comments are taken as the source of network evaluation data for this study. The following principles should be followed for the selection of comment content: (1) Comment content is related to Nanluoguxiang. (2) The comments are valid and do not repeat records. (3) The comments are timely. Comments with objective, accurate and non-repetitive content published between January 2013 and April 2022 were selected, totaling more than 230,000 words.

2.3 Research Method

2.3.1 Qualitative research method

Qualitative research methods can reveal the overall and psychological impression of tourists on the destination, which is not easily obtained by quantitative methods. Text mining is the process of extracting hidden and potential information from large-scale text base [6]. The Rost Content Mining software is used as a text mining tool to extract high-frequency feature words and emotion and attitude words in the research area and conduct semantic network analysis. The specific methods are as follows: (1) Organize the comments of more than 230,000 words into *.txt file; (2) The Rost Content Mining software is used to divide *.txt documents into words, filter out irrelevant information, and extract features with more frequency; (3) Construct semantic network diagram of extracted word frequency file and get visual graph.

2.3.2 Comparative research method

The comparative research method can reveal the changes in the study area within a certain period of time. By comparing the tourists' perception features in different periods of time, the perception change trend can be obtained

and the effect of updating strategy can be evaluated. Due to the comparative analysis of different time periods in the study area and the influence of the content and quantity of samples collected, standardized conversion of word frequencies recorded in different time periods was carried out [7].

$$N'a = Na \times 100 \div Nmax \quad (1)$$

Where, Na represents the frequency of occurrence of a word in the data; Nmax represents the maximum value of word frequency in data; N'a represents the word frequency score of word a. The specific methods are as follows: (1) High-frequency words with scores of more than 10 in each stage are selected as samples of feature words to be analyzed; (2) Study the change trend of tourists' perceived image according to the change of word frequency score.

3. Analysis of Internet Text results

3.1 The Renewal Stage is Divided into Three Stages: Rapid, Stability Maintenance and Small and Micro Renewal

By sorting out the scores of online comments and the scores of annual visitors to Nanluoguxiang from 2013 to 2022 (2802 in total) and calculating the average scores of each year, the score trend of tourist comments of Nanluoguxiang was obtained (Figure 1). It can be seen that tourists' evaluation of Nanluoguxiang has been greatly improved in a short period of time and then tends to be stable. Combined with the process of Beijing's renewal, since the 21st century, the trend of cultural commercialization has made historic districts rich in cultural resources become a new focus, and the scarce resources represented by Nanluoguxiang carry the different demands of multiple subjects: The government wants to improve the quality of the city and establish a cultural brand; The market rushes to the hot cultural travel development for profit; The society constantly attaches importance to the protection of cultural heritage, hoping to change the renewal mode of large-scale demolition and construction. Therefore, under the guidance of the renewal of multiple goals, the quality of the historical and cultural block of Nanluoguxiang has been improved to a certain extent.

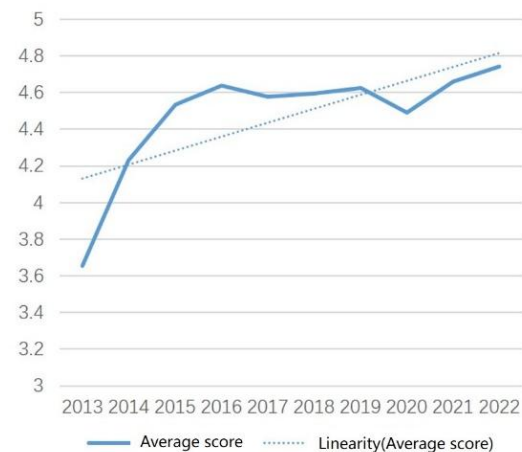


Figure 1. Visitor network score of Nanluoguxiang from 2013 to 2022.

As can be seen from Figure 1, the overall score of Nanluoguxiang showed an upward trend from 2013 to 2022, with a rapid increase from 2013 to 2016, a basically flat score from 2017 to 2019, and a rapid recovery after a slight decline from 2020 to 2022. In order to make the tourist perception evaluation more targeted, the text data of online comments were divided into three stages according to the scoring trend: (1) the rapid renewal and updating stage (2013-2016); (2) Upgrading and renewal phase of stability (2017-2019); (3) Small and micro upgrading and renovation stage (2020-2022). The text data of online comments are collected in each stage, word frequency analysis, emotional attitude analysis and network semantic analysis are carried out, and the changes of tourists' perception of Nanluoguxiang from 2013 to 2022 are explored.

3.2 The Cognitive Image Changed from Characteristic Snack Alley to Hutong Historic District

The high-frequency words in the comment text represent the most prominent perception impression of tourists on the scenic spot in a certain period of time. By recording and sorting out the network comments of Nanluoguxiang rapid upgrading, stability maintenance upgrading and small and micro upgrading stages, high-frequency words with scores of more than 10 points in each stage are selected as the sample of characteristic words to be analyzed. These samples contain words such as location, impression and business form, which to some extent represent the tourists' image cognition of Nanluoguxiang in this

stage. Table 2-Table 4 lists the details.

Table 2. The Total Number of High-frequency Words in Nanluoguxiang from 2013 to 2016.

Feature words	Word frequency	score
Beijing	787	100
Hutong	485	61.62643
distinctive	399	50.69886
Nanluoguxiang	394	50.06353
snack	350	44.47268
shop	243	30.87675
place	213	27.0648
delicious	149	18.93266
diversity	123	15.62897
alley	121	15.37484
hang out	90	11.43583
delicacy	89	11.30877
taste	87	11.05464
culture	85	10.80051
commerce	85	10.80051
Literature and art	83	10.54638
bar	83	10.54638
cheese	81	10.29225
worth	77	9.78399
lively	76	9.656925
scenic spot	74	9.402795

Table 3. The Total Number of High-frequency Words in Nanluoguxiang from 2017 to 2019.

Feature words	Word frequency	score
Beijing	747	100
Nanluoguxiang	646	86.47925
Hutong	620	82.99866
distinctive	322	43.10576
snack	277	37.08166
place	205	27.44311
shop	204	27.30924
diversity	132	17.67068
alley	127	17.00134
culture	115	15.39491
delicious	113	15.12718
store	105	14.05622
bar	102	13.65462
taste	93	12.4498
subway	89	11.91432
Literature and art	82	10.97724
delicacy	82	10.97724
cheese	81	10.84337
Tongli	80	10.7095
commerce	77	10.3079
history	76	10.17403

Table 4. Total Number of High-frequency Words in Nanluoguxiang from 2020 to 2022.

Feature words	Word frequency	score
Beijing	632	100

Nanluoguxiang	518	81.96203
Hutong	508	80.37975
distinctive	144	22.78481
snack	106	16.77215
place	100	15.82278
history	89	14.08228
shop	86	13.60759
Gulou	82	12.97468
block	72	11.39241
diversity	72	11.39241
ancient	71	11.23418
delicacy	67	10.60127
scenic spot	64	10.12658
store	61	9.651899
delicious	57	9.018987
Tongli	56	8.860759
Dongdajie	55	8.702532
traffic	55	8.702532
culture	53	8.386076
tradition	53	8.386076

Through the changes in the frequency scores of characteristic words, we can understand the changes in the image characteristics of Nanluoguxiang in the minds of tourists. It can be seen from Figure 2 that tourists' image perception of "hutong" and "history" increases rapidly, while the image perception of "characteristic" and "snack" decreases rapidly. This indicates that the renovation strategy of Nanluoguxiang in terms of landscape features has achieved good results, and tourists' cognition of the hutong image of Nanluoguxiang has been significantly improved.

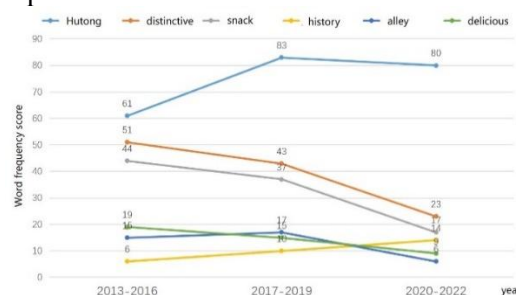


Figure 2. Changes in the Scores of High-frequency Feature Words

3.3 The Salient Problems Range from Traffic Congestion to Cultural Decline

The words of emotional attitude directly express the tourists' emotional identification with the tourist destination. From the analysis of the word frequency ratio of emotional

attitude, it can be seen that tourists are generally satisfied with the block renewal of Nanluoguxiang. However, the proportion of positive and negative emotional words in the evaluation text keeps declining, while the neutral emotional words keep rising, which also reflects that with the tourism development of historical and cultural blocks around the country, Nanluoguxiang brings tourists more and more ordinary feelings.

The high frequency emotion and attitude

Table 5. Summary of Positive and Negative High-frequency Emotional Words.

Classification	Positive high frequency emotion attitude words	Negative high frequency emotional attitude words
Upgrade the renewal phase quickly (2013-2016)	Characteristic, delicious, worthy, lively, suitable, fun, interesting, cultural, young, convenient, feeling tone, antique	Crowded, casual, regrettable, serious, uninteresting, regrettable, overcrowded, disappointing, unpalatable, outrageous, excessive
Steady upgrading and renewal phase (2017-2019)	Characteristic, worthy, delicious, lively, suitable, interesting, convenient, fun, complete, cultural, young, creative, famous	Crowded, casual, serious, pity, disappointment, loss, regret, bad taste, excessive, boring, stuffy, tired
Small and micro upgrade renewal stage (2020-2022)	Characteristic, worthy, interesting, complete, delicious, lively, convenient, rich, young, colorful, famous, good-looking, cultural	Crowded, casual, contradictory, regrettable, dilapidated, strange, disappointed, the least of perfection, wasteful, worried, cold, disappointing

On the whole, the emotional attitude words with high scores in the three stages, such as "rich", "diversity" and other positive high-frequency words, indicate that the types of business have increased, such as "sultry", "tired" and other negative high-frequency words, indicate that there is a lack of shade facilities and rest facilities in the block, and tourists' experience have a large space to improve. After sorting out the score trend of emotional attitude words by stages (Figure.3), it is found that the score of positive words such as "distinctive" and "culture" is greatly reduced, while that of negative words such as "disappointment" is greatly increased. Among negative attitude words, although "crowded" has always been the top negative attitude words in Nanluoguxiang, its word frequency score shows a downward trend. It shows that the main problem in Nanluoguxiang has changed from traffic congestion to cultural atmosphere decline. In addition, according to the author's interviews with local residents, Nanluoguxiang is crowded with people every Saturday, Sunday

words represent the tourists' perception of the advantages and disadvantages of the destination [8]. Through the analysis of high-frequency emotion attitude words, it can be seen that tourists have little difference in the main positive and negative emotion perception of Nanluoguxiang in the three renewal stages, only in the aspects of block landscape style, block commercial format, block traffic environment and block cultural atmosphere (Table 5).

and holiday, and the main street is often blocked by tourists, and its historical charm is far less well-known than the North Luoguxiang on the opposite side.

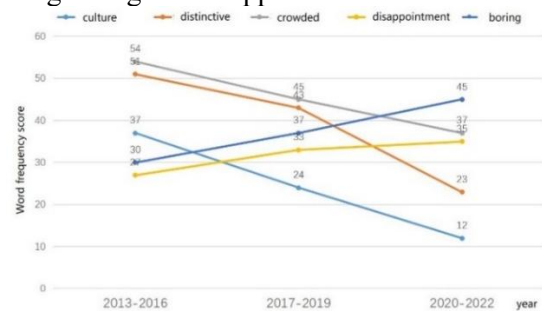


Figure 3. Word Frequency Scores of High Frequency Attitude Words

3.4 The Correlated Positioning Changed from Literary Youth Bar to Historic Block

Semantic network analysis can build a network of comment texts of tourists in the three renewal stages under the same set of description system, so as to understand the semantics and make scientific reasoning based on known facts. The semantic analysis of



Figure 8. Business Grid Distribution of Nanluoguxiang in 2021.

Nanluoguxiang restaurants' quality is mixed. There are restaurants with unique old Beijing characteristics, such as "Hongbaoding", "Guoke"; But many are nondescript restaurants that exist only to eat. Food in the current Nanluo, the category is ordinary, it is difficult to eat the authentic "Beijing delicious", this is the direct reason for the decline of Nanluoguxiang "distinctive snacks alley" impression. The value orientation of the renewal strategy tilts towards the cultural industry, which leads to the decline of the proportion of catering business, the overall de-commercialization of the block and the improvement of the historical atmosphere are the deeper reasons for the improvement of the cognitive image of "Hutong historic block". Since "people-oriented" has gradually become the mainstream idea of urban renewal, in order to change the chaos of historic district renewal, the government has promoted renewal and transformation with a large amount of financial investment in exchange for good social spatial benefits, but the financial pressure of this renewal model is huge and the return is not sustainable. As a relatively endogenous social unit, Nanluoguxiang has already formed a renewal mode of material space and social network restoration with self-protection mechanism in the long process of development. The government-led renewal mode ignores the endogenous impetus from the main body of residents, resulting in a strange phase of inconsistent responsibilities and rights.

4.2 Business Format Renewal Strategy and Cultural Atmosphere Decline

Nanluoguxiang has always been characterized

by hutong culture. Therefore, in the Protection and Development Plan of Nanluoguxiang 2006-2020, it is also proposed to create a hutong folk custom experience area and plan the different positioning and development of hutong in the east and west wings of Nanluoguxiang according to their own historical and cultural resources, such as: Gulouyuan Hutong for literary and educational products, Ju 'er Hutong for "new quadrangle Courtyard" sightseeing products, Jingyang-Maoer Hutong for private garden ornamental products, etc., are planned to form a cultural tourism structure system with Nanluoguxiang creative cultural corridor as the core and two wing products coordinated and driven. Combing the existing cultural industries in Nanluoguxiang with field research (Table 6), it is found that the cultural industries in the block account for a relatively small proportion of business forms, and most of them are low-end and homogeneous cultural and creative industries. Except for cultural and creative experience projects, other cultural and creative service shops have a low rating from tourists, which forms a causal relationship with the decline in the frequency of tourists' perception of high-frequency words "culture". The main reason why the distinctive cultural industry is difficult to develop is that the cultural industry has large investment and slow returns, so investors are reluctant to take risks. At the same time, the entry mechanism and liquidation mechanism of the cultural and creative industry have not been proposed in the format renewal strategy, which also results in the existence of a large number of low-end homogenized cultural and creative industries within the block.

At this stage, the most serious problems facing historical and cultural blocks are "fading of cultural characteristics" and "weak renewal caused by the shutdown of community reproduction". The hard-embedded modern commercial facilities in Nanluoguxiang have not fully tapped local cultural resources and have not got rid of the homogenization tendency of current historical and cultural blocks. In addition, the traditional demolition and new construction mode has led to the reconstruction of social relations in the blocks. After gentrification, the new block lacks the sustained endogenous renewal power in the later period.

Table 6. Development Status of Cultural Industry in Nanluoguxiang in 2021.

Name of cultural and creative shop	Cultural and creative service products	Tourist rating
Beijing Museum of Old Objects	Beijing culture experience and explanation	5
Xiaozhong Bookstore	Book retail, rest	4.8
Pintu	Puzzle retail	4.6
Nanluo Folk Culture Center	Cultural presentation	4.2
Jingshanzi	Fan element creative retail	4
Duwai studio	Painting teaching	4
cloisonne	Enamel display, retail	4
Chinese herbal sachet	Sachet sale	4
Yiduoyiguo Ledger laboratory	Stationery retail	3.9
The original Hanfu Museum	Hanfu experience, Hanfu retail	3.7
Gao Pottery bar	Pottery experience	3.7
Fu Dai Chinese style handmade leather bag	Kneading man, blowing sugar man, handmade leather bag retail	3.5
Snuff bottle	Snuff bottle for sale	3.5
Hundred family name cultural Center	the Book of Family Names' culture, the Book of Family Names affiliated products retail	3

4.3 Architectural Style Renewal Strategy and Historical Style Perception Improvement

The guiding documents on the renewal strategy of Nanluoguxiang block feature mainly include the Guidelines for the Protection and Control of Nanluoguxiang Historical and Cultural Block Feature and the Protection and Development Plan of Nanluoguxiang 2006-2020, which propose that Nanluoguxiang should maintain the high-low scattered roof contour and replace the roof structure affecting the style with the gray tile roof reflecting the old city style. On the flat roof can be added cornice hill top. In the aspect of the wall, the phenomenon of making holes in the open wall is prohibited. The color of the wall is mainly gray, which reflects the historical style of Nanluoguxiang. The damaged wall is comprehensively renovated. In the aspect of window and door improvement, it is proposed that the door and

window frames, panels and so on should choose matte or non-reflective materials, and the color is mainly red and similar to the raw wood color.

By comparing the current situation of the west and east facades of Nanluoguxiang in 2017 and 2021 (Figure. 9-Figure. 10), we can find that the facade of the South Gong has been modified a lot. The gables are exposed, and brick, wood and stone are selected for the decoration of the front face, reducing the bright colors. This is also the reason why tourists' perception of "history", "integrity of style", "hutong" and other images improves. The historical sense of the block is not only reflected by the building facade, but also the overall feeling of the street space. After the overall facade renovation, the style of Nanluo block is indeed more unified. A successful style renewal strategy can significantly improve the tourists' cognition of the historical and cultural block.

**Figure 9. West Facade (top) East Facade (bottom) of Nanluoguxiang in 2017.**



Figure 10. West Facade (top) East Facade (bottom) of Nanluoguxiang in 2021.

5 Conclusion and Discussion

5.1 Research Conclusion

(1) Through the analysis of high-frequency words in network text of historical and cultural blocks, it is found that tourists' perception is mainly in the aspects of block landscape style, block commercial format, block traffic environment, block cultural atmosphere and so on. This conclusion is similar to that proposed by Lele Dai (2017), Yanan Ke (2019) and other scholars that the renewal contents of historical and cultural blocks are divided into "overall environment of blocks", "commercial atmosphere of blocks" and "living atmosphere of indigenous people in blocks". However, from the perspective of tourists' perception, this study is more targeted in improving tourists' sense of experience in historical and cultural blocks. Meanwhile, compared with relevant studies using questionnaires, the text mining method adopted in this paper obtains more comprehensive evaluation.

(2) The reason for the difference in perception lies in the value orientation and implementation effect of the renewal strategy. In Nanluoguxiang, landscape renewal strategies such as keeping the uneven roof contour, replacing the gray tile roof, using gray as the main wall color, and selecting matte or non-reflective doors and Windows have better effects. By comparing the semantic network of Nanluoguxiang in 2013-2016, 2017-2019 and 2020-2022, it is found that the semantic network of tourists' perception changes dynamically in different stages. The improvement of the correlation degree of words such as "architecture style-integrity" and "block-ancient" reflects the effectiveness of the landscape style enhancement strategy implemented in Nanluoguxiang. It can provide reference value for the enhancement of other historic districts.

(3) The main difficulties in the development of Nanluoguxiang lie in the low level of

commercial forms in the block, the high traffic pressure in the block and the high homogeneity of entrepreneurial forms. When sorting out the positive and negative emotional attitude words of tourists towards Nanluoguxiang from 2013 to now, it is found that the occurrence frequency of positive attitude words such as "distinctive" and "worthy" shows a downward trend, while the occurrence probability of negative attitude words such as "crowded" has decreased, but it always ranks the first place, which indicates that the traffic environment improvement and distinctive business model planting of Nanluoguxiang are the key points of future block promotion.

(4) The renewal of historical and cultural blocks is a dynamic process, which can be said to be the epitome of urban renewal in some aspects. We should continue to pay attention to the growth of historical and cultural districts with an open and inclusive attitude. Historical and cultural blocks should be updated and developed synchronously with the city, neither as a collection area of old buildings nor as an experimental area of blind renewal strategy. Instead, they should maintain their own characteristics for rhythmic renewal, and still exude their former glory in the continuous urban development and renewal.

5.2 Nanluoguxiang Renewal Strategy Based on Optimizing Tourist Experience is Proposed

(1) Define the positioning of the block, propose the access and clearance mechanism of the block business mode according to the positioning, and improve the development quality of the commercial business mode.

At present, homogenization of tourism development in historical and cultural blocks is a common problem in historical and cultural blocks. Nanluoguxiang should adhere to its own characteristics such as "old Beijing culture", "hutong" and "literature and art", and

put forward block renewal strategies based on these characteristics. At the same time, it should evaluate the catering shops in the block and remove low-end and homogenized catering shops. To improve tourists' perception of "Beijing traditional snacks" in Nanluoguxiang. In addition, attention should be paid to promoting the bottom-up renewal mode of historical and cultural blocks through the governance of subsidence. In the process of renewal, not only planners and architects should coordinate the opinions of various parties in the renewal, but also a follow-up "historical and cultural block accompany", which can promote the integration of new and old residents by means of activity planning. Sustainable reproduction of neighbourhoods on the basis of social network restoration.

(2) Update the traffic environment of the block by combining the distribution of block experience elements to relieve the traffic pressure of the main street.

Dredging the "one layer of skin" business mode along Nanluoguxiang will direct the vitality of the city to the interior of the block, control the external traffic and people flow, control the external industry mode, guide the industry and people flow deeper into the interior of the block, guide a variety of industries and forms of business, and combine tourism and culture. The "branch" hutong of Nanluoguxiang has little effect in terms of easing pedestrian traffic. It is suggested to dredging the business forms of the main street to increase the proportion of commercial forms in the "branch" hutong. At the same time, guiding signs should be set up in the branch hutong to guide people to the branch hutong and relieve the passenger flow of the main street.

(3) Improve the innovation of cultural creative industry in the district, and pay attention to the development of cultural creative experience projects.

The renewal of Nanluoguxiang should pay attention to "differentiation" and meet the new demand of "shooting, feeling and experiencing" for space in the new era. From the inside to the outside, the original cultural context is preserved inside; The exterior forms a natural coupling with the urban space, connects the vitality points of each space through a clear vein, combines the history, culture and landscape fragments to lay out the

vitality nodes, triggers a chain reaction, and drives the development of the block from the interior. In addition, the reason for the low score of tourists' reviews on the cultural and creative shops in Nanluoguxiang is that the cultural and creative products have no new ideas. Therefore, in terms of the development of cultural entrepreneurship, it is recommended to set up industry, transportation and people access standards, gradually eliminate low-end backward business forms, guide the entrance of healthy cultural emerging industries, and suggest increasing the old Beijing cultural experience projects to improve tourists' perception of Nanluoguxiang's cultural characteristics.

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