

Research on the Formation Mechanism of Spatial Identity of Urban Tourism Leisure Blocks: A Case Study of Nanchang Longevity Palace Historical and Cultural Blocks

Yanbing Lu, Shubing Chen, Mengyi Yang, Fan Wu

Jiangxi University of Finance and Economics, China

Abstract

Extensive and profound spatial identity is one of the important standards for the success of urban leisure blocks. Taking Nanchang Longevity Palace as a case, this paper uses SEM(Structural Equation Modeling) to explore the formation mechanism of spatial identity of urban leisure blocks, and provides ideas for the high-quality development of blocks.

Keywords

Spatial Identity; Urban Tourism Leisure Blocks; Nanchang Longevity Palace Historical and Cultural Blocks; Structural Equation Model.

1. Introduction

From the connotation, "Tourism leisure blocks" includes "leisure tourism, characteristics, blocks" these three parts. In the context of consumer society, block development still operates within the framework of capital ownership [1], the phenomenon of "cultural commercialization" is emerging one after another, and lots of local cultures are gradually fading under the impact from the outside world. These problems reflect the need to expand and deepen the related theory and practice of traditional space cognition [2]. However, the existing research has not considered the spatial perception of human being, so it is of great significance to study how this kind of soft power of spatial identity affects the public from the perspective of "Human". This will enrich the research connotation of the spatial identity and the block culture tourist destination, and improve the core attraction and comprehensive competitiveness of the city, which can also provide theoretical support and empirical basis to promote the high-quality sustainable development of tourism and leisure blocks in Jiangxi province.

2. Research Hypothesis

2.1. Spatial Perception and Spatial Identity

Spatial perception is the transformation of objective physical environment into atmosphere, emotion, attitude and behavior with subjective perceptual attributes through human perception system. Spatial identity refers to the individual who is in the process of urbanization or environment, and realizes the emotional and value meaning brought by the characteristics of spatial production. The formation of spatial identity is based on the individual's spatial perception [3], and the difference of people's perception of urban space will lead to different spatial identity tendencies. When an individual perceives consumption space, he realizes spatial consumption and produces positive local identity [4].

To further test the relationship between spatial perception and spatial identity, the following hypotheses were proposed:

H1: Physical spatial perception positively influences spatial identity.

H2: Mental spatial perception positively influences spatial identity.

2.2. Spatial Identity and Comfort Experience, Pleasure Experience

Comfort is related to the surrounding environment, but it pays more attention to people's inner feelings and spiritual level [5]. The feeling of pleasure and other emotional feelings are the individual's attitude towards the objective things in the process of cognition. The Spirit of place -- moving toward Phenomenology points out that an individual's sense of identity is formed when he or she feels comfortable in the neighborhood and makes an intention to stay. At the same time, the individual demand is gradually transitioning from low demand to high demand [6]. In other words, comfort has a positive effect on the sense of pleasure. Based on the existing research, this paper proposes the following hypotheses:

H3: Comfort experience positively affects spatial identity.

H4: Pleasure experience positively affects spatial identity.

H5: Comfort experience positively affects pleasure experience.

2.3. Spatial Perception and Comfort Experience, Pleasure Experience

Human perception of the environment is derived from the complex correlation between multi-level perception [7], the built space will provide spiritual and emotional experience and cognition for people through a systematic integration of various elements of the block. At the same time, the connotation of comfort can be summed up as natural comfort, artificial comfort and social atmosphere comfort. The sense of pleasure is mainly influenced by the quality of the spatial environment, and there is a correlation between the overall environmental quality and the production of positive emotions [8]. Urban space can also promote the release and expression of emotions, and reshape positive emotional experiences. The following hypotheses are made based on the foregoing:

H6: Physical spatial perception positively influences comfort experience.

H7: Mental spatial perception positively influences comfort experience.

H8: Physical spatial perception positively influences pleasure experience.

H9: Mental spatial perception positively influences pleasure experience.

According to the above literature analysis and research hypothesis, there is a relationship of mutual influences between physical spatial perception, mental spatial perception, comfort experience, pleasure experience and spatial identity. So the paper constructed a three-stage model of spatial perception (physical spatial perception, mental spatial perception)-spatial experience (comfort experience, pleasure experience)-spatial identity.

3. Research Cases and Methods

3.1. Questionnaire Design

The questionnaire consists of four parts. The first part is the basic information, including the number of street tourism experience, the goal, the degree of familiarity; The second part is the situation of personal space identity, including spatial perception, spatial experience, space identity. The third part is the basic information of individuals: including place of residence, sex, year of birth, level of education, occupation, average monthly income; In the observation variables, the second part of the indicators are measured by the Likert five-level scale.

3.2. Case Introduction

Nanchang Longevity Palace Historical and Cultural Blocks has been selected into the second national-level night's culture and tourism consumption cluster directory, the palace is located in Zhongshan Road business district which is the center of Nanchang City, adjacent to the August 1 Nanchang Uprising Memorial and Tengwang Pavilion. Because of the well-developed water transportation, the block is a prosperous downtown with religious culture, business

culture, market culture and business services. In 2020, the restoration of Nanchang Longevity Palace Historical and Cultural Blocks was basically completed, forming a “Three streets, four pavilions, six courtyards” structure, in series with all types of business blocks. Nanchang Longevity Palace is the ancestral home of longevity palace at home and abroad. It is not only the spiritual carrier of homesickness for Jiangxi travellers, but also an important embodiment of Jiangxi’s culture of business people. So far, about 20,000 people visit the neighborhood every day and nearly 100,000 on holidays. Since the beginning of 2020, more than 10 million people have visited the neighborhood. On the whole, Nanchang Longevity Palace Historical and Cultural Blocks in Nanchang has a unique position and far-reaching influence, its research has a good representative of the typical.

3.3. Data Collection

Data collection was carried out in two steps: in May 2022, a total of 74 questionnaires were distributed on-line, 52 valid questionnaires were recovered, and questions in which the respondents had doubts or ambiguities were revised and deleted, this forms a formal questionnaire. During the period from 18 June to 23 June 2022, 284 questionnaires were distributed and 263 valid questionnaires were collected from tourists and some residents in the neighbourhood, a total of 315 valid samples were obtained from the two surveys.

According to the results, most of the people who went to the case were young people, the proportion of students was nearly 74%, the proportion of post-00s people was 72.7%, and the district was more attractive to young people. The results of cross-analysis between age and recreational purpose showed that there was no obvious rule between recreational purpose and age, and relaxation was the main recreational purpose (67.63%).

3.4. Analytical Methods

This study used AMOS 18.0 to construct a structural equation model to explore the formation mechanism of individual spatial identity in the neighborhood, integrating factor analysis and path analysis. First, to ensure the reliability and validity of the questionnaire design and data collection in this study, SPSS 22.0 software was used to carry out preliminary data processing, and secondly, AMOS 18.0 software was used, EFA(Exploratory Factor Analysis) was carried out by using the maximum variance method, and the model was constructed from the factor load and fitting index of each variable to judge whether it satisfied this study, after the factor load of each variable reached the ideal standard value, the structural equation model was constructed again by using AMOS 18.0 software, and 9 hypotheses were verified.

4. Results Analysis

4.1. Measurement Model Analysis Results

SPSS 22.0 was used to test the reliability of the questionnaire items and exploratory factor analysis. The Cronbach Alpha coefficient of the questionnaire was 0.918(> 0.7), indicating that the data had high reliability. The result of KMO value analysis was 0.926, and Bartlett spherical test showed that SIG value was less than 0.05, which indicated that the construct validity of the questionnaire was good and satisfied the premise of factor analysis (EFA).

At last, 5 common factors with feature roots greater than 1 were extracted by maximum variance method, and the explanation rate of cumulative variance was 61.50%. According to the results (see Table 1 for details), the common factors 1-5 were named as “Physical spatial perception”, “Mental spatial perception”, “Comfort experience”, “Pleasure experience”, “Spatial identity”. The fitting test with AMOS 18.0 showed that the standardized load of observed variables ranged from 0.6 to 0.95, with CR values > 0.7 for each dimension and AVE values > 0.5, it shows that the fitness index of the model basically reaches the standard of the model fitting, and the convergence of each dimension in the model is also good.

Table 1. Exploratory factor analysis

Variables	Items	Standardized factor loading	Cronbach's α	CR	AVE
Material spatial perception (WZ)	WZ1 The recreational facilities in the blocks are abundant and complete.	0.777	0.754	0.761	0.517
	WZ3 The tour route inside the blocks is clear and reasonable.	0.741			
	WZ2 Residents living places facilities (such as stores, supermarkets, etc.) are convenient and completed.	0.631			
Mental spatial perception (JS)	JS2 The blocks has a thriving Daoist culture.	0.711	0.872	0.846	0.479
	JS5 Life in the blocks is intense.	0.671			
	JS4 Culture of business in the blocks is intense.	0.681			
	JS6 The residents made me feel the local simplicity.	0.718			
	JS7 Business people is friendly and well-served.	0.702			
	JS3 Blocks of celebrity culture is strong.	0.668			
	JS1 The food in the blocks of Nanchang is unique.	0.783			
	JS8 I feel close to the friendly atmosphere of the humanities here.	0.735			
Comfort experience(SS)	SS3 The air in blocks is fresh and smell-free.	0.788	0.874	0.854	0.540
	SS1 The environment of blocks is clean and tidy	0.635			
	SS4 Blocks doesn't make me feel crowded.	0.723			
	SS2 Block of infrastructure (such as toilets, trash cans, etc.) distribution is reasonable.	0.698			
	SS5 Block of the building layout is reasonable, and people feel comfortable.	0.683			
	SS6 The shops in blocks are simple and elegant, in harmony with the overall style of the block.	0.804			
Pleasure experience (YY)	YY3 Visiting here can bring me a lot of fun.	0.665	0.867	0.844	0.522
	YY5 I enjoyed the experience very much.	0.753			
	YY1 The blocks mees my recreational needs.	0.731			
	YY4 I am addicted to the culture of the blocks.	0.705			

	YY2 I'm happy to take part in the activities of the blocks.	0.638			
	YY6 My mind and body relaxed here.	0.607			
Spatial identity RT	RT4 Nanchang Longevity Palace Historical and Cultural Blocks is my first choice in Nanchang Leisure and play.	0.777	0.800	0.766	0.452
	RT3 For me, this blocks has a special meaning.	0.741			
	RT1 In the travel process, I seem to be in old Nanchang city life.	0.631			
	RT2 If possible, I would like to spend more time playing here.	0.711			
	RT5 I would like to recommend to others Nanchang Longevity Palace Historical and Cultural Blocks.	0.671			

4.2. Structural Model Analysis and Results

Amos 18.0 was used to test the goodness-of-fit of the structural model, and the fit indexes such as CMIN/DF, GFI, AGFI, IFI, TLI, CFI, RMSEA, SRMR were selected to test the fit of the model. The results of modified fitness index showed that CMIN/DF, IFI, CFI, RMSEA, SRMR all reached the ideal standard, GFI = 0.878, AGFI = 0.849, TLI = 0.895, close to 0.9, which was within the acceptable range. Therefore, the model built in this study has a good fit, and the theoretical model has a high degree of fit with the data.

Table 2. Hypothesis checklist

Hypothesis	X→Y	Estimate	S.E.	C.R.	P	Assumptions Support Results
H1	Physical spatial perception→Spatial identity	-.122	.120	-1.014	0.015	Weak support
H2	Mental spatial perception→Spatial identity	.450	.137	3.281	0.139	Support
H3	Comfort experience→Spatial identity	.016	.096	.163	0.31	Weak support
H4	Pleasure experience→Spatial identity	.541	.118	4.590	***	Support
H5	Comfort experience→Pleasure experience	.425	.069	6.186	0.001	Support
H6	Physical spatial perception→Comfort experience	.271	.112	2.427	0.001	Support
H7	Mental spatial perception→Comfort experience	.476	.114	4.160	***	Support
H8	Physical spatial perception→Pleasure experience	.138	.093	1.478	0.87	Weak support
H9	Mental spatial perception→Pleasure experience	.315	.098	3.203	***	Support

The rationality of the hypothesis is tested according to the significance of the standardized path coefficient. The results of the hypothesis test are shown in Table 2. Except that H1, H3, and H8 were rejected, the other hypotheses were verified and proved to be true. The structural model is shown in Figure 1.

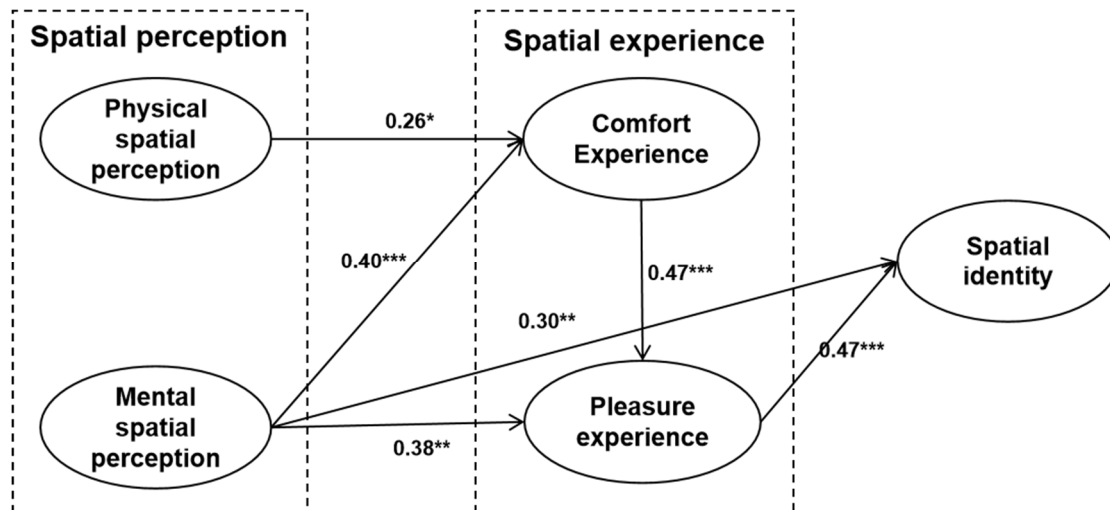


Figure 1. Assume that the model standardizes the output

5. Conclusion and Enlightenment

5.1. Conclusion

This paper aims to explore the formation mechanism of spatial identity in urban leisure blocks. (1) Physical spatial perception positively influences comfort experience, while physical spatial perception positively influences comfort experience, pleasure experience and spatial identity. The effect of mental spatial perception on comfort experience and pleasure experience is greater than that on spatial identity. Therefore, the individual pays more attention to the psychological and spiritual aspects, which is embodied in the perception and interpretation of the local culture in the street through touring and the interaction with the merchants and local residents, deepening an individual's sense of familiarity with the environment and of being an insider [9], so that promoting the formation of spatial identity.

(2) The comfort experience does not affect the space identity directly, but influences the spatial identity by promoting the pleasure experience. In addition to perception, individuals can also recognize the comfort, pleasure and other different sensory experience to promote the emergence of spatial identity. The sense of comfort and pleasure is the expression of tourists after experiencing the space, and it is an important factor influencing tourists [10]. But the essence of travel is the pursuit of pleasure, which is the key to spatial identity.

5.2. Management Inspiration

Many tourists think that the blocks are too "Commercial", that is under the logic of consumption-led space use, the local elements are skillfully used, but the local social life and cultural traditions have also been disintegrated and subverted[11]. Therefore, this study has the following implications for the construction of Nanchang Longevity Palace Historical and Cultural Blocks:

(1) To regulate and control the business forms of the blocks. The blocks overemphasizes "Commercial Street" and lacks the attention to the traditional commercial, historical and cultural atmosphere. Specialized in bamboo products named Luo Lane, special production and sales of old vinegar named Vinegar Lane, specialized in the sale of fishing gear named

Checkerboard Street, these all no longer exist. The blocks should introduce more old Nanchang characteristics of the food and old shops. And to pay attention to the upper guidance, community involvement, some traditional, characteristic shops to provide policy, funds, traditional folk activities, re-shape the old Nanchang commercial characteristics.

(2) Enrich the tour paths. The district has registered 27 immovable cultural relics, 18 historic buildings and 46 traditional buildings, except those converted into shops, other such as the Longevity Palace Museum of Art and other pavilions and architectural sites are basically closed, the traditional building only left "the empty shell of the building". Most of the tourists are the "Fleeting-style" touring, and it is also an important reason its commercial atmosphere is too thick. The blocks can consider opening part of the site, exhibition hall, increase cultural experience activities, add voice interpretation system, create a block of historical and cultural atmosphere.

(3) Create a social space. There are many bronze statues of old Nanchang life in the block, but they have little effect on improving the overall atmosphere of the block. The blocks can be combined with the surrounding environment, set up a chess table and other open communication space, improve the use of local residents, residents with activities to supplement the living scene of static landscape sketch. Dynamic and static complementary, reduce the existing landscape of the dispersion, the sense of separation, to create a consistent, the overall sense of "Old Nanchang" landscape system.

(4) Enhancing tourism infrastructure. The lack of tour signs inside the block, the lack of obvious signs of basic facilities such as toilets, and the dense number of roads and junctions within the block make it easy for tourists to lose their direction during the tour, have a certain impact on the play experience. The block should add the conspicuous tour signage in the main intersection, and make the important tour node or the sign building, the sign shop, helps the visitor to distinguish the direction, plans the tour route.

Acknowledgments

Jiangxi, Nanchang, Innovation Training Program for college students, China.

References

- [1] Zhang Meijun. A review of the research on domestic consumer society in recent years [J] . Productivity Research, 2013(06) : 192-196.
- [2] Liu Xuemei, Xu Honggang, Bao Jigang. Preservation and redevelopment of old cultural blocks in foreign cities [J] . Modern Urban Studies, 2005(11) : 12-21.
- [3] Zhao Pengfei, Yao Zigang. From spatial perception to spatial identity: Conservation and renewal of Grand Canal's historical and cultural blocks [J] . Mount Tai, 2022,43(08) : 154-160. DOI: 10.15981/J. CNKI. Dongyueluncong.2022.08.017.
- [4] Guo Wen. Spatial identity: Knowledge Frontiers, trends and inspirations in the transformation of urban spatial research [J] . Geographic Sciences, 2019,39(04) : 587-595. DOI: 10.13249/J. CNKI. SGS 2019.04.008.
- [5] Wen Ting, Lin Jing, Cai Jianming, Yang Zhenshan, Ding Yue. Urban Comfort: A New Perspective and empirical study on the evaluation of urban competitiveness in China [J] . Geographic studies, 2016,35(02) : 214-226.
- [6] Zhang Zhaozhi, Chen Ganghu. Management of tourist destinations [M] . Chongqing: Chongqing University Press, 2020.
- [7] Wang Yirui, Zhou Qinghua, Yang Xiaodan, Nan Jiabo. Research on the process framework and evaluation system of urban public space perception [J] . International urban planning, 2022,37(05) : 80-89. DOI: 10.19830/J. Upi. 2020.420.

- [8] Wang Yirui, Zhou Qinghua, Yang Xiaodan, Nan Jiabo. Research on the process framework and evaluation system of urban public space perception [J] . International urban planning, 2022,37(05) : 80-89. DOI: 10.19830/J. Upi. 2020.420.
- [9] Hong Zhu, Bo Liu. The differentiation and analysis of the concepts of sense of place, attachment to place and local identity and their research enlightenment [J] . Journal of South China Normal University Science, 2011(01) : 1-8.
- [10] Li Yongxin, Xu Shaokang, Tan Wenjuan. Communication activities of service providers and customer loyalty: the mediating role of consumer emotion [J]. Psychological Science, 2009,32(02) : 449-452.
- [11] Consumer culture and the production of urban space [J] . Academic Monthly, 2006(05) : 11-13 + 16.