

Travel Gentrification of Historic District Tourism from the Perspective of Consumer

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Abstract: *In the context of globalization, the rapid development of tertiary industry tourism, the middle class and artists began to consciously transform the historic districts, tourism gentrification as an important branch of gentrification theory. With the rapid development of global tourism, tourism gentrification phenomenon began to show a global spread. On the one hand, the gentrification of historic districts optimizes the urban industrial structure and promotes the development of tertiary industry and service industry. On the other hand, improving the standard of living of some people has intensified the gap between the wealthy and the poor, and excessive commercialization has made consumers dull. Therefore, the trend at this stage is modest urbanization, and it is suggested to build composite blocks..*

Keywords: *historic district; travel gentrification; consumption idea*

1. The global context of gentrification

The concept of gentrification was first proposed by British sociologist Luth Glass in 1964. Derived from the English word "gentry", gentrification refers to an old area that originally gathered low-income people. After renovation, land prices and rents rose, attracting high-income people to move in and gradually replacing the original low-income people. In other words, you are forcing money into an area that is very poor to improve infrastructure, to attract higher consumer groups, to bring about economic development because urban renewal is going to encompass all aspects of the city. The concept of gentrification has also been gradually extended to urban gentrification, new gentrification, government (guidance) gentrification, business gentrification, hyper-gentrification, tourism gentrification, rural gentrification, etc. Generally speaking, the concept of tourism gentrification was proposed by Gotham in 2005. The process by which a middle class neighborhood is transformed into a relatively wealthy and exclusive area through the development of recreation and tourism.

1.1. Western gentrification

Gentrification in western countries is the re-urbanization of developed cities after urbanization, suburbanization and reverse urbanization, and it is a spontaneous urban spatial reconstruction phenomenon in the process of economic development and industrial structure improvement. When gentrification is carried out in the west, the social background is stable economic development and social status, but it is expected to further stimulate the vitality of the city, meet the consumer demand and cultural demands of the middle class and above, and achieve the purpose of further urban renewal. In addition, most of them are caused by private investment, so they are led by market behavior. Developers spontaneously carry out these activities based on commercial purposes and seek commercial interests for their own enterprises.

1.2. Gentrification of tourism with Chinese characteristics

In China, gentrification develops at the stage of steady and rapid urban development, with a steady increase in industrial output value and an increasing proportion of tertiary industry while adjusting the industrial structure. Historical districts are in urgent need of opportunities for transformation and development. At this time, gentrification can be used as an opportunity to attract capital and accelerate urban renewal and upgrading. Zhao Yuzong etc. found that with the process of urban rejuvenation in China, the construction of urban tourism projects based on the protection and renovation of historical and cultural blocks and the renewal and utilization of abandoned sites became a typical form of

promoting the gentrification of tourism.

Mixed ownership is the basic feature of the housing property rights of historic districts in China. From the typical housing property right structure of historic districts in some cities in China, most of the historic districts are in the mixed state of public property, unit property and private property. It is quite rare that the housing property right type of the whole block is consistent. In addition, developers do not recognize the risk of intervention, and residents are unable to bear the cost of restoration. In the process of the protection of historic districts, local governments and relevant departments are commonly the main body of the protection project. Due to the particularity of China's national conditions, the government plays an important role in granting major land developers the right to develop tourism and manage communities in some areas. Therefore, China's gentrification has an obvious top-down policy orientation, which is the result of the joint choice of the government, market companies and elites.

2. The development of Historic districts in China

The government stimulated the development of tertiary industry, accelerated the progress of tourism, and promulgated a series of policies to encourage the development of the historic blocks. But due to the improvement of living standards, people also enjoy all kinds of modern service at the same time, more like immersed in the atmosphere of history and tradition to meet their own cultural thirst, become main force of the development of the historic blocks. In under the guidance of a gentleman, historic city began to reshape the urban living space based space based in historic blocks. In cultural tourism as a selling point of the old city renewal and material landscape and cultural blocks from a gradual shift in cultural space for consumption space. Domestic historical block below can be broadly divided into four stages.

2.1.1. Before 2001

2001 years ago the historical block gentleman mainly conducted business, under the condition of market economy, a lot of money by direct introduction, neighborhood environment is rapidly improved, but because the parties too pursue economic interests, only by the outline of the historical and cultural development of the economy, pure business model development, resulted in the overthrow of the original block reconstruction, historic sites were damaged, the foundation of culture has been destroyed.

2.1.2. 2001-2010

Compared with the early residential leading gentleman, both block landscape preservation and pursue economic interests, the dominant phase culture is stronger. In order to borrow the original block of heritage buildings and culture, most of the building shapes are retained, repaired, to avoid only seeking economic benefit blindly commercialization reform, while streets were all removed. At the beginning of the 21st century, with the support of government policies, a large number of art workers flooded into the historic district. With their free spirit, they incorporated artistic vitality into the district, elevated the district and gave birth to a series of creative brands. With the support of cultural institutions, there were more and more creative and cultural shops in the district.

2.1.3. 2010-2015

When one block is effectively developed, other areas begin to follow suit, and the gentrification of the successful block is copied. More and more cultural blocks are developed, and media publicity is intensified, and each municipality's historic district receives an annual surge of tourists. After gentrification and renewal, the historic district has become a new economic growth point in urban development because of facilitating cultural consumption. In order to further develop the tourism economy, the government exists to guide capital and enterprises to relocate in, and the rent of stores in the block is also rising day by day. The original creative shops with local characteristics and cultural relics shops with an artistic atmosphere cannot afford the high rent, so they disperse and move away. At the same time, low-end industries with less investment and quick results are rapidly flooding in to complement them, such as restaurants, bars, clothing and other chain stores. With the development of the Internet, online celebrities' snacks and online celebrities' shops occupy the original stores, while those stores that sustain the original local style disappear, and the streets begin to be entirely commercialized.

It can be seen that although the original appearance of the historic district featuring cultural brands

has been maintained, and even the internal environment and infrastructure have been modernized, the original cultural structure and historical atmosphere have been degraded due to the rapid gentrification process, and the aboriginals have been completely expelled, and the whole district has fallen into the trap of excessive commercialization. Historical block itself cultural uniqueness and assists travelers in the original true, also attracts businesses, capital Excessive intervention in historical block itself cultural uniqueness and destroys the original true, starts to suppress content homogeneity, vulgarization, but modern people's aesthetic taste and consumption grade is improved, the development trend, and block the immense attack on travelers' tour enthusiasm. To some extent, it is accelerating the extinction of historical districts and even historical culture.

2.1.4. After 2015

Government regulators began to acknowledge that churn out, excessive commercialization, no longer have the cultural uniqueness and original true historical block is aesthetic and get replacement of modern consumption grade gradually increase, and capital of smell, the perceived benefits after the stagnant prospects are also taken into consideration the withdrawal blocks, began to falter in tourism development and business development. In order to reawaken the vitality of the district, a series of measures have been taken to encourage cultural industries such as non-genetic inheritance projects and traditional handmade creation. Meanwhile, the emotional appeals of aborigines have also been paid attention to, and government policies have progressively encouraged aborigines to move back.

Depending entirely on the market economic influence, city tourism gentleman autonomy is too strong, can cause distortion or cultural symbols, abuse of city planning management is still needed to plan economic macro-control, seeking solution to the problem of "market failure", will travel gentleman stability under control, "see no one way of hiding slowly fade out.

3. The change of tourism consumers' consumption concept

Historical tourists are more inclined to exclusively onlookers' tourism activities such as visiting mountains and rivers and visiting places of interest left by their ancestors. They are weary of the stereotypical conventional sightseeing methods and long for diversified and personalized leisure methods. Landscape developers take measures corresponding to local conditions and withdraw from tourism projects with new ideas and local characteristics. However, as tourism may become more and more diversified, the attraction of general natural landscapes to tourists has decreased, while tourism resources such as cultural monuments and historical blocks have been consistently established on the whole. Through the publicity of mass media, tourists have more options for tourist destinations and tourism projects.

3.1. Before 2010

Tourism entry, which relies on landscape types, developed soon. In its early stages, it has always been characterized by natural landscapes and humanistic landscapes left over from history. It can be said that it is the first generation product that makes inexpensive use of tourism resources. Then began to upgrade tourism products, tour type combined with participatory, personalized consumption "special tourism is gradually accepted by the domestic tourists, not only the scenic spot is spent heavily to develop large-scale tourism projects, on both sides and scenic spots around the municipality of riverside area infrastructure repair more and more perfect, also began to take on more and more other functions of scenic spots, The flow of people, logistics and capital flow caused by the driving effect of multi-ring association makes the value of the scenic spot and nearby real estate appreciate.

But because the Shanshui landscape is mostly scattered in the suburbs, the high cost of transportation is long, although the infrastructure construction, and strengthening standard of living has certain disparity with tourists, the high cost of time and money, not enough to satisfy tourists' expectations, therefore generalization of the natural landscape to stimulate tourists. People's leisure life is increasingly diversified, the hope can in a shorter time imit economic spending as far as possible some more travel revenues, distinctive unique natural landscapes in urban areas can be combined with a specific cultural comprehensive tourism product, such as the historical block, become a mainstream development, artificial landscape, the technique of expression does not stick to one pattern, Including but is not restricted to miniature, waxwork, reproduction, repackaging, etc. Tourism products using modern technology have become the most attractive products in modern tourism.

3.2. After 2010

Benefited from China has prosperous natural and human tourism resources. At the same time, a large population, vast territory and tourism development potential are very large, and, more than ten years of economic growth, mass tourism consumption ability to strengthen greatly, China's tourism industry began to rapid development, historical blocks became mainstream tourism destinations this year. Different from westerners who perceive tourism as a way of life, Chinese people regard tourism consumption as a kind of luxurious enjoyment, and their consumption concept is still to pay more attention to food expenditure than to culture. They mainly buy cheap and stylish material products, and are cautious about high-end products and non-material cultural products. Therefore, contemporary neighborhoods with convenient services are more favorable to modern Chinese people to visit. In the district, tourists can not only appreciate the local scenery, architecture and culture, but also enjoy the food at any time. They can even directly buy local specialties as companion gifts, which is a one-stop tour.

But then it entered the era of Internet celebrity. With the rapid development of the Internet, the Internet has gradually become the main way for people to gather information and express their opinions, and has an important impact on real social space. More and more tourists have distributed their online travel notes in the form of text, pictures and other forms in the social spaces such as microblogs and Xiaohongbook. With the assistance of the Internet, many artificial streets have become a mecca for "Internet celebrities" to clock in. With the assistance of network traffic, capital builds network red punch points, marketing brands invite tourists to punch in the streets, low-end industries that have nothing to do with history and culture inhabit the original space, and with the advantage of capital, the original cultural and creative shops with artistic atmosphere are gradually driven out.

Although the environment improved infrastructure and sections, each block in a commercialized trap, passengers no matter which blocks, saw the typical style of classical buildings rather than the design style with local characteristics, to eat is a very long line to buy red food chain network, but is wholesale since a stock market small handicraft production assembly line, Tourist souvenirs are much the same, even not in the network e-commerce to buy local characteristics. The tourists are sick of such vulgar and homogeneous cultural products and are looking for undeveloped culturally carrying places.

4. Aboriginal consumption and concept change

Domestic activity in the process of historical block protection gentleman phenomenon can be narrowly divided into "tourism and leisure industry DaiDongXing" and "traditional high-end residential product development", the traditional high-end residential products in the process of the development blocks for the protection and maintenance of the relocated residents. At the same time, the government enhanced the property purchase standard. Only a small number of aborigines can afford to move back. "The affluent invitation in, the poor invite out" has become the operating rule in the protection process of most neighborhoods. In furthermore, aborigines are also the consumers of the block, but the overall price of the block is increasing, and every consumer group in the block is positioned to exclude aborigines, intentionally or indirectly forcing low-income aborigines to move out.

4.1. The living costs of aboriginal people

Capital developed into the real estate market and tourism commerce, entertainment industry and tourism development. The displacement of the population within the block continued. The block community is a moderately wealthy and affluent area. In order to repair the internal facilities and infrastructure, the district moved the aborigines to other places in the form of resettlement houses. However, the price of newly built housing after renovation was considerably higher than that before renovation, and the compensation granted by the government and developers was not enough for the relocation, so the aborigines had to move to an area with lower resettlement cost and far away from the district. The block is utilized by intermediate and high-end consumers, tourists and intermediate and high-end property buyers. The one-time pure residential life area has been transformed into an urban commerce area integrating commerce, residences, hotels and leisure and entertainment. For indigenous people who have effectively moved back, the once handy, quiet and leisurely streets have been transformed into noisy public places oriented towards consumption. Their positioning and functions are not only to meet the basic living needs of residents, but also to meet the high-end consumption needs of tourists in the streets, and even to neglect the needs of residents. Sacrifice the living needs of residents

to meet the leisure and entertainment needs of tourists.

4.2. The emotional appeal of aborigines

Since the renovation began, some aborigines have moved away from the block. The renewal of the block has essentially restricted the connection between aborigines and the original area, and the original overall social relationship has disintegrated to a certain extent. The renovation will potentially wreck the traditional buildings and distort the original flavor. Historical buildings are also important memory carriers of aboriginal people. The block renewal solves security issues such as security and fire protection, but also preserves the persistent memories and changes the neighborhood atmosphere. The disintegration of the neighborhood relationship also breaks the established circle of acquaintances, and the relationship between people and things is cut off. No matter whether they stay or leave, aborigines will feel isolated because their interpersonal social network is no longer as satisfying as before. The maintained local elements have become an important way for people to miss the past. The change of space and architecture will not only make aboriginal people feel lost, but also make people feel the change of personnel and the regret of the past.

No matter the aboriginals or the newly moved residents, they are full of contradictory feelings about the development and renovation of the block, including the imbalance between the compensation for housing demolition and the depressed housing price, the regret for the broken traditional culture, the nostalgia for the past memory, and the pride in modern development.

5. Summary and discussion

In the process of globalization, under the leadership of the government and developers, the tourism gentrification of historical districts in various places has been carried out to a certain extent. With the support of government policies, developers carry out secondary development of residential and commercial space and commercialize local culture and local symbols. On the one hand, it promotes the development of the local economy; on the other hand, it is easy to cause excessive commercialization and accelerate the disappearance of culture. Excessive commercialization will also lead to vulgarization and homogenization of the contents of the blocks. After consumers can only have similar tourism experiences in any block, they are eager to seek new historical blocks with uniqueness and authenticity. The aborigines are also one of the consumers of the block, but they are unable to resist the development process of the block, and are frequently neglected by the block. They have complex emotions of contradiction, isolation, regret, pride and so on.

Based on the above, and based on the emotional response of tourists and aborigines, the following suggestions are put forward: First, through the government's macro-guidance and participation, the concept of moderate gentrification and the means of cross-subsidy mechanism and diversified housing supply system, the feasibility of building mixed blocks is explored. Secondly, it should actively investigate new development models, particularly transform the current commercial-led update model, and seek a not-for-profit update model, so as to avoid homogenization of content and draw tourists again. Thirdly, while local protection, we should assign importance to the emotional protection of residents, and actively attend to the opinions and needs of indigenous people, new inhabitants and adjacent residents.

In general, in the context of globalization, all cities are accelerating the progress of old city reconstruction, and the gentrification of tourism is consistently promoted. The cultural tourism of historic districts is increasingly developing into a new hot focus. How to systematically and vigorously protect historical relics, how to thoroughly develop local characteristics to continuously attract tourists, how to protect the legitimate interests of indigenous people in the development, how to avoid excessive commercialization and cut off the historical memory of the municipality, etc., are all questions worth paying attention to and exploring.

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