

A Study of Aesthetic Pleasure of Visitors to Diaspora Architecture--Take Kaiping Diaolou as an Example

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Abstract: Tourism has become an important way for residents to enjoy a good life, and overseas Chinese architecture is both a cultural heritage and an important aesthetic object for tourism. This study takes Kaiping Diaolou in Guangdong Province as the research object, and a questionnaire survey was conducted on 266 tourists to identify four options for aesthetic pleasure and to represent their common research determinants. The results of the study show that: (1) tourists for the diversity of Kaiping Diaolou, unity, typicality, novelty of identity tends to be consistent, the aesthetic pleasure of tourists and Kaiping Diaolou four dimensions are correlated. (2) tourists agree on the cultural diversity of Kaiping Diaolou; tourists' education is positively correlated with the typicality and novelty of the building. This study provides a reference for the tourism market development of overseas Chinese architecture.

Keywords: overseas Chinese architecture; Kaiping Diaolou; aesthetic pleasure; principal component analysis

1. Introduction

Aesthetic activities have penetrated into the daily life of the public, beyond the scope of pure art or literature [1]. As society's cultural recognition of heritage increases, in heritage tourism research in particular, one of the directions scholars have focused on is the evaluation of the image of heritage tourism destinations and the aesthetic and attitudes of tourists towards heritage. Visual appeal or visual aesthetics often drives the formation of aesthetic attitudes of tourists who aim to satisfy their aesthetic needs through the process of tourism [2], and aesthetic pleasure is not limited to visual gratification, but also applies to all sensory domains, i.e. the assessment of an event or situation may trigger a positive or negative emotion. A multidimensional study of aesthetic pleasure for tourists is of interest.

Overseas Chinese culture is a complex combination, "Kaiping Diaolou and village" is China's first overseas Chinese culture of world heritage projects, is a typical representative of Chinese cultural expression, "Kaiping Diaolou and village" provides a rare opportunity for tourism development. However, the tourism form of tourists in the scenic spot is single, although the scenic spot has also held related brand activities in recent years, but the significance of these activities remain on the surface, not showing the cultural connotation behind, then the perception of tourists from this must be very limited [3].

In this study, through data modeling and analysis, a questionnaire survey was conducted on Kaiping Diaolou tourists, and based on the analysis results obtained from the aesthetic pleasure model, the aesthetic perception of Kaiping Diaolou by tourists was analyzed in order to find the laws of people's aesthetic perception of overseas Chinese architecture, so as to fully develop tourism resources and attract more tourists, and provide substantial case references and suggestions for the tourism development of overseas Chinese architecture.

2. Literature Review

Research on tourist perceptions and travel behavior has shown that only those who travel to experience new things and explore new destinations travel more frequently, while those interested in

relaxation or health benefits are not motivated to increase their travel frequency [4]. The positive impact of life experiences on behavioral intentions to return and recommend destinations [5]. There is a direct link between traditional travel motivation and satisfaction with the destination [6], while travel satisfaction has an impact on travel mode choice and travel attitudes [7]. Age has a positive direct effect on trip perception and a positive indirect effect on trip evaluation and activity satisfaction, while women are slightly more satisfied with leisure trips and leisure activities than men [8]. The factors that tourists focus on in terms of tourist attractions vary by age, with accessibility and weather being more valued by older people, while younger people value cultural and simulated activities [9].

Current research on Kaiping Diaolou is more oriented towards rural revitalization, tourism development, and tourism satisfaction surveys. Cultural heritage sites are more lacking in the ability to attract tourists to stay longer [10]. The more tourists' senses are engaged when visiting cultural heritage, the more memorable their tourism experience will be [11]. Kaiping towers carry national and ethnic dimensions of meaning [12], and maintaining their authenticity and integrity is paramount [13]. The objective and existential dimensions of authenticity, which improve the quality of the tourism experience, influence the successful consumption of cultural attractiveness, and both should be considered as key factors to achieve differentiation and competitive positioning relative to other attractions [14].

At present, there are few studies on architecture or other tourism products in the tourism process, while most of the studies on architectural aesthetics or aesthetics are judged by qualitative analysis. Therefore, in this paper, several aesthetic factors of tourists are scored in the way of scoring, so that the aesthetic factors become quantitative data, so that the study analyzes the influence of tourists on the aesthetics of Kaiping Diaolou from a quantitative perspective, and provides quantitative case reference for subsequent architectural aesthetic research.

3. Study Design and Data

The materials, structures, and architectural colors of Lingnan overseas Chinese architecture are largely the same, with both overall commonality and individual individuality, recognizability and unity in harmony [15]. This is similar to the four dimensions of aesthetic influences of typicality, novelty, unity, and diversity derived from Hekkert's [16] aesthetic pleasure model (UMA), which applies the aesthetic pleasure model to architectural aesthetics, combining the everyday aesthetic responses of perception and cognition. Reflecting that aesthetic pleasure has an intrinsic positive impact and measured by aesthetic responses, it is argued that the model can be used to capture pleasure in a variety of other situations in aesthetics.

A total of 284 questionnaires were sent out in this study, and 266 valid questionnaires were sent out. The Cronbach alpha coefficient of this questionnaire data was 0.949, and the study data had high reliability quality and good correlation between the analyzed items, which can be used for further analysis.

4. Results and Analysis

4.1. Analysis of the overall situation of aesthetic pleasure of visitors to Kaiping Diaolou

The typical recognition of Kaiping Watchtower is the highest. Visitors believe that Kaiping Watchtower is full of history, can be reflected in the construction materials, decoration, internal supplies of Kaiping Watchtower and other factors, so that tourists are impressed by the Kaiping Watchtower "shabby", and can feel the distinctive flavor of Kaiping Watchtower. Many tourists said that "overseas Chinese architecture" will think of "Kaiping Watchtower", in addition, tourists are more interested in the culture of Kaiping Watchtower, mainly highlighting the tourists will start from the story of a watchtower, from the perspective of the story and then the understanding of the architecture of Kaiping Watchtower in addition, the culture of Kaiping Watchtower will affect the aesthetics of tourists. For the "family sentiment", many tourists also have resonance, the older the tourists, the deeper the feeling of family sentiment for overseas Chinese culture, especially overseas Chinese, visit Kaiping Watchtower will have great empathy.

From the novelty point of view, tourists think Kaiping Watchtower has obvious characteristics of its own, different towers have their own characteristics, rich in form, more types, at the same time, they believe that Kaiping Watchtower represents an era, in different times have different roles, different

meanings, is to keep pace with the times, the arrival of some cultural and creative industries, but also greatly enriched the innovative direction of Kaiping Watchtower. Tourists believe that Kaiping Watchtower social influence is strong, especially the Kaiping local tourists. Kaiping towers and villages since the success of the heritage application, causing widespread concern from all walks of life, attracting a number of experts and scholars to study, research tourism has also grown.

From the diversity point of view, the diversity of Kaiping Diaolou mainly from the architectural decoration, materials, form and cultural elements of the four aspects to express, tourists for architectural decoration, cultural elements identified than materials, form, preliminary guess is that because tourists in the tour of Kaiping Diaolou, and did not carefully observe the architectural details of Kaiping Diaolou, but from a large angle to observe the Kaiping Diaolou, architectural decoration, cultural elements are more intuitive tourists can to observe or feel, and building materials, architectural form is more likely to be noticed for tourists with sufficient time details, tourists need a certain distance to observe the complete form of Kaiping Diaolou, most tourists are close to visit the towers, into the towers inside, watch the towers decoration, towers layout, household items, etc., and the towers are decorated with a combination of Chinese and Western culture, the towers cultural elements can also be visually displayed in front of visitors.

Architectural style refers to the Kaiping Diaolou building is a combination of what type of culture, the design of the building form, etc., each towers have their own form, materials, decorations or details of the differences, each has its own characteristics, so the uniformity of the dimension holds "identity" attitude of relatively few tourists. There are many visitors to the unity of architectural form and the Kaiping Diaolou itself symmetrical attitude, from the aesthetic point of view, "symmetry" will increase the beauty of the Kaiping Diaolou, will allow visitors to observe the Kaiping Diaolou more comfortable and pleasant, the unity of the architectural form of the towers and the coordination of the environment will be an important factor affecting the beauty of the towers, visitors When visiting Kaiping Diaolou can feel the towers are arranged in a certain way, there is order, Kaiping Diaolou in architectural form, architectural arrangement and other aspects of consistency and unity will increase the beauty of Kaiping Diaolou.

4.2. Correlation analysis of aesthetic pleasure and aesthetic pleasure influence factors

In the aesthetic pleasure model (UMA), Paul Hecht first identified 37 representative options of aesthetic pleasure, and then through the researchers to evaluate the aesthetic pleasure of these options, from the options with a score ≥ 3 to select four options suitable for the aesthetic pleasure of visitors to Kaiping Diaolou, which are "pleasant", "comfortable", "satisfying", "appreciative". "comfortable", "satisfying", "appreciated", in order to obtain more comprehensive information on tourists' emotions, add the option "general ". With the tourists in the case of Kaiping Diaolou perception and awareness, tourists see Kaiping Diaolou when the greatest mood feelings related to the analysis of processing results.

Table 1: Results of correlation analysis between aesthetic pleasure and aesthetic pleasure influence factors.

Relevance	Diversity			Uniformity	Representation			Novelty		
	Repetition of architectural styles	Variety of construction materials	Variety of architectural styles	Uniformity of architectural form	The mark of the times	A representative of diaspora architecture	With historical atmosphere	Each has its own characteristics	Overseas culture impresses you	You feel the sense of family and country
Pleasant	-0.194	-0.303**	-0.251*	-0.252*	-0.211	-0.187	-0.152	-0.255*	-0.182	-0.297**
Satisfaction	0.081	0.207	0.199	0.257*	0.205	0.241*	0.222	0.069	0.233*	0.034
Comfort	-0.232*	-0.113	-0.151	-0.154	-0.239*	-0.263*	-0.139	-0.278*	-0.187	-0.271*
Appreciation	0.104	0.110	0.135	0.256*	0.236*	0.064	0.249*	0.177	0.109	0.057
General	0.004	0.169	0.032	0.008	0.047	0.113	-0.031	0.080	0.130	0.084

Overall, the four dimensions of Kaiping Diaolou and related impact questions have a positive effect on the aesthetic pleasure of tourists, which can generate positive emotions for the Kaiping Diaolou, the aesthetic pleasure of tourists can change the direction of Kaiping Diaolou.

Initially, the repetition of architectural style, architectural form unity may allow visitors to feel the orderliness of the architectural style, the unevenness of the building, the abruptness of the architectural style, the grunge of the building may make visitors feel annoyed, or feel unpleasant and uncomfortable.

Kaiping towers of architectural style and environmental harmony or architectural arrangement of the orderly will allow visitors to feel comfortable when visiting Kaiping towers, so that visitors have a positive mood.

The diversity of building materials and architectural styles to make visitors feel pleasant, and Kaiping Diaolou with their own characteristics not only make visitors feel happy, but also make visitors feel comfortable, Kaiping Diaolou with their own characteristics may allow visitors to visit Kaiping Diaolou is not easy to produce visual fatigue, different towers have their different characteristics, there are different decorative styles and building materials, will allow visitors in the towers Orderly to find the fun of discovering different, always in the tour to maintain a pleasant mood, in the exploration of the architecture of the towers in Kaiping to find pleasure, so keep the diversity of architecture may allow visitors to feel comfortable and enjoyable.

Kaiping Diaolou in different times have different meanings, Kaiping Diaolou is more of a family sentiment, Kaiping Diaolou is both a symbol of patriotism and love of family in the Republic of China era, but also a symbol of the new generation struggling to move forward in the new era, the meaning of Kaiping Diaolou is to keep pace with the times. Therefore, the meaning of Kaiping Diaolou expressed by tourists is resonant, but the degree of resonance of different tourists is not the same, which is related to the age and experience of tourists. But in general, visitors to Kaiping Diaolou of overseas Chinese culture and Kaiping Diaolou is the mark of the times are more recognized, and that Kaiping Diaolou of overseas Chinese culture and Kaiping Diaolou is the mark of the times can make visitors feel comfortable.

Kaiping Diaolou is full of history, full of traces of time, so that tourists have great empathy, they will generate excitement, different ages and different experience of tourists will also feel the historical atmosphere of different, experienced tourists will be more feel the historical nature of Kaiping Diaolou.

4.3. Characteristics of aesthetic pleasure of different types of tourists

Middle-aged tourists, young tourists, teenage tourists are on the cultural diversity of Kaiping Diaolou said very recognized, visitors of all ages think that the typicality of Kaiping Diaolou is very prominent, most think that Kaiping Diaolou is a representative of overseas Chinese architecture. Middle-aged tourists, young tourists visiting Kaiping Diaolou when the biggest mood feeling is "comfortable", while teenage tourists visiting Kaiping Diaolou when the biggest mood feeling is "pleasant", which may be related to their life experience. Teenage visitors to Kaiping Diaolou memory point for the building's surface decoration, form, while middle-aged tourists, young visitors to Kaiping Diaolou memory point is more oriented to the building more in-depth architectural features or cultural connotations.

5. Conclusion and Discussion

5.1. Main Conclusions

The purpose of this paper is to study the aesthetic perception of Kaiping Diaolou by tourists based on the analysis results obtained from the aesthetic pleasure model, and to explore how the overseas Chinese architecture represented by Kaiping Diaolou should be more intuitive for people to perceive the beauty.

(1) Model construction: Based on the original research purpose of this paper, the theoretical model of this paper and research impact factors are constructed: UMA model in which four options for aesthetic pleasure and research determinants representing its common use are identified as typicality, novelty, unity and diversity, and the behavior of tourists visiting the Diaolou in Kaiping as tourist behavior. Aesthetic pleasure differences in tourist perception, cognition and other aspects of environmental experience as well as activity experience and other aspects of improvement, so as to promote the better development of Kaiping Diaolou tourism.

(2) The overall characteristics of the aesthetic pleasure of tourists: on the basis of the model construction, the analysis of tourist attributes, related tour conditions and the mood of the tour feelings. The use of descriptive statistical analysis, correlation analysis and other analytical methods, it is concluded that tourists for the diversity of Kaiping Diaolou, unity, typicality, novelty of identity tends to be consistent, the aesthetic pleasure of tourists and the four dimensions of Kaiping Diaolou all have a certain correlation.

5.2. Discussion

At present, overseas Chinese architecture in China has not been developed very mature, the more famous Kaiping Diaolou tourism development is only in the development stage, most of the research is about the tourism industry development of Kaiping Diaolou, tourist satisfaction survey, etc., very little research from the perspective of the aesthetics of tourists or affect the aesthetics of tourists, the literature for the aesthetic pleasure of tourists is less, this paper on the application of aesthetic pleasure model in architecture to explore the preliminary research, for Kaiping Diaolou and other overseas Chinese architecture research to provide substantive reference, with some innovation and practical significance.

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