

Research on Optimization Strategy of Daopashi Historical and Cultural District in Anqing Based on IPA

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Abstract: Historical and cultural districts play an important role in promoting the development of urban tourism. Taking the Daopashi Historical and Cultural District in Anqing as an example, the data collected from the questionnaire survey is examined and analyzed based on IPA analysis. The results show that catering service is an advantageous tourism factor of the district; infrastructure and public service are factors that tourists are satisfied with and don't care about; scenic area operation and tourism products are factors that need to be focused on improvement; and the scenic area has problems in terms of tourism resources, personnel management, and cultural attraction. Based on this, it is proposed to improve the infrastructure, create highly participatory projects, dig deeper into the Huangmei elements, and strengthen tourism promotion to enhance the tourism competitiveness of Daopashi Historical and Cultural District in Anqing.

Keywords: IPA analysis; Historical and cultural district; Satisfaction

1. Introduction

With the economy's and society's rapid development of the economy and society, tourism has become an increasingly important component of economic growth. As a significant branch of the tourism industry, historical and cultural districts play a crucial role in the tourism market by offering exceptional tourism resources and rich cultural significance [1]. The tourism potential of these districts relies on post-development and renovation. The continuous growth and prosperity of the tourism industry have resulted in increasingly complex and diverse consumer demands. Therefore, traditional methods of attracting tourists through historical sites or promotional methods are no longer effective, and historical and cultural districts urgently require transformation and development [2]. However, the "immersive experience tourism" offered by domestic historical and cultural districts often fails to meet tourists' expectations and is frequently perceived as a mere gimmick to draw visitors [3]. The Anqing Daopashi Historical and Cultural District has been designated as one of the first tourism and leisure districts in Anhui Province. It has a strong traditional commercial atmosphere, it also faces many common challenges inherent in traditional districts [4]. Therefore, to enhance the quality of tourism in the area, the Daopashi Historical and Cultural District must urgently improve its tourism appeal.

In recent years, historical and cultural districts, as a core component of urban cultural heritage, have become a hot topic of research for scholars. The research content involves tourists' behavioral motivations [5-6], satisfaction [7-9], changes in sense of place [10-12], and cultural reshaping and protection strategies [13-15]. These studies not only provide a rich theoretical framework and valuable guidance for practical protection and development. The academic community is showing a trend of diversification in research methods, which includes using quantitative research methods such as online text analysis [12] [16] and questionnaire surveys [7] [14] to reveal general patterns and trends, as well as qualitative research methods such as case studies [10] and in-depth interviews [17] to analyze specific situations and details. These two complement each other. The research object of the study not only focuses on specific historical and cultural districts [7] [10], but also deeply explores the roles and interactive relationships of different groups such as Indigenous people, tourists, and operators in the districts [7] [12-18]. After reviewing the relevant research on Anqing Reverse Lion Pedestrian Street, it was found that the research mainly focuses on the spatial form of the district [18], landscape lighting [19], architectural renovation [20], protection and renewal [21-23], and lacks research on the tourism quality of the district from the perspective of tourists. Based on the above situation, this paper uses the

IPA analysis method to conduct an in-depth investigation and research on the scenic spot of the Daopashi Historical and Cultural District to improve the tourism quality of the scenic spot.

2. Research Design

2.1. Overview of Research Subjects

Daopashi Historical and Cultural District is located in the hinterland of the old city area of Anqing City, Anhui Province, with a long history. Anqing City is a national-level historical and cultural city, with its unique cultural status and historical value widely recognized. It is known as the "Land of Culture" and "Hometown of Drama" [24], and the Daopashi Historical and Cultural District also enjoys the reputation of "Anhui's First Commercial Street" [25]. As a bustling commercial district from the Qing Dynasty to the Republic of China, the district preserves unique tourism resources, including traditional architecture, historical sites, commercial culture, and Huangmei Opera culture.

2.2. Research Methods

IPA analysis method is a method that uses the Likert scale to obtain important factors and satisfaction data, compares consumers' experience of products and services with the difference between their perceived evaluation and expected value, obtains the advantages and disadvantages of products or services, and conducts targeted product upgrades or service optimizations. Through the IPA scatter plot, it is pointed out that when enhancing the image of Daopashi Historical and Cultural District in tourism development, emphasis should be placed on key points, and improvements should be made in an orderly manner. Finally, targeted suggestions are proposed using an IPA scatter plot.

2.3. Indicator Selection

Based on the principles of scientificity, comprehensiveness, and operability, with "food, accommodation, transportation, travel, shopping, entertainment" and "service" as hierarchical indicators, the factors that affect tourist satisfaction have been summarized through literature review and knowledge point sorting, as shown in Table 1. Combining with the characteristics of tourism development in Daobashi Pedestrian Street Scenic Area, 20 evaluation indicators for the quality of Daobashi Pedestrian Street Scenic Area are constructed from five dimensions: infrastructure, public services, tourism products, scenic area operation, and catering and accommodation, as shown in Table 2.

Table 1: Factors Influencing Tourist Satisfaction

| Research Scholar | Factors Influencing Tourist Satisfaction |
|---|--|
| Huang Jing, Xing Danpu, Wang Wenge ^[7] | Visual aesthetics, Cultural characteristics, Tourism public services, Tourism commercial formats |
| He Guoping, Chen Ye ^[8] | Public infrastructure, Transportation infrastructure, Information Infrastructure, Neighborhood public democratic activities, Neighborhood entertainment activities |
| Jiang Liqin, Xiong Yi ^[9] | Tourism resources, Tourist transportation conditions, Tourist catering conditions, Tourist shopping conditions Quality of tourism services |

Table 2: Indicators involved in the evaluation of tourism service quality of Daopashi Historical and Cultural District

| Measurement Indicators | Specific Indicators | | | |
|----------------------------|---|--|--|--|
| Infrastructure | Q1 Number of parking facilities | Q2 Road traffic conditions | Q3 Accessibility of scenic spots | Q4 Number of public toilets |
| Public Service | Q5 Emergency safety guarantee service | Q6 Tourist Service Center | Q7 Facilities in the tourist rest area | Q8 Guide sign design |
| Tourism Products | Q9 Types of tourism products | Q10 Local cultural expression | Q11 The uniqueness of natural resources in scenic areas | Q12 Quality of Play Projects |
| Scenic Area Operation | Q13 Service attitude of management personnel | Q14 Scientific level of operation and management methods | Q15 Standardization of tourism product sales | Q16 Speed of resolving tourist demands |
| Catering and Accommodation | Q17 Catering and accommodation environment and hygiene conditions | Q18 Food and accommodation prices | Q19 Attitude of catering and accommodation service personnel | Q20 Hygiene conditions of catering and accommodation |

2.4. Data Sources and Processing

The research data were obtained from a questionnaire survey conducted among tourists at the Reverse Lion Pedestrian Street scenic area. This survey assessed tourists' satisfaction with and the importance they placed on various aspects, including infrastructure, tourism products, catering, and accommodation of the scenic spot. A total of 220 questionnaires were distributed in this survey, and 203 valid questionnaires were recovered, with an effective rate of 92.2%. SPSS version 27.0 was utilized to conduct reliability test analysis using the questionnaire, and the results show that the reliability α test value of 0.738, demonstrating that the survey data possess good reliability and consistency.

3. Results and Analysis

3.1. Demographic Analysis

The statistical results of the proportion of tourists' gender, age, occupation, education, etc. among 203 valid questionnaires are shown in Table 3.

Table 3: Demographic Characteristics

| | Category | Number of People | Percentage |
|-----------|--|------------------|------------|
| Gender | Male | 104 | 51.2% |
| | Female | 99 | 48.8% |
| Age | 18 years old and under | 28 | 13.8% |
| | 19 to 24 years old | 56 | 27.6% |
| | 25 to 44 years old | 66 | 32.5% |
| | 45 to 54 years old | 39 | 19.2% |
| | 55 and above | 14 | 6.9% |
| Career | Government Office | 29 | 14.3% |
| | Domestic enterprises/companies | 50 | 24.6% |
| | Domestic enterprises/companies | 42 | 20.7% |
| | Self-employed | 36 | 17.7% |
| | Freelance | 46 | 22.7% |
| Education | Doctor | 25 | 12.3% |
| | Master's/Bachelor's degree | 62 | 30.5% |
| | Junior college | 51 | 25.1% |
| | Technical secondary school/high school | 28 | 13.8% |
| | Middle school | 37 | 18.3% |

Female tourists accounted for 48.8%, male tourists accounted for 51.2%; The number of tourists aged between 25 and 54 accounted for 79.3%, and the proportion of the young generation choosing historic streets to travel increased significantly. Tourists in this age group have higher travel motivation and consumption power and have more disposable time. Among the surveyed tourists, the tourists with bachelor's/master's degrees are the most, 62 people, accounting for 30.5%, followed by junior college, high school, junior high school, and below. The tourists who travel to Daopashi Historical and Cultural District have relatively high education, mainly for bachelor/master or college, so the group with higher education is more inclined to choose historical attractions because they can enhance their knowledge, gain knowledge, and feel the traces of history.

3.2. Importance and Satisfaction Analysis

The significance of the 20 indicators analyzed in the survey and the actual statistical analysis of satisfaction are shown in Table 4.

From the perspective of the importance of various indicators, 11 of the 20 have an average of more than 4.3 points, accounting for 55% of the total number of indicators. These indicators play an important role in tourists' choice of Daopashi Historical and Cultural District as a tourist destination. Among them, the environment and health conditions of catering and accommodation, the uniqueness of natural resources in scenic spots, and the service attitude of management personnel are all important factors that tourists think are highly expected.

From the point of view of the satisfaction of various indicators, the average of 20 indicators did not exceed 4 points. Among them, the top five are the environment and health condition of catering and accommodation (Q17), tourist service center (Q6), number of parking facilities (Q1), number of public

toilets (Q4), and hygiene condition of catering and accommodation (Q20). It can be seen that tourists have a high degree of satisfaction with the quality of catering and accommodation services and public facilities. Among these 20 indicators, the top 5 with the biggest gap are the degree of local culture embodiment (Q10), the uniqueness of natural resources in scenic spots (Q11), the scientific degree of operation and management mode (Q14), and the attitude of catering and accommodation service personnel (Q19). The I-P values of these 5 indicators are all above 0.8, indicating that the scenic spot of the Reverse Lion Walking Street still needs to be improved and promoted.

Table 4: Importance and Satisfaction Analysis of Indicators

| Indicators | Importance Mean value(I) | Standard Deviation | Average Satisfaction(P) | Standard Deviation | I-P |
|---|--------------------------|--------------------|-------------------------|--------------------|------|
| Q1 Number of parking facilities | 4.12 | 0.965 | 3.82 | 1.040 | 0.30 |
| Q2 Road traffic conditions | 4.32 | 0.725 | 3.76 | 1.077 | 0.56 |
| Q3 Accessibility of Scenic Area Transportation | 4.08 | 1.019 | 3.77 | 1.001 | 0.31 |
| Q4 Number of public toilets | 4.23 | 0.847 | 3.82 | 0.870 | 0.41 |
| Q5 Emergency safety guarantee service | 4.22 | 0.801 | 3.68 | 0.718 | 0.54 |
| Q6 Tourist Service Center | 4.31 | 0.736 | 3.87 | 0.735 | 0.44 |
| Q7 Facilities in the tourist rest area | 4.28 | 0.801 | 3.76 | 0.812 | 0.52 |
| Q8 Guide sign design | 4.42 | 0.612 | 3.65 | 0.668 | 0.77 |
| Q9 Types of tourism products | 4.40 | 0.655 | 3.62 | 0.711 | 0.78 |
| Q10 Degree of local cultural expression | 4.38 | 0.636 | 3.39 | 0.733 | 0.99 |
| Q11 The uniqueness of natural resources in scenic areas | 4.39 | 0.615 | 3.49 | 0.686 | 0.90 |
| Q12 Quality of Play Projects | 4.29 | 0.710 | 3.79 | 0.737 | 0.50 |
| Q13 Service attitude of management personnel | 4.40 | 0.641 | 3.68 | 0.778 | 0.72 |
| Q14 Scientific level of operation and management methods | 4.45 | 0.691 | 3.56 | 0.822 | 0.89 |
| Q15 Standardization of tourism product sales | 4.44 | 0.554 | 3.71 | 0.638 | 0.73 |
| Q16 Speed of resolving tourist demands | 4.12 | 0.923 | 3.70 | 0.713 | 0.42 |
| Q17 Hygiene condition of catering and accommodation environment | 4.35 | 0.733 | 3.90 | 0.881 | 0.45 |
| Q18 Food and accommodation prices | 4.25 | 0.835 | 3.71 | 0.935 | 0.54 |
| Q19 Attitude of catering and accommodation personnel | 4.23 | 0.706 | 3.43 | 0.771 | 0.80 |
| Q20 Hygiene conditions of catering and accommodation | 4.41 | 0.715 | 3.81 | 0.762 | 0.60 |

3.3. IPA Analysis

The IPA quadrant is divided into four major areas: the advantageous zone, maintenance zone, opportunity zone, and repair zone from quadrant I to IV. Divide the IPA quadrant grid into 20 indicators, with importance as the X-axis, satisfaction as the Y-axis, average tourist expectations of 4.30, and average tourist satisfaction of 3.69 as the vertical intersection points. Divide the matrix into four quadrants, as shown in Figure 1.

The first quadrant is the advantageous zone (high importance high satisfaction), which includes 5 experience projects, namely road traffic conditions (Q2), tourist service center (Q6), standardization of tourism product sales (Q15), catering and accommodation environment and hygiene conditions (Q17), catering and accommodation hygiene conditions (Q20). Tourists attach great importance to these 5 experience projects and have high satisfaction, which needs to be maintained.

The second quadrant is the maintenance zone (low importance high satisfaction), which includes 7 experience items, namely the number of parking facilities (Q1), accessibility to scenic spots (Q3), number of public toilets (Q4), facilities in tourist rest areas (Q7), quality of play projects (Q12), speed of resolving tourist demands (Q16), food and accommodation prices (Q18). Tourists' experiences with these items are higher than expected, which can reduce excessive resource investment in future scenic spot management.

The third quadrant is the opportunity zone (low importance low satisfaction), which includes two experiential projects, namely emergency safety services (Q5) and the attitude of catering and accommodation service personnel (Q19). Tourists have a poor sense of experience with these projects and attach low importance to them. Therefore, it is necessary to follow up and improve these projects as expansion opportunities for the development of the scenic area.

The fourth quadrant is the repair zone (high importance low satisfaction), which includes six

experiential projects, namely guiding sign design (Q8), types of tourism products (Q9), degree of local cultural expression (Q10), uniqueness of natural resources in the scenic area (Q11), service attitude of management personnel (Q13), scientific level of operation and management methods (Q14). Tourists consider the above projects important but have low satisfaction, so more efforts should be made to improve these projects in this quadrant.

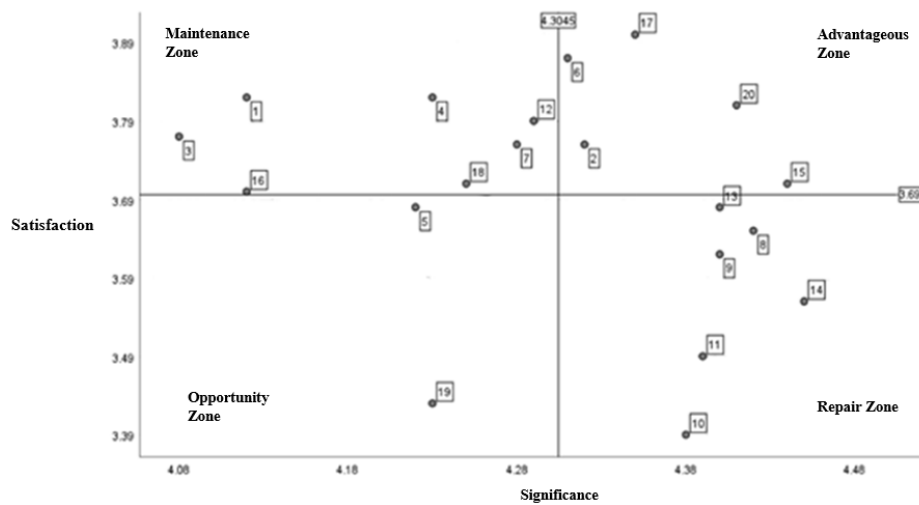


Figure 1: IPA quadrant diagram

4. Problems in the Development of Scenic Spots

4.1. Public Supporting Facilities

The quality of public support facilities in tourist destinations affects the satisfaction of tourists. The unique geographical form of the scenic spot of the Daopashi Historical and Cultural District leads to its greater limitations in tourist reception. District roads are not spacious and are prone to congestion when there is a lot of traffic. The roads in the district extend in all directions, but the lack of signage is not conducive to the determination of tourist routes. In addition, the district is located in the center of the old city, and the construction layout of the parking lot is greatly limited.

4.2. Industrial Formats

Anqing Street is a traditional commercial district, there are many shops in the district. Shops in the district apart from the time-honored "Mai Longxiang", "Hu Yumei" and other local characteristic brands, as well as traditional snacks, there are a lot of homogenized products in the tourist district, and souvenirs have no characteristics, unable to show the historical and cultural heritage of Anqing. Secondly, the industrial functions in the district are single, mostly catering shops, and lack cultural and spiritual consumer products. The district needs to re-weave cultural and commercial elements to create an immersive travel experience site for tourists so that tourists can feel the charm of the ancient city and perceive cultural identity in static display, scene experience, and situational consumption.

4.3. Operation Management System

Anqing Daopashi Historical and Cultural District scenic tourism management mode is more traditional. As a commercial street, its daily operation and management are mostly managed by the shop operators themselves, which leads to loose tourism management and a lack of centralized management. First of all, the behavior of the merchants in the district has not been unified and standardized, and secondly, the management of tourists is lacking. When the flow of people in the district is too large, there will be security personnel to maintain order, and there are no other management personnel to carry out daily maintenance at other times, which indicates that the scenic spot of Daopashi Historical and Cultural District cannot respond to emergencies. At the same time, the tourism management system is also relatively backward, lack of experience in the use of tourism digital platforms, and a lack of talent reserve. The human resources of tourism development and management are insufficient, the operation capacity of scenic spots needs to be improved, and the standardization construction of tourism needs to be

accelerated.

5. Scenic Area Enhancement Strategies

5.1. Enhance Visitor Experience and Create Highly Participatory Projects

Enhancing the tourist experience in the development of scenic spots is essential for improving their appeal, competitiveness, and brand image. By focusing on the evolving needs of travelers, the construction and development of tourism projects that encourage high levels of participation can significantly enhance the overall experience, attracting more visitors. Specific measures include planning theme tour routes that highlight the historical and cultural characteristics of the area, allowing tourists to gain a deeper understanding of the district's rich heritage during the tour. Secondly, advanced virtual reality technology can recreate historical scenes, enabling tourists to immerse themselves in ancient life as if they were traveling through time. Furthermore, organizing various cultural experience activities, such as traditional handicraft workshops and folk performances, allows tourists to engage with and appreciate the charm of traditional culture in their participation.

5.2. Improve Infrastructure and Improve the Standardization of Neighborhood Services

Tourism infrastructure is essential for the development of scenic spots, and traffic conditions play a particularly crucial role. Only those attractions with good accessibility have the opportunity to further develop. First of all, it is important to enhance the planning and construction of parking facilities to provide sufficient parking spaces that meet the needs of visitors. Secondly, attention should be given to the construction and management of restrooms, ensuring they are clean, tidy, and safe, thereby improving the comfort of tourists. Additionally, traffic planning within the district should be strengthened, the traffic flow should be optimized to reduce congestion and enhance the travel efficiency of visitors. Simultaneously, the construction and maintenance of public facilities should be prioritized to create a more convenient sightseeing environment for tourists.

5.3. Strengthen Tourism Publicity and Improve the Visibility of Scenic Spots

Publicity and promotion are crucial components in the development of tourism. Survey results indicate that the promotional strategies for the Daopashi Historical and Cultural District are relatively simplistic, which is not conducive to the expansion of the site's influence. Firstly, we can showcase the district's unique charm and its historical and cultural significance through media publicity and online promotion. Secondly, we can organize various cultural festivals, such as temple fairs and cultural celebrations, to draw tourists. These festival activities can highlight regional characteristics, promote tourism development, and create a virtuous cycle of economic and cultural benefits. Finally, we can collaborate with tourism organizations to introduce attractive policies and travel packages, encouraging more tourists to come and experience what the district has to offer.

5.4. Deeply Explore the Elements of Huangmei Opera and Deepen its Cultural Influence

Exploring and utilizing characteristic resources is fundamental to the development of historical and cultural districts. First, it is essential to thoroughly investigate the unique architectural styles, historical relics, and other cultural resources within the area, integrating them into the planning and construction processes to create a historical and cultural district with a unique charm. Secondly, we can excavate and inherit the local intangible cultural heritage, such as the Huangmei Opera, allowing tourists to experience local cultural characteristics through performances and exhibitions. Additionally, we can develop handicrafts, specialty foods, and unique tourist goods and souvenirs to cater to the shopping needs of visitors and enhance the economic benefits of the district. At the same time, it is crucial to focus on protecting and preserving the historical and cultural traditions of the area to ensure its sustainable development. The uniqueness of these resources serves as the competitive edge and lifeblood of tourism activities. Effective tourism project planning and development must delve deeply into the characteristics of local tourism resources, particularly for international visitors. Therefore, it is vital to understand the distinctive features of these resources, explore them thoroughly, and prioritize their development.

6. Conclusion

In summary, this paper analyzes tourists' evaluations of the quality of the Puma Lion Walking Street through a questionnaire survey and the Importance-Performance Analysis (IPA) method. The results indicate that while the street boasts abundant tourism resources, there are issues with unclear management rights and responsibilities, and the unique characteristics of the scenic spot are not fully showcased. To enhance the quality of the scenic area, it is recommended to strengthen management and promotion efforts, improve infrastructure, develop new tourism projects within the area, and provide strategic ideas for the tourism development of the historical and cultural district.

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