

Culture Heritage Street and Heritage Brand Tourism: Case Study of Beijing Dashilar Culture Heritage Street

A thesis submitted for the degree of Doctor of Philosophy

By

Lang Liu

Brunel Business School Brunel UniversityLondon March 2018

Abstract

Purpose: Derived from the corporate heritage brand theory, this research studies Beijing Dashilar Culture Heritage Street – one of the most famous culture streets in China. It intellectualises and addresses the crucial elements of corporate culture heritage street brand identity such as architecture and design, tourist convenience and traditional goods and services, which is supporting heritage brand identity theory by confirming the effect of key traits: symbol, design and style as well as product or service focus. Moreover, it proves the effect of corporate heritage brand experience of Dashilar visitors by which corporate culture heritage street brand identity towards to overall tourism satisfaction. This study also investigates the relationship between corporate culture heritage street brand identity and tourism satisfaction. Finally, it creatively establishes the moderating elements in these relationships, which are psychological cognitive awareness of history and culture.

Design/methodology/approach: A conceptual research framework of corporate culture heritage street brand identity is developed from the literature review and pilot research analysis of secondary comments from well-known online platform TripAdvisor. Further semi-structured in-depth interviews were performed with volunteered participants who have actual Dashilar visiting experience for the research validity enhancement and questionnaire design. The main research method approach of this study is quantitative questionnaire survey which is adapted to examine the conceptual framework. To assuring the authenticity of this study, the the paper-based questionnaire survey was accomplished in Dashilar area in Beijing, China. In total, 654 questionnaires were collected, among which 609 valid questionnaires were used to test the hypotheses of this study.

Findings: The data analysis results confirm the significant role of heritage brand identity on achieving and maintaining tourism satisfaction of a culture heritage street in China. This study finds that dimensions of corporate heritage brand identity such as symbol, design and style as well as product or services focus are actively empowering the corporate heritage brand identity. Additionally, this research reveals that corporate heritage street brand identity dimensions influence corporate heritage brand experience positively. Finally, history and culture awareness are essential to strengthen the relationship between culture heritage street brand identity and heritage brand experience, while positive heritage brand experience is the key to enhance tourism satisfaction.

Originality/value: This is one of pioneer studies that researches on corporate heritage brand and tourism interdisciplinary with unique perspective considering culture heritage street as a corporate heritage brand. This is one of few groundbreaking studies advances the corporate heritage brand identity theory with a conceptual framework, which confirms the corporate heritage brand identity

dimensions and their effects on heritage brand experience and tourism satisfaction. This study, additionally, clarified the moderation effect of psychological cognitive awareness (history and culture) and physical heritage band identity dimensions on the relationship between culture heritage street brand identity and heritage brand experience as well as tourism satisfaction.

Managerial implications: The study acknowledged culture heritage street tourism potential for its sustainable development, which broadens the strategic vision of culture heritage management public institutions or enterprises. Moreover, illuminated culture heritage street brand identity dimensions in this study provide the further improvement directions (such as the use of symbol, design and style uniqueness development or authentic product and service orientation) for management strategy on achieving and maintaining the tourism satisfaction through brand experience development. The significance of history and culture awareness of culture heritage streets plays an important strategic role during the marketing communication and brand development of these streets with culture heritage.

Keywords: Corporate Heritage Brand Identity, Corporate Culture Heritage Street Brand, Corporate Heritage Brand, Heritage Brand Strategy, Heritage Brand Experience, Heritage Tourism Satisfaction, Psychological Cognitive Awareness, History Awareness, Culture Awareness, Culture Heritage Street Tourism, Dashilar.

Acknowledgement

PhD is not like other level degrees course, which is a long journey with vary difficulties. I should thank all companies that offered me great help.

Above all, I would thank my supervisor team, Dr. Weifeng Chen and Prof. John Balmer. Without patient training and encouragement from them, I may not complete this study. Secondly, I would thank my parents both for financial and mental support. Finally, I appreciate all help from interview and survey participants.

I hope this study may helping China's heritage brands and culture heritage streets could thrive in the global environment, bringing culture treasure to all following generations.

LIST OF CONTENT

CHAPTER 1 INTRODUCTION	1
1.1. RESEARCH CONTEXT: HERITAGE BRAND IN CHINA	1
Introduction	
1.1.1 Current background of China's heritage brand	2
1.1.2 Developmental difficulties confronting China's time-honoured brands	
External factors	3
Internal factors	4
1.1.3 China's heritage brands in Culture Revolution	6
1.1.3.1 Name falsification	7
1.1.3.2 The Antique Plaques Destruction	9
1.1.3.3 The ownership of heritage brands' stores	10
1.2 THE DASHILAR BACKGROUND	12
1.3 RESEARCH AIM AND OBJECTIVES	15
1.4 RESEARCH METHODOLOGY	17
1.5 Proposed theoretical and practical contribution	17
1.6 Thesis Structure	18
CHAPTER 2 LITERATURE REVIEW	21
Introduction	21
2.1 Theoretical framework	
2.1.1 Relevant theories and definition of culture	
2.1.2 Social identities theory	
2.1.3 Stakeholder theory	
2.1.3.1 Stakeholder groups	
2.1.3.2 Stakeholder environment	
2.1.3.3 Stakeholder identification	30
2.1.3.4 The stakeholders and heritage brand identity	
2.1.4 Corporate heritage brand identity theory	
2.1.5 Theoretical research framework	
2.2 VALUE OF CHINA'S HERITAGE BRANDS	
2.3 CORPORATE BRAND	43
2.3.1 Background of corporate brand	
2.3.2 Application for corporate brands	47
2.4 CORPORATE BRAND IDENTITY	51
2.4.1 Background of corporate brand identity	51
2.4.2 Corporate brand identity and corporate strategy	54
2.5 CORPORATE HERITAGE BRAND	56
2.6 Place branding	61
2.6.1 Destination images	62
2.6.1.1 The influential factors of destination images	
2.6.1.2 Destination images and tourist behaviour	64
2.6.1.3 Different destination images	65

2.6.2 Destination positioning	65
2.6.3 Destination brands	67
2.6.4 Destination promotion	67
2.6.5 Information system in tourism.	68
2.6.6 Tourism potential in China	70
2.7 CULTURE HERITAGE STREET AS A BRAND	72
2.7.1 Potential of the street	72
2.7.2 Business clusters/agglomeration	74
2.7.3 Agglomeration cognition effect	76
2.8 CULTURE HERITAGE STREET IDENTITIES	77
2.8.1 Culture identities.	77
2.8.2 Commercial identities	80
Perceived value	80
2.8.3 Social identities.	82
2.9 CONCEPTUAL RESEARCH FRAMEWORK AND HYPOTHESES DEVELOPMENT	84
2.9.1 Conceptual research framework	84
2.9.2 Hypotheses development	88
I: Architecture and design	88
II: Tourist convenience	90
III: Traditional goods and services	91
IV: Heritage brand experience	92
V: History awareness	93
VI: Culture awareness	94
VII: Culture heritage street brand identity effects on tourism satisfaction	95
Tourism satisfaction	96
CHAPTER SUMMARY	100
CHAPTER 3 RESEARCH METHODOLOGY	103
Introduction	103
3.1 Research philosophy perspective	105
3.2 Research design	111
3.2.1 Research approach and application	112
3.2.2 Research choices and time horizon	115
3.2.3 Research strategy selection	118
3.3 QUALITATIVE METHOD	121
3.3.1 Qualitative research design, selection and rationale	121
3.3.2 Qualitative information, sample and ethics concern	122
3.3.3 Qualitative data collection	123
Secondary information	123
Interview data collection	123
3.3.4 Qualitative data analysis procedure	124
3.3.5 Qualitative data validity	125
3.4 QUANTITATIVE METHOD	126
3.4.1 Quantitative data sampling and collection	128

3.4.2 Quantitative data analysis	129
3.4.2.1 Significance of PLS-SEM technique in this study	131
3.5 RESEARCH ETHICS	133
CHAPTER 4 QUALITATIVE ANALYSIS AND QUESTIONNAIRE DESIGN .	135
4.1 Introduction and approach	135
4.2 PILOT ANALYSIS FOR ONLINE COMMENTS FROM TRIPADVISOR	136
4.2.1 Secondary study and selection of Tripadvisor	136
4.2.2 Finding from Tripadvisor	138
4.2.2.1 Authenticity:	138
4.2.2.2 Appearance:	143
4.2.2.3 Assimilation	148
4.2.3 Summary for TripAdvisor finding	149
4.3 Interview analysis	150
4.3.1 Introduction, selection and execution	150
4.3.2 Interview finding	152
Architecture and design	152
Tourist convenience	153
Traditional goods and services	155
History awareness	156
Culture awareness	157
Heritage brand experience	158
Satisfaction	159
4.3.3 Summary and reflection for interview	161
4.4 QUESTIONNAIRE DESIGN	162
CHAPTER SUMMARY	167
CHAPTER 5 QUANTITATIVE DATA ANALYSIS	169
Introduction	169
5.1 Survey data analysis	169
5.1.1 Data examination	169
5.1.2 Sample description	170
5.2 RESEARCH PATH MODEL	175
5.2.1 Factor analysis	176
5.2.1.1 Dimension reduction	176
5.2.1.2 Factors and relevant tests	181
5.3 Assessing the structural model	185
5.3.1 Testing mediating and moderating effect	187
5.3.1.1 Mediating effect	187
5.3.1.2 Moderating effect	188
5.4 Hypotheses testing results	193
CHAPTER SUMMARY	197
CHAPTER 6: DISCUSSION AND FINDINGS	198
INTRODUCTION	198

6.1 Onsite observation	199
Architectures and overall sense	199
Area layout and environment	200
Tourist guide facilities	201
Tourist activities	202
Life style of residents in Dashilar	203
6.2 DISCUSSION AND FINDINGS	203
6.2.1 Direct effects	204
6.2.2 History awareness moderating effects	209
6.2.3 Culture awareness moderating effects	211
6.2.4 Mediating effects	213
CONCLUSION	217
CHAPTER 7 CONCLUSION	219
7.1 Study summary	219
7.2 Theoretical contribution	223
7.3 IMPLICATIONS FOR PRACTICE	225
7.4 LIMITATION OF THIS STUDY	229
7.5 RECOMMENDATIONS FOR FUTURE RESEARCH	231
REFERENCE	233
APPENDIX	264

LIST OF TABLES

Table 2.1	Culture identities	80
Table 2.2	Commercial identities	83
Table 2.3	Social identities	85
Table 2.4	Hypotheses development	98
Table 3.1	Research process overview	104
Table 3.2	Summary of quantitative survey method in this research	131
Table 4.1	Summary of questionnaire set	164
Table 5.1	The social-demographic characteristics of the sample	171
Table 5.2	Analysis result table of purpose of visiting	173
Table 5.3	Analysis result table of 'how do visitors know about Dashilar'	174
Table 5.4	Remaining measurement after dimension reduction	177
Table 5.5	Measurement items loadings and Reliability results	182
Table 5.6	Pearson correlation coefficient	184
Table 5.7	CR, AVE and Fornell-Larcker criterion matrix	185
Table 5.8	Results summary for structural model	186
Table 5.9	The moderating effect of HA on AD, TC and TGS	189
Table 5.10	The moderating effect of CA on AD, TC and TGS	190
Table 5.11	Structural model result of effects to HB	193
Table 5.12	Structural model result of effects to SAT	194
Table 5.13	Hypotheses supportive clarification	196
Table 6.1	Hypotheses testing result summary table	198
Table 7.1	Research objectives and achievement	220

LIST OF FIGURES

Figure 2.1	The intrinsic traits of heritage	37
Figure 2.2	Theoretical framework	41
Figure 2.3	The components for corporate branding	47
Figure 2.4	The 7Ps marketing mix theory	50
Figure 2.5	The key considerations for brand heritage	60
Figure 2.6	Research conceptual framework	89
Figure 2.7	Research framework with hypotheses	101
Figure 3.1	Research design process	113
Figure 3.2	Comparison of the deductive and inductive research approaches	114
Figure 5.1	Research path model	175
Figure 5.2	Finalised research path model	177
Figure 5.3	Structural path model assessment	187
Figure 5.4	Moderating effect path model	188
Figure 5.5	Conditional effects of architecture and design on heritage brand	190
	experience at two level of history awareness	
Figure 5.6	Conditional effects of tourist convenience on heritage brand experience	191
	at two level of culture awareness	
Figure 5.7	Conditional effects of traditional goods and services on heritage brand	192
	experience at two level of culture awareness	
Figure 5.8	Conditional effects of architecture and design on heritage brand	193
	experience at two levels of culture awareness.	
Figure 5.9	Structural model with hypotheses testing result	195
Figure 7.1	Final research model	222

Chapter 1 Introduction

1.1. Research context: heritage brand in China

Introduction

The Chinese economy's unprecedented growth over recent years has steadfastly caught the world's attention. In regard to how this growth has affected the Chinese market, a large number of new brands continue to emerge every year (Zheng, 2000). Simultaneously, many so-called "heritage brands" are beginning to be outpaced and eliminated by the market, and over time will subsequently disappear from public sight. As estimated by the Chinese Brand Value Research Institute (CBVRI), only about thirty percent of emergent brands within China's market has decent odds of surviving in the market for at least a year, while other new brands are likely to gradually disappear over the course of several years due to market pressures (Zhang et al., 2016). The nascent brands that manage to overcome this initial extinction event are then faced with the huge challenge of distinguishing themselves as noteworthy or famous – a task which is not easily achieved due to the dampening burdens of the market. According to the theory of brand life cycles, all brands that enter the market will experience similar successive steps: appearance, development, and expansion. During this process, crucial management failures often result in brands' ultimate elimination by the market (ibid).

China is renowned for having an ancient and storied history (Wang et al., 2016). In fact, many brands are able to trace their inception and evolution through a period of many centuries. Chinese scholars have put great emphasis on the managerial science of designated "time-honoured" brands, which includes dimensions such as organisational reform, counterfeiting, product innovation, and brand extension. Despite this, many these older brands have still been besieged by bankruptcy during recent decades; additionally, it is clear that large majority of these time-honoured

brands were previously decimated during particularly turbulent periods in China's history. Hence, those remaining Chinese time-honoured brands which still manage to remain lively and present in the public mind in spite of these many vicissitudes, are of particular value to the Chinese people (Zhang et al., 2016).

1.1.1 Current background of China's heritage brand

Many Chinese scholars have delved into the impact and relevance of China's traditional brands as they have interacted with the modern marketplace. When researching these particular brands, one is quick to find definitions for terms such as 'time-honoured brands,' 'China's time-honoured brands,' or 'Chinese time-honoured brands' within the existing literature in China. To that end, Kong and Li (1998) collected information on 1,633 characteristic time-honoured enterprises, wherein all identified enterprises were established before the founding of New China (Peoples republic of China). These 'Chinese time-honoured brands' originate from some distinct industries, such as catering, medicine, finance, and transportation. In the beginning of the 1990s, the former Ministry of Internal Trade of the People's Republic of China certified over 1,600 older businesses with this label nationwide (ibid). In June 2005, China's General Chamber of Commerce instigated an assessment of 'China's time-honoured brands' once again, in an effort to account for any previously were missing businesses from the previous count (CBVRI). In April 2006, China's Ministry of Commerce issued a trial initiative for the 'Identification Norms of Chinese Time-honoured Brands,' and delineated that such "time-honoured" brands referenced brands with specific, identifiable characteristics: brands with longevity, that offer unique products or services developed over the course of many generations, that have distinct culture origins, have shaped or influenced the Chinese culture landscape overtly, and have achieved high standing and a good reputation among Chinese consumers (ibid). Within academic literature, most studies

mentioning the presence of time-honoured brands have primarily dealt with the questions of either brand value or brand culture.

1.1.2 Developmental difficulties confronting China's time-honoured brands

At present, most time-honoured brands are faced with a developmental bottleneck. In order to prescribe effective breakthroughs, it is necessary to identify the sources of the bottleneck. By summarising and drawing conclusions from the existing literature, it is generally clear that the challenges facing time-honoured brands have arisen from both internal and external origins.

External factors

Wei (2006) understood one of the most important external elements challenging the development of time-honoured brands to be the extensive transformation that the Chinese economy has undergone in the past few decades. By moving from a planned economy to a market economy, many time-honoured brands have experienced more than a single instance of a change-in-ownership during the market's development. Furthermore, these brands have encountered unique obstacles derived from special historical events, such as the Culture Revolution, the arrival of modern techniques in craftsmanship, and the neglect of artistry and management experience among much heritage business, thus hindering their brand's inherited knowledge basis. By studying the effects of urbanising construction efforts in China, Qiu (2004) revealed one potential cause for why some time-honoured brands have declined from their previous position of glory. Many time-honoured brands in China had been regionally-based since their invention, but at various points in the recent past, have had to give up formerly beneficial regional advantages due to the demand for urbanisation in China. By altering their own playing field, it was inevitable that these brands would encounter adverse consequences. External adaptability plays an important role in determining whether a traditional brand can keep its edge against market competition over the long term. Keller (1999) writes that the external market environment is not static, accommodating changing trends in consumer preferences, a fact which portended that traditional brands would encounter the problem of "ageing" when new competitors or new technologies appeared in the market. In tandem, that ageing process would be accelerated if a traditional brand consumed an unsustainable amount of resources in order to fight for a market share and to adapt to the external environment (Wansink and Gilmore, 1999).

Internal factors

By comparing management techniques for domestic and foreign traditional brands, Liu (2007) pinpointed important internal factors that have impacted the decline of China's time-honoured brands. First, Li noted that there is a lack of conscious awareness surrounding brands' intellectual property protections, both within the consumer base and the corporations themselves. For example, these brands have historically been unable to call out counterfeits or knockoffs appearing in the market, which ultimately damages their reputation and their customer share. Second, that there is a lack of advanced production techniques, those currently in practice cannot effectively satisfy the demands of the modern market. Third, that there is a lack of marketing experience within the brands, they cannot effectively communicate their intended messages in order to effectively target and attract potential customers to the brand. Fourth, that there is a lack of innovative thinking within product management. Finally, there is a lack of talented, professional managers and employees working for these brands. Overall, the average quality of employees retained by heritage corporations was, and remains, uncompetitive with corporations managing new-age brands (ibid).

Inconsistencies between a brand's actual value, and consumers' evaluation of that value, have also brought a host of challenges to heritage brands. Maklan and Knox

(1997) identified that consumers tended to purchase a commodity of a specific brand because they believed that it had some quality that would allow it to satisfy their demands better. As the market continues to offer an ever-more diverse array of options, consumers have continued to expect new and improved products, and as such exhibit diversified preferences. However, many traditional brands fail to recognize their non-competitive standing effectively (ibid). Many maintain 'original' states, logos, and practices (for instance, Saab automobile). As a result, these brands cannot satisfy consumers' consumption demands, which are capricious and constantly evolving, and thus the brands become aged (Zheng, 2000). The inconformity between brand value and customer value is furthermore instigated due to the following reasons: first, contemporary consumers prefer to buy personalised products and pay more attention to how they feel about certain aesthetics and features while choosing commodities. They no longer depend on determining how certain brand functions are distinguished between the commodities or services provided by different enterprises. Second, due to the complex demands of consumers, singular commodities or services can no longer satisfy the totality of consumers' demands (Zhang et al., 2016). Satisfaction levels are not fixed, and as a consumer confronts further obstacles that warrant purchasing a new mechandise, they seek higher value and utility in their purchases. Third, after the present demands of consumers are solved by the commodity, the consumer also expects that a purchased brand can satisfy any potential future requests. In other words, they expect more than some commodities or services offer up-front. Fourth, due to the rapid developments in contemporary science and technology, a commodity or a service often cannot maintain technological uniqueness for long, indicating that when consumers search for a commodity to ameliorate their demands, none of the commodities or services offered by a brand remains unique, as people are confronted with an increasing body of choices.

1.1.3 China's heritage brands in Culture Revolution

Beijing has been China's capital for over five hundred years. During the initial period of the establishment of New China, there were over three hundred time-honoured brands, which had operated in Beijing for over one hundred years (Yuan, 2005). The mosaic of heritage brands operated during this time in Beijing were renown for displaying antique, exquisite plaques distinctly on the lintels of time-honoured brand shops, which were well-known as pieces of high-art calligraphy. They were also considered to be symbolic of the profound commercial culture of historical China (Yuan, 2015).

However, on the basis of a propagandised purpose to "eliminate the four stereotypes," Beijing underwent a systematic stripping of its culture genealogy by the hands of the state, beginning in 1966. Some of the most renowned brands were unable to evade the eventual destruction that eventually felled a large swath of commercial China at the time. Deemed as products of 'feudalism, capitalism and revisionism', many time-honoured brands were subsequently destroyed. Furthermore, after they were labelled as 'capitalists,' owners' descendants and old shopkeepers carrying these time-honoured brands also suffered from property confiscation and state critique (CBVRI). Their shop names were altered surreptitiously, shop plaques were destroyed, and the shops were sealed off. Furthermore, some time-honoured brands were forced to close. As a result, the inheritance of many of these unique and sophisticated technologies and skills were lost, and the continuity of regional economic development in Beijing was cut unnaturally short. During the second half of the 1970s, in what was referred to as the "Reform and Reopening" period, there was a push to recover a few of the time-honoured brands (ibid). However, by the 1980s, there were fewer than fifty time-honoured brands recovered and preserved in Beijing, each with over one hundred years of history (ibid).

1.1.3.1 Name falsification

At the onset of the Culture Revolution, time-honoured brands in Beijing had been classified into 'Four Stereotypes.' Shop names displaying different characteristics were then labelled under the guidance of the 'Four Stereotypes,' levied with accusations of being 'feudalistic, capitalistic, or revisionist.' Many of these names were subsequently falsified in their records and altered to reflect the symbols of the new state by incorporating words like 'revolutionising' and 'red' (Yuan, 2005).

As a time-honoured brand accruing fames both in China and abroad, 'Rongbaozhai' has been in operation for over three hundred years. During the Culture Revolution, the Red Guard changed its name into 'No. 2 Salesroom of the People's Art Press' and posted a bulletin on its outer vitrine, proclaiming that "Rongbaozhai was the name of a 'gangster painters' shop'." It fabricated that Rongbaozhai had exploited the money and efforts of the labour class over the course of dozens of years. Furthermore, it stated that the business "provided services to the ladies, children, madams, and masters of the bourgeoisie; feudal landlords; the richest classes of men and their children; and the reactionary and anti-revolutionary academic authority of bourgeoisie." Simultaneously, a couplet was posted on the front gate: "Set up new things for people resolutely; Smash old things thoroughly for revolution," replacing the phrase that the horizontal banner had originally read, "Once grasping our class struggle, all problems can be solved." In 1971, Mao Zedong's 'Thought Propaganda Team' invaded Rongbaozhai and announced a revocation of the name 'Rongbaozhai.' After hearing of this act, Premier Zhou Enlai commented that he believed the name Rongbaozhai should be preserved at the annual convention of the Work Discussion Meeting of Nationwide Presses. After that conference, the business' name immediately reverted to Rongboazhai and has remained that way until today (Yuan, 2005).

Another prominent example of such a brand is the Liubiju Sauce and Pickle Shop, which was established in the middle period of the Ming Dynasty. According to the

legend, its plaque was written by Yan Song – the Grand Secretariat of the Ming Dynasty. During the 'Culture Revolution', this mythical plaque was removed from the building. In tandem, the shop was renamed using generic lingo, as the "Pickle Plant Salesroom of Xuanwu District in Beijing" as well as the "Red Flag Pickle Plant Salesroom." However, in 1972, the Japanese Prime Minister Tanaka Kakuei visited China and asked Premier Zhou Enlai about a shop named 'Liubiju' in Beijing. Premier Zhou Enlai answered that there was, and so the next day, Zhou Enlai instructed the relevant departments to re-install the original plaque for Liubiju. Hence, Liubiju became one of the few time-honoured brands that recovered in Beijing during the later 'Culture Revolution.' (Yuan, 2005)

Finally, established in 1930, Fengzeyuan Restaurant was a time-honoured catering enterprise, which was known for providing high-quality service over the course of nearly a century. However, in the very beginning of the Culture Revolution, the plaque for "Fengzeyuan" became associated with and classified according to, the 'Four Stereotypes,' which was subsequently destroyed by the police force. The restaurant was forced to change its name into the genericised 'Public Restaurant.' Many pieces of the restaurant's precious and irreplaceable silverware, chinaware, hardwood furniture, as well as its collection of calligraphy and paintings created by Zhang Daqian and Qi Baishi, were labelled according to the accusation of the 'Four Stereotypes,' and were thus destroyed and abandoned. Any documents, textual materials, and recipes that were described as being aligned with "Old China" were also collected and burned. After that period of destruction, the restaurant became known as the 'Spring Wind Restaurant.' In the 1970s, Wan Li, who was the Secretary of Beijing Municipal Committee at that time, approved the construction of three new floors in the 'Spring Wind Restaurant,' and the restaurant was re-operated in April 1972. During an inspection, Ji Pengfei – the Foreign Minister – noted the new plaque of 'Spring Wind Restaurant,' and noted in frustration that "Foreign people only know 'Fengzeyuan.' We must recover the time-honoured brand and must hang the plaque of 'Fengzeyuan Restaurant'." When he made the customary

secondary inspection several days later, he immediately observed that the erroneous plaque for the 'Spring Wind Restaurant' remained posted. He again demanded that it be changed, stating, "'Fengzeyuan' is a time-honoured brand and symbolises Chinese culture. You must change it immediately and hang the time-honoured plaque of 'Fengzeyuan'." He called Wan Li, and in cooperation, they worked together to restore the original name of Fengzeyuan Restaurant. Finally, the plaque of Fengzeyuan was hung once again.

1.1.3.2 The Antique Plaques Destruction

Shop plaques are the unique, gold-lettered signboards adorning the shops of time-honoured brands. With profound significance, high-quality materials, and incomparable artistry, plaques are a crucial aspect of China's precious cultural heritage, as most plaque inscriptions were created by legendary statesmen and calligraphy masters in past dynasties. Due to the elimination of elements and objects exemplifying the alleged 'Four Stereotypes' identified during the 'Culture Revolution,' a vast number of these delicate plaques were destroyed, smashed, or burnt. As such, only a few plaques survived. Most of the current plaques present on the stores of time-honoured brands are actually reproductions, inscribed by contemporary literati or calligraphers after recovering from the original shop names (Zhang et al., 2016).

One of the most famous examples of this event, Quanjude Roasted Duck Restaurant, was established in the Third Tongzhi Year of the Qing Dynasty (1864) and benefitted from a highly positive reputation stating that "all of the delicious foods in Beijing are incomparable when faced with this restaurant's roasted duck." On the night of August 19th, 1966, records detail that over one thousand Red Guard soldiers stormed into the Quanjude Roasted Duck Restaurant, intending to destroy the totality of its inherited artefacts. They completely demolished the 'Quanjude' plaque that

had hung outside the restaurant for over seventy years, and immediately replaced it by a pre-inscribed sign proclaiming the store to be the 'Beijing Toasted Duck Restaurant.' They also removed and ruined all landscape paintings hung in the restaurant and replaced them by a Mao Zedong Portrait. On August 20, the new type of roasted duck restaurant, which was completely transformed by the "revolution" instigated by the Red Guard soldiers, appeared. The Red Guard then hung a conspicuous sign that welcomed only "peasants and soldiers" to dine at the establishment. However, after sixteen years during which the shop was forced to shoulder the revolutionary name, the original brand name of 'Quanjude' was recovered in 1980 (Yuan, 2015).

Another example, Tianfuhao was established in the 3rd Qianlong Year of the Qing Dynasty (1738). The shop once owned three plaques, in which Deng Zhongyue – known as the "number one scholar in the later Kangxi Period (1721)" – and Weng Tongsu – or "the imperial teacher" in the later Qing Dynasty – both inscribed one plaque respectively. However, they had both been lost to time across the subsequent centuries. The third plaque was inscribed by a famous modern calligrapher named Dong Shouping. In 1969, 'Tianfuhao' was forced to stop all operations and production, and the plaque was destroyed. According to legend, the plaque was actually chopped into firewood and burnt. In 1979, however, the time-honoured brand name was recovered, and the plaque was re-inscribed by a contemporary calligraphy master named Chen Shuliang, bringing back its inherited identity and activities (Yuan, 2005).

1.1.3.3 The ownership of heritage brands' stores

Many of the brands who simply lost their plaques, inherited artefacts, or had been mutated by the actions in the Culture Revolution were generally considered to be fortunate, as they were still permitted to continue operations. The activities of other time-honoured brands were halted completely, either by shuttering their doors or by being merged with other merchants (Zheng, 2000).

De Shun Zhai opened a store in Tongzhou, Jingdong in 1736 (during the first year of Emperor Qianlong's rule in the Qing Dynasty) to sell sweetened baked wheat cakes, calling his establishment the "De Shun ZhaiNanguo Store." The store plaque was inscribed by Wu Chunhong, a member of the Imperial Academy in the Qing Dynasty. During the Culture Revolution, it was entirely incorporated into Tongxian Food Factory, and its workers were dismissed, causing these distinctly-flavoured sweetened baked wheat cakes to recede into the periphery, existing in name only. It was not until between 1980 and 1981 that the time-honoured brand and the production of traditional products were restored respectively (Yuan, 2005).

An alternative example was Xin Yuan Zhai, which was established in 1740 (during the fifth year of Emperor Qianlong's reign in the Qing Dynasty). The brand-name's primary product, the osmanthus sour plum drink, was so successful and renowned that it won the gold medal at the Panama Expo in 1919. During the Culture Revolution, the name of the shop was eradicated. It was instead initially incorporated into the Dongcheng Food Factory, which was later renamed the Yidu Food Factory. In May 1984 and early 1985, the "Xin Yuan Zhai Food Factory" and "Xin Yuan Zhai Candied Fruit Store" were restored in succession and the production and selling of these traditional products were resumed after a long hiatus.

To sum up, these examples were drawn solely from the commercial transposition and alterations that accosted Beijing during the Culture Revolution; however, this kind of massive restructuring happened simultaneously across many areas of the country (although the degrees to which each locality was transformed likely differed). The massive losses that all of China experienced because of this "decade of catastrophe" in regard to its time-honoured brands are, ultimately, immeasurable. It was not until the end of the 1970s, and particularly after the 1980s, that Beijing's

time-honoured brands were given priority, and were then gradually restored. Various commercial departments cooperated to issue a special notice for the protection of Beijing's time-honoured brands. In doing so, the departments outlined the necessary requirements for identifying and substantiating the accolade of being time-honoured, which stipulated that the business have a traceable history of at least one hundred years, eventually to be shortened to fifty years. After the relaxation of this age standard, rationally, the number of Beijing time-honoured brands increased. As of the late 1990s, more than one hundred Beijing-based time-honoured brands have been accounted for, each holding a certificate of authenticity issued by the relevant commercial departments, and thus have become integral elements of an inherited collage moulded and shaped since the time of ancient China (CBVRI).

1.2 The Dashilar background

Dashilar has been one of the most prosperous, commercially vibrant and culturally important streets in Beijing for 600 years (Yuan, 2005). In a geographical vision, it is located in Qianmen, the main entrance to the inner city, and it straddles the life of the royal and the common people. It is close to the centre of imperial power, but it is excluded from the closed legislation of the inner city. The location makes it a vibrant business and entertainment area, and it is home to some of China's oldest shops, theatres, and many teahouses (Hu, 2013). There is a contrasting atmosphere of gloom and expression of energy, and market opportunities abound in Dashilar due to the flexible regulations of the society and the government. This regulatory freedom has attracted some of China's great culture figures, including the famous opera singer Mr. Lanfang Mei and the father of modern Chinese literature Mr. Xun Lu (Dashilar.org).

On the west side of Qianmen Street, there is a large commercial street, which is an important part of the Qianmen business circle. In the 15th century, in order to ensure

public safety in the capital, wooden barriers were built at all the entrances to the streets and alleys of Beijing under the central government's orders (Yuan, 2005). Among them, Dashilar's barrier was funded by businessmen. For this reason, the fence is so large that it has its name, Dashilar, which stands for 'big barrier gate'. In the past few centuries, traditional commercial streets have gathered quite a number of heritage brands, which are famous both domestically and internationally. For example, the Chinese herbal medicine shop Tongrentang and the silk textile store Ruifuxiang, among others. Dashilar is also a former entertainment centre in Beijing. Many Beijing Opera houses, teahouses, story-telling houses and the first cinemas in China's history are all here. Outstanding culture characters have become one of the significant features in the south of Beijing (Yuan, 2015).

Most hutongs or alleys in Beijing were built in the Yuan dynasty. Gradually, they became the context of the city. Dashilar has a large number of hutongs, 66% of which were developed in the Ming dynasty after the city was built. After the founding of the Yuan dynasty, some residents in the south of Beijing moved to the old city, and the flow of people between the new city and the old city never stopped. Along with the development of the time, this area became a booming business district. Later, a complete business district was established on the main street of West Street and Zhengyang gate (Luo et al., 2015). From 1553 to the 1930s, this area developed as one of the busiest areas in Beijing. The hutongs connected the capitals of the Yuan dynasty and the Ming dynasty as the origin of prosperity, therefore, the Dashilar area was often referred to as the 'dragon ridge'. After Beijing became the capital of the Qing dynasty, the inner city became the residence of the 'eight banners' (a Qing dynasty military organisation formed by the Manchus), and other ethnic groups were forced to move to outer cities. They expanded the area by approximately 25% (Wang et al., 2016). In the Republic of China period, 7% of hutongs were built because of economic development and population growth. In Dashilar, the longest historical footprint of Beijing is preserved (Luo et al., 2015).

These ancient hutongs inherited the lifestyle of the ancient Chinese people, and each of them is the stage of an amazing historical story (Dashilar.org).

According to above background of Dashilar and Balmer's heritage brand identity theory, Dashilar has illustrated its research potential in following aspects. First, it was naturally formed in over 600 years ago, during past centuries, it was under continuously development. Second, as summarised by Chinese scholars, it is eligible to represent China's historic icons such as culture, architecture and commerce uniqueness. Finally, refer to pilot research and literature, Dashilar could treated as a heritage place brand, it meets research nature of this study (please refer to street potential section in Chapter 2). Therefore, Dashilar has been selected as proper object of this study.

1.3 Research aim and objectives

China's heritage brands have suffered from destruction through culture revolution. Certain brands have disappeared, or changed their names, leading to a lack of long-term culture consistency, and the damage of plaques may lead to a loss of symbolism. According to Balmer (2011, 2013), consistency and symbolic effects play a potential role in heritage brands. In addition, heritage brands and cultural symbolism are suffering from internal and external influences such as changes in market demand, lack of product innovation, and counterfeiting. According to Burghausen and Balmer (2015) and Professor Balmer's conversation, there is insufficient quality in terms of the management of heritage brands in China. A unified organisation to manage culture heritage streets as brands is the new trend. Therefore, it is useful to gather those culture heritage brands and provide them with the individual, bespoke, advice. From this point of view, it is important first to investigate culture heritage streets and establish their validity as heritage brand sites. Moreover, realising the full development of tourism potential is tied to the successful management of such culture heritage streets.

The concepts and theories associated with heritage brands are still relatively new and underdeveloped. First introduced by Balmer (2004), they were subsequently expanded to form a foundation of key heritage elements by Urde, Greyser and Balmer (2007). Through several years of refinement, Balmer (2013) introduced intrinsic traits of heritage which are considered as identifying the root of heritage brand theory. In this study, heritage brand identity theory is new, and, as such, it needs support evidence from both qualitative and quantitative study. This research focuses on the level of satisfaction related to corporate culture heritage street brand tourism, and the heritage brand experience associated with those streets. Furthermore, there is a lack of existing literature in the tourism field regarding heritage brands and heritage sites and the relationship between them.

This research aims to clarify the main identity dimensions of culture heritage streets brand, their relationship with heritage brands experiences, and the potential for tourism based on such culture heritage streets. Hence, this study aims to investigate the relationship between the identities of culture heritage street brand such as historic buildings and design/decoration, traveller convenience and heritage brand merchandise, including services and culture heritage streets experience. It also tests the relationship between heritage brands experience and satisfaction related to culture heritage street tourism.

In order to achieve the research aim of this study, the following objectives have been defined.

I: To understand and explore the notion of culture heritage street identity in the context of China.

II: To develop a framework that illustrates the relationship between culture heritage street identity, heritage brand experience, and satisfaction in relation to culture heritage street tourism.

III: To examine the effects of culture heritage street identity on tourism satisfaction; the effects of historical awareness and culture awareness on culture heritage street identity and heritage brand experience; and the impact of heritage brand experience on satisfaction in relation to culture heritage street tourism.

IV: To measure the above relationships in a conceptual framework and analyse the findings in the context of culture heritage street tourism.

V: To identify theoretical and practical implications, where possible, from the main findings, and provide an assessment of bias of the whole study, and suggestions for future research.

1.4 Research methodology

To achieve the aim and objectives that discussed in the previous section, this study adopts a quantitative questionnaire survey approach primarily as the basis of the research strategy. Because the purpose of this research is to study the causal relationship between constructs and to try to predict its effect on the results, this is considered to be a suitable method for this study. The initial stages of the research involved a comprehensive literature review, in-depth qualitative interview, and research conducted using the TripAdvisor website which involved extracting data from comments regarding Dashilar. The results of these were then used in the design and development of the self-administered questionnaire. The onsite questionnaire survey was undertaken in Dashilar, Beijing, with randomly chosen participants. For the quantitative data analysis, AMOS was used, applying PLS-SEM analytical techniques, which is an empirical, analytical method for examining the relationship between variables and, subsequently, generating structural models.

1.5 Proposed theoretical and practical contribution

This research attempts to provide findings which will expand the existing theoretical knowledge and provide a practical contribution to the field of heritage brand tourism. From an academic point of view, this study may further develop and expand theory related to heritage brand identity by providing empirical evidence of the relationship between culture heritage street identity and satisfaction related to street tourism. As mentioned previously, there is a lack of existing research literature in the tourism field focused on culture heritage streets from the perspective of heritage brands. Moreover, this study may offer empirical and interdisciplinary evidence to confirm the relationship between heritage brand identity, heritage brand experience, and heritage branding in tourism. In addition, the moderating factors of culture and

historical awareness are incorporated in the research framework to develop a better understanding of the impact of these psychological elements on heritage brands, as opposed to simply examining the physical elements.

For practitioners, the findings of this study may provide suggestions regarding the communication of historical and culture awareness, the protection and development of historical buildings, the enhancement of tourist convenience, and the improvement of heritage brands. These suggestions are based on the review of the literature and the onsite visual experience by the researcher as well as analysis of qualitative comments, interview data and quantitative survey data. The research findings and recommendations may provide practitioners with ideas regarding the future development of culture heritage streets such as Dashilar, specifically, how to enhance the efficiency of positioning for such destinations and improve marketing or branding communication, and sustainable reform for heritage brands on such streets.

1.6 Thesis Structure

This study is outlined in seven chapters:

Chapter 1: Introduction

The introductory chapter provides the necessary background information regarding the research undertaken. It outlines the context of China's heritage brands, the potential of Chinese heritage brands, and the disastrous impact on heritage brands during China's culture revolution, and the current state of heritage brands within the country with regard to internal and external factors. Background regarding Dashilar is provided, detailing its historical origins and development through the centuries, confirming Dashilar's significance as a research target for this study. After that, a statement of the research problem, aim and objectives are presented, in which reference is made to the general research gap and research goal, as well as the

proposed plan to achieve the research goal. The chapter concludes by highlighting the significance of this topic, and the proposed research, from the perspective of both academics and practitioners.

Chapter 2: Literature review

Carrying out a literature review of relevant published research is a necessary step in every research study in order to understand the theories, findings, and methodologies used by previous scholars. In this study, the literature review firstly focuses on the definition of culture and social identity theory, which provides the theoretical basis for the framework of this current research. It then examines brand identity, corporate brands, and corporate heritage brand identity and destination tourism factors in previous literature. This helps in clarifying the conceptual research framework and developing the research hypotheses in conjunction with analysis of comments on the TripAdvisor website.

Chapter 3: Research methodology

This chapter reviews the relevant literature regarding research philosophy principles and proper adaptive research approaches. It outlines and justifies the use in this study of a combined approach; using both in-depth qualitative interview and quantitative questionnaire survey to obtain the necessary data for analysis. An explanation of the sampling, data collection, and data analysis methods is also presented. The chapter concludes by addressing the relevant ethical issues of the study.

Chapter 4: Qualitative data analysis and questionnaire design

This chapter explains the analysis of the pilot research using TripAdvisor comments; the analysis of qualitative in-depth interview material, and the process of synthesising those findings to generate a set of quantitative questionnaire description and question categories.

Chapter 5: Survey data analysis

This chapter begins by presenting a data-based description of demographic characteristics. A data dimension reduction process was applied in gathering relevant variables from extracted factors. Then, an evaluation of factor analysis, relevant reliability, and validity test results, is presented. The structural model generated via AMOS is explained, which confirmed relevant mediating, moderating and direct effects related to the relationship between culture heritage street identities, heritage brand experience, and satisfaction with street tourism. The chapter concludes by presenting and discussing the test results with regard to the research hypotheses.

Chapter 6: Discussion and findings

This chapter begins by first summarising the research hypotheses which are supported by evidence from the study. Secondly, it discusses the hypotheses, their relationships, and their meaning. The third part is the main discussion of the research findings. This includes the findings of the quantitative survey data along with a relevant reference to the qualitative in-depth interview material as supporting evidence, as well as the onsite experience of researcher, and reference to some photographic evidence.

Chapter 7: Conclusion

This chapter summarises the main conclusions drawn from the research process and results. The contribution of this study to existing theory and industry is explained, and discussion of the limitations of the study and recommendations regarding further research in the future are presented.

Chapter 2 Literature review

Introduction

This literature review has focused not only on collecting and evaluating existing research studies but also aims to identify any potential loopholes within various research findings, in order to further sharpen the focus of future research and to provide comprehensive data to ameliorate any deficiencies. To ensure this literature review addresses these considerations, it has been divided into three primary sections: first, the review covers the history and mainstream academic models for theories on corporate branding and associated literature; secondly, the review focuses on collecting and evaluating theories regarding corporate brand identity to guide the subsequent evaluation; and finally, the review provides insights for exploring and identifying the issues encompassing corporate heritage, with a key focus on Balmer's core heritage identity theory. However, the literature review does not merely restrict itself to measuring the worth of traditional research studies and theories; it also incorporates real-world business examples in order to enhance both the quality and the applicability of the review to this research project.

2.1 Theoretical framework

2.1.1 Relevant theories and definition of culture

Taylor represents one of the foremost fathers of modern anthropological science. His definition of culture in both anthropology and a variety of areas within culture studies has long been regarded as the golden rule. To that point, his theory is often considered to be the primary definition of culture amongst modern research studies, and many scholars quote his theories and definitions when defining their own

pursuits. Taylor's most famous work is known as the 'Primitive Culture' theory, wherein he outlines his most prominent definition. It functions as a springboard to frame the subsequent development of cultural anthropology that occurred after, and thus it is quoted here: "Culture is that complex whole which includes knowledge, beliefs, arts, morals, law, customs, and any other capabilities and habits acquired by [a human] as a member of society" (Tylor, 1958).

The modern anthropological understanding of the concept of "culture" can be traced back to Germanic roots, although the actual word "culture" originated long before it was imported into the German tongue. According to Williams (1985), who studied the modern usage of the word "culture," culture was originally borrowed from French by German people. In the 18th century, it was commonly spelt without the 'e' as 'cultur,' and as it was translated and co-opted throughout the next one hundred years, it became 'Kultur' in German throughout the 1800s. However, it retained its ultimate definition and reference in both languages as a synonym for civilisation. In Williams' (1985) point of view, "culture" has both broad and narrow dimensions, and can refer to a nation, a time, a group, or a particular way of life amongst all of humanity.

Taylor (1958) argues that the culture conditions of different human societies, as long as they can be studied in accordance with commonly agreed-upon principles, are suitable for the study of the laws of human thought and activity. After a lifetime of studying different civilisations he concluded that, on the one hand, the many elements of uniformity that observably exist among different civilisations could be caused by the same activities for the same reasons. On the other hand, different levels of civilisations could be seen as the development or evolution of various stages, in which each stage is the product of continuous previous history, in which each stage plays a significant role in informing of future. Balmer (2011) also stated heritage culture identity not only exist in past or present but future. Taylor (1958) did

not provide a clarified definition of these two principles but nevertheless shaped the natural scientific method to study the laws of culture. Pals (1996) called this phenomenon "psychological unity or consistency" and referred to it as a 'pattern of intellectual evolution or refinement over time'. In adjunct, Moore (2004) concluded that was a form of "uniformitarianism" borne from a joint "concept of survival."

Uniformity initially described a geologically notable pattern, as delineated by British geologist James Hutton between 1785 and 1789. However, it has been adopted into an anthropological lexicon, and has since become a core dictum of the field: "Now is the key to the past" (Moore, 2004). Hume and Milican (2007) elaborated that uniformitarianism, in a general sense, indicates that human behaviour has remarkable consistencies, or uniformity, across all nations and ages, thus suggesting that similar principles and operations guide human nature. The logic states that the same motivation always produces the same behaviour, or that the results always arrive from the same causes. Emotions of ambition, greed, selfishness, conceit, love, generosity, and altruism are all expressed similarly between communities, regardless of locale - and these expressions have remained relatively unchanged since the beginning of organised human societies. Furthermore, they can be seen as the continuous motivation for all human activities. Therefore, at its most basic, uniformity could be understood as psychological consistency. As Winthrop (1991) notes, however, it is a hypothesis rather than a rule: it merely suggests that there is a connection shared by all mankind, disregarding different cultures' conditions or abilities.

When analysing conceptual elements, the "survival" of certain primary habits or processes can determine to what extent societies globally can be compared for their similarities, informing how researchers can determine the level of development particular societies have undergone. The comparative method in this sense makes an underlying assumption: that all societies in the process of development may

inevitably experience similar comparable stages. Therefore, the contemporary state of a so-called "primitive society" reveals the earliest states of comparably civilised societies today (Taylor, 1958). Thus, "survival" refers to instances of early customs and beliefs within communities that remain in practice in current civilisations. In advanced societies, the evolution or development of cultural norms can be seen through existing customs and beliefs. According to Taylor (1958), survival could be understood as a complicated array of rituals, customs, ideas, and so on, which have been transported from their points of origin into a new stage of society. Thus, it becomes both the evidence and the instance of new stages in culture development, evolved from antecedent culture forms.

This major theory became the backbone of the developmental direction that the field of anthropology followed throughout the 20th century. With the ongoing development of research tools for researchers being wrought in modern society, such as those provided by the internet, more points of view have become accessible to scholars. However, the principle or basis of scholarly inquiries remains similar. Therefore, the major aim of this research is to examine the interrelationship between culture elements, the preservation of heritage brands, and the levels of tourist satisfaction. As China has a long-recorded history as being a cohesive country, it has a unique level of cultural assimilation unmatched by most others on the world stage. Hence, Taylor's culture theory is useful for adaptation in this particular line of research.

2.1.2 Social identities theory

The recognition of the importance of social identity was initiated by Tajfel (1972), who illustrated how people could behave rationally in different groups of society. Tajfel (1972) explained the meaning of social identity, that is, the knowledge of an individual society member belongs to a certain social intergroup and this kind of knowledge may significantly impact the emotions and values of other members. In

addition, Tajfel explained how the social system is classified by the creation and definition of the social status of individuals (Tajfel, 1972). Furthermore, Tajfel and Turner introduced the elements of social identification, in which social identity is relationships social comparison, between self-reinforcing motivation (Tajfel and Turner, 1979). They believe that the social identity of the individual can be considered a part of the concept of an individual. The social identity of an individual is formed through the interaction of the individual with members of a given social group with which the individual feels an affinity, and, hence, creates a favourable disposition by the individual towards that particular group in preference to another (Tajfel and Turner, 1979). This theory was later further developed by certain scholars through its implementation in different groups or environments in order to reflect its importance and influence (Bandyopadhyay et al., 2008; Lowenthal, 1998; Pretes, 2003; Park, 2009; Du Cros and Yok-shiu, 2007).

Social identity is presented in member information which belongs to a specific group or social category, as explained by Abrams and Hogg (1988). Turner and other researchers confirmed that social identities could be classified into different categories, such as emotional, evaluative and psychological associations within groups (Tajfel and Turner, 2004). As Crane and Ruebottom (2011) explained, individuals can choose the social identity they want to join and become part of it. They conclude that social identity helps to reflect how individuals think about themselves in this group, and how they communicate and behave with other identities. Stryker and Burke (2000) classified social identities based on gender, age, religion and political or social interests. In addition, individuals are effectively identified by the social groups that they join (Tajfel and Turner, 1985; Ashforth and Mael, 1989). Turban and Greening (1997) describe the theory of social identity, and how people classify themselves in a group of members with the same interests or relationships. People identify themselves with certain social categories based on a

range of factors and subsequent perceived membership of a social category, in turn, exerts an influence on their self-concept (Turban and Greening, 1997).

Hogg and Hardie (1992) further clarified this theory by studying the attitudes of individuals regarding their participation in the social group of their choice and discovered that once the individual had become a member of a group, they were positively assessed by the other members of the group. In addition, other researchers discovered that members formed a strong sense of commitment related to their identity and that of the group, resulting in the desire to remain within the group (Ellemers et al., 1997).

Social identity theory has been applied in different fields, especially, social identity theory is applicable to the study of consumer identification with corporate brands (Kim et al., 2001; Kuenzel and Vaux Halliday, 2008; Curras-Perez et al., 2009). Through such studies, scholars have gradually developed social identity theory and integrating the main theories into the theory of social acceptance (Tajfel and Turner, 1979) and classification process, also referred to as Self-categorisation theory (Turner, 1985; Tajfel and Turner, 1985). The self-categorisation theory is an important part of social identity theory; this theory involves emphasising that individuals have their own personal and social identity.

To sum up, social identity theory has been applied to some research on culture or area ascription (Bandyopadhyay et al., 2008; Lowenthal, 1998; Pretes, 2003; Park, 2009; Du Cros and Yok-shiu, 2007). In this current study, social identity theory is used in order to examine and determine the impact of culture awareness on heritage brands, and the level of satisfaction with culture heritage street tourism.

2.1.3 Stakeholder theory

Stakeholder theory was first developed by Freeman and Reed (1983) and sets out to analyse the relationship between a specific organisation and all those who are either involved or impacted by its activities and ethics. Stakeholders can be internal or external individuals or groups, and can comprise of:

- Employees
- Management
- Executives
- Customers
- Suppliers
- Competitors
- Media
- Any group which is affected by the business, and its growth and success.

A number of researchers have focussed on how the relationship between an organisation and its stakeholders works in practice (Freeman, 1994, 1996; Freeman and Evan, 1990; Hill and Jones, 1992; Jones, 1995; Mitchell et al., 1997; Phillips, 1997). All these writers agree that stakeholders are key players and affect the development of organisations and corporate entities, and influence whether or not they achieve their full potential and how they grow. According to Freeman and Reed (1983), the above functions define stakeholders. Mitchell et al. (1997) highlight the significance of stakeholders in forging relationships within an organisation and determining the nature of demands and priorities.

According to Freeman and Phillips (2002), there is no upper limit to the number of people who can be stakeholders, since as companies evolve and grow, so their stakeholders also change and respond to business strategies, channels of communication and ethical issues. Clarkson (1995) noted that stakeholders could be divided into two types. Primary stakeholders are essential and central figures, whose continuing involvement helps the company to survive and prosper. Secondary

stakeholders, in contrast, have far less of an impact on the organisation, and their ongoing engagement with the company is not necessary for its survival. Phillips (2010) concur that stakeholder theory is thus a blend of ethics and business strategy.

Freeman (1994) stated that stakeholder theory highlighted the importance of who or what matters, namely: who are the company stakeholders and what do managers within the organisation consider important? Answering this question will provide clarification of the theory, both normatively and descriptively (Mitchell et al., 1997). Other researchers have looked at stakeholders in the context of the business they are engaged with – so stakeholder connections can arise as a result of the law, ethics, economic links and organisational duties.

Jensen (2001) points out that organisations need to ensure their representatives mirror their values and bear in mind that organisational negative actions can have a detrimental effect on the relationship with stakeholders.

2.1.3.1 Stakeholder groups

Maranville (1989) assert that stakeholder groups can be categorised according to the amount of interaction which they have with the organisation. Thus, as noted by Ottman (1992) and Coddington (1993), the decisions taken by organisations can be moulded by customers, employees, managers, investors, suppliers, retailers, agencies, competitors - and any groups with a vested interest in the operations of the organisation. Polonsky (1995) stated that the number and composition of these groups could change according to the business climate and organisational modifications. Jensen (2001) undertook a study which focussed on how a specific organisation interacted with certain stakeholders. He noted that customers have an ongoing relationship with the organisation since the latter provides a service for

which the customer pays and anticipates enjoying. Organisations, therefore, must view customers as external stakeholders with whom they have individual relationships. If customer's rate and value the organisation's offering, the organisation's market share will grow.

Each organisation has an internal structure, with internal stakeholders (Jensen, 2001), and if employees put in the effort for the company, both production and services will become better. Many researchers disagree that senior managers are internal stakeholders and cite stakeholder theory. The role of senior managers is to oversee, grow and communicate with other stakeholders, for the good of the organisation. Balmer and Wang note that senior managers play a central part in helping the company expand and become successful, through what they do, say and decide. Jensen (2001) states that suppliers are looking for a low-risk and open and trustworthy relationship with the organisation –alongside a good profit margin, which will act as an incentive to continue the relationship.

In short, any external group which has a direct or indirect connection with, and influence on, an organisation can be viewed as external stakeholders. Thomlison (1992) offered a new perspective, dividing stakeholders into primary or secondary categories, arguing:

- Primary stakeholders have a direct and vital influence on a corporate organisation and a formal relationship with the corporate entity.
- Secondary stakeholders have no interactions or direct influence on the organisation, but their reactions, views and responses could affect the organisation – and vice versa (Thomlison, 1992).

Finally, it is clear that stakeholders can have a positive or a negative effect on an organisation and mirror its nature and standing. All stakeholders play a crucial part in determining whether an organisation will be successful.

2.1.3.2 Stakeholder environment

Researchers assert that Freeman's theory can be applied to organisations and the corporate setting, where stakeholders create relationships among themselves as well as with the organisation. Mitchell et al. (1997) assert that the stakeholder environment can be determined according to the amount of attention paid to stakeholders which, in turn, depends on their influence, determination and authority. According to Donaldson and Preston (1995), stakeholder theory can be used to assist organisations to have a clear perception of their market and to offer advice to decision-makers. As a result, a number of organisations will not pay great attention to the stakeholder environment, according to Phillips et al. (2003), including:

- Family businesses
- Small businesses
- Non-profit organisations
- Government agencies.

At the corporate level, stakeholders will be listened to and their views are taken into account since corporations encourage cooperation between themselves and internal and external participants. Thus, stakeholder theory can be a guide for corporations, showing them how to build strong relationships with stakeholders – and benefit both parties concerned.

2.1.3.3 Stakeholder identification

Stakeholders identify with organisations on the basis of self-interest. Both the organisation and stakeholders have rights, duties and responsibilities. Research has established that stakeholders identify with their organisation according to what it gives them, while organisations identify themselves on the basis of the relationship they have with stakeholders.

Corporations view internal stakeholders as valuable and indispensable assets and external stakeholders as essential partners for success. Polonsky (1995) notes that corporate organisations need to determine which stakeholders have a positive impact on their business and marketing, in order to ensure their business expands and remains successful. It is also essential that organisations evaluate which stakeholders are committed to their service or product so that they can focus on these groups (Petkus and Woodruff, 1992). These same authors emphasise the importance of engaging different stakeholders and constructing a strong relationship with them based on loyalty. They state that, this could be achieved by evaluating the influence of product development, promotions, advertising, manufacturing, research and development and new products on stakeholders. If stakeholders and the corporate organisation build up a robust and enduring relationship, this can only have a positive effect on the organisation's status, business and identity.

2.1.3.4 The stakeholders and heritage brand identity

Corporate brand management is significantly affected by its stakeholders and brand management itself is essential to success (Olins, 2005) as well as proving an asset for all internal stakeholders. Kay (2006) and Rindell (2010) argue that the corporate brand is a source of trust, stability and identity. Maignan and Ferrell (2004) point out that corporations are well-aware of the importance of the connections they have built up with their stakeholders, for the good of their business. Balmer et al. (2007) believe that stakeholder theory is vital to corporate organisations, since it creates a link between the stakeholders and the corporate brand, and encourages loyalty and commitment. Van Riel (1995) agrees, stating that corporate organisations use their identity to both attract- and meet the needs of - stakeholders.

Kitchen et al. (2013) assert that corporate identity is the product of the interactions

and relationship between a corporation and its stakeholders, and this is frequently outlined in the corporation's mission statement. Morsing (2006) notes that the mission statement sums up the demands and needs of the stakeholders, while Balmer (2012) underscores the fact that stakeholders are vital to corporations. Balmer (2012) adds that brand communication is pivotal to ensuring the corporate message reaches all the stakeholders and underlines what the corporate brand promises stakeholders (Balmer, 2010). It is on the basis of this promise that the corporation creates a relationship with the stakeholders, and also strengthens its position in the market (ibid).

There is little significant difference between the roles of stakeholders in a corporation heritage organisation, although stakeholder groups tend to have a long and ongoing relationship with the heritage organisations, and thus need corporate consideration and acknowledgement. In addition, stakeholders can attract others and persuade them to become involved with the heritage corporation, so management of the organisation needs to have frequent and regular interactions with the stakeholders. Since heritage organisations are enduring and sustainable, stakeholders will invest in a relationship with the organisation, on the basis of its authenticity and their own evaluation of its validity and trustworthiness (Urde, 2003). Heritage allows corporate organisations to create specific, individual relationships with various kinds of stakeholder groups.

A heritage corporate brand constructs and builds a robust image of what the future will hold and how it interact in the long-term, which it spells out to its stakeholders. Researchers such as Aaker (1996), and George (2004), point out that the corporate brand also holds out a pledge of stability and of moving down the same road it chose to take from the very beginning, without deviating or changing direction. Balmer (2011; 2017) noted that a heritage identity fully meets stakeholders' needs, and this makes the latter a formidable and influential tool. Heritage identity also meets long-term expectations, as well as exerting a pull on internal and external

stakeholders, groups which are keys to supporting and maintaining the corporate organisation. Balmer and Chen (2015) add that a heritage identity facilitates ongoing success - which has been created as a result of stakeholders' history and experience of the organisation in question.

In conclusion, researchers are unanimous in their conviction that the important role of all stakeholders – internal and external – as well as any groups and networks affected by the activities of a corporate heritage organisation, has to be borne in mind if it is to have a successful, long-term future.

2.1.4 Corporate heritage brand identity theory

Apart from traditional views of the brand heritage, most research has also lent empirical credence in tracing similar major trends regarding the latest developments for heritage brands in the commercial sphere.

Balmer (1998, 2011a, 2011b) indicates that inheriting a brand is an act of shared and collective memory, which embodies the knowledge and experience garnered across ages of inquiry, discovery, and expertise. The heritage of the brand has also been seen as a metaphor for the identity of both the nation and society and its longstanding values, alongside with representing society's commercial aspirations, which are heavily engaged with considerations involved with corporate marketing and communication efforts aimed toward to the stakeholders.

The element of omni-temprorality has focused on understanding corporate heritage as associated with the past, present, and future trends of its pursuits, which is a combination of the cumulative memory, sights, and expectations of the business and their perceptions of their customers (Balmer, 2013). Balmer (2013) further

complimented this knowledge basis by introducing the principle of Relative Invariance, which emphasises the different interpretations and perceptions of people with different backgrounds, which could instil further value and importance for corporate heritage.

The consideration of consistent institutional traits has captured the multiple dimensions that corporate brands lend to the success of businesses. Studies have indicated that there are eleven fundamental characteristics that shape heritage, made no less complicated by the process of corporatising certain inherited brands. Thus, understanding the many facets and functions of a corporate brand is essential to this particular field of research, as brands are impactful in nearly the full spectrum of consumers' interfacing with the corporation, thus informing the ultimate likelihood of the business' success (Balmer, 2013).

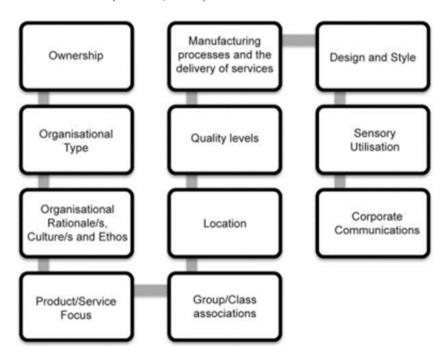


Figure 2.1: The intrinsic traits of heritage (Balmer, 2013)

The concepts noting the external and internal tri-generational hereditary, and the notions of legacy and/or bequest and inheritance, are particularly important for this study, as they supply the corporate heritage dimension with tractive force vis-a-vis

the future. Corporate heritage identities and corporate heritage brands not only carry but are also invested with enduring and meaningful identity traits, and they simultaneously transmit these highly meaningful identities as anchors to the commercial pursuits of successive generations (Balmer, 2013). This logic can provide a springboard by which further research into the past can enrich corporate heritages. This finding, therefore, reflects that typical external influences, as well as occasional internal drivers, therefore shape the hereditary criterion, in which long-term of consistency leads the inherited mechanisms of the brand.

This interpretation arguing for the augmentation of role-based identities has contributed to the preservation of the various existent territorial, cultures, social, and ancestral identities. Balmer's (2013) finding has further conferred them into multiple groups, societies, and locales in multi-generational terms. These findings have also implied that the *sui generis* traits of these brands are due to the fact they are imbued significant, non-corporate identities, which are adopted to fit the modern demands of the corporate brand. Multiple representatives of these role-based identities (Balmer, 2013) have argued that even nascent corporate heritage institutions be imbued with these additional identity traits. The analysis of these traits supports the centrality of the tri-generational criterion due to the intrinsic identities fostered by corporate heritage. The evidence presented by the research suggests that the sphere of corporate heritage is apposite to the definition of heritage itself, which is the lengthy process by which an institution (or an individual) accrues multiple roles and identities over time.

The uninterrupted, multigenerational incorporation of stakeholders can be considered to be another important element of corporate heritage. This point reflects that corporate heritage is associated with a continuous ability for corporate staff to meet the needs and demands of each successive generation of both customers and stakeholders. Subsequently, this fosters a consumer-corporate affinity that spans

multiple generational, which in turn ensures the authenticity of the corporate heritage (Balmer, 2011). It bolsters an organic, on-going, bilateral, and multi-generational trust between the institutions and their stakeholders (Balmer, 2013). It is thus logically vital for the building of a mutually-beneficial relationship between customers/clients and the overall business via its brand heritage. Understanding how to promote engagement levels and bring stakeholders further into the process of brand maintenance is, therefore, a crucial aspect of successful businesses (Balmer, 2011).

The last major criterion for preserving a heritage corporation is associated with ensuring continuous hard work and excellence within the business' employees. Assiduous management of corporate heritage identities is considered to be crucial in to leading further processes of corporate heritage custodianship, protecting key, vulnerable corporate resources. The success of implementing such mechanisms increases the level of the bilateral and multi-generational trust among the key factors ensuring an authentic corporate heritage, the ability to assuage successive generations of stakeholders and to retain the preference of multiple generations of the stakeholders towards the business entity (Balmer, 2013). The combination of these key contributing factors has therefore demonstrated the optimal manner in which a corporate heritage brand should act in order to ensure its sustainability.

Balmer's description of the marketing mix best suited to heritage brand marketing has summarised a variety of core components and their implications for the corporate heritage marketing process, including a number of criteria and instruments guiding an interpretation for successful heritage marketing. It is parlances with broader corporate heritage characteristics, communication efforts, creed, conceptualisation, culture, constituencies, custodianship, and the role of each business' unique context (Balmer, 2013). These theories thus outline that the process of shaping corporate heritage is complex and mixed, which bears on the future pursuits of this specific

research.

The relationship between corporate heritage identity and corporate heritage brand has been comprehensively analysed and differentiated in this section. It has further adapted findings to better conceptualise and integrate the experiences and knowledge necessary for guaranteeing that corporate images are meaningfully shaped (Balmer, 2011). It has also placed special emphasis on multi-generational customers, the business' relationship to its stakeholders, and the employees' level of commitment to contributing to the heritage brand.

While a discussion on the importance of communication occurred previously in this chapter, it was not specifically geared to delve into the intricacies of communication within heritage brands (Balmer, 2011). This section will, therefore, analyse their unique considerations. The most basic concerns of corporate heritage businesses are associated with their primary lines of the business activity in the form of product and service performance. Its secondary concern is engaged with the communication processes managing and boosting integrated corporate communication. The tertiary level of communication processes often manages third-party communication efforts intending to maximise mutual benefits (Balmer, 2011). The final level involves legacy considerations for corporate heritage communication practices, which is guided by theories regarding internal and external multi-generational communications intending to capitalise on brand loyalties (Balmer, 2013). All of these associated theories and considerations detailing the latest understandings and developments within the field of corporate heritage businesses lend credence to the further research performed in this paper.

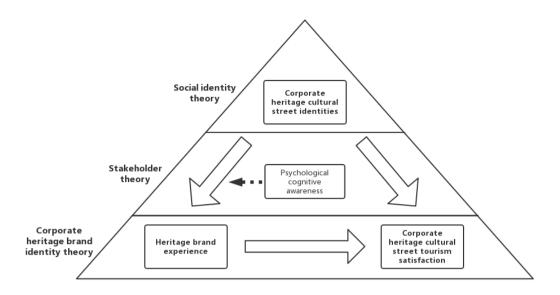
While this review has presented a full body of evidence, arguments, and critical evaluations drawn from existing research, it is clear that it lacks the ability to account for all circumstances and challenges experienced by corporate heritage

businesses. Research shows that the context of corporate heritage businesses can change dynamically in terms of content, time, and space, which may lead specific events of contradiction against expected and standard reactions. Balmer (2009) also outlined the potential biases of business, which might be inclined to only announce positive influences generated by the brand. It could also indicate instances where there is unwillingness for adapting corporate heritage. Corporate heritage faces complex obstacles due to the multi-pronged interests that it encapsulates, which could create disparities between corporate heritage identities and brands (Balmer, 2013). All of these challenges could, therefore, influence the comprehensiveness of this review, indicating the broader utility of interpretations generated from the findings.

2.1.5 Theoretical research framework

According to above relevant theories of this research, the theoretical frame of this study has been formed. Social identity theory provides the theoretical foundation of implement interaction study between individuals under selected group. Stakeholder theory offers theoretical support of studying the relationship between organisation (culture heritage street as a corporate brand) and its relative stakeholder group (visitors, tourists and residents). Corporate heritage brand identity theory affords theoretical guidance of identifying culture heritage street identities and managerial factors such as satisfaction (Tajfel, 1972; Freeman and reed, 1983; Balmer and Wilkinson, 1991; Balmer, 1995; 1999).

Figure 2.2 Theoretical framework



To sum up, in order to discover the relevant key identities of the corporate culture heritage street brand, that may work towards to overall heritage tourism satisfaction, the theoretical framework based on above reviewed theory literature is suitable for this study. The research process and analysis findings under the guidance of this theoretical framework may be able to fill the literature gap and offer the theoretical contribution.

2.2 Value of China's heritage brands

Brand value has no commonly-agreed upon definition within academic circles. Farquhar (1990) argued that brand value refer to an added value granted by a brand of commodities or services, while such added value far exceeded the utility of the commodities or services themselves. Biel (1993) proposed a new definition from the perspective of accounting. He believed that brand value referred to the cash flow a brand allocated to commodities or services that utilised the brand's distinctive insignia, which distinguished these commodities or services from others in the same type of commodities or services. Keller (1993) pointed out that brand value should

be researched from the perspective of a brand's formulation of market strategies, which further prompted that the research should pay attention to consumers' level of brand recognition, as they were and are the source of brand value. Simultaneously, he put forward a conceptual framework to assess the brand value based on customers. Aaker (1991) pointed out that brand value referred to a series of liabilities and assets which were related to elements such as brand, brand market, and brand name, as these elements could bring up or bring down values of the brand or consumers. Furthermore, Aaker (1991) divided the concept of brand value into five dimensions, including brand association and brand awareness, brand loyalty, brand fame, and brand exclusive assets, which then informed the basis to assess brand value. Branding theories and practical business experiences can thus shape how researchers can understand the unique qualities of heritage brands.

The sources of brand value are also one of the most heavily-researched sub-topics within brand value research. Both domestic and foreign scholars have generated a number of courses regarding the ultimate roots and impacts of brand value from diverse disciplines and scholarly perspectives. Keller (1993) has noted that brand value is ultimately derived from consumer activity, as the final purchase of a good or service via consumers facilitates the real composite of brand value – in other words, consumers' consideration of a brand's value was both initiated and completed by how well-acquainted a consumer was with the brand, and whether they decided to purchase the brand. Hence, the consumers' level of "brand acquaintance" became the direct source of the brand's value. Aaker (2009) argued that brand value be thus embodied in the choices of the market and manifested in consumers' loyalty, trust, and approval towards the brand. In other words, the brand value was derived from the market, and namely the consumers.

Brand culture is a multidimensional concept, generated from an integration of brand science and culture science. As the global economy has continued to grow in size

and complexity, the subtle influences of brand culture on the determination of brand value has fallen under increasing scholarly scrutiny. As an early expert in this field, Yang (2010) described the profound impact of brand culture using an evocative metaphor. According to his observations, brands identified by people going about their daily lives move similar to an iceberg floating on the sea; symbols, trademarks, packages, and even commodities or services are the only composite parts of the brand iceberg revealed from their perspective at a basic level. Consumers cannot see the larger foundational elements of these goods, particularly certain intangible elements such as internal brand value and brand culture, which float under the surface of the sea – however, these foundational elements form the basis upon which the rest of the iceberg floats, breaking above the waves. This metaphor helps to clarify and underline the mutual co-dependence of a brand's value and its culture as integrated facets supporting a brand's ultimate success.

Kunde (2000) believed that managers and researchers should be deeply in-tune with their product's brand value in all circumstances of the market environment. In the current market environment which experiences rapid changes, shortened life cycles, increasingly fostered and aggravated competition among corporations, and in which functional differences between various commodities or services no longer provide a competitive advantage. Given the state of the market, people, therefore, identify the worth of a brand mostly through its projected brand culture, and purchase options fitting their standards.

In addition, researchers have also begun probing the diverse structural components that shape brand culture. Zhu (2006) argued that the structure of brand culture should be divided into three parts: brand culture on a spiritual level, brand culture on a material level, and brand culture on a behavioural level. He further emphasised that brand culture constructed on spiritual level inform the core of brand culture, as it refers to both the culture concept and ideology shaped by the brand through a series

of marketing activities. Culture on the material level is considered to be the superficial level of brand culture, which is embodied by commodity characteristics and symbol integration. Brand culture on the behavioural level is a cultural manifestation of brand marketing activities, which specifically includes consumers' individual behaviours, brand marketing behaviours, and brand information propagation behaviours. Alternatively, by researching Chinese tea culture, Zheng (2000) concluded that tea's brand culture aligned with a particular expression of spiritual existence, based on material elements such as commodities or services that were forged under evolving market conditions. He thus divided brand culture into a material level, a market level, and a spirit level.

Urde et al. (2007) have summarised five major aspects of heritage brand identities: a genuine record of existence, longevity, core values, and the history relevant to the identity and use of symbols within the brand. Urde et al.'s heritage brand theory is most suitable for an analysis of China's own heritage brands, given their special prominence and culture importance. A detailed review of this argument will be presented in Part Two of this paper. Ultimately, the corporatised construction of the brand itself provides the mould from which both the brand value and culture are derived. Hence, brands that are rooted in a long history of inherited traditions may be understood most aptly through the lens of heritage brand identities theory. Moreover, Balmer's (2013) six criteria defining heritage brand identities provide a consistent and comprehensible outline of such a classification in reference to China's own heritage brands.

It is clear that Chinese time-honoured brands should fundamentally meet the following four characteristic requirements delineated by Balmer's (2013) theory of heritage corporate brands: first, the historical significance of the brand, which describes that a brand could not be considered a time-honoured brand without overcoming a number of significant historical challenges. To that point, the Chinese

time-honoured brands that remain active in the contemporary market have existed for at least fifty years. Second, that each time-honoured brand displays an inheritance, meaning that all have their own features that have been passed down from previously acquired knowledge. This knowledge thus theoretically enables the brand to stand against any hardship, in order to embody the essence of the time-honoured brand. Third, the purveyance of culture, in which the success of a time-honoured brand depends on the wisdom and hard work of many generations of dedicated people, who exemplify a form of corporate culture. Lastly, that there is the clear presence of strong heritage identities, meaning that before choosing products or services, consumers will firstly become familiar with the identity of different brands carrying these products or services. Subsequently, consumers make their own judgments and choose commodities or services that best suit their needs. In other words, brand identities grant an advantage or assets to the products or services they carry, benefitting the corporation and the brand alike.

2.3 Corporate brand

2.3.1 Background of corporate brand

Karmark's (2013) study has found that the instilment of corporate brands is one of the most heavily-researched and utilised business strategies in the corporate world. Rather than focusing on individual products and services, corporate branding instead delivers insights for improving the overall branding strategy for the business. The establishment of a corporate brand is itself a core business strategy, which works in synch with the types of products and services that a business offers, in order to ultimately boost the success of an enterprise (Tsai et al., 2015).

Theories for successful branding can be traced to the ancient past; initial and

primitive strategies of branding included entitling businesses, products, or services with the specific regional names in which the items had been produced and sold. Globalization's increasing power has ensured that public-recognisable brand names have become both major resources for wealth accruement and measurements for competitive competency levels (Puente-Díaz and Cavazos-Arroyo, 2015). Businesses with strong corporate branding are not only able to provide a heightened level of client trust and client satisfaction levels, but it is evident that the corporate brand itself can become the source for the business' rationale in charging a premium for the provision of its goods and services. De Roeck et al. (2013) indicated that this is particularly the case in the contemporary business environment, where businesses and consumers are constantly engaging in a highly competitive and dynamic business environment, in which a well-established and well-recognized corporate brand could emerge as the key element informing business competency, driving a level of differentiation for the business in comparison to its competitors.



Figure 2.3: The components of corporate branding (Laforet et al., 2011)

While there is an extensive range of the academic studies focusing on the nature and

tendencies of corporate branding, the framework diagrammed above encapsulates one of the most comprehensive and widely-used frameworks for studying the impacts of corporate branding (Laforet et al., 2011). The theory has divided corporate branding into three components: brand identity, brand strategy, and brand culture.

Türkel (2015) has highlighted that corporate identity represents one of the most straightforward and visible elements of any brand. It covers key elements such as the design, naming, origin story, and slogan, as well as other associated factors determining visual presentation and the essential focus for the brand design and implementation. Depecik (2014) has further argued that brand identity not only provides the avenue for the brand's direct visibility and recognition value for consumers but also manages the expression of client perceptions and expectations. Thus, shaping a solid, distinct corporate identity is a key element to a successful corporate brand.

Gupta et al. (2015) demonstrated that corporate strategies have typically conceptualised the business' objectives by effectively communicating these concepts to consumers and other stakeholders. He has concluded that the corporate world considers the implementation of appropriate brand strategies to be the key to ensuring that the brand has a successful level of impact and influence on its stakeholders. First and Khetriwal (2010) further analysed the effective pursuits of brand strategies, which at their most basic, must be able to identify where there are gaps in the current market offerings, and then must be able to capitalise on such opportunities.

Hamilton (2013) has highlighted that a brand's ability to identify and capture such potential market gaps ultimately either leads to the success (if they are able) or the failure of a business (if they prove unable). The conceptualisation of this finding

fosters and increased understanding and focuses on the role of communication and outreach efforts necessitated by the brand, thus driving the primary cause for research. To this end, Aguirre-Rodriguez (2014) found that corporate brands and their objectives should be communicated to their stakeholders efficiently and effectively, in order to drive up to the potency of their influence. Brand strategy has therefore represented the myriad of opportunities a brand has for conceptualising its identity, and to ensure it provides a positive benefit for the business.

The last key component for corporate branding is associated with building a distinct and unique brand culture. This theoretically leads the behavioural patterns and motivations for the stakeholder class: most importantly, it creates a particular brand culture that impacts client behaviours, delivering on the mutual fostered trust for the brand and heightening the brand's overall value (Agostini et al., 2015). In contrast, Nelson and Vogler (2002) have argued that such motivators could also enable the brand to lead an employee-facilitated push to improve their own performance and to realize the value of the brand fully.

A classic example of brand culture is John Lewis. The UK's largest departmental stores have often focused on quality and customer service, which has manifested as a source of British pride. When the so-called "horse meat scandal" reached its zeitgeist, businesses that sourced locally-raised or home-grown meats became major sources of distrust within consumers, and these factors alone had to be gradually made trustworthy again in order to ensure customers of the brands' quality (Cohen et al., 2014). As an alternative example of building a brand culture that attempts to avoid such scandals, John Lewis introduced its employees to a shared profitability mechanism, in accordance to its employee ownership structure. Such a mechanism has ensured that employees are always motivated to drive up the brand's influences and to deliver exceptionally high customer service (Hustvedt and Kang, 2014).

The above review has adapted some of the existing frameworks for understanding corporate branding to delve into the history of this field, as well as some of the key components and business applications for corporate branding. It has therefore facilitated an effective starting point for detailing relevant literature and real-world studies for the remainder of this research study.

2.3.2 Application for corporate brands

To further examine the influences of corporate brands, this review has focused on adapting trends within marketing mix theories, such as reviewing and evaluating how corporate brands could be managed variously between different disciplines and considerations (Haddock-Fraserand Tourelle, 2010). While brands have been largely associated with business-building activities, it could be interpreted and applied for the purposes outlined by marketing mix theories, to ensure that the corporate branding process has been incorporated into the best practical use for businesses in the contemporary business environment.



Figure 2.4: The 7Ps marketing mix theory (Kang et al., 2012)

The marketing mix theory commonly referred to as the 7Ps has often been attached to the mechanisms used for constructing business marketing strategies; however, the 7Ps have also been extremely influential for shaping the role and impact of corporate branding (Kang et al., 2012). This review has thus collected the relevant theories for each of the major components of branding, their business applications, and their general impact on corporate brands.

Juntunen et al. (2013) have indicated that the products a business offers represents the core thrust of a corporate brand, and thus the most successful brand's endeavour to be ever-more more customer-facing in presenting a business' products and services. Thus, a business' product strategy is also viewed as vital in strengthening a corporate brand and widening the impact of the business (Einwiller et al., 2013). Most businesses are preoccupied with establishing themselves as an innovative and active brand, which is consistently introducing new and improved products. However, other specific business, such as the supermarkets Aldi and Lidl in the UK,

earn more brand value by offering consistently similar products and low cost and high availability (according to the British Retail Consortium website). The major impacts that products and services are delivering are those that become direct influences on the customer, which transparently reflects the intent of corporate brands in a sustainable manner.

"Place" branding faces similar concerns and considerations when formulating a branding approach, particularly in regard to how it shapes its distribution channel and communication efforts (Hustvedt and Kang, 2013). While it is clear that an increasingly large share of businesses is adopting a convenient e-commerce wing, location brands are still basing their considerations of another corporate brand in a comprehensive manner (Hustvedt and Kang, 2013). Taking an example from the luxury industry, while various studies have concluded that online commerce is forming the majority share of businesses, luxury businesses still tend to pay for brick-and-mortar locations, often with high rents to maintain their presences in premium business areas, and to therefore reflect that their corporate brand exists with consideration for their places of business (Hamilton et al., 2013).

Furthermore, Gupta (2015) has indicated that price points are not only the key indicators for reflecting the cost versus pricing strategy for businesses but also represents how the corporate brand experience is segmented for the needs and expectations of different clients and stakeholders. The price provides an incentive for opening channels of client communication, to ensure that corporate branding efforts are only targeting the appropriate client segments (De Roeck et al., 2013). British Airways again provides a relevant example of this process. It is an established corporate brand, which pursues more lucrative business clients, who are typically flying over long distances; in reverse, the ultra-budget aviation company Ryanair is much more focused on price-sensitive leisure clients, who are seeking flights that satisfy their needs for low-cost travel (Miller et al., 2014; British Airways' investor

relations website). Thus, price matrices further influence decisions made by corporate brands by shaping the extent of consumer choice and therefore informing differentiated corporate brands to tailor products and offering to the most relevant customers and stakeholders.

Pitt et al.'s (2006) study noted that participating in promotional activities is crucial to boosting the communication levels between the corporate brands with its client class. These communication channels foster a stronger ability for a company to communicate information and offer to both clients and other stakeholders, and also functions as an opportunity for a company to underline its core competencies and differences that set it apart from other competitors. Uggla (2006) further indicated that advertising promotions are a key component of building an overall brand strategy, as they are an effective tool for maintaining both coverage and exposure for their target clients. One notable and controversial promotional technique was illustrated by Ryanair's CEO, Michael O'Leary, who went on air and satirically introduced a number of new amendments to the business' charging policies – such as charging customers for using the on-board sanitation facilities and toilet (BBC News, 2013). This can be seen as a successful promotional scheme to increase the visibility of the low-cost brand to both old clients and new ones, and it caused Ryanair to earn a "free marketing and communication" reputation within consumers.

The case of Ryanair's Michael O'Leary also illustrates another finding underlined by many research studies: that people and a business' manpower is ultimately the key to a brand's success. This encourages employees to offer all possible services to the customers, as well as provides a way to deal with various other business aspects (Knox and Freeman, 2006). In the contemporary business environment, corporate brands could not exist and earn a profit without the input of appropriate levels of human capital and human resources to reap the benefits of branding. As previously mentioned, John Lewis maximized his business' human power and capital, and has

embedded that ethos into his corporate brands. Thus, the evidence collected here comprehensively explores how corporate brands have functioned in the marketplace and among consumers.

This review of the present research has outlined that, although the analysis here has adapted a variety of marketing mix theories, each element of the marketing mix has delivered a crucial impact on the development of corporate branding. This has further revealed that a comprehensive and integrative approach for managing corporate branding is the key to shape a brand's influence and impacts over the long run.

2.4 Corporate brand identity

2.4.1 Background of corporate brand identity

Contemporary research on the subject of corporate brand identity reflects a much more detailed trend in the literature delving into the theme of business. Balmer et al. (2010), for instance, have focused on unravelling marketing influences that impact businesses in order to derive the identity of the brand and associated consumer forces. Baden-Fuller et al. (2000) have presented evidentiary support that brand identity is highly associated with key marketing strategies bolstering consumer cognition and recognition of the business overall. In contrast to the overall corporate brand, brand identity represents a much more tailored approach for the business, in that studies have concluded that corporate brand identity is the primary interface for dealing with the clients, streamlining vital interactions between the corporation and consumers.

Balmer et al. (2009) have argued that a strong and valuable corporate brand identity could be viewed as a foundational point for providing benefits to multiple

stakeholders. Balmer and Thomson (2009) have further elaborated that for the business world, a strong, viable, and recognizable corporate brand identity could emerge as a key reflection of the business' competitiveness and competency, which enables the business to move beyond simply differentiating themselves against the competition in the highly challenging business environment, to empower the business to charge premium rates and bolster its financial success. Beverland et al. (2006) have outlined that for managers and employees, working in a business with strong corporate brand identity could potentially offer the motivation and employee benefits to drive heightened performance levels. Lastly, Forman and Argenti (2005) have illustrated that strong corporate brand identity reflects a perception among consumers that the business boasts high-quality and high-level of products and services, which therefore provides the basis for the business' success. Thus, these findings indicate that research provides the key gateway for understanding how to formulate and apply a strategic focus within a business in order to ensure that its brand is influential over the long run (Karmark, 2005).

Balmer et al. (2009) have indicated that apart from the extensive influence they have on stakeholders, these findings have indicated that the corporate brand identity is heavily associated with the corporate marketing, which has emerged as a critical business focus from a marketing perspective (Beverland et al., 2006). Cardador and Pratt (2006) illustrated that academic theories similarly argue that marketing is the decisive tool in establishing corporate branding identity among the clients. Contemporary business practices illustrate that corporate spending for marketing campaigns will only continue to increase, according to these findings. Furthermore, several previous studies (Balmer, 2001, 2008; Balmer and Greyser, 2006; Balmer et al., 2011) have examined the immense importance of corporate brand identity in empowering the corporates' influences. These findings (as derived from Melewar and Karaosmanoglu, 2006; Balmer, 2009; Balmer, 2008) have further demonstrated the level of significance these tools have, especially as associated with the research,

which aims to promote therefore the formation of a core strategic focus and corporate strategy to align with its corporate marketing efforts and corporate brand holistically.

Albert and Whetten (1985) established one of the most fundamental and pioneering approaches for studying of the corporate brand identity at the time, which positioned itself from an explicitly internal perspective relating to the employees' claims about the identity of their corporate employers. Studies also shown that centralizing the roles and viewpoints of employees allow for an enduring business model to form (Schultz, 2005). This has formulated the classic approach for understanding corporate identity, largely from the internal stakeholders' perspective. Furthermore, Balmer's (1998) study has further enlarged the applicability of this theory, extending beyond the class of internal stakeholders to apply as well to active customers, further addressing the role for senior managers in enacting and preserving corporate identity. Stuart (1999) has further delivered an analysis for the impacts of organizational structure on corporate identity and marketing, outlining important triggers in the process and the influence of the organizational form on the corporate identity. Various other studies (Hannan et al., 2003, 2007; Hsu and Hannan, 2005) have instigated a research trend that probes the role of organizational forms and structures, which have been linked to the levels of influence a corporate identity may have over a wider impact area (Uggla, 2006). Thus, this review has provided evidence for how a strong corporate brand identity provides immeasurable benefits for a corporate brand, not only for the multiple stakeholders but also by fundamentally impacting the decision-making process and determining the success of all related business ventures (Vallaster and de Chernatony, 2006).

2.4.2 Corporate brand identity and corporate strategy

He and Balmer (2007) have outlined in their research that corporate brand identity is the utmost consideration and focus for a business' marketing strategy. This finding has been further enhanced by the work of Brown et al. (2006) and Cornelissen et al. (2007), who argued that corporate identity is only going to enhance the value for the business if it employs the appropriate products and services, but that a corporate identity-focused marketing strategy is likely to boost the long-term impacts and sustainable influences of the business. These conclusions provide evidence for the importance of corporate identity, according to Pitt et al. (2006). Melewar and Karaosmanoglu (2006) highlighted that the extant research has further promoted the both the importance and the potential benefits yielded by effective corporate brand management for the business: it promotes an enhanced customer-based corporate image, and therefore improves and enhances the client perception (Hatch and Rubin, 2006). These findings also indicate that a strong, value-creating corporate identity could improve the business' attractiveness to the customer, customer satisfaction levels, and customer loyalty, which in turn generate consistent and continuous financial benefits (Cova and Pace, 2006). Knox and Freeman (2006) have highlighted that such processes could also lead to the better employee management, therefore leading to higher motivation for employees, and guiding the business' commitment to operate with more loyalty for their employees, ensuring stability within workers and fostering less turn-around. Furthermore, Mi et al. (2005) argued that a strong brand could also boost the benefits received by investors and provide them with more confidence in the long-term value of the business. Establishing strong branding and corporate identity could also equalize and synergize various the components of a business, which would improve the longevity of its success, according to a variety of studies.

A wide range of such studies (Simoes et al., 2005; van Riel and Balmer, 1997) have focused on how shaping a more comprehensive coverage for incorporating the brand

entity would impact corporate strategies. He and Balmer (2007) have further concluded that in cases where corporate identity and corporate strategy are highly interlinked with one other, any disjoints that occur between them could become extremely damaging for the business. This disjoint could potentially occur as a result of a variety of sources, originating from both institutional factors and internal business factors. This finding indicates that senior management personnel must keep stakeholders' interests and concerns in mind when dealing with corporate branding, as they are crucial to determining the business' influence (Simoes et al., 2005). This finding has been confirmed and supported by the findings of other studies, such as van Riel's (1995), which indicated that corporate strategy and corporate brand are constantly playing off of a business' communication strategy, promoting alignment with one another and rationalizing the relationship between them. Furthermore, Olins (1995) has indicated that senior management must have a temporally-directed mindset in order to deliver efficient corporate identity management processes and integrate them into the appropriate business interfaces. Balmer and Greyser (2003)'s conclusions lend further credence to the alignment between corporate strategy and corporate branding, therefore illustrating key business parameters including the organization's traits and communication patterns, corporate brand guarantees, stakeholder perceptions, corporate reputation, future strategic planning, and the management of identity traits (Balmer and Greyser, 2006). Thus, these findings inform a higher-focused and extended range of building blocks for evaluating the relationship between corporate strategy and brand identity. It has also further indicated the gravity of establishing long-term efficacy for adapting an organization-wide corporate marketing philosophy in order to realize an overall corporate strategy and promoting the benefits of such a strategy consistently (Balmer, 2009).

This section of the review has delivered further insights for elucidating the role of corporate brand identity and has further emphasized the importance for analysing this aspect of business branding management within the research. It, therefore, provides the backbone for further inquiries, further findings, and further conclusions for understanding the field of branding and applying it to the research at hand.

2.5 Corporate heritage brand

Urde et al. (2007) outlined that the importance of brand entity and identity cannot be over-emphasized in the contemporary business environment, as these two factors have been widely believed to be the most influential and powerful gauges for the competencies and sources of competitiveness for individual businesses. Balmer (2001) has further indicated that, in addition to all of the challenges associated with typical corporate brands, heritage brands must also consider that they must be able to track their brand's record, foster a sustainable consideration for the business' longevity, understand the underlying core value for the brands, and must be intimately familiar with all elements that have composed the storied history of such brands (Otnes and Maclaren 2007). Therefore, this aspect of branding has been viewed as one of the most powerful and competitive sources for formulating prestigious business' competencies.

As demonstrated by Urde et al. (2003), the luxuries industry is perhaps the best example of how inherited businesses and practices can be integrated into today's market. The luxuries industry is famous for offering extraordinarily-high quality goods, sold at often premium prices. Balmer (1998) has further illustrated that the rich history myths surrounding many businesses in the luxuries industry has represented one of the industry's most value creating-features, according to research. By reviewing the characteristics of luxury brands and products, researchers have determined that many brands are most typically associated with an almost-mythical

origin story, in which it is not uncommon to hear that the luxury brand is backdated through hundreds of years. The age of these brands and their importance in the commercial fabric of today's market provides the rationale for why it is important to study such fields and reflects their true value.

A further interpretation for the theme of heritage brands has provides an understanding for times in which the corporate brand identity has been infused with its heritage, which enables the corporation to leverage both its resources and associated competencies in order to gain both opportunities in the market and attention from consumers (Balmer et al., 2004). This is particularly the case within the global market, wherein consumers are much more knowledgeable and brand sensitive; brand heritage provides a unique and non-replicable method for a brand to differentiate itself as well as earn customers (Balmer et al., 2006). Therefore, collecting and evaluating of the existing brand heritage literature reveals that the concept of brand heritage can provide a targeted solution for delivering value and exponentially increasing its impact on clients.

Despite the fact that the notions of history and heritage are interlinked on some level, effective brand management requires that corporations consider these concepts separately. Phillips and Greyser (2001) highlighted that history often focuses on legacies that happened relatively recently in the past, whereas heritage is coupled with successes that occurred in the further past. As well as providing the relevant content for analysis in this research, this introduction of concepts has presented what potential benefits that increase the influences of the brand value might have on increasing the confidence of associated business actors and matching customers' perceptions of the brand (Balmer et al., 2006). Ultimately, heritage brands capitalize off of their origins, long-established ethos, and mystique to create favourable conditions in the present.

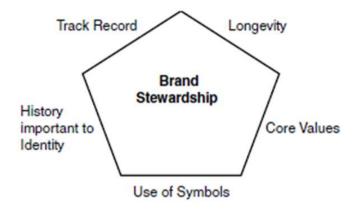


Figure 2.5: The key considerations for brand heritage (Urde et al., 2007)

To further interpret the textual content and real-world implications of brand heritage, the framework diagrammed above has identified its five core values. Brand heritage can thus be understood as following five different potential interpretations: first, the inherited brand's track of the record is closely associated with key points in history (both generated from its own actions and from external events), where the advantage for the brand heritage is that it is linked with its past successes. Second, the brand heritage is related to its longevity, or the long-standing nature for the brand, providing a point of differentiation and a reason for its capabilities (Gummesson, 2005). Brands must also be able to provide long-term guarantees, consistency, reliability, and comfortability, within a format that suit the business (Lencioni, 2002).

Furthermore, this history is also associated with the brand heritage and the long endurance of these identities, which enhances the value of the business and its goods and services. The use of this symbology reflects some of the most classic, visible, and transparent characteristics for invoking client recognition and the associated value (Kapferer et al., 2004). The calculated application of a corporate symbol onto products, services, or infrastructure is also a core point of deliberation for typical

corporate communication strategies, as any business is aiming to pass on the associated value to its customers and other stakeholders, to further enhance the communicated impact of its brand heritage onto the clients. The symbols and icons utilized by a business must be able to invoke symbols recognizable to clients and consumers, signalling subconscious messages intended to communicate brand loyalty and the ethos of the brand itself (Greyser et al., 2006).

Last but not least, the core values for the brand heritage have been associated dually with the core benefits and value creation yielded by the brand heritage. By again utilizing the example of the luxuries industry, the core value for the brand is reflected by the nature of the business and its assets, which leads to lasting client perceptions and benefits over many subsequent years (Balmer, 2006). This review has therefore interpreted the findings of various studies which have dealt with brand heritage, and how it is associated with a multilateral composite of influencing factors that drives its impact. Both managers and stakeholders must undertake active and balanced actions to elucidate and project the value of the brand heritage fully.

The study published by Urde and Balmer (2007) indicated that investing in corporate branding is a prime directive of corporations, as it provides the avenue through which a building can prove its qualities and abilities, as well as gain an advantage over rivals in the market. The findings of this research also lent clues for the true importance of brand heritage, and implied is that it is one of the most prestigious and competitive arenas through which businesses compete with one another. However, Balmer et al. (2006) argued that, although the research has indicated it has significant importance within consumers, brand heritage may not actually be well-recognized or adopted into key corporate strategies, which means that such businesses have effectively wasted one of their most valuable assets (Urde, 2007). The key elements of brand heritage have thus been comprehensively discussed by

this research, including the crucial five elements composing brand concerns and interests (Balmer, 2001). The study has further flagged the importance of brand heritage and proposes options for incorporating it into corporate strategies so that they might optimize their own value, thus propelling long-term benefits. These five elements informing the theory of brand heritage can be considered to be likely the most sophisticated and comprehensive guide for understanding the needs of different stakeholders and to promote future successful ventures.

As indicated previously, this relevant literature review has centred an exploration of satisfaction-creation and value-generation from two ends: on one hand, it has provided a synopsis for a key number relevant existing studies and academic works, enabling the research to build on a comprehensive academic framework; on the other hand, it has focused on identifying any potential loopholes and gaps in current findings, which will, therefore, better shape and structure the subsequent overall research.

The literature review was conducted in three distinct parts: first, it focused on understanding the content, background, and general trends in the field of corporate branding. The review analysed the corporate branding template and marketing mix theories uniquely in reference to heritage brands and has investigated how each marketing component relates to corporate branding (Balmer, 2009). The findings have further outlined that effective corporate branding is the key for determining the competitiveness and competencies within a business, which indicates that corporations should fixate their attention on bolstering branding strategies (Balmer and Greyser, 2006).

The second major subject has focused on the various aspects that shape corporate brand identity, in which the academic literature review illustrated that an evaluation of the term "identity" not only refers to various interconnected implications for the likelihood of engaging in successful business pursuits, but also emphasizes how corporate identities and strategies are interlinked and must be considered jointly when measuring potential benefits and value-creation (Beverland 2006).

Lastly, the literature review has focused on the considerations of corporate heritage brands, by reviewing relevant theories for understanding its concepts, as well as analysing Urde and Balmer's (2007) classic five elements model and its relevance to heritage brands in a particular reference to this present study. The five elements model has, until now, proven to be the foremost model for understanding brand heritage.

The comprehensive review presented here has argued for significant importance of considering corporate brands, and particularly the theories associated with brand heritage for certain business applications. While the review has seen that there is a wide range of academic talking points and debates on the meanings and impacts of corporate brands, brand identities, and brand heritage, there are far too few studies that could be adapted the theories bearing on traditional Chinese businesses (Hatch and Rubin, 2006). Based on these initial findings produced via a heritage branding perspective, research deliberately construed to focus on China may be able to update existing theories and fill in the research gaps for heritage branding within tourism.

2.6 Place branding

Locale or "place" marketing within the tourism industry can be understood as functioning primarily on two levels: enterprises and destinations. From the perspective of the broader tourism system, most tourist activities take place in pre-selected, popular destinations, which are therefore important for any tourism system model and constitute a basic analytical unit of tourism research. In

considering of the meanings of tourism destination and the tourists' travel experiences, destinations should study the optimal point for understanding tourism and tourism marketing. Compared with marketing research occurring at the level of tourism corporations, studying tourism marketing from the perspective of destinations reflects a relatively new field of research. Place marketing campaigns began as early as the 1970s; however, it only became a prime focus of research during the 1990s. Due to the large body of available tourism products and the complexity of possible destinations, tourism destination marketing publishes consistent analysable content. There are two tourism journals entitled *Annals of Tourism Research* and *Tourism Management* which have provided a good deal or peer-reviewed literature under the SSCI in recent years (Pike, 2002). According to these journals, which have both produced articles over the course of nearly a decade, place marketing papers typically pursue four major topics: major destination images, tourism marketing organizations, place promotional campaigns, and the role of information technology in marketing.

2.6.1 Destination images

Destination images refer to tourists' perceptions of the destinations they visit, which play a significant role in influencing subsequent acts of tourist decision-making and destination-selection among consumers, who eventually become tourists themselves based on the images they have seen previously (Mackay and Fesenmaier, 1997). Scholars have published hundreds place marketing-related articles since 1973 and have largely made clear that one important focus of the research is destination images (Pike, 2002). Planning and communicating tailored destination images intend to penetrate the minds of consumers go through a dynamic process of decisions and processes: destination positioning, designing destination brands on this basis, promoting destination brands through a variety of advertising means, and finally imprinting destination images within the minds of consumers. Existing studies have

devoted much attention to the role destination images but have seldom been concerned about the preparatory work that is invested in their establishment, for instance, tourism destination positioning and brand design (Kim et al., 2005; Park et al., 2006). To correct this dearth, this review points out that research studying the processes that go into building a positive consumer perception of the image is also meaningful.

2.6.1.1 The influential factors of destination images

A number of factors influence the formation of destination images and can mainly be divided into two types: the internal characteristics of tourists, and the external stimuli. The major internal characteristics that influence tourists are related to personal factors such as motives for participating in tourism, accumulated tourism experience, sociodemographic characteristics, and so on. Beerli et al. (2004) adopted an empirical approach to study the relationship between these kinds of internal factors and the influence of destination images and found that the above three factors affected the composition of destination images in various, distinct ways. External stimuli mainly refer to various factors which influence tourists' perceptions and evaluation of destinations before and after travelling to them, such as viewing sources of tourism information (including primary and secondary data sources), visual stimulants like advertisements depicting the landscape of a destination, popular culture references, the recommendations of friends, actual visits, representations drawn from various media sources, major events, and others. A number of studies have endeavoured to flesh out these points through studying a variety of issues and locales. For example, Kim et al. (2003) took a popular cartoon as an example and analysed the significance and impact of popular culture items, like cartoons, on the formulation of destination images. Mercille (2005) utilized Tibet as an example and inspected the relationship between mass media objects such as movies, guidebooks, and magazines, and their relationship to destination images

within a quantitative analysis. The results showed that these media types strongly influenced the making of destination images. Connell (2005) selected a movie shot in Isle of Mull, Scotland as an example and analysed the influence of films and television programs on destination images. Finally, Lee et al. (2005) inspected the influence of the World Cup in 2002 on the tourism image projected by South Korea.

2.6.1.2 Destination images and tourist behaviour

The presence of destination images greatly impacts the behavioural patterns of tourists and especially those of future tourists. They influence the tourists' various degrees of satisfaction of tourists by affecting how the quality of products is perceived by tourists, and thus their loyalty. Bigne et al. (2001) conducted an empirical study on the relationship between destination images and the behaviours of tourists after they had purchased tourism products (including the perceived product quality, degree of satisfaction, desire to revisit, willingness to recommend destinations to others, and other factors). The results indicated that destination images ultimately determined the post-purchase behaviours of tourists. Perceived quality had a positive influence on the degree of satisfaction and their desire to revisit. The degree of satisfaction dictated the willingness of tourists to recommend their tourist destination to others. However, the influence of perceived quality on their intention to recommend the location, and how their degree of satisfaction influenced their desire to revisit was not verified through the study. Castro et al. (2006) studied the relationship between destination images and the degree of tourists' loyalty from the perspective of market heterogeneity. The study divided the tourism market into four types according to the intensity of the demand for changes, namely into markets which had only moderate demand for changes; markets which had a demand for constant changes and new experiences; markets which did not demand changes; and markets which were willing to try changes but were not married to permanently imposing them. The four types of markets ultimately performed

differently in regard to the relationship between destination images and the loyalty of tourists.

2.6.1.3 Different destination images

All destinations produce unique tourism images, although they may display some extent of similarity. Bramwell et al. (1996) incorporated five landmark industrial cities in Britain, including Birmingham and Manchester, into a comparative analysis that weighed the similarities and differences of their tourism images. It opined that the five cities presented significant differences, resulting from factors related to their respective geographies, markets, marketing strategies, and societies, despite the fact that their overall marketing images had similarities. Baloglu et al. (2001) delved into American travel agencies' perceptions and display of tourism images for several Mediterranean countries such as Turkey. The findings indicated that travel agencies were extremely diverse in how they perceived the tourist images of four different Mediterranean countries, which each had their own individual advantages and disadvantages. Grosspietsch (2006) adopted a questionnaire method and conducted a comparative study on the image of Rwanda through the eyes of tourists and international tour operators and indicated that tourists and international tour operators carried a huge disparity in how they perceived the country's image.

2.6.2 Destination positioning

As the first step of building a destination image, tourism destination positioning should not only be considered on the basis of a destination's characteristics but should also consider the target market of the destination. Tourism destinations can improve their market shares through implementing efficient positioning strategies and exerting their influence on their performance within the tourism industry by

means of customization and extending their marketing influence. To that end, ensuring the proper positioning of images is an important source of generating a competitive edge between destinations.

Effective tourism destination positioning can satisfy the interests and requirements of tourists in a way that is distinct from those provided by their competitors. Therefore, tourism destination positioning necessitates the understanding of destination images through the eyes of tourists, links up with the external competitive environment, and considers the perceptions toward destinations through analysing some of their concrete attributes, which are different compared with their competitors.

A large proportion of previous correlational studies solely analysed the positioning of singular destinations. However, in recent years, studies have gradually started to attach importance to researching the influence of a competitive environment on destination positioning. For instance, Chen et al. (2002) analysed the relative marketing position of Virginia by comparing it to eight states in the Eastern United States and the District of Columbia and found that Virginia had a huge potential appeal to tourists who were interested in naturalistic and basic tourism activities, as well as those who were interested in the events related to the American Civil War. Virginia was also faced different levels of competition from nine other regions in the United States of America. However, Seongseop et al. (2005) investigated the competitiveness and positioning of seven overseas "honeymoon" destinations among South Korean tourists. While the destination images did have certain parallel characteristics, they all had perceived points of leverage in accordance with their developmental states. Kim et al. (2005) analysed the market positioning of Australia and Hawaii as particularly addressing golf tourists from South Korea, from a perspective of tourist perceptions. Results indicated that South Korean tourists possessed similar perceptive images of each destination.

2.6.3 Destination brands

Brand research can be dated back to the 1950s. Within the tourism industry, destinations are increasingly becoming the largest foundation for brands. The establishment of destination brands is considered to be a strongly effective marketing tool. Despite this theory, research has yet to develop strong, conclusive findings in this respect. In addition, most of existing studies are explorative in nature and do not provide conclusive results. For example, Park et al. (2006) conducted a questionnaire survey on eight officials from different countries or regions who were taking charge of establishing destination brands, in an effort to obtain their relevant opinions on the business world. According to the results, the main purpose of selecting particular destinations to implement brand strategies relied on deliberately shaping images to appeal to tourists, distinguishing themselves from their competitors, managing destination images, and physically making destinations more liveable by improving their economic contributions to the tourism industry. Furthermore, the evaluation of destination brands matched the methods used to evaluate destination images. According to Pritchard et al.'s (2001) study, presenting a destination through its the history, politics and culture background, especially through the lens of the area's oppression and liberation could increase the locale's brand performance, as seen as in the case of Wales. Brand establishment of this variety was furthermore inevitably intertwined with the history, politics and culture progress of such locales (and in particular, for Wales), rather than simply being the result of marketing activities.

2.6.4 Destination promotion

Falling within the typical marketing mix (referred to as the 4Ps), promotions offer unique advantages: they can effectively convey information directly to consumers

and aim to attract their attention and interest to certain destinations. It is worth noting that the term "promotion" is not a synonym for "marketing," which is a concept with a different body of connotations. If consumers and producers combine these terms together, researchers note they are likely to undergo "marketing myopia," thus limiting the utility of promotions (Mackay and Smith, 2006). Promotions geared toward destinations are accomplished through a number of mediums, such as advertisements, sales promotions, and public relations.

The most effective promotion strategy has to choose the best combination of mediums to gain the optimal effect for a fixed expenditure. For the vast majority of destinations, advertisements are a low-cost and high-efficiency promotional means. However, because each destination does not have equal resources or results, it is greatly significant to study the response of different tourism markets to the advertisements of destinations. To this end, MacKay and Smith (2006) compared and analysed groups of younger and older tourists under the set condition that each group has the same degree of familiarity with destinations, and subsequently found that both age groups transmitted the same response to advertisements in the form of pictures. However, they communicated different responses to advertisements which primarily utilized the form of text. Thus, the study concluded that forms advertisements take, rather than the age of the viewers, are one of the most crucial factors determining advertising effects (ibid).

2.6.5 Information system in tourism

The tourism industry is an information-intensive industry, as facts, figures, and offerings sustain consumer interest in travelling to new destinations. Therefore, integrating information technology into the tourism industry is inherently necessary. Information technology has gradually seeped into all linkages and aspects of the

tourism industry, including the activities underlined by destination marketing. In a broad sense, the application of information technology not only improves the industry's management efficiency but also greatly affects and transforms marketing modes.

For destination marketing, increasingly fierce competition and dynamic markets call for more high-quality information. In this case, effective information management appears to be extremely significant. As a mechanism within the destination marketing information system, the "marketing decision support system" (MDSS) can effectively collect, store, process, and disseminate information, and latterly provide predicting and decision-making models for selecting the most effective marketing choices (Georges et al., 2002). From the perspective of its practical applications, the establishment of destination marketing information system has to gain industry-wide support in order to efficiently fine-tune the practices of tourism agencies, optimize destination marketing organizations and tour operators to their feasible max, and ensure the validity of the system through identifying and satisfying both needs and problems.

Online marketing is considered to be in the midst of its zeitgeist as a destination marketing mode, which operates primarily through modern Internet technology. Compared to other traditional marketing modes, it helps destinations to reduce marketing costs, improve their visibility, and enhance their competitiveness (Buhalis, 2000). In order to enable the Internet to purvey its full marketing potential, destinations must design websites with care for its utility and comprehensibility, and effectively manage these while carrying out online marketing campaigns. Cano et al. (1998) argued that incorporating the communications concept of "endearment" into the design of websites is crucial to their success, as they would allow consumers to feel a connection to the website and its systems. In addition, evaluating the

marketing effect this medium offered is also a crucial consideration. Doolin et al. (2002) suggested adopting extension models of similar Internet business applications to measure the effects of online marketing, and by simultaneously using interactivity to measure the relative maturity of various tourism marketing websites.

The virtual tourism community is a central avenue for the tourism industry in implementing online marketing and e-commerce activities, as the onset of which has changed the production, learning, communication efforts, and business models within the tourism industry to some measurable extent. Currently, the concept of the virtual tourism community has not been uniformly defined. Wang et al. (2002) proposed that it could be defined by considering the characteristics of the virtual community and the basic needs of the community members as a theoretical basis for establishing a growing, living online forum (ibid). From the perspective of such operations, the success of the virtual tourism community does not solely depend on whether it is populous, with large number community members, but also depends on whether community members can make positive contributions to the community, in the form of raising questions, providing information and professional knowledge with the group, and by sharing ideas. In this way, these virtual forums function similarly to public goods, providing all of the convenience and accessibility denoted by the term.

2.6.6 Tourism potential in China

With the increasing development of the tourism industry and the growing fierceness of market competition, marketing has transformed into a strategic mission and a competitive battle between most destinations. Against this background, it is clear that the value and meaning of studying destination marketing only continues to grow in

tandem. As research continues to home in on understanding the forces affecting marketing, the depth, breadth, and diversity of these studies have begun to encounter a larger body of questions. In terms of such research content, studies have moved from studying the role of initial destination images into other perspectives, such as considering the role destination marketing organizations and the application of information technology in destination marketing. Furthermore, many studies have recognized that is necessary to move away from simply paying attention to destination images in the eyes of consumers, to looking into the whole process of their establishment, and have gradually begun to focus on the preliminary work of forming destination images, including the issues of destination positioning and brands. In terms of research methods, there are fewer contemporary descriptive, qualitative analyses. Instead, a number of empirical studies have been conducted, and quantitative analysis methods are now considered the primary mode of analysis, which are channelled through structural equation models and clustering analyses. These tools greatly advance the quality and utility of research within tourism destination marketing.

In order to develop mature destination marketing studies in China, it is necessary to focus primarily on the following aspects. First, it is necessary to improve the available research methods, strengthen instances of empirical research and quantitative analysis based on qualitative research, and fully display the comprehensive advantages of various research methods. Second, it is a key to strengthen research on destination positioning and their brands. The elements of positioning and brand design are important components of destination marketing efficacy and are thus of great significance to the success of destination marketing. However, research of this kind remains woefully incomplete. China especially has a dearth of solid research in this respect, which must be reinforced through future research. Third, it is important to strengthen research on tourism destination marketing organizations, which must also be combined with an analysis of the

context and environment within China. Studying the role that destination marketing organizations should play under the system of current domestic tourism administrative management will allow researchers to probe into the practical subject models of destination marketing. Four, it is necessary to broaden research efforts on the application of information technology in destination marketing. The implementing information technology in destination marketing is inevitable within the information age. Multi-disciplinary knowledge should be collected and applied within a range of conduct in-depth studies regarding online destination marketing and the role of the virtual tourism community. Finally, it is clear that enhancing evaluations of tourism destination marketing performance will provide a key source of wisdom regarding future understandings of the industry. Measuring the performances of past actions is crucial to such research, as it quantifies what strategies actually worked or did not work in reality – providing a starting point from which future activities can begin.

2.7 Culture heritage street as a brand

2.7.1 Potential of the street

Culture heritage streets continue to provide an unparalleled haven for culture expressions and development, flourishing with people, businesses, and activities. Capitalizing on culture content and expanding its presence during the process of development will invariably increase the value of shopping streets, expanding under a new wave of consumers. Exploring the traditional culture embedded shopping streets can cater to consumers' psychological need to enrich themselves with new experiences and unique content. With rich culture resources and profound communal input, such shopping streets would not only cater to their need to purchase commodities and services, but would also attend to their deeper spiritual needs,

allowing them to taste the handiwork of the catering experience unique culture elements, view the constructions of the architectural culture, learn from the historical culture, interact with the regional culture, and become part of the humanistic culture only supplied by commercial streets.

The attribute of traditional culture is becoming increasingly important in scholarly research relevant to this issue. In that vein, Norberg-Schulz (1990) argued that a shopping street which neglected to feature regional culture features would lose its long-term attractiveness to consumers. With the improvement of people's livelihoods, consumers' needs are evolving and diversifying; rather than having simple material needs necessitated for survival, goods and services are now able to resolve their spiritual needs. The keynote transition of the contemporary consumer class has changed from material satisfaction to spiritual satisfaction, guiding people's consumption taste toward individualized choices, emphasizing soulful desires that can only be met by local culture. Thus, the abstract concept of "culture" can thus be seen as profoundly influencing the purchasing behaviours of consumers, who are fundamentally social beings attracted to certain aesthetic elements.

Among the numerous elements which constitute the how charming, and thus attractive, a shopping street is considered to be is a composite of store quality, store portfolio, commodity features, accessibility, the agglomeration of pleasing business stores, and parking availability (John and Michael, 2000; Kim, 2002; Teller, 2008). These elements do not have to be indigenous creations of the street's previous residents – they can be imitated and copied today. However, because history is wrought and remembered in stasis, the historical cultural context of the street and its locale cannot be altered.

As the foundation for business and economic development, culture provides the soft power for business development, or in other words, the viewpoints for driving innovation (Zukin, 1995). Culture heritage streets provide a bastion for traditional culture, and thus these elements can be a source of material and spiritual capital when developing a shopping street. The core elements for the contemporary construction and development of a heritage commercial street include deliberately crafting the function of the shopping street, tending to and presenting the legacy of historical culture, the spatial and environmental landscape, and the service level of businesses on the street.

A culture heritage street should ideally function as a history museum, as well as a centre for commerce. The emphasis should be placed on its culture orientation and its extensive regional history in order to build a street replete with local culture features and styles, so as to cater to consumers' diverse psychological needs and their desire to experience positive external feedback through touring these streets and their businesses.

2.7.2 Business clusters/agglomeration

The term 'business agglomeration' refers to the phenomenon of when several businesses gather within a conjoined area, representing a kind of industry cluster. For example, a shopping mall is defined as managed retail agglomeration or a planned retail agglomeration, whereas shopping streets and other haphazard commercial activities are referred to as an unplanned retail agglomeration (Alzubaidiet al., 1997; Ghosh, 1986). Therefore, heritage business streets are blocks formed organically alongside natural social developments. They are generally composed of traditional streets, building clusters, and specific historic buildings. Compared with other retail agglomerations, heritage business streets are crucial components within old urban centres, as they are able to singularly reflect the contemporary appearance and spirit of a city while also providing a conduit into witnessing its history and culture. Such areas mainly engage in traditional business and are built on complicated social and

economic structures. The overall environment of a traditional shopping street often reflects the appearance and characteristics of its historical period and expresses the historical culture traditional customs of the city.

Scholars have continued to probe how elements drawn from traditional culture have played on the construction of business streets. When planning and designing a modern pedestrian mall, historical culture elements, the ongoing regional culture, influences borrowed from humanistic thought, and other cultural elements must be integrated as seamlessly as possible. How charming an unplanned heritage business street can be lies within its diversified offerings, and conversely it's comparatively unified, historical sensation of civility. Landscapes are specifically curated to be amicable to consumers, and the presence of signs presenting fine workmanship has been known to improve the flavour and culture connotation of a shopping street. Yamanaka (1981), writing from the perspective of evaluating the indicators of allure within retail agglomerations, suggested five core attributes conveying a business street's impression: the design of the street or its stores, the atmospheric image of the business street, the provision of unique services for consumers, and the quality and price of commodities. An additional factor, referred to as the traditional culture attribute, is crucially important to affecting a positive environmental image. According to Bell (1999), the main factors affecting the attractiveness of an agglomeration include the environment encapsulating a retail agglomeration, and consumers' personal attitudes toward it. In summation, the environment ordering an agglomeration and its atmosphere subtly guides the degree to which an agglomeration can be considered attractive (Teller, 2008). Furthermore, incorporating attributes derived from traditional roots can have an excessive effect within the considerations of environmental factors.

2.7.3 Agglomeration cognition effect

Judging from consumers' perspective, consumers' subjective cognitive view of a store is generated primarily through a store's image, and the degree of charm a store has is reflected by how consumers perceive its image (Takemasa Ishihara, 2004). Discrepancies in people's mentalities or attitudes can be rooted in different image perceptions, which may explain consumers' shopping behaviours more accurately (Moore and Mason, 1969). Some scholar introduced the factor of "image" to Huff's Model, theorizing that it would add to the model's predictive capabilities for consumers' choice. Any research conducted on the issue of image is predicated on researching individual stores' images. According to research, the factors most effective to store image include store type, consumers' statistical characteristics, and the environmental characteristics of the market (Carpener and Moore, 2006; Chowdhury et al., 1998; Tan, 2003). Consumers' perceptions on store images are also affected by consumers' own psychological factors, in addition to the physical attributes harboured by the store. Other associative miscellaneous and environmental factors will also affect consumers' perceptions regarding store images (Martineau, 1958). Among the most crucial environmental factors are the historical, architectural and regional features, which are all closely related to culture. However, scholarly research fails to root out which agglomerating environmental and atmospheric factors specifically affect consumers' shopping behaviours. Moreover, existing literature has been formulated nearly entirely on the basis of retail gravitation, and there have been only very few studies recording consumers' perceptions for the value of retail agglomeration, revealing a liminal gap and deficiency in current research that needs to be repaired.

2.8 Culture heritage street **identities**

2.8.1 Culture identities

Formulating codified protections for historical buildings should be planned from social and cultural perspectives. Traditional commercial buildings have become the most important landmarks dotting heritage business streets. They are the condensation of the long work and history of business cultures as crafted by countless generations, display the high-level architectural art across many metropolitan areas, and depict perhaps the truest description of local folklife. Hence, these shopping streets represent a pragmatic public space in which businesses gather and do their work, and also function as socially representative areas in which buildings crafted in different eras stand together and illustrate many points of Chinese history and culture. The traditional buildings found on such shopping streets have arguably become the most important historical and cultural elements borne of heritage on the shopping streets. It is these abundant and unparalleled historical and cultural backgrounds that in fact create the distinctive architectural culture visible on such shopping street. Consumers can go shopping and experience the indefinite charm of this traditional form of architectural art when walking along the shopping streets.

Attracting customers to a business depends somewhat on the cultural landscape of a street upon which the business is located. Aside from buildings hosting historical and cultural features, objects such as a memorial archway, gate tower, couplets and streetlamps are all iconic traditional landscape factors. Some scholars have appraised business streets and have found that the presence of these factors could effectively constitute a business street's attractiveness to consumers (Georges et al., 2002). Scholars have further argued that a preserving irreplaceable and unique architectural element on traditional buildings are crucial to ensuring the charisma of a business

street, and is particularly valuable for attracting and retaining customers (Hajdu, 1988). As important constituents of the atmosphere on business streets, traditional buildings and other traditional culture attributes affect consumers' perceptions about the authenticity, value, and engagement of business streets (Yamanaka, 1981). Traditional buildings found on business streets include principal buildings and auxiliary buildings, such as Buddhism architectures, monasteries, bells, certain tower-shaped buildings, temples, pavilions, terraces, and open halls (defined as two-story or higher buildings that are intended for collecting books, providing an overlook, or a space for banquets, recreation, rest, or sightseeing), wells, featured travelling lanes (referred to as streets or walkways which reflect the architectural style of a specific era, or one that sells characteristic commodities and business services), as well as traditional and vernacular buildings (single residences exhibiting a local architectural style or historical features), among many other elements. In addition to these aforementioned buildings, there are particularly recognizable featured landscapes and signs. Featured landscaping refers to independent structures that are constructed specifically for commemorating, decorating, and landscaping, as well as to match main adjunct buildings, such as lamps, indicators, sculptures, memorial archways, stages, parterres, watchtowers, corridors, kiosks, pavilions, archways, simulated boats, screen walls, and fete signs. Signs play a particular role in denoting the cultural connotation of a business street. Superlative signs are known to be able to entice new consumers and to bolster the overall viewing experience on the business streets in which they are displayed (Bitner, 1992). The historical culture of business streets is the most precious currency of heritage. Integrating the historical culture into the aesthetics and affairs of a business can add indefinite allure to business streets as a whole.

Table 2.1: Culture identities

Category	Identities	Definition	Origin

Authenticity	History	Number of years of	Urde et al. (2007)
		operation; the	
		power of the	
		brand's story over	
		the time.	
	Tradition	Tradition	Balmer (2011,
		particularly refers	2013)
		to the maintenance	
		of fixed behaviours	
		and conventions,	
		which are	
		characterised by	
		their invariance.	
Appearance	Architecture	With culture or	Henderson (2001,
		traditional features	2011)
			Lee (2011)
	Decoration		Olga (2009)
			Light (2000)
			Chang (1999)
			Ehrentrau (1993)
		Classical designer and retro vintage furniture	Henderson (2011)
			Lee (2011)
			Olga (2009)
			Chhabra (2015)
G 194 4			

Source: literature review

2.8.2 Commercial identities

Traditional business culture, which has gradually formed amid long-term historical development, demonstrates several preeminent national and regional characteristics. Time-honoured brands, commercialistic pursuits, commercial ethos and morality, and the total commercial system are all key components and are crucial to presenting the uniquely storied commercial background of business streets.

Perceived value

Numerous scholars have noted within empirical research that perceived value is the direct antecedent of consumers' behaviours and intentions, and customer perceptions of value is closely related to consumer loyalty (Sweeney et al., 1999; Gale, 1994; Petrick, 2002; Grewal, 1998; Sweeney, 1999; Neal, 1999). Perception broadly refers to the feeling and consciousness harboured by individuals, which influences their behaviour within different contexts. Consumers retrieve product information such as colour, quality, price and service etc. from stimuli in the external environment, which then enables them to build their own feelings after making a choice informing consumers' subjective cognition of products and services. In this context, the term "feeling" specifies consumers' internal and emotional reflections when engaging in acts of consumption. Thus, perceived value refers to consumers' judgement of a brand's worth or commodity, according to their own feelings. It is the basis for consumers' consumption activities. Neal (1999) has suggested that value is the final factor of a brand which can drive loyalty, and perceptions of that value directly affects consumers' intentions while shopping (Grewal, 1998). Research on the retail industry has one pivotal difference in reference to consumer perceptions, which lies in that it researches "what consumers want, and what can they get from such consumption." Therefore, gauging and reacting to customers' perceived value is an important task for determining whether enterprises can survive amid fierce competition. As an important potential competitive advantage of enterprises, it simultaneously draws a good deal of attention from insiders in the trade (Woodruff, 1997). For heritage business streets, perceived value could be projected from certain elements of its appearance (decoration or packaging items) or commercialism (its history and traditions). Moreover, it can reflect the criteria that the business has ceaselessly multigenerational stakeholders, (Balmer, 2013) as drawn from theories on heritage identity.

Table 2.2: Commercial identities

Category	Identities	Definition	Origin
Perceived quality	History and tradition	Business mode	Henderson (2001,
		Product or service	2011);
		focus	Kolar and Zabkar
		10045	(2010);
		Manufacturing	Chhabra et al.
		processes and the	(2003);
		delivery of services	Kim and Jamal
			(2007);
			Poria, Butler and
			Airey (2003);
	Service quality	Organisations	Urde et al. (2007);
		known for certain	Balmer (2011)
	quality levels can	Olga (2009)	
	accord an entity with	015u (2007)	
		a distinct heritage, if	Peterson (2005)

		the business has	Bonn et al. (2007)
		prevailed over time	Dortyol et al. (2014)
		Experience with a	Magee and Gilmore
		product or service	(2015)
		garnered from	
		commercial body	
Appearance	Design	Relevant outfit or	Bonn et al. (2007)
		presence of staff	Nuryanti (1996)
		Product package	Borsay (2000)

Source: literature review

2.8.3 Social identities

Chinese traditional folk culture refers primarily to elements borne from folklore and can be understood as the collective name for the customs and cultures that inform communal identities. It is the basic force guiding people's behaviours, languages, and mentalities, stemming from and inherited by the beliefs of previous generations. According to the definition proposed by the Chinese Folklore Panorama, folklore informs many of the unconscious beliefs and conscious practices of a peoplehood's lives, and as such, it is a genealogical element passed down to large swaths of communities. It stems from life experiences and its content constantly evolves and expands, inheriting new features and demonstrating variability. Folklore reflects various primitive local customs in an array of different contexts, including folklore that shapes catering culture (e.g. daily dieting customs, diet customs within festival settings, diet custom for sacrificial purposes, diet custom when receiving guest, special diet customs, etc.), folk etiquette (like courtesies, guidance for marriage

liaisons and matchmakers, funerals in the forms of utilizing mourning dress and joss paper, sacrifices, etc.), folklore within crafting culture (such as paper-cutting, kites, Chinese embroidery, Chinese knotting, clay figurines, and dough sculpture), folklore found in costumes (dressing, ornaments), folklore found in festivals (e.g. the door-god, Spring Festival pictures, firecrackers, dumplings, lion dancing, temple fairs), and folk arts (like paintings, operas, dancing, and music), among many other instances of folklore. Furthermore, Chinese traditional culture can be divided into three segments within a hierarchy: elite culture, mass culture, and folk culture, of which folk culture is the foundational point for traditional culture, as well as representing the most vivid aspects of Chinese culture. Folk culture has both distinctive national characteristics and particular regional characteristics. In reference to business streets, culture attributes can be found interwoven with both the architectural designs of the building, as well as the cultural context of the streets' purpose. The latter includes traditional lifestyle and social features as well as other elements drawn from traditional folk culture.

Table 2.3: Social identities

Category	Identities	Definition	Origin
Assilimation	Culture ascription	Sense of nationhood	Bandyopadhyay et
		(symbolism)	al. (2008)
			Lowenthal (1998)
			Pretes (2003)
			Park (2009)
			Du Cros and
			Yok-shiu (2007)
	Lifestyle	Use of local	Chandler and

language	Costello (2002)
Local population	Chang (1999)
Local population	Christou (2005)
	Hall and Zeppel
	(1990)
	Craik (1997)
	Williams (1998)
	Du Cros (2001)
	Michael (2002)

Source: literature review

2.9 Conceptual research framework and hypotheses development

2.9.1 Conceptual research framework

The formation of a conceptual framework is a key factor in streamlining research. On one hand, this involves the synthesis of findings obtained through the review of relevant literature in order to establish a highly-specific academic framework within which the research is conducted. This involved aligning the literature into focus areas with different categories of influencing factors regarding visitor satisfaction. On the other hand, the conceptual framework is used in order to establish the research hypotheses which are to be tested, in order to contribute to the research aim and objectives.

In the previous part, culture heritage street identities were clarified and grouped according to three main themes: culture, commercial and social. The literature review also mentions other relevant fields such as destination tourism and heritage brand identities. The three main themes, described above, could also be described as

authenticity, appearance, and assimilation, respectively. According to the Oxford dictionary, authenticity means the quality of being authentic. Hence, something able to reflect a high level of authentic features can be described as having authenticity. With regard to customers and travellers, there is a growing demand for the consumption of unique and authentic experiences, rather than simply focusing on visiting landmark tourist sites (McIntyre et al., 2007). The concept of authenticity actually forms the core principle and culture value for visiting Beijing, and, with regard to psychological impact, could become the key factor in achieving visitor satisfaction and fulfilment.

The Oxford dictionary provides an explanation of appearance as the way that someone or something looks as well as its performance. This concept of appearance can clearly be applied to architecture, as an element of authenticity; however, in this study, the element of architecture is not assigned much significance as existing architecture cannot be controlled. Therefore, in terms of appearance, the primary focus is on elements which can be managed by people such as decoration and design. The findings show that appearance is the key reflection and extension of the authenticity principle and value. The physical presence includes architecture, local decoration and design, to provide a more tangible feeling and visibility to visitors; however, the core aim is to create and lead the formation of environments and atmospheres, despite being intangible, as this is more likely to create a greater and more prolonged psychological impact to promote satisfaction (Bond and Falk, 2013).

The 'absorption and integration of people, ideas or culture into a wider society or culture' (Oxford dictionary) has been defined as assimilation. There is no denying that in a large community of human beings, traditions and culture have a tendency to become more similar and less different, as they used to be. According to the work conducted by Flaherty and Brown (2010) on immigration behaviour, people who live for more than 4 years in a different country from their home country show a greater

tendency to assimilate into their adopted society, which in turn increases their sense of belonging in the new country.

In this research, assimilation reflects the common culture that is accepted among current residents of Dashilar which reflects a typical historical culture of ancient China. The findings show that by adopting the principle, assimilation has further enriched the authenticity value for the local society, as it has focused on human contact, dialogue, and interaction to promote the impact (Porto et al., 2012).

The formation of this conceptual framework integrates the relevant academic literature and results of empirical studies with regard to the research topic of understanding influencing factors on visitor perception regarding cultural heritage sites. The formation of this conceptual framework originated from secondary studies based on visitor review sites. Using the visitor review website offers various benefits in terms of this research: first, the site is extremely suitable for the study, as it not only provides the ranking for locations in Beijing, reflecting their appeal, but it also includes comments indicating the potential driving forces or influencing factors for visitor satisfaction (Schofield and Thompson, 2017). This forms the backbone of the study, informs the creation of the academic framework for research, and ultimately, the findings.

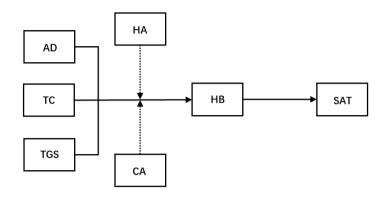
To assuring the reliability and validity of the secondary research data used in the conceptual framework, the TripAdvisor website was used as the primary source of secondary research data (Prayag et al., 2012). Firstly, TripAdvisor is the largest online review website, and therefore offers an abundant and diverse source of information which is the key for the academic conceptual framework (Bond et al., 2015). Also, the visitor-oriented information provided is more independent and, therefore, reliable for use in the conceptual framework and hypotheses. The information extracted from the website serves two primary purposes: first, it helps

the researcher to streamline the research, enabling the selection of the most representative places in terms of historical and traditional areas (Tosun, et al., 2007); second, it enables the collection of keywords, which represent influencing and attractive factors, allowing the formation of the key concepts.

On the TripAdvisor website, visiting Dashilar is ranked 94 out of 1,588 things to do in Beijing. Therefore, Dashilar is considered to be representative of a typical site which is popular to visit while in Beijing. This concurs with independent secondary research which suggests that Dashilar was, historically, one of the commercial hotspots in Beijing in the past (Ritchie, 2009). Despite the fact that the area has since lost its status as a commercial hub due to the contemporary business environment, it has maintained its historical architecture, interest, and history. Regarding the influencing factors, the reviews also present a range of influencing factors which could impact on visitor satisfaction; these have been categorised and are discussed in the following section (Forgas-Coll et al., 2017).

Using TripAdvisor as the primary source of secondary information helped streamline the formation of the conceptual framework through using the independent visitor generated information to identify the key influencing factors. The study also incorporates this consideration into the research methodology, which is discussed later. The analysis of TripAdvisor comments and the qualitative in-depth interviews, which helped in developing the quantitative questionnaire survey, are presented in a later chapter.

Figure 2.6 Research conceptual framework



Research conceptual framework

Based on the literature review, the formation of the conceptual framework for the study, along with the establishment of the research hypotheses, are presented in table of hypotheses development. Each of the major factors is discussed, and the relation of the hypotheses to each area is summarised. The final conceptual research framework is shown in Figure of conceptual framework. Where AD stands for Architecture and Design; TC stands for Tourist Convenience, and TGS stands for Traditional goods and services. They were physical, tangible appearance identities of culture heritage street. HA is reflecting History Awareness while CA is representative of Culture awareness, which is psychological cognitive awareness from authenticity and assimilation identities of street. A detailed explanation of each hypothesis is presented in the following section.

2.9.2 Hypotheses development

I: Architecture and design

There is no doubt that buildings and architectural style play a significant role in

tourism (Henderson, 2001; Lee, 2011; Olga, 2009; Light, 2000; Chang, 1999; Ehrentrau, 1993). Architecture refers to not only the buildings with historical and cultural features but also to memorial archways, gate towers, couplets, and streetlamps. Some scholars claim that architecture can comprehensively attract tourists (Georges et al., 2002). Hence, preservation of unique architectural styles and traditional buildings is important. As crucial components of the atmosphere and image of sites, traditional buildings affect the perception of visitors or tourists to sites (Hitoshi Yamanaka, 1981). In the case of Dashilar, heritage brands are conducting their business activities onsite within listed buildings. Therefore, the architecture is not simply historical, with the culture appeal that this implies, but also serves a contemporary commercial purpose (Lee and Hsu, 2013). The concept of architecture is especially vital for visitor experiences and satisfaction since it plays a pivotal role in creating the experience and atmosphere for the area.

It is easy to appreciate the importance of decoration and design in terms of provoking feelings or creating perceptions in visitors. As early as the 1920s, the AIDMA model of consumer behaviour was established in the field of advertising research. Decoration and display design are a means of visual merchandising, emphasising the importance of goods to maximise the value of goods, while it is firmly linked with place image. The first three items of the AIDMA model could be related to display or decoration; (1) Attention is the main point of the perceptual stage of display, which is the building of brand image. It is necessary to ensure freshness, colour and light application; (2) Interest is the main point in the exploration stage of display, such as store planning, channel design and orderly display of goods, and ensuring that customers can easily enter, browse, and, ultimately, choose what to buy; and (3) Desire must be created during the evaluation period through good use of displays, POP (point of purchase) material, clear eye-level price tags, and consciously emphasising the visual impact and effectiveness of displays (Giampiccoli et al., 2012). Decoration and design not only

include the display of goods but also staff uniforms and merchandise packaging have potential to influences brands and sites. The overall atmosphere, ultimately, depends greatly on the previously mentioned points, and in addition to landmark architecture and sites, decoration and design can offer added value to visitors through so-called "little touches" (Zuo et al., 2016). This has been viewed as the key to complement the destination image.

Both architecture and design are highlighted in the pilot research and represent the directly visible factors in the 'appearance' category of culture heritage street identity. Therefore, in this study, architecture and design are put together as a single construct. It is assumed that 'architecture and design' has a direct effect on the heritage brand experience.

H1: Architecture and Design (AD) may impact on heritage brand (HB)

II: Tourist convenience

A review of the relevant literature regarding tourism reveals that apart from architecture and design, the factor of convenience is also critical in the contemporary tourism business. This has led to a critical debate regarding whether to modernise attractive tourist places for convenience or preserve their natural, historical value (McIntyre, 2009). In the pilot research on comments of Dashilar, 'convenience' is mentioned in significant proportion. Most comments focus on road signs, guide maps or guided tour services. With reference to existing literature, academic research findings suggest that success in such cases is best achieved through careful consideration of all factors and the subsequent development of an optimally balanced approach to achieve good brand positioning and communication (Neuhofer et al., 2014). However, there is scarce research regarding corporate heritage brands in relation to street tourism. Therefore, as another 'appearance' factor in the identity of culture heritage streets, in the physical sense, it has been taken into account in this

research. In this study, it is assumed that 'tourist convenience' may have a direct effect on heritage brand experience.

H2: Tourist convenience (TC) may impact on heritage brand (HB)

III: Traditional goods and services

The Oxford dictionary defines tradition as 'the transmission, or passing on, of customs or beliefs from generation to generation'. Balmer (2011, 2013) defined tradition as specifically referring to the maintenance of fixed behaviours and conventions, which are characterised by their invariance. In Chinese culture, tradition is the sum of fundamental things, behaviours, institutions, and faiths which are passed on from generation to generation. 'Passing on' (Chuan) originally meant passing and delivering, physically, and later became extended to encompass teaching and inheriting. 'Clue' (tong) refers to the clue of the silkworm cocoon and was later extended to fundamental and interconnected things which are inherited from generation to generation. Tradition (Chuan tong) has been used as a single concept since the Han Dynasty, and takes the fundamental meaning of passing and continuing, 'Chuan' and 'tong', respectively. In Ci Hai (the official Chinese word dictionary), tradition is interpreted as moralities, folklore, and systems which are inherited from history. Generalised tradition deems that all cultures are traditional cultures, while narrow sense tradition refers to the more ancient cultures before the industrial society (Curtin, 2010). In the Modern Chinese Dictionary, the meanings of tradition are as follows: (1) as a noun, it means characteristic social factors which are passed on from generation to generation, such as culture, morality, thought and system; (2) as an adjective, it means being passed on from generation to generation or being characteristic and inherited, such as traditional dramas; (3) another meaning as an adjective, it means conservative and old-fashioned. Hence, from this point of view, tradition stands by itself and passes on the process (Rihova et al., 2015). Tradition can reflect the cultural customs of a group of people or an area. But

tradition is hard to measure like historical relevant features. Some scholars have proved that brand tradition can be represented by a focus on products or services (Kolar and Zabkar, 2010) and the production process or delivery of services (Chhabra et al., 2003; Kim and Jamal, 2007; Poria et al., 2003). With regard to this research, traditional goods and services as a construct could help in measuring the identity of tradition. Therefore, in this study, it is assumed that traditional goods and services may have a direct effect on heritage brand.

H3: Tradition, traditional goods and services (TGS) may impact on heritage brand (HB)

IV: Heritage brand experience

Experience itself, as a word, reflects feeling from observation or participation in activities. According to some researchers, this kind of feeling may define emotive, intellective or volitive actions (Holbrook and Hirschman, 1982; Schmitt, 1999). Brand experience refers to the feeling and perception created in customers through their interaction with a brand, whether through buying and using a product, using a service or interacting with representatives of the brand in question (Brakus et al., 2009). There is limited literature which emphasises brand experience from the corporate perspective. Corporate brand experience, according to Balmer (2012), represented some aspects such as corporate product brand and corporate heritage brand or corporate place brand.

Although Schmitt (2009) suggested that scholars should study this area further in order to develop a better understanding of relative measurements of brand experience, there is still a lack of empirical research on brand experience construct development. In particular, ordinary products and service brand studies cannot provide adaptive definitions of corporate brand (Balmer and Gray, 2003). Therefore, exploring and understanding the proper dimensions of brand experience will

demonstrate the significance of this area (Schmitt, 2009). With reference to the development of a definition for brand experience by Brakus et al. (2009), relevant feelings are psychologically raised during interaction with a corporate brand and are related to the response and feedback of consumers. In addition, Brodie et al. (2009) examined the links between brand experience and consumer satisfaction.

The perception of a heritage brand is the key to intangible and psychological feeling regarding the destination. As mentioned, the formation of heritage brand feelings and atmosphere have required the formation of all the areas above, such as marketing and promotion, architecture, local contact and engagement, physical appearance, for example, architecture and local decoration (Pearce and Moscardo, 2005). This is much more associated with the intangible and psychological perception toward the destination. Research findings also suggest that positive perception toward a heritage brand is more likely to lead to influential and prolonged impacts for visitors and travellers (Hughes et al., 2011). Therefore, this study sets the hypothesis that heritage brand experience may have a direct effect on culture heritage street tourism satisfaction.

H4: heritage brand experience (HB) may impact on culture heritage street tourism satisfaction (SAT)

V: History awareness

History is an important heritage brand element, as defined by Urde et al. (2007). In this context, scholars describe history as the number of years of operation and the power of the brand story over time. Therefore, time can be a key feature of a culture site. Also, according to some Chinese scholars (Yang, 2010; Zhu, 2006), regional culture and traditional history are significant indices regarding the evaluation of a culture site. History is the most precious wealth of cultural sites and integrating historical features can add an indefinite charm for visitors (Yang, 2010; Zheng,

In this study, the hypotheses H1, H2 and H3 relate to the relationship between visible and physical heritage street identities as well as the heritage brand experience. The purpose of including 'history awareness' as a moderating variable is to allow the examination of psychological cognitive awareness as a moderating effect on architecture and design, tourist convenience and traditional goods and services, and to determine its importance in this respect.

H5a: History awareness (HA) may have a moderating effect on the relationship between AD and HB

H5b: History awareness (HA) may have a moderating effect on the relationship between TC and HB

H5c: History awareness (HA) may have a moderating effect on the relationship between TGS and HB

VI: Culture awareness

According to Tylor (1958), 'Culture is that complex whole which includes knowledge, beliefs, arts, morals, law, customs, and any other capabilities and habits acquired by [a human] as a member of society'. People are an essential component of understanding culture, whether it is research concerning customs of human beings or social development processes, people always play a significant role (Chang, 1999; Christou, 2005; Craik, 1997; Williams, 1998; Du Cros, 2001; Michael, 2002). In this research, local engagement is used as an indicator to evaluate the authenticity of a site. In simple terms, how would a culture site come to exist without the people who had lived there and the influence of their inherited culture? Moreover, according to Tylor (1958), the habits or lifestyle of local residents can reflect the customs inherited from the past, which is the most attractive feature for visitors. It also represents ascription of the culture through long-term social development.

Culture is one of the most dynamic and socialised terms, interpreting local customs and perceptions. Culture is also the gateway to impact areas such as authenticity, local perception, local engagement, and more (Forgas-Coll et al., 2017). The notion of culture impact encompasses the visual, tangible, and physical aspects of a cultural experience and also promotes aspects of psychological influence (Tosun et al., 2007). It is culture awareness that will most likely generate the greatest and longest-lasting impact on visitors or tourists, through successfully influencing the formation of their own cultural perceptions.

For the purpose of this study, such elements are categorised as 'assimilation' which represents culture ascription in a psychological way. Based on this, it is assumed that culture awareness has a moderating effect on the relationship between architecture and design, tourist convenience and traditional goods and services as well as heritage brand experience.

H6a: Culture awareness may have a moderating effect on the relationship between AD and HB

H6b: Culture awareness may have a moderating effect on the relationship between TC and HB

H6c: Culture awareness may have a moderating effect on the relationship between TGS and HB

VII: Culture heritage street brand identity effects on tourism satisfaction

Based on the significance of heritage brand experience, as discussed previously, the hypotheses H7a, H7b, and H7c were developed in order to investigate the mediating effects of architecture and design, tourist convenience and traditional goods and services on culture heritage street tourism satisfaction through heritage brand experience.

H7a: Architecture and design may impact on culture heritage street tourism satisfaction (SAT) by mediating heritage brand (HB)

H7b: Tourist convenience may impact on culture heritage street tourism satisfaction (SAT) by mediating heritage brand (HB)

H7c: Traditional goods and services may impact on culture heritage street tourism satisfaction (SAT) by mediating heritage brand (HB)

Tourism satisfaction

This refers to the overall satisfaction experienced by the visitor in relation to their visit to the site and is influenced by the perception related to the traditional goods and services and culture awareness of the destination. In other words, it is a measure of the degree of psychological fulfilment felt by the individual in relation to their cultural experience. In this study, the factor of 'satisfaction' is used as the independent variable, thus it provides more influence on visitor perception and decision making (Prayag, 2012). According to Pappu and Quester (2006), satisfaction essentially reflects the long-term success of a brand. The majority of previous studies explain the mechanism of customer satisfaction as one of personal assessment, based on the experience of buying and using the product or service in question (Olsen et al., 2005; Yuksel and Rimmington, 1998; Gundersen et al., 1996). Kotler and Keller (2006) provide a more specific definition of customer satisfaction as being the outstanding positive difference between post-purchase evaluation and pre-purchase expectation. Additionally, the positive relationship between customer satisfaction and positive word of mouth recommendation, as well as buying intention, has been proven (Fornell, 1992; Ryu et al., 2012). Therefore, for the purpose of this study, the indicator used to represent the factor of culture heritage street tourism satisfaction is that of 'intention or willingness to recommend the street to friends or relatives'.

The formation of the conceptual framework enables the alignment of all key considerations for the research aim and testing of hypotheses, thus enabling the critical evaluation and testing of relationships between different possible influencing factors on visitor satisfaction in relation to site of Dashilar, in Beijing.

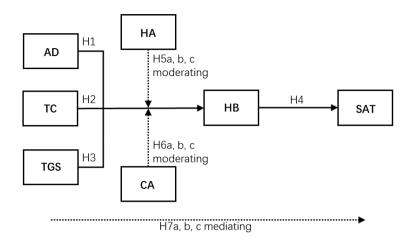
Table 2.4: Hypotheses development

Variables	Indicators	Hypothesis	References
AD: architecture	Architecture with	H1: architecture	Henderson (2011)
and design	culture or	and design (AD)	Lee (2011)
	traditional	may impact on	Olga (2009)
	features.	heritage brand	Chhabra (2015)
		(HB)	Bonn et al. (2007)
	Number of listed		Nuryanti (1996)
	historical		Borsay (2000)
	buildings		Henderson (2001, 2011)
	Classical		Lee (2011)
	designer and		Olga (2009)
	retro vintage		Light (2000)
	furniture,		Chang (1999)
	decoration or		Ehrentrau (1993)
	staff outfit.		
TC: tourist	Facilities that	H2: tourist	Barnes et al., (2014)
convenience	providing	convenience	McIntyre (2009)
	convenience to	(TC) may	Neuhofer et al. (2014)
	tourists	impact on	
		heritage brand	
		(HB)	
TGS: tradition,	Product or	H3: tradition,	Balmer (2011, 2013)
traditional goods	service with	traditional goods	Henderson (2001, 2011);
and services	traditional	and services	Kolar and Zabkar (2010);
	feature.	(TGS) may	Chhabra et al. (2003);
	Traditional way	impact on	Kim and Jamal (2007);
	to serve or to	heritage brand	Poria, Butler and Airey
	produce.	(HB)	(2003);
	produce.		Urde et al. (2007);
			Balmer (2011)
			Olga (2009)
			Peterson (2005)
			Bonn et al. (2007)

			D- 141 (2014)
			Dortyol et al. (2014)
			Magee and Gilmore
			(2015)
HA: history	History	H5a: history	Urde et al. (2007)
awareness	knowledge of	awareness (HA)	Balmer (2011, 2013)
(moderation)	destination such	may have	
	as number of	moderating	
	years,	effect on	
	background	relationship	
	information.	between AD to	
		НВ	
		H5b: history	
		awareness (HA)	
		may have	
		moderating	
		effect on	
		relationship	
		between TC to	
		HB	
		H5c: history	
		awareness (HA)	
		may have	
		moderating	
		effect on	
		relationship	
		between TGS to	
		HB	
CA: culture	Vocal language	H6a: culture	Chandler and Costello
awareness and	usage	awareness may	(2002)
relevant local		have moderating	Chang (1999)
engagement	Residents'	effect on	Christou (2005)
(moderation)	population	relationship	Hall and Zeppel (1990)
ĺ	_	between AD and	Craik (1997)
	Culture	НВ	Williams (1998)
	ascription	H6b: culture	Du Cros (2001)
	1	awareness may	Michael (2002)
		have moderating	Bandyopadhyay et al.
		effect on	(2008)
		relationship	Lowenthal (1998)
		between TC and	Pretes (2003)
		HB	Park (2009)
		H6c: culture	Du Cros and Yok-shiu
		awareness may	(2007)
		have moderating	

		effect on	
		relationship	
		between TGS	
		and HB	
HB: heritage	Feelings and	H4: heritage	Brakus et al. (2009)
brand experience	perceptions on	brand	Barnes et al., (2014)
	heritage brand	experience (HB)	Nysveen et al., (2013)
		may impact on	Evans et al., (2012)
		culture heritage	Balmer (2013)
		street tourism	Han et al. (2008)
		satisfaction	Hughes, et al. (2011)
		(SAT)	
SAT: culture	Intention of		Balmer and Gray (1999)
heritage street	willing to		Carroll and Ahuvia
tourism	recommend		(2006)
satisfaction	street to friends,		Brown et al. (2005)
	relatives		Keller (2001, 2009)
			Prayag (2012)
AD, TC and TGS		H7a, b, c: AD,	Kim et al. (2012)
		TC and TGS	Kruger (2017)
		may impact on	Lee and Hsu (2013)
		culture heritage	Prayag (2012)
		street tourism	
		satisfaction	
		(SAT) by	
		mediator	
		heritage brand	
		(HB)	

Finalized conceptual framework with hypotheses are shown below



Research conceptual framework with hypotheses

Figure 2.7 Research framework with hypotheses

Chapter summary

This chapter critically reviewed multiple areas of literature related to the present research topic, helped to depict relative themes within a comprehensive map, and generated both the conceptual framework and hypotheses which will guide the development of the study as it leads into the next chapter.

In the beginning of this chapter, the definition and the development process of how the question of culture is situated within the field of anthropology were discussed in depth, as these topics provide the theoretical foundation that shapes the intent of this research in addition, social identities theory provides a theoretical support on this study's research framework collaborating with Balmer's heritage brand identities theory. The literature review ultimately concluded with a discussion on where the current research on heritage brands is beneficial, and where it remains limited, simultaneously tracing specific case studies of such heritage brands. It clarified the

importance for studying heritage branding in China, and where further research needed to be conducted, by looking into the development process of heritage branding. It summarized crucial aspects of branding, especially the seminal importance of Balmer's works. By referring its theoretical content to its potential relationship to China's heritage brands, Balmer's theory may be applicable to advising the sustainable development of China's contemporary branding situation. However, due to the unique constraints and concerns of China's economic development and political landscape, corporate heritage brands are increasingly rare. While the last few decades have seen an increase in state-led attention and preservation efforts for heritage brands, alongside other traditional culture elements, these businesses continue to dwindle in the modern age. Therefore, the next chapter considers the necessity of amending the current definition of "heritage branding," to encompass a larger number of businesses.

Due to the incredible destruction levied during the 20th century's Culture Revolution, China's corporate heritage brands may not perfectly align with the contemporary definition of typical heritage brands. However, the Chinese government has recently invested heavily in the recapturing in previously-lost culture moors and icons, and hence, they have reinvented a number of historical, culture streets or villages, have rebuilt many traditional local and famous brands, and have endeavoured to preserve many other such time-honoured brands. These recovered streets and villages may not be an exact mirror of traditional heritage brands, but they nonetheless harken back to ancient Chinese traditions, locations, and cultural symbols to both consumers and tourists seeking those phenomena. For example, 'Dashilar' is one such reinvented culture street, based on a previous street that had previously been established for centuries. The particular name (or brand) of the place recalls a unique blend of inherited identities.

Performing a review on literature relating to locale-based marketing and branding is

crucial to an analysis of this topic. However, the current findings of this field of study cannot provide a systematic definition for tourism geared towards heritage locations. This research, therefore, intends to focus on those particular questions and tries in tandem to summarize the heuristic impact of brands related to heritage locations on heritage-seeking tourism.

Chapter 3 Research methodology

Introduction

All research projects are obligated to follow a well-delineated methodology, which guides the research through its various integrated processes and informs how solutions and results will be produced. Research methodology is not only associated with selecting, evaluating, and implementing the appropriate research method necessary to fulfil the needs of the study but also it also facilitates value-creating research by pursuing suitable and feasible solutions for the initial research questions (Saunders et al., 2009). On one hand, the methodology ensures the effective collection of information in relation to the research, and on the other hand, it guarantees that an appropriate analysis and evaluation will deliver useful insights to driving an understanding of both the research aims and its objectives (Bryman, 2014). The research method selected here thus bears greatly on how this study performed and actualized. This chapter is going to focus on evaluating the research design, based on the principles for research philosophy and approaches, and arguing how they are going to be applied for the overall research. Then the focus is going to be addressed in areas of qualitative and quantitative studies, it is showing how they are going to lead the success for the research. The overview of research phases has summarized in following table.

Table 3.1 Research process overview

Research process overview		
Research phases	Methods	Explanation in this chapter
Phase 1 Research design	Overview of all phases that have taken under research methodology	Section 3.2 Research design

Phase 2 Qualitative pilot research	Sample and collection: Secondary visitors' comments data collected from well-known online platform: TripAdvisor (all available comments by end of September 2016). Data analysis: Reference basis coded thematic analysis with high-frequency analysis that helping understand constructs from literature in Dashilar case context in order to build conceptual research framework.	Section 3.3 Qualitative method
Phase 3 Qualitative interview	Sample and collection: Data from 11 in-depth interview participants who must have actual visiting experience of Dashilar. Collected onsite of Dashilar. Data analysis: Coded thematic analysis based on conceptual framework with hypotheses created from pilot research. Result is helping to understand suitable measuring dimension of constructs in research framework.	Section 3.3 Qualitative method
Phase 4 Quantitative survey	Questionnaire design: Questionnaire sets are generated based on findings of interview analysis including question dimension categories and question-wording. Sample and collection: In total 609 valid questionnaires were collected onsite of Dashilar from randomly selected visitors within 2 months Data analysis: Using statistical analysis techniques including factor analysis and PLS-SEM with relevant validity and reliability test by analytical software:	Section 3.4 Quantitative method

SPSS and AMOS	

3.1 Research philosophy perspective

The concept of research philosophy provides the comprehensive foundation for research and its basic principles. 'Research philosophy' is defined as the perceptions regarding the development and nature of knowledge, and therefore plays the key role in the research design encapsulated by this study.

There are three major interpretations within the topic of research philosophy, which are namely:

- Ontology: ontology reflects researchers' subjective views of the nature of reality.
 Viewpoints are heavily impacted by the underlying assumptions made on how the world works by each individual perceiver (Saunders et al., 2009).
- Epistemology: epistemology is associated with interpretations and perceptions formulated on the nature of knowledge. It stands a crucial position in establishing the relationship between a researcher and the knowledge they pursue and build, and therefore in determining the constituents for acceptable knowledge (Bryman, 2014).
- Axiology: axiology is strongly linked with the determinants for value, and particularly for ethical evaluations within research methodologies. Axiology often informs the underlying rationale for the processes and choices made during the research, and therefore the restrictions to the research as well. (Yu, 2006).

Thus, the combined characteristics that question and theorize on the nature of reality, the nature of knowledge, and ethical values form the backbone for all studies. Aside from guiding how the research should be carried out in order to fulfil the study's

inquiries, it also suggests how relevant research inquiries should be composed and conveyed (Saunders et al., 2009). It provides the foundation for selecting certain methodologies, topics, and the ambition regarding the scope of the research project.

Research philosophies are also important considerations in that they are interlaced with the subconscious assumptions made by researchers, which bear on their research strategies. The strategy determines which disciplines are incorporated and the overall protocol for the research piece (Yu, 2006). The term research philosophy could be divided into four different categories.

The first major research philosophy is realism, which argues that intrinsic aspects of nature and knowledge are ontologically independent from human interactions, such as in the form of perceptions and beliefs (Buchanan and Bryman, 2009). From the ontological perspective, realism is built on the assumption that the nature of reality is actually highly subjective, which suggests that although it is completely independent from human thoughts, beliefs, and knowledge, it will ultimately be transformed and reified by social interpretations (Saunders et al., 2009). From an epistemological perspective, realism is focused on a highly objective approach, with a significant emphasis on the presence of abundant and sufficient information and data, which therefore enables researchers to uncover the truth within particular contexts. From the axiological aspect, realism insists that researchers themselves present obstructions toward completing the research, as data and information can only be analysed under the influences of experience, culture, personal perception, and understanding, and therefore creates a biased view. As realism is a marriage between various approaches and sources of data, its presence enhances the study and improves the quality of the overall research (Bamberger, 2000). Although realism has no specific preference between either a quantitative or qualitative collection of information and data, there is a significant emphasis on selecting the "best fit" data, ensuring that the information and associated analytic outcomes are highly suitable,

without the presence of bias to influence the results (Saunders et al., 2009).

The second major research philosophy is referred to as pragmatism. The key philosophical principle for pragmatism assumes the practical value for the nature, knowledge, and ethical interpretations within findings. Being able to predict, troubleshoot, and offer problem-solving solutions is a core tenet of this theory, as it offers value to both researchers and stakeholders in producing actionable results. In ontology's perspective, the collecting of diversified and mutual views for the topic is of foremost importance, so that researches can therefore focus on the comprehensiveness of their particular research topics (Buchanan and Bryman, 2009). From the epistemological perspective, philosophy homes in on the practical value of the research study, leading to a combined interpretation of the role of the objective phenomena and the subjective meanings that germinate from the findings, in an effort that discovers long-term impacts. It simultaneously promotes a mixed review of the knowledge accrued by the study, in order to ensure it is translatable into becoming the focus for the research (Bryman, 2014). The axiological approach insists that understanding the practical use, application, and influences of the research knowledge base is the key to understanding the overall value of the research, particularly as it is used in a business environment (Saunders et al., 2009). Pragmatic concerns ensure that research implements the mixed and multiple benefits of each research method, and often conducts both quantitative and qualitative research modes to develop a comprehensive framework for the study. This is the key to deliver more insightful interpretations of the findings, which relies on accurate and complex qualitative and quantitative sources, improves the utility and pragmatism of the research in its entirety, including its usefulness as a starting point for future studies.

Positivistic research is one of the most widely-used and recognized research philosophies in the academic sphere. Positivism believes that the world is complex,

and therefore the outcomes and consequences of each incidence and event could potentially be as a result of the discreet influences. Thus, positivism concentrates on uncovering the truth of things that are material and mundane (Novikov and Novikov, 2011). The ontological interpretation of positivism sees the nature of reality as external, objective, and independent of social actions; the epistemological view affirms that observatory information provides the most credible information, data, and facts, which can be then used to guide research and find generalized conclusions extracted from singular elements of the findings (Bryman, 2014). The axiological interpretation emphasises on the importance of upholding the independent nature of research, meaning that the researcher should be primarily interested in seeking equal and fair findings, which is central for fulfilling an objective prerequisite for any study. As a result, positivism is closely associated with highly structured research, which is often backed by deductive logic and empirical findings (Saunders et al., 2009). This pre-established approach lends well to highly-targeted objective solutions to posited research inquiries. Thus, positivism is almost always related to the accruing of quantitative information, collected from a large sample size (Buchanan and Bryman, 2009). It is also associated with an extensive pre-design phase during the initial research, as the study on the outset provides the highly positivistic and objective research aims and objectives which will shape the course of the research. Therefore, the positivism philosophy is often associated with statistical outcomes.

Additionally, interpretivism is oriented oppositely to positivism, in that it is focused on the assumption that the nature of research is associated with finding new content and theories, and therefore an excessive focus on highly-structured research may undermine unforeseen opportunities for new findings. Ontology in this vein is associated with socially constructed designs, centring on the arguably subjective nature of research. This concept outlines the highly dynamic and turbulent nature of research that occurs in the long run (Bryman, 2014). Furthermore, epistemology

focuses on the situational context and the subjective meaning of the social phenomena relevant research. The subjectivity of the research and its composite heuristic factors thus becomes a central benefit for the research (Lee and Cronin, 2013). From an axiological perspective, the researcher is considered to be an integral part of the research, and their personal interpretations, perceptions, and experiences enrich the study and the extent of its applicability. As a result, the interpretivist research philosophy is normatively associated with a small sample size, as it is necessary to conduct a much more in-depth analysis to fulfil the subjectivity standards of the research (Saunders et al., 2009). This suggests that the scheme must draw out relevant qualitative data and information to promote the utility and relevance of subjective findings.

While the above discussion and evaluations of multiple forms of research philosophies have largely covered their theoretical aspects, this next section delves into how to apply these principles into this dissertation research.

Selecting and applying the most adaptive research philosophy is analogous to fostering an increased suitability, acceptability, and feasibility of the research aims and its objectives. Since this particular research evaluates the factors that shape visitor satisfaction, the research topic must accommodate sources of both objectivity and subjectivity. The objectivity parameters of the research reflect the fact that there are a range of potential influencing factors, such as those outlined in the theoretical framework. However, a subjective view could also include a number of factors which are not covered above. Therefore, the mixed nature of the research question has made realism the ideal research philosophy for the study (Lee and Cronin, 2013).

Thus, based on these considerations, the study has adopted a realism research philosophy as the key to understanding the factors and their contexts. This is particularly so when weighing the impact of the data, with a particular focus on

potentially consequential implications suggested by the merged quantitative and qualitative framework (Novikov and Novikov, 2011). The nature of this research topic necessitates a combination of subjective and objective data, which is particularly the case at points in which the research is exposed to a large array of academic studies (and other pertinent varieties of knowledge), such as for the topic of customer satisfaction (Saunders et al., 2009). This combination allows for aspects of the data to better compliment other aspects, promoting cogent findings and conclusions. However, this study also recognizes that there are likely alternative factors which are not incorporated into the existing body studies, especially as this research has focused on Chinese traditional and historical shopping areas, which has not been well-studied. Therefore, the research needs to maintain some level of flexibility, which realism is able to accommodate.

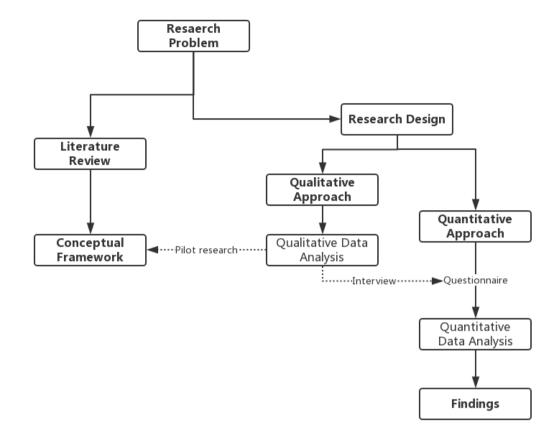
Moreover, realism provides the flexibility for incorporating both quantitative and qualitative information. Realism ensures that the quantitative data would be implemented to arrive at objective conclusions, while qualitative data would help satisfy the subjective requirements of the research inquiry, further improving the feasibility of this research. The combined approaches would supply substantiated but also open-ended outcomes, which would encourage further research to be pursued on this topic.

The realism approach is one of the most widely-used philosophies informing research projects, thus further providing for the feasibility of this project, and ensuring that the study will capture the key values extrapolated from the data. This is particularly the case for social research that attempts to explain the causes of visitor satisfaction, in which mixed strategies are the prime mode of research.

Finally, all factors touched on in this section indicate that realism is the best suited for this dissertation's research project, and thus provide the underlying logic for the utility of this approach.

3.2 Research design

This research is undertaking a qualitative research and quantitative research mixed approach. With critical review of previous literatures about corporate heritage identity and all related tourism research fields, combining pilot TripAdvisor comments analysis result, hypotheses developed framework has been generated. In order to find adaptive measurements for constructs in hypotheses developed model, further qualitative in-depth interview study will be implemented. Quantitative questionnaire set will be created with literatures and result of qualitative data analysis. Finally, questionnaire data will be carefully analysed and finalised research model will be formed. Research design process is shown in below figure. Detail of production process of this research design is displaying in following sections.



Research Design

Figure 3.1 Research design process

3.2.1 Research approach and application

Just as the research philosophy (and in this case, realism) establishes the basic assumptions and trajectory of the research, the research approach connects the philosophy to each granular product of information in order to actualize the research study. Thus, it aids in further translating the research philosophy into a more feasible and actionable research methodology.

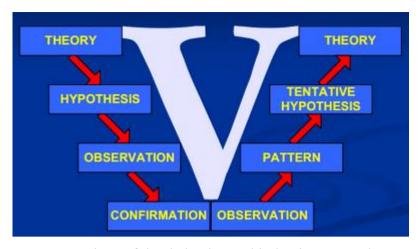


Figure 3.2: Comparison of the deductive and inductive research approaches (Saunders et al., 2009)

The concept of the deductive research focuses intensively on fulfilling the positivism-driven research philosophy. It has first reviewed the existing theories and literatures, providing support to formulate the frameworks and structures that will shape an interpretation of this project's findings. The existing research has simultaneously allowed for the rational formation of the hypotheses for this study, with a focus on the more established veins of research. As a result, this has created a highly-focused form of data collection, ensuring that the research encapsulated the major thrusts of the study in a comprehensive manner (Bryman, 2014). Quantitative observations garnered from the initial research further provide confirmation for the viability of pre-established hypotheses to promote conclusive, reliable outcomes.

In contrast, the role of the inductive approach takes the research in the opposite direction. First, the inductive research concentrates on collecting pertinent observations from the data-rich information normally present in qualitative studies. Then the study attends to identifying potential patterns and trends within the information collected. It lends credence for the tentative hypotheses provided by the research, which in turn has allowed for highly interpretive theories related to the findings (Saunders et al., 2009). This process is the key to creating further evaluations and discussions, and to therefore promote the formation of basic research

theories (Lee and Cronin, 2013).

The findings of this review suggest that, by understanding the natures of the deductive and inductive research approaches, both are elucidated and supported by the positivism and interpretivism research philosophies respectively. In regard to this particular case, as the businesses studied have undergone quantitative and qualitative modes, the combination of these approaches promotes the impact and relevance of the overall research.

As advised by these evaluations, the realism-based research approach has incorporated findings borne from both positivism and interpretivism, to therefore include a mixture of deductive and inductive research approaches (Novikov and Novikov, 2011). To put this into context, this study has focused on conducting an extensive literature review on the topics exploring visitors' experience and satisfaction levels, leading the formation of the research hypotheses in an effort to apply various research methods and approaches to the specific findings potentially yielded by these two subjects (Saunders et al., 2009). Furthermore, the research has focused on adapting realism to collect information, integrating both quantitative and qualitative data points to promote the complementarily nature of this research for further evaluation. Collecting qualitative information is crucial to promoting flexibility in the results provided by the research, satisfying the basic tenets of realism as it applies to studying the levels of visitor enjoyment when touring historical shopping areas.

Therefore, combining inductive and deductive research approaches with a dual quantitative and qualitative methodology is the key to improving the success of this study, which is further aligned with the aims of realism as a philosophy.

To therefore apply the mixed deductive and inductive research approaches into the

study, the study has seen the topic to understanding the key tourist attractive factors have been suitable, acceptable and feasibility.

Once again, the research topic has seen both the objective and subjective nature, and this could make the mixed approach for reasonable and suitable for the finding. The deductive approach could be used to evaluate the already identified factors, such as experience, architect, and so on, to provide the validations for the topic (Bryman and Bell 2014). In contrast, the inductive approach is the key to capture the potential new factors, to therefore lead the capability on identifying the new research, and thus the new value for the areas. Thus mixed research approach is highly suitable for the research topic of influencing factors for the clients.

On top of that, mixed approach is also acceptable for the finding. This has seen the deductive approach could benefit the researchers, to either prove or disprove the already identified factors; reversely, inductive approach could benefit the business owners and tourist authorities, as well as other stakeholders such as local communities, to identify a more comprehensive finding for the topic.

Finally, the deductive and inductive researches are representing the quantitative and qualitative research respectively; this has therefore made the research highly feasible, as they have been executed widely in the academic world (Saunders et al. 2009). The finding has thus created the impacts for the selection of mixed research strategy. Therefore, the finding is going to benefit the research for more comprehensive and detailed finding to achieve research aim and objectives.

3.2.2 Research choices and time horizon

This study is further streamlined by introducing and implementing the concepts of

'research choice' and 'time horizon.'

In selecting the most apt form for this research, this analysis has weighed the positives and negatives for the mono method, mixed method, and multi method. Balancing these options must include a calculation between how the method choice impacts the effort necessitated by research and the quality, reliability, and validity of the findings produced through such methods (Watzlawik and Born, 2009). In general, the multi method is considered to be the preferred method for this research, which comprises an investment of significant time, effort, and financial resources to lead to the successful completion of the work. The research project has therefore adapted a mixed research strategy, by integrating a questionnaire survey, interviews, and sources from secondary studies, in order to improve the reliability and validity of the findings (Thomas et al., 2011).

Mixed methods opportunistically draw from both primary and secondary research sources. The primary sources are comprised by the questionnaire and interview portions of the following research, which will accrue information and responses directly from participants (Novikov and Novikov, 2011). In terms of the auxiliary secondary research, the study will also assimilate relevant secondary information sourced from academic findings and other empirical studies, as well as resources derived from trustworthy and reliable origins such as government statistical bodies. The secondary study also includes existing information portals, such as client review website like TripAdvisor, to enrich the array information clarifying the influences on visitors' satisfaction levels. Implementing this kind of mixed research methodology is logical for multiple reasons (Bryman, 2014). Firstly, it offsets the amount of time and energy invested in the research by the immense quality of the findings and ensures that a large volume of information can still be processed sustainably. Secondly, new sources of mixed research are able to be combined with previous existing research to bolster the continuous body of information on this subject

(Thomas et al., 2011). The secondary research bolsters the credibility of this project's insights and informs the conclusions (Bryman and Bell, 2015). Finally, the adoption of a mixed research method also enables the research to access high reliability and validity, ensuring that the primary findings have not only delivered on the questions at hand in terms of the 'what,' but also for the 'why and how.' All of these rationales have undergirded the selection of a mixed research method.

The concept of the 'time horizon' is associated with a consideration for cross-sectional and longitudinal approaches. A 'cross-sectional' time period delineates a topic of research which has been studied over several time periods (Kozak et al., 2013). The benefit of a cross-sectional time period has is that it can increase the endurance of its findings, to keep them relevant over a long swath of time. It provides a more insightful discussion and evaluation of the evolutionary nature of the pertinent research topic (Bryman and Bell, 2015). However, such an approach requires a significant energy input and time consideration, which could require that the research takes years to complete in order to gain certain cross-sectional time insights. In contrast, a longitudinal approach concentrates on the one point in time, advancing a high level of feasibility and relatively limited effort in completing the research (Saunders et al., 2009). However, the findings may remain liminal and will not situate the phenomena studied fully within its developmental history, therefore encouraging challenges and shortfalls within the research.

In weighing the benefits and drawbacks of these factors, and the resources that it would require completing any of these options, it is clear that the most suitable choices are the utilization of a mixed method approach amid a longitudinal period of time over which to conduct the research.

3.2.3 Research strategy selection

The term "research strategy" denotes the exact procedures that are necessary to effectively collect information relevant to the research. It is not only associated with the research aims and objectives but also functions to coordinate between the research philosophy and approach, shoring up effective discipline for deriving findings (Williams, 2016).

These various factors have suggested that an approach combining a survey and interview phase will be the most effective form for this research project. Providing questionnaire surveys is a method in which the researcher has first identified key research targets and queries, and designs the research questions to in the form of a questionnaire to satisfy those necessities (Williams, 2016). The questions on the questionnaire could exist in different formats, such as either fixed or open questions to provide a full understanding of the quantitative and qualitative information available. The questionnaire survey is then sent to the relevant participants, thereby requesting that they fill the questionnaire out completely to the best of their knowledge. Although the traditional face-to-face invitation method still holds validity, the modern distribution channels for surveys are increasingly reliant on online platforms (Bryman, 2014). Tapping into efficient online avenues is increasingly crucial to attracting and maintaining a large platform of participants. It not only encapsulates one of most cost-effective solutions for a distribution process but also enables the research to access views from a more diversified and more demographically-complete reflection of participants, who would have distinctive features in regard to how they might answer surveys. Once the data from the questionnaire has been enumerated and tallied, this information is used for a statistically-focused analysis and interpretation.

The questionnaire survey strategy provides some unique advantages: first, it allows for a level of flexibility regarding the accruing and integration of both quantitative and qualitative data, which is suited to the basic thrust of this research project (Watzlawik and Born, 2009). Moreover, the nature of questionnaire surveys enables the garnering of tailored information, ensuring that key principles and knowledge have been discovered and integrated into the research analysis (Saunders et al., 2009). In sum, questions on the questionnaire could be designed for capturing specific aspects and topics of information. Questionnaires also have the benefit of being widely-recognized by all stakeholders on a particular project, including the researcher, the totality of the academic field, prospective participants, and the users of the research's conclusions; further providing for the validity and reliability of the information (Novikov and Novikov, 2011). Finally, questionnaires are one of the most widely-used tools within academic research, according it lengthy acceptance, and contributing high feasibility for the proposed research project. Therefore, the literature indicates that surveys provide the benefits of high suitability, adaptability, acceptability, and feasibility, which continues to be reliable over the long-term (Watzlawik and Born, 2009).

However, questionnaires also pose a number of crucial challenges that may stymie the pursuits of a researcher. First, the quality of the questions will directly impact the outcome, which requires that the researchers must consider a custom approach toward gaining insights right from the outset of the process, in order to generate the desired outcomes. Introducing a quality-assurance heuristic, such as a pilot, can limit the propensity for errors during the survey process, but creating pilots consumes further time and effort, in addition to the survey process itself (Novikov and Novikov, 2011). In that vein, questionnaire surveys require a large sample size in order to provide credible information, which is associated with a high-level team effort in terms of distributing and collecting all supplied information. This may require the researcher to emphasize the planning stage to ensure that the questionnaire survey will reach the targeted participants in an efficient and timely manner. Finally, a major disadvantage of this method is that the data quality generated by the questionnaire

could be undermined without initially imposing effective measures and discipline during the process of research analysis (Saunders et al., 2009). The researcher must be clearly focused on delivering accurate and viable insights on the basis of the information collected, which requires addressing the issues for the quality of the processes and the analysis of the questionnaire to ensure that its lessons endure in the long term.

In order to effectuate the requirements of the realism philosophy and the necessity of a combined deductive and inductive research method, an interviewing process will also be integrated into the research. Rather than focusing on the highly-defined answers engendered by the pre-designed questions on the questionnaire, the interview provides open-ended, qualitative, and narrative-focused answers. This has provided the opportunity to conduct a semi-open (or even completely open) form of research, encouraging a heightened level of flexibility within the findings (Saunders et al., 2009). In contrast to the fixed outcomes from a questionnaire format, interviews have the capability to capture a different complexity of data, as the questions and answers are no longer restricted to the pre-defined questions. The interviewing research strategy produces highly qualitative information under an inductive approach, with the key benefits being that it can derive new, unpredictable forms of information. Such a method supports this research's ability to perceive levels of visitor satisfaction, in order to identify a comprehensive range of the information beyond the simply empirical.

Therefore, the study has combined a questionnaire survey and an interview portion, which provides for the most applicable and credible strategy for this field of dissertation research. Because of the inherent concerns of this approach, this may require an additional focus on quality assurance, the management and scalability of the research efforts, and a monitored interpretation during the process of data analyses to promote the success and sustainability of this project.

3.3 Qualitative method

3.3.1 Qualitative research design, selection and rationale

Qualitative research is primarily associated with the qualitative information-based study, which has largely included the words, narratives and feeling for the participants. It has unique advantage in terms of providing the validity for the research to support arguments from finding (Bryman 2014)

Since the research has focused on evaluating the influencing and attractive factors for visitors on visiting Beijing historical and culture site, qualitative research is playing an even bigger role in terms of capturing the new factors. This has enabled the research no longer relied on the existing literatures, but also provide capability for new findings for the research. The qualitative information is mainly used to streamline the focused areas for attractive factors further, enrich the discussion and evaluation for research finding and discussion, as well as facilitating the design for questionnaire survey.

The design for qualitative research is based on two parts: First, the research is going to collect the secondary information for comments posted by traveller via TripAdvisor. This has provided the benefits for easy accessibility, the thousands of comments, as well as relative independent view for the information. Second, research is going to conduct interviews with selective participants, to let them discuss their feeling, perception and memorable experiences for travel experiences. This has focused on collecting the diversified information and feedback from reasonable numbers of participants to ensure the enrichment for the study.

3.3.2 Qualitative information, sample and ethics concern

One of the major challenges for qualitative information is that due to the complications, it has normally achieved small numbers of participants, and therefore this may lead to biased view or conclusion. On top of that, qualitative ethics could be put into challenges, due to the engagement of personal review. These risks and challenges are mitigated here

For the qualitative secondary research by taking the comments and feedbacks from Tripadvisor, the researcher is going to maintain a reasonable amount of the feedback. This has seen overall comments including the most reviewed or most rated or liked by others. This has ensured the large numbers of the information has been included; they are viewed as the most genius ones (Saunders et al. 2009)

For the interview research sampling, the researcher is going to select 11 participants, with all different backgrounds for visiting not only Beijing, but also other historical and cultural cities in China. This has focused on capturing their experiences and perception towards these areas, to identify the key attractive therefore and influencing factors for the consideration (Bryman 2014). This is viewed as reasonable between efforts and validity for the finding, and thus to promote the high-quality discussion and selection for the areas. In terms of the interview design, the interview has adapted a semi-open methodology: in this case, the questions are well-defined to ensure the answers are relevant to elucidating what the attractive and influential factors within the traditional and historical shopping areas in Beijing are, in reference to visitors' satisfaction. Furthermore, this has also ensured the flexibility and openness of the answers, to discover new findings and conclusions therefore potentially. Finally, the questions are all designed under the guidelines set by the questionnaire, focusing on collecting a narrative viewpoint from the participants,

which allows them to express their opinions and ideas.

From the ethical perspective, the secondary information is going to be clearly labelled and cited, where the participants from primary qualitative interviews are going to be gained with full consent first, as well as granting the rights such as access for full information and background for the research, right to cancel and other (Saunders et al. 2009).

3.3.3 Qualitative data collection

Secondary information

The collection for secondary clients' comments is viewed as accessible, as the researcher could gain the access for the comments for Chinese key historical and cultural sites, to collect the business. As mentioned, to ensure the reliability and validity for the finding, the researcher is going to collect all pieces of comments on TripAdvisor platform, which are including either the most viewing or liked by other travellers, to ensure the genus finding. The Tripadvisor is an open resource and thus provide seamless connection and accessibility. The researcher is going to use with appropriate reference and citations for the finding.

Interview data collection

As outlined, the qualitative interview could face the major challenges, as it is much more time and effort consumption, and could significantly limited the choices and abundance for the information (e.g. Balmer, 2011a; Hakala et al., 2011; Burghausen and Balmer, 2014; Balmer and Chen, 2016).

However, to ensuring the validity and reliability of the research, interviews intend to take place on site of Dashilar. Participants must have actual visiting experience of the culture heritage street. On-site randomly picked participants could guarantee the information they provided were based on their own perception. Interview guidance was prepared in order to make participants more relax and provide conversation with richer information about their insights. The reason for this has seen face to face interview could make the participants more open with their comments, and to promote the more interactive dialogues rather than questions and answers. The conservation for the interview will be recorded, and they are going to be presented in the transcript formats of the appendix of the research, to therefore lead the finding in the long run.

The interview in this study is conducted with completely open form of the interview: the benefit for the structured interview has seen the fixed questions may lead very expected and conclusive outcome. However, since the interview research has focused on identifying the potential influencing and attractive factors for the visiting experiences, this is much more associated with the experiences for the participants (Saunders et al. 2009). Therefore, the open questions are used, to lead the impact for the finding in the long run.

3.3.4 Qualitative data analysis procedure

Qualitative information has often been viewed as difficulty to be analysed and provide the reasonable meaning and conclusion. This is particularly the case due to the nature for the information, as it has seen that narratives and words could be hard to be analysed on leading the conclusive outcome for the research. This has also associated with the content enriched information, as well as in the form of free styled research to lead the impacts.

In terms of the interview, the research is going to conduct the more open based research, to put them into 10 different themes with the facilitation of ground theory approach (Glasser and Strausss, 1968). This could codify the research in the forms of:

- 1- Open Coding.
- 2- Axial coding
- 3- Selective coding

The key is therefore to translate the open, unstructured and dynamic information into more usable format of the information to lead the discussion, and contribution for questionnaire survey. This has also enabled to get the relationship for the category of feeling and characteristics for the visitors, to therefore prioritize the finding for the research in associated area (Saunders et al. 2009). After the analysis, the research will move to adapt a qualitative mode by providing a content analysis drawn from the open questions written into the questionnaire. It is the main method through which qualitative data is extrapolated for the study.

In terms of the analysis of the interviews, the study will utilize content analysis on information collected from the participants. The research will present crucial discussions and transcripts extracted from the interviews and will critically evaluate the meanings of the information.

3.3.5 Qualitative data validity

The challenge for qualitative information is that validity is the key considerations, Merriam (1988) has viewed that validity is the key reflection for the collected information matching and reflecting the reality for the lives. Johnson (1994) and

Maxwell (1992) have also seen that validity for the qualitative information could be jeopardized if the view is polarized, and the researcher has not collected the unstructured qualitative information from a wider and more representative background for the finding. The challenge for the validity could completely undermine the quality and finding for the research.

The key for improving the validity for the research is to drive the diversifications and more representative sources of the information (Saunders et al., 2009):

- For Tripadvisor, all comments have been collected (End by September 2016).
- For interview, 11 participants have been selected, where they have actual visiting experience on Dashilar.

Thus, this diversified and representative participant is going to benefit the validity for the research.

3.4 Quantitative method

As outlined, designing an effective questionnaire and interview is crucial to achieving successful research results. It not only secures specific, explicit research findings, but also to encourages a high-quality report of the research's aims and objectives (Kozak et al., 2013).

The design of the questionnaire principally considers the outcomes generated from reviewing the literature and related secondary research information. Adopting a realism-based philosophy, which mixes inductive and deductive approaches, is crucial to ensuring that the research will derive results relevant to the field of business (Amandeep, 2011). In conjunction with literature review and the broader academic framework regarding visitor satisfaction, a composite of comments and feedback posted to TripAdvisor that references Chinese historical and traditional

shopping areas has been gathered and evaluated.

Based on the literature review and correlated secondary information, the study will purposely be designed with a mind for how the research questions apply to different categories. There will be a few questions included attempting to elucidate the background and demographics of the participants, to ensure that the participants are satisfactorily diverse and therefore provide statistically unbiased findings, but also to produce a refined ability to compare and contrast the decisions of participants who live with separate contexts and come from different backgrounds. Moreover, the Likert scale will be the basis for the survey's design (Saunders et al., 2009). It beneficially allows for various levels of agreement and disagreement among participants, guaranteeing that key influencing factors are fulfilled. Finally, the questionnaire will also include open questions, which will provide the conduit for collecting qualitative information and driving a balanced proportion between the quantitative and qualitative information utilized to draw conclusions in the study (Bryman and Bell, 2015).

The research design proposed here will undergo a vigorous process of quality assurance. First, the interview and questionnaire procedures must be piloted by at least three members of the researcher, and the trials conducted on information collected during these procedures will have an equal level of oversight (Gorard et al., 2014). This certifies that the questionnaires and interview questions are unambiguous and fully transparent. Corrections and improvements will be subsequently made based on the feedback received from colleagues (Bryman and Bell, 2015). Finally, the supervising advisor for this project has validated the processes embodied by the questionnaire and the interviews. All of these steps have provided for the quality assurance of this research.

3.4.1 Quantitative data sampling and collection

In order to certify that information collected for a research project provides relevant and credible information in relation to a study's objectives and hypotheses, researchers must take part in the sampling process. This is particularly relevant as the research is integrating a large number of participants, which ensures that the research will be able to achieve its targeted goals (Saunders et al., 2009). Effective sampling not only guarantees the data is in line with projected expectations but also can act as an early warning flag for when the study might begin to veer off its trajectory, allowing researches to take early corrective actions (Bryman and Bell, 2015).

Due to the nature for the research, the study has focused on collecting those with experience on visiting Beijing traditional, historical and culture shopping areas, therefore the online distribution is the key to ensure researcher could captured the high volume of the questionnaire survey data requirements. The researcher is not only going to distribute the questionnaires to the targeted participants but also to encourage them to pass on the questionnaire invitations to their accompanied friends and family members, to therefore lead the snowballing impact, to scale the massive collections for the finding (Novikov and Novikov, 2011).

The study is aiming to collect seven hundred completed participative questionnaires for the research from randomly picked actual visitors on site with consideration of time consumption. This number represents a feasible and manageable sample size suitable for this study. Furthermore, the relatively large size of the data encourages a non-biased view within the base data of the research, to the extent that objectivity is possible (Bryman and Bell, 2015). However, the data collection has largely relied on the traditional face-to-face invitations. This allows researcher the opportunity to vet the research personally. Although the face-to -ace invitation format consumes relatively more effort and time, it enables a higher response rate than the online distribution channels (Saunders et al., 2009). Moreover, it affords the researcher

higher control in terms of making the participant group have a higher amount of diversity, in order to retrieve a varied perception of the influences.

3.4.2 Quantitative data analysis

Once data collection phase has been completed, the researcher will transfer the information from the paper-based questionnaires into statistical software such as AMOS and SPSS (or Social and Political Statistical Software). To ensure the process is error free, the researcher will re-check the transposition of the results three times during the transfer, and collaboration between many different team members should likely eliminate any instances of human error (Novikov and Novikov, 2011). Moreover, the raw questionnaire will be enumerated and scanned to preserve the basic information, which can be referenced in instances where there are any perceived discrepancies.

An analysis of the research will primarily follow a mode of descriptive statistical analysis. It measures key statistical outcomes, such as the average, distribution, and standard deviations, as well as any other core measures that would generate insights into the relevance of the data. These finding are particularly useful for understanding demographic indicators that outline the backgrounds of the participants.

As informed by the Likert scale of question designing, this study will adapt a mode of correlation and regression analysis, to therefore statistically evaluate the relationship and degree of influence between the individual factors impacting consumer decision-making. All data points will be run through the SPSS program, which will produce statistically-confirmed information. Furthermore, the research will also spontaneously conduct the same analyses paradigms on different segments of participants, so as to ensure that they are providing an equally

statistically-significant value for the research, by effectively comparing them to locate any evident disparities (Bryman and Bell, 2015). Incorporating data drawn from different demographics and personal contexts can only strengthen the viability and utility of this research long into the future.

Overall, this research will conduct an extensive range of critical analyses and evaluations, to not only interpret the findings gathered from the questionnaire survey and the associated interviews, but also to perform critical assessments and discussions based on secondary information, academic reviews, as well as other pertinent literature sources (Muijs, 2011). This framework fulfils the considerations posed by a mixed research strategy in order to achieve the overall research aim and its objectives. The total survey summary of this study is shown in following table.

Table 3.2 Summary of quantitative survey method in this research

Sampling procedure		
Type of sampling	No probability sampling	
Criteria	Non-systematic selection for the participants, to maximize the diversity	
	of background for research	
Sample size	Convenience, aiming at 700 to best balance the effort taken and statistical	
	importance for the finding	
Survey type	Face to face and observation, to maximize the channel for distribution	
Survey type	and collection	
Data collection		
	The research has taken comprehensive secondary research (Tripadvisor)	
Pre-test questions	and interview, to identify the best focused factors for questionnaire	
	survey.	
Main questions	With selective participants, who have the visiting experiences of Dashilar	
Response rate	600/6,000 (10%)	
Mix of data	Simple method for the collection	
collection	Single method for the collection	
Data analysis		
Testing method	Dimension reduction, Factor analysis, PLS-SEM applied in AMOS	
Level of	p-value (0.01)	
significance		
Analysis tools	SPSS, AMOS	

3.4.2.1 Significance of PLS-SEM technique in this study

Statistical analysis is regarded as an important tool for quantitative research. In order to understand the conceptual framework relating to the current research, a multivariate data analysis technique was thus applied. Multivariate analysis is a statistical technique used to analyse multiple variables within a subject. Popular techniques of multivariate analysis include multiple regression analysis, factor analysis, and structural equation modelling (Hair et al., 2010). In this study, a structural equation model (SEM) analysis technique was used. SEM is a technique that uses both factor analysis and regression analysis, thus allowing for the discovery of multiple relationships between one or more independent variables and related variables. By using SEM along with the theory of interaction, greater flexibility is possible, and this technology has been significantly developed over the past decade (Hair et al., 2017) and increasingly used in social science research (Hair et al., 2017). SEM enables researchers to (1) conduct multiple modeling of the relationships between the independent and dependent variables; (2) include non-observed variables; (3) consider the measurement errors of observed variables; and (4) include within the empirical data the measurement of a priori theories and hypotheses to perform confirmatory analysis (Hair et al., 2010).

Covariance-based SEM (CB-SEM) and partial least squares SEM (PLS-SEM) are the two main SEM approaches used for relationship testing. The main differences between CB-SEM and PLS-SEM lie in the independent and dependent variables used in each processing model (Hair et al., 2017). CB-SEM attempts to explain the covariance between observed variables, minimising the estimated covariance matrix. Thus, CB-SEM mainly determines or rejects a theory by establishing a theoretical model that estimates the covariance matrix of a sample data set. The comparative advantage of CB-SEM is its ability to provide a holistic test (Hair et al., 2010)

suitable for testing such theory. However, CB-SEM model estimation requires a set of strict assumptions, such as multivariable normality of data and a minimum sample size. These limitations, when not addressed directly by researchers, can lead to biased test results (Hair et al., 2012).

PLS-SEM represents another option of analytical method that assumes that the variance of all measurements is a useful source of interpretation; its objective is thus to maximise the interpretation of variance of all dependent variables (Chin, 2010). In the complex model, there is a low level of theoretical information (Hair et al., 2014). Unlike the use of CB-SEM, PLS-SEM focuses on the relationship between the interpretations of relationships and the dependent variable of the prediction model (Hensel et al., 2009). PLS also considers the formalised structure, while CB-SEM only deals with the specification (Hair et al., 2017). As data collected by market research often fails to meet the requirements of multivariable normal, PLS helps reduce the risks associated with model fitting or the risk of failure when running such a model. In addition, due to a high level of statistical capability, the sample size requirement may be much smaller than that required by CB-SEM when constructing a model with PLS. Although CB-SEM is a more direct and accurate method of analysis PLS can provide a sufficient approximation in many cases because of its less restrictive assumptions with regard to normal distribution. As the design of PLS aims to maximise predictive ability rather than fit adaption, the lack of fitting measurements limits the use of PLS in theory tests compared with other structural models, however (Hair et al., 2017).

Considering the advantages and goals of PLS, this study applies PLS analysis technique to analyse the collected data to test its hypotheses and to answer the research questions. The reason for using PLS is that the collected empirical data is not normally distributed; when dealing with abnormal data (Hair et al., 2017); more reliable structural model estimation is thus required. In addition, as the goal of this

study is prediction as well as to explain the relevant variables and build theory (Chin, 2010), PLS is more suitable for studying the causation within the model. PLS is also effective when testing complex models, especially models with many interactions, which applies in this case (Henseler et al., 2009). Although CB-SEM is one of the most famous techniques, PLS has been used more frequently recently in all social science disciplines, especially marketing. It becomes famous due to its ability to handle otherwise intractable modelling problems, such as those with abnormal data characteristics and highly sophisticated research models (Hair et al., 2012; Hensel et al., 2009; Sanchez, 2013).

3.5 Research ethics

Ethical considerations are a prime directive within any major research study, as they protect the interests of both the researchers and the researched. Ethics govern the roles, perceptions, and understandings of the researcher, ensuring that appropriate actions and behaviours are taken during the research to the highest standard. If at the outset, a study has been shown to have not been in ethical compliance, its findings are considered moot and are typically summarily rejected.

The following actions and principles will be followed closely in order to ensure ethical compliance for the study (Bryman and Bell, 2015; Novikov and Novikov, 2011):

- All of the researchers, and particularly the primary researchers, will be aligning strictly with university guidelines and requirements regarding research ethics.
- The participants will be provided with the full information they need to understand the research and their requirements for participation, which will necessitate the full consents of the participants.
- Participants will have the full freedom of choice when deciding whether to join

the survey.

- Information will only be used for the purpose of this research, and the information will not be distributed to any third parties. Furthermore, the information will be deleted one year after the research receives full accreditation.
- All of the data will be secured so that it is protected from any potential breaches throughout the research.
- As the study continues on and new potential concerns arise, the researcher will also take any other necessary actions in order to comply with ethical considerations.

All of these stipulations ensure the ethical compliance of this study.

Chapter 4 qualitative analysis and questionnaire design

4.1 Introduction and approach

The design for the research has highly depended on the suitability and acceptability for questionnaire survey. As outlined earlier, the nature for the questionnaire has ensured that it has captured the large number and therefore representative finding from the targeted participants, enabling the research to achieve the aim and objectives. This has also enabled the subsequent analysis for the quantitative focused questionnaire data, ensuring effective and efficient approach for the research to be carried out.

Thus, the importance for the questionnaire has raised the stake for the suitability, acceptability and feasibility for questionnaire. The design for the questionnaire has therefore embedded huge efforts to incorporate the core themes and key visitor perception and satisfaction factors to lead the success. The study is going to adapt the existing secondary research, as well as the brief interview primary research to identify and prioritize the key influencing factors on visitors' satisfaction, which are to be built into the questionnaire construction. This chapter has provided the end to end review in order to outline how the questions on the questionnaire has been derived, and this is key to prove that they are suitable, acceptable and feasibility to lead the conclusive outcome for achieving aim and objectives.

Based on all the consideration above the chapter is going to be divided into three major parts, following the sequence for questionnaire design: first, it has focused on conducting the secondary research, with the focus on capturing the most frequent and more influential words from Tripadvisor. This has set up the backbone for the research, with the focus on collecting the keywords for traveller experiences. Second, an open-ended interview has been scheduled, to therefore capture the more open and

flexible feeling from the participants, in order to further drill into the design for the questionnaire. Last, critical evaluation is going to be conducted, to deliver the comprehensive discussions for the question design on questionnaire. This has provided further assurances to the design of questionnaire in the long run. The brief summary is going to cover all areas of discussion and evaluation for the questionnaire.

The chapter is going to combine academic literature, alongside with finding from secondary resources and interview to lead high quality discussion.

4.2 Pilot analysis for online comments from Tripadvisor

4.2.1 Secondary study and selection of Tripadvisor

In contrast to the highly defined and tailored data collection based primary research; secondary research has focused on adapting the existing information and data, to provide the analysis for the targeted research areas. Secondary research as clear benefits in terms of the high feasibility, transparency and easiness to be implemented, making the research much more acceptable and straightforward. However, it was associated with the challenges in areas of hard to find the tailored information.

The research topic has focused on understanding, comparing, evaluating and prioritizing the key influencing factors for travellers on Beijing historical and culture area; the nature for Tripadvisor has provided a golden source to start the research. Tripadvisor is the world largest social media review website, to enable the users to post the comment with their own experiences for city, place of interest, restaurant, airline, facilities and others. The source has aligned exceptionally well with the research topic due to the following reasons:

First, since Tripadvisor is the largest review websites, it has tens of millions of reviews, and even tens of thousands to the research targeted Beijing areas. This has made the source extremely suitable to become first layer of selection for the keywords. The suitability has further been improved for the nature for the website, as it has associated with the user oriented information, rather than business marketing and promotion information, to prove the concept of independence and authentic nature for the research. Thus using the Tripadvisor is extremely suitable for the secondary research.

Second, using Tripadvisor is also highly acceptable for the study. As mentioned, due to the nature of largest review website in the world, this has attracted large number of review from people all in different background and demographics. This abundant source of information and diversified demographic of participants have made the information highly acceptable for the purpose of this research.

Last but not least, since Tripadvisor has provided the free viewing and access for all users, this has promoted the feasibility for the research. Research could gain the free and unrestricted access for Tripadvisor website and therefore lead the easy access and feasible approach on gaining the information. Thus all of these have seen that Tripadvisor is a suitable, acceptable and feasible option for the secondary research sources.

In terms of the execution, the researcher has collected over 1,000 comments from Tripadvisor in regards of their feedback and perceptions towards Beijing historical and cultural areas; this has been taken by the most liked and most viewed feedback, to further improve the reliability and validity for the information. Once the data has collected, the screening has removed the generic words such as "a", "the" and so on, to therefore make the research more meaningful with the focus for research topics.

Then the researcher has categorised these key words, and putting the information and key words into different baskets, to provide the insights for the key influences. The discussion has also combined with the academic literature to provide more meaningful insights to the research.

4.2.2 Finding from Tripadvisor

This part of the discussion has combined with various categories of the finding, the study has first outlined the key commentaries from TripAdvisor website; and then the discussion for the meaning has combined with academic literature, to provide the true meaning for these comments and associated impacts for visitor's experience.

4.2.2.1 Authenticity:

Authentic as word has been mentioned 5 times out of 120 reviews. As one of three main themes, authenticity represents key features of Culture Street.

Comments that supported to authentic are shown below.

- '... many shops selling Beijing specialities are not authentic at all..'
- "... Tourists can not only enjoy the authentic Beijing snacks..."
- "...but I could feel the **authentic** traditional Beijing atmosphere..."
- "... Very authentic, a lot of interesting things for sale ..."

"Nice place, just beside the Qianmen non-authentic shopping area..."

- '… been under construction a bit due to the Olympic games, but if you just continue, you can still find beautiful old hutongs that haven't been renovated much. Wonderful…'
- "tourists can not only enjoy the **authentic** Beijing snacks but also buy exquisite commodities...."

^{&#}x27;...Here you can eat way too original Peking duck....'

Above comment pointed out some shops on the street selling goods that not authentic while heritage brands may be trustworthy. Other comments that including word 'authentic' have expressed Dashilar is good place for authentic Chinese culture seekers. As indicated, the comment has aligned with the social and economic consideration for Chinese traditional and historical side well (Chronis and Hampton, 2008): taking example of Dashilar, the historical commerce centre of Beijing has gradually lost its population against the emerging places such as Xi Dan and Dong Dan; however, more and more travellers and visitors are no longer come for making the purchase but the experiences. This has aligned well with the consumer decision theory, arguing that clients are increasingly demands for innovative and unique experiences to satisfy their growing and diversified needs (Kim 2018). The concept of authenticity has also aligned well with Beijing: unlike newer cities such as Shanghai and Shenzhen, Beijing has been established over 2,000 years, and has become capital for the countries for nearly 800 years; the long history has made attractive factors for the city much more associated with authentic, rather than more contemporary skyscrapers or huge infrastructure or building projects. The focus for the authenticity has aligned with image for the Beijing for visitor. The interpretation for authentic experiences could also be divided into the history and tradition considerations.

History:

Over 50% comments mentioned history of Dashilar, as time has been mentioned by containing Ming, Qing Dynasty which was in the range between 1400 and 1900 AD. It has still preserved many of Beijing history traditions, which are included not only traditional architect and roadwork, such as Hu Tong or the narrow road to connect the houses but also the traditional merchandise such as the unique snacks and sweets where people were eating hundreds of years ago (Jin et al. 2015). Moreover, adjectives ancient and historical stated perceptions of guests, as this has expanded

the history from commerce into the living areas, to give existing and prospect clients more exposure for the overall history focused society in the past. History is the core for authenticity, as it has reflected the culture and history for the human, culture and society, which has become the key factors (Song and Cheung, 2010). One specific factor has seen that Beijing has been strongly linked with culture and architect-based UNESCO world heritage (UN UNESCO 2017), this has also aligned with the authenticity and culture reflection for the finding.

- "It has **long history**, you can find some silk shops that already existed since years by..."
- '... With a **very long history**, the old buildings provide a historical flair to the street and the shops are good for souvenir shopping.....'
- '...Dashilar was a prosperous business street in the **history**. There are many famous time-honoured brands...'
- '...Dashilar used to be a **historical** business street where many time-honoured stores gathered...'
 - "I forgot to introduce Dashilar, a traditional street with historical style..."
- ""I wish that they can reserve their tradition because it's historical. ..."
- '...You can **research the history** and folklore or go shopping and enjoy the snacks at this miraculous place....'
- "... Seeing time-honoured prosperity and **history**, I felt as if I was in ancient times..."
- "coccasionally while looking at the long-established well-established store, it is fun to stroll while feeling the history...."
- ""If you're looking for a **real historic** part of the city, then it's certainly not this place. However, it is still very much worth to see...."
 - "modern shopping in ancient architectural buildings and streets..."

The review has also seen that there are country differences for guest interpreting the historical authenticity for Dashilar. In particularly, Japanese guests were better than

other foreign guests in history of Dashilar. This could link with the history and culture proximity for the country (Truong et al., 2009): Japan and China have shared long historical and culture ties in the past, the authenticity for Beijing could also strongly connected with history of Japan, making it particularly attractive to Japanese visitors.

However, the finding has also seen that Beijing government may not fully leverage the benefit of historic authenticity. The comment has seen that travellers are expecting more history expression, enabling the visitor to read and understand the history, rather than just seeing it (Hughes 2011). On top of that, multi-language facilities are required for those who didn't know the origin stories and facilitate the city to meet growing international client bases. Thus, the history is core element of authenticity and could lead huge impacts on client satisfaction.

Tradition:

While the history element of authenticity is covering the overall architect and principle, the tradition of commerce has also contributed to the authenticity of the travel experiences. In this case, traditions have been mainly associated with products embedding with huge long historical ties with the business and beyond (Paulauskaite et al., 2017). The traditional concept of authenticity has also provided the benefits that visitor could personal try and feel the traditional products and services, thus improving the engagement satisfaction for travel experiences.

'Tourists can buy some traditional crafts from the speciality shops on the street.'

'Dashilar reserves **traditional** Beijing style as there are numerous traditional Beijing **brands** and snacks.'

"Great place for shopping. One day I went in search of a theatre and not able to find him, but I found traditional quality shops."

"went to these traditional streets several years ago ... "

"and stores, including Tongrentang, Liubiju and Rui Fu Xiang. I wish that they can reserve their tradition because it's historical..."

"Dashilar is the happiest childhood memory for traditional Beijing residents..."

'...Such as restaurants and tea shops in China seems to have a shop that has **passed** through the name...'

"...Traditional Beijing residents all know Dashilar, and they like going there to cherish the memory of tradition...."

Traditional appears 60 times through 120 comments. By those comments, traditional frequently connected with time-honoured brands. It displayed that we may able to exam tradition identity through number of heritage brands. Also, the traditional goods are generally representing a good value for money and highly affordable products; this has enriched the experience for visitor, rather than just seeing and taking the pictures for large authenticity works such as architect, it has enabled them to personally trial the products to boost the experiences (Kruger et al., 2017)

'The retail shop **Rui Fu Xiang** boasts of **superior quality** silk fabric, the Nei Lian Sheng shop triumphed over other competitors and survived till these days for her **quality** shoes and intrinsic designs.'

'Wear the hat of Ma Juyuan, wear the clothes of Rui Fu Xiang, and wear shoes of Neiliansheng', which **symbolizes traditional** Beijing business.'

"A must ... but follow it to the end. This way is certainly among the most jokes for shopping in Beijing. known stores (at least on the spot!), often with historic facades, perfumes and "smells" of food (and more) that make you feel instantly in Asia, many small shops, typical Chinese goods such as silk, or various types of tea."

"I suggest you go to the time-honoured brands.... but it's a bit expensive..."

Perceived quality also takes crucial place in research framework. From comments, it is obvious that quality link with heritage brand in visitors' perception. This phenomenon proves Balmer's (2013) statement for recognizing the unique experience and perception for traveller.

Overall, the concept has seen that authenticity is particularly attractive for the visitors in Beijing, as the city has been famous for its long history and traditions. The mixed features have provided the combined experiences for overarching history, and personally connected tradition (Pearce and Moscardo 2005). Authenticity is also the key factor to align the brand image and heritages with visitor, and making it one of most attractive and unique experiences to boost satisfaction. Authenticity may play an important growing influence for visitors' satisfaction in the future, as it could lead to key attractiveness for history, tradition and culturally minded visitors to lead the success (Tasci et al., 2010)

4.2.2.2 Appearance:

Appearance is second theme for the influencing factors for the visitors' perception. The concept of appearance has also strongly linked with authenticity discussed above: on one hand, appearance is the key reflection for authenticity; authenticity for the city and places of visit is very often associated with unique designed architect, traditional and local designs, to lead the impact on fulfilling the authenticity (Kirillova et al. 2017). On the other hand, appearance is the core reflective arm for authenticity and history, as it has often represented the most unique features and information for the local factors to attract and satisfy the visitor. This is particularly the case for research target of Beijing, where the city has been labelled as "City Museum", reflecting the wide range of traditional building and design available in core areas, such as Dashilar (Nowacki et al. 2009)

Architecture:

Architecture shows 11 times in those comments. Visitors have noted gate and fence as unique feature of Dashilar. Building style and hutong area are mentioned in high rate.

'Dashilar therefore has a lot of contrasts to offer. Old architectures with new construction material while all the modern brands in the shops.'

'Although many time-honoured brands have left **after reconstruction**, some time-honoured brands still stay here. Therefore, it's a **good destination** for us to feel the traditional culture of Beijing.'

'It was full of culture atmosphere in previous years. However, **after reconstruction**, it has now lost the culture atmosphere, left business only.'

'... Dashilar is too artificial without the atmosphere of historic buildings...'

"I went around the building taking photos of the unique architectural designs while my wife was shopping around for souvenirs..."

".. take your camera along for beautiful snapshots and walk above the lanes..."

"So here we find no skyscrapers or other eyesores, but beautifully preserved, restored building with all kinds of shops..."

"you can still find **beautiful old hutong**s that **haven't been renovated** much.

Wonderful..."

"...The buildings at Dashilar are traditional and classic...."

"modern shopping in ancient architectural buildings and streets..."

Above comment recalls the word 'reconstructed (18 times)', and this has represented the construction philosophy that much of the authentic building may be destroyed, and the reconstruction had revitalize the presences to the visitors. This may also reflect the potential disappointments that for the damage of the original one. Some of disagreeing comments represent that restoration is acceptable while others claim that project may damage the original sense (Hall et al. 2016)

The architecture is probably the most visible and therefore the core items for appearance. This has not only reflected the unique designed architect is a great piece of art, and direct reflection for authenticity and local culture, but also this has linked

well with history and local tradition (Feldman, 2011). On top of that, unique architect appearance is also the landmark places to be visited by the visitor, enabling them to share their experiences, and providing the immediate and distinctive recognition from peers, such as families and friends (Wang et al. 2011). There were ranges of debates in terms of preserving the historical architecture to reserve all the history and traditional design, and the reasonable renovation and construction, making it more user and visitor friendly, to therefore promote the better travelling experiences

Deco and design:

'Design of building', 'lights' and 'lantern' can be classified as 'ancient Chinese style'.

'Beautiful shopping street is **decorated** in traditional Chinese style'

'...and wearing old outfit and Chinese tunic suit...'

"... The previous layout is reserved ..."

"...arrived at Dashilar to feel the Spring Festival atmosphere and the lights in the nights ..."

"... Beautiful shopping street is decorated in traditional Chinese style ... "

'...shop triumphed over other competitors and survived till these days for her quality shoes and intrinsic designs. I like the varieties of unique designs...'

"went around the building taking photos of the unique architectural designs..."

"...The buildings at Dashilar are traditional and classic"

"Dashilar reserves traditional Beijing style as there are numerous traditional Beijing brands and snacks..."

"...Also in the evening is worth the visit because everything is lit beautifully with many lanterns..."

In nowadays, many shopping streets become similar due to planned street design and

shop style design, so unique Chinese culture design of stuff may attractive for visitors. For example, Starbucks store in Qianmen area has been discussed several times in comments for its original building and combined design inside (Lee and Hsu, 2013). This has focused on all elements of decor and design on the street, to focus on creating the authentic experiences.

The deco and design for the street has played the core complementary features for appearance for the consideration. This has seen the authentic appearance of architecture has provided the visibility and first impression for the visitor on gaining the local custom and historical focused experiences; the deco and design have much more focused on the surrounding areas and complement the existing design disciplines (Leask et al. 2014). This has fulfilled the fine corner for the appearance of the design and provides the end to end and comprehensive experiences for the visitors. Referring this to targeted Beijing research, visitors are not only going to see the large architect appearance reflecting the culture and historical value for the city, but also such value has been embedded into all deco on the street, to embed the value into perception of the visitors (Lyu et al. 2017)

Atmosphere:

'...feel the cultural atmosphere in Beijing'

'At Dashilar, we can see the residual time-honoured commercial culture of traditional Beijing, but it's spacious. The archaistic appearance can **never show** the **atmosphere** of deposits for centuries.'

'…We went to Dashilar with an expeditionary mood. I was excited as soon as I entered into the gate of Dashilar. It was **beautiful** as it integrated tradition as well as the cultures and **atmospheres** of all countries, which was **attractive**…'

Ambience and atmosphere appears in comments for Chinese folk culture feeling, as shown, some comments from Chinese visitors' complaint there was no atmosphere of history deposit.

The academic interpretation on this hand has seen that authenticity principle is the key factors on leading the customer attractiveness and satisfaction, and this is mainly presented in the forms of the appearance, either in more major architects or the smaller deco and design. However, the core principle has been associated with creation for the traditional and valuable atmosphere for the city (Giampiccoli and Kalis, 2012). The atmosphere has been viewed as the creation of environment and themes for the local areas, in order to lead to specific impacts for the perception and understanding for the clients. The atmosphere could be seen as the multilateral focus, and this could be reflected in the wide range of areas such as marketing and branding for city and areas; the key architect and landmark site; the street deco and design; the traditional custom, product and services, as well as local themes (Rihova, et al 2015). The atmosphere is acts an intangible influence on the clients and focus on creating the themes for the local areas to drive the impacts. In terms of appearance, while the architect, local deco and design are much more focused on achieving the physical impression to existing and prospect clients, the focus for atmosphere is strongly linked with psychological influences on visitor (Aykol et al. 2017). This is viewed as much more prolonged impact, and likely to drive positive reference group influence for the local areas.

Thus the review has seen that concept of authenticity is the core for the value of Beijing visit. Out of which, the appearance is the major reflection for this underlying core value (Coudounaris et al. 2017). The effective and efficient authentic appearance for physical architect, deco and design, alongside with more intangible and psychological atmosphere are playing the major role for the impacts.

4.2.2.3 Assimilation

Local engagement

Use of language

'Remember the **pronunciation**. Beijing residents call it "Dashilarr Er".'

'Dashilar (do not know if I'm **pronouncing** it correctly for himself)'

'...Dashilan or Dazhalan...'

...You can judge whether a person is a native Beijing resident or not from the way

he/she reads Dashilar...'

Not only Chinese tourists but also foreign visitors noticed this name of place. Hence,

use of local language reflects kind of the cultural assimilation and it also a unique

feature of street. The language has been seen as the key reflection for local culture

and custom, and thus the unique language or cognate being used. This has also

reflected the unique experiences, particularly for the Chinese domestic travellers

who could experience the different pronunciations for the local language to feel the

difference.

This is particularly the case for Beijing, where the official Chinese Mandarin is

based on the Beijing local language, but it is also difference. The visiting for the

history and culture site has provided the unique access and experiences for local

accessibility and feeling.

Local residents

'In addition to the newly painted archaistic buildings, Dashilar is filled with shops opened by immigrants instead of traditional Beijing residents. Beijing style has

gone.'

'Was invited out to Dashilar by a friend who lives in Beijing locally'

'This street mainly caters for locals... worth a visit'

"if you drink coffee on the second floor of Starbuck and look at the prosperous

148

Dashilar, you'll feel the traditional Beijing atmosphere in prosperity....'

"Lots of tourists and locals. It's crowded all the times..."

'... Was invited out to Dashilan by a friend who lives in Beijing locally'

'... Customers are all tourists...'

"impressed me with a relaxed tranquil ambience in an ancient setting..."

"Dashilar is filled with shops opened by immigrants instead of traditional Beijing residents...."

"...Traditional Beijing residents all know Dashilar, and they like going there to cherish the memory of tradition...."

It is common that tourists believe locals know more about local region. The usage of local engagement, such as the use of the local language, and custom and social lives of local residents are further enhancing the authenticity value and perception for the target. This has created the human contact for authenticity and impact for the local culture (Neuhofer, et al. 2014). As a result, this has further complemented the key interpretation for the finding in terms of attractive factors for the visitors and also influencing factors for their satisfaction

4.2.3 Summary for TripAdvisor finding

The finding has seen that by reviewing the top comments for Beijing historical and culture area, the research has delivered the comprehensive coverage for the key influencing factors. The key finding has seen that these identified factors are highly linked, supported and also influenced on each other. Taking example of the authentic feature for the visit, the traditional and culturally embedded building and architect, alongside with the local experience, language and custom are fulfilling the overall authentic experiences. The finding on these TripAdvisor has further aligned with the academic framework as discussed in literature review. This has created the backbone

for the study, as the finding are not only focused on contributing the design for the questionnaire, even before that, this is delivering the great supports for constructing and directing the interview research, to therefore lead the impact for the finding. With consideration of themes extracted from comments analysis, new merged themes generated under review of literature. For which detailed discussion is displayed in following section.

4.3 Interview analysis

4.3.1 Introduction, selection and execution

Rather than just relying on the secondary research, the study has further enhanced the preparation for questionnaire design with preliminary of interview studies. Interview is generally associated with one to one question and answer, in order to collect the opinions and ideas from the participants. This has delivered the next layer of the information, particularly the primary information from those who have physically visited Beijing, to give the first hand experience. On top of that, the benefit for the interview has seen that due to its nature, this has often promoted the highly qualitative information, to therefore provide the high depth of the information. Rather than based on the existing information, qualitative focused interview could significantly benefit the finding for potential new finding and beyond. Thus the selection of interview is viewed highly appropriate, and complementary to the existing secondary researches to find full details for the driving and influencing factors for visiting of historical and cultural sites in Beijing

The design for the interview has taken on the open ended approaches; the researcher has only prepared the very open questions for the participants and flexible approach.

The nature for the open questions is to ensure that additional information and

potential new findings are not jeopardized by fixed questions, and ensure the user could focus on the full finding for the research of driving factors; the flexible approach has seen that some of the questions are different, as the subsequent questions are highly depended on answers from previous questions, and this is often focused on the deepening reasons and driving forces for the visits. The questions are generally started with the last visit, and what is more impressed and best memory for Beijing.

The challenge for interview research is that due to the effort taken and content enriched nature for the study, it has often led to issues: first, it has seen generally a small number of participants are included, and therefore make the finding could be liable for the biased view. Second, the finding for the research has seen as highly qualitative, and they are generally associated with large amount of words and narrative, which has made the likes of content analysis extremely hard to be carried out. In order to mitigate these differences, the researcher has taken the following actions, respectively: first, the researcher has invited 11 participants with different background and even nationalities, alongside with the different length of time since last visit to participate the interview. This has focused on collecting the abundant but also diversified information to reduce the biases, and enrich the diversities for the finding. Second, since the objectives for the interview is to identify the additional driving forces for visitors, the study has focused on discussing the key words identified, and how they are going to link and complement or against with the finding from TripAdvisor finding to lead the impacts.

The study has taken either face to face onsite interview, this has ensured the direct contact, and also provides the warm environments for participants feeling the comfortable. On top of that, the voices are recorded, and therefore full transcripts for the interview could be found in the appendix of the report. As mentioned, the analysis for the interview has focused on the key words reflecting the influencing

factors for the business to lead the impact.

4.3.2 Interview finding

Architecture and design

According to conceptual framework and comments analysis, architecture, decoration and design were merged as architecture and design, which is reflected as AD. Great number of comments on TripAdvisor platform have showing atmosphere were created by psychical visual appearance. Refer to the destination image literatures, architectural buildings and relevant design or styles are delivering such atmosphere.

"the historical atmosphere has been removed sine the day when Qianmen Street was reconstructed into a pedestrian mall..."

'--I can also see the buildings and feel the culture atmosphere in Beijing...'

'...You can research the **history and folklore** or go shopping and enjoy the snacks at this **miraculous place**....'

'···Seeing time-honoured prosperity and history, I felt as if I was in ancient times...'

"...The archaistic appearance can never show the atmosphere of deposits for centuries..."

'...The entire street is **reconstructed**, and the **atmosphere** of traditional Beijing has **gone**...'

"After reconstruction, it is neater than before, but it seems that it has lost some traditional atmosphere...."

From the highlighted words from participants, it is obviously indicated that architecture and traditional architectural style are important identities that impact on visitors' perception of street Henderson, 2001; Lee, 2011; Olga, 2009; Light, 2000;

Chang, 1999; Ehrentrau, 1993). Moreover, according to common points of view among participants, architecture is symbolised feature of Dashilar or even Chinese culture. Balmer (2011) addressed that symbolic effect is crucial for corporate heritage brand identity. Therefore, examine the architecture effect on heritage brand experience is meaningful.

In the meantime, decoration and design have been grouped with architecture due to comments mentioned details were focused on architectural design or style.

"... Beautiful shopping street is decorated in traditional Chinese style ... "

"went around the building taking photos of the unique architectural designs..."

However, there were also numbers of participants showing their concern on product design. For instance:

"...it was survived from those days, by her quality **shoes** and **intrinsic designs**. I like the varieties of **unique designs**..."

Hence, the findings remind research that should consider both architectural and product design. Back to the design and style of eleven key traits in corporate heritage brand theory (Balmer, 2011), design and style could ben reflected by hypothesis construct architecture and design. And measurement indicators on this construct are mainly architectural buildings and designated street/shop style.

Tourist convenience

In TripAdvisor comments, 'location' or 'near' these kinds of words were mainly for location to nearby places such as hotel to street or distance from train station. According to McIntyre (2009), in tourism field, debate on new planned construction for convenience or protect the heritage site with remaining condition has never

stopped. In Dashilar case, the reconstruction project has been mentioned several times during qualitative data collection period.

"the historical atmosphere has been removed sine the day when Qianmen Street was reconstructed into a pedestrian mall..."

"The entire street is reconstructed, and the atmosphere of traditional Beijing has gone..."

"After reconstruction, it is neater than before, but it seems that it has lost some traditional atmosphere...."

Quoted participants' words were clarified current situation in Dashilar. Purpose of reconstruction is aiming to bringing convenience to visitors, tourists and residents, however, majority of participants showing their concern on 'losing of culture sense'. On the other side, there were some words pointed out the inconvenience caused in Dashilar due to lack of facilities. For example, one participant tells his story that: one day, he was accompanied with his friend who is Korean and visited Dashilar. His friend asks him for help to find toilet. Both of them were keeping search for around half an hour for public toilet but they went to Macdonald's finally. After this experience, participant said he would never blame on modern stores or buildings for culture feeling reduction.

According to Mackay and Fesenmaier (1997), destination image not only including architectural relevant aspects but also convenience relevant elements such as catering service, accommodation and guiding facilities. Therefore, this study is considered Dashilar as corporate culture heritage street as corporate tourism brand, it is necessary to put emphasis on nature of tourism. Tourist convenience identity as construct could represent the core value of tourism brand in some extent. Dimension of measurements on tourist convenience were focus on tour guide convenience facilities due to nature of culture heritage street brand perspective.

Traditional goods and services

During the process of analysing comments data, it is obvious that many visitors were mixed the concept of history and tradition. In Chinese, for short, history stands a long period of time while tradition stands for common custom that inherited through long period of time. Therefore, in order to classifying tradition, in this study, traditional goods and services have been set instead of tradition concept.

"...stores, including **Tongrentang, Liubiju and Rui Fu Xiang**. I wish that they can **reserve their tradition** because it's historical..."

'...Such as restaurants and tea shops in China seems to have a shop that has passed through the name...'

"integrate with traditional Beijing snacks in Dashilar..."

As highlighted from participants' wording, it is clear that traditional goods or service as an identity naturally represented tradition in Dashilar. That phenomenon is reflecting business cluster effect or business/industry agglomeration image (Teller, 2008). This is natural, unplanned effect generated due to gathering many businesses with similar features (Bell, 1999). The cognition of this site among consumers may leads to perceived image and impact on business that conducting activities on site (Takemasa Ishihara, 2004; Carpener and Moore, 2006; Chowdhury et al., 1998; Tan, 2003).

'... heritage brand here looks pretty much the same as it used to be, but the quality is reduced, and maybe the **old traditional producing way** will be more solid...'

"...survived till these days for her quality shoes and intrinsic designs..."

"... Wear the hat of Ma Juyuan, wear the clothes of Rui Fu Xiang, and wear shoes of Neiliansheng", which symbolizes traditional Beijing business..."

"I suggest you go to the time-honoured brands.... But it's a bit expensive..."

According to quoted words from participants, it is demonstrated clear that traditional goods and services not only able to reflect the heritage brand identity dimension of tradition but also represent the quality, symbol and price. Therefore, traditional goods and services as the construct is adaptive for this research. Additionally, Dashilar shows great research potential on studying a culture heritage street as a corporate brand to expanding corporate heritage brand identity theory.

History awareness

History awareness originally in this research is intend only reflect the relevant history dimensions such as number of years (Urde et al., 2007). However, during the comments analysis, visitors provided two main voices. Both positive and negative were similar percentage. Based on the finding, this research has changed history into history awareness to evaluate its moderating effect on above physical construct. According to Brakus et.al (2009), satisfaction and brand experience is about feeling in psychological level. Hence, history awareness may adaptive for this research.

'…Dashilar **used to be a historical** business street where many time-honoured stores gathered…'

"coccasionally while looking at the long-established well-established store, it is fun to stroll while feeling the history...."

""If you're looking for a **real historic part** of the city, then it's certainly not this place. However, it is still very much worth to see...."

'.. modern shopping in ancient architectural buildings and streets...'

"...With a very long history, the old buildings provide a historical flair to the street..."

···Dashilan fascinated me with the modern streets, old architectural buildings and the surviving old branded historic shops and store...

History is an important traditional brand element defined by Urde et al. (2007). In this context, scholars have described history as the power in years of operation and the power of brand stories. Therefore, time is an important feature of culture sites. In addition, according to some Chinese scholars (Yang, 2010; Zhu, 2006), regional culture and traditional history are important indicators to evaluate culture relics. History as the treasure of culture relics could bring infinite charm to tourists (Yang, 2010; Zheng, 2004). Refer to analysis the material from interview and review of literature, history awareness could be measured in two dimensions: number of years and Dashilar's story.

Culture awareness

During interview data collection, culture as a concept was been used with history in dedifferentiation way by participants. This situation is similar to history and tradition. According to Tylor (1958), culture is act as summation of every aspects of human society development through time. At this point of view, culture may also adaptive for moderator as awareness of culture could classified as psychological cognition.

- "Beijing, despite being the capital city of China, still preserve the look from the past, and one of them is located here..."
- ··It was full of culture atmosphere in previous years. However, after reconstruction, it has now lost the culture atmosphere, leaving business only...
- ··it's a good destination for us to feel the traditional culture of Beijing...
- ···We can never complain that culture is absent amid social development...
- ...It was beautiful as it integrated **tradition as well as the cultures** and atmospheres...
- ···At Dashilar, we can see the residual time-honoured commercial culture of traditional Beijing...

- ...The commodities are featured by culture style...
- ·· I still remembered the culture atmosphere as I went there when I was young...
- ·· I didn't see anything with "culture" features...
- ... This is a good destination for tourists who like Peking opera....

Besides culture cognition and ascription, in tourism research viewpoint, local engagement also could reflect assimilation (Chandler and Costello, 2002; Chang, 1999; Christou, 2005; Hall and Zeppel, 1990). Therefore, culture awareness is based on these two aspects.

'Remember the **pronunciation**. Beijing residents call it "Dashilan Er".' '... Dashilan or Dazhalan...'

...You can **judge** whether a person is a **native Beijing resident or not** from the way he/she reads Dashilar...'

Local engagement has crucial effect on destination image (Mackay and Fesenmaier, 1997) especially for destination with heritage, due to culture cognition is established on language and text basis (Pretes, 2003; Park, 2009). Hence, measurements of culture awareness are cognitive perception on culture and local engagement relevant elements such as oral language usage.

Heritage brand experience

Heritage brands on culture heritage street, it stands as a unique identity. Participants have delivered numbers of points that relating to heritage brand experience.

"...where there are many distinctive time-honoured stores on both sides..."

"reputed Traditional Medical Hall of TongRenTang selling quality traditional

Chinese herbs...'

'... There are many famous time-honoured brands on this business street...'

""although many time-honoured brands have left after reconstruction; some time-honoured brands still stay here....."

"Dashilar is a time-honoured famous and distinctive business street where there are abundant prime ancient buildings and time-honoured brands..."

"Dashilar reserves traditional Beijing style as there are numerous traditional Beijing brands and snacks...."

'... Tourists can come here to buy some gifts for their beloved ones...'

"I suggest you go to the time-honoured brands.... but it's a bit expensive..."

As highlighted words displayed, heritage brand reflects reputation, tradition, quality, uniqueness and price. However, results of feedbacks on heritage brand experience are varying. Some of participants believe that heritage brand should keep authenticity on manufactured products or services to maintain the traditional core value to recover reputation in the past. While others holding different point, which heritage brand needs developing with society and put emphasis on product functional innovation to obtain better experience toward to future success. Balmer (2011, 2013) have presented multi time dimension frame. In this point of view, heritage brand should enhance all aspects where possible to deliver better brand experience to all stakeholders with consideration on both past, present and future. Refer to nature of heritage brands, the heritage brand experience measurement is set relating to reputation and perceived quality.

Satisfaction

Pappu and Quester (2006) have defined satisfaction is representative of success that brand operated in long term. Previous scholars have examined the mechanism of customer satisfaction, which is customers' positive experience based on evaluation of a product or service after purchase and use (Olsen et al., 2005; Yuksel and Rimmington, 1998; Gundersen et al., 1996). In Dashilar case, product or service from corporate culture heritage street brand is overall tourism experience.

- '…In my mother's mind, Dashilar is prosperous and distinctive. However, I find that it is too commercial without historical style…'
- '... lots of souvenir shops, pastry shops and small restaurants. **Highly** recommend!...'
- "...The road has a lot of charm. Also in the evening it worth the visit because everything is lit beautifully with many lanterns...."
 - '... Dashilar is the happiest childhood memory for traditional Beijing residents...'
 - "...very interesting place and well worth a visit if you get a chance..."
 - "Beijing Residents may find better spots to spend their time than this one..."
- "you can still find beautiful old hutongs that haven't been renovated much.

 Wonderful..."
- "...I like the varieties of unique designs..."
- ".it's a good destination for us to feel the traditional culture of Beijing..."
- "... Tourists who come to Beijing should visit this place...."
- '... Tourists can come here to buy some gifts for their beloved ones...'
- "... This is a good destination for tourists who like Peking opera...."
- '...However, it is still worth to see ... '

There is no denying that perceptions may vary among visitors due to different psychological cognitive feedback for individuals. To measure satisfaction, according to above quoted statements from participants, word of mouth has been chosen as measurement indicator. Previous tourism relative literatures have clarified that

tourism satisfaction significantly positive relating to word of mouth ratification (Fornell, 1992; Ryu et al., 2012). Therefore, satisfaction measurement is focusing on intention of recommendation.

4.3.3 Summary and reflection for interview

Thus, the brief summary and key highlights for each of the 11 interviews have been outlined above, while the full transcript for the interviews could be seen in the appendix.

The finding has seen that while different interviewees are associated with different personal opinions, they have shared some commonality. First, they have all recognized the importance for the culture and historical sites, not only in terms of becoming the tourist hotspot, but also in terms of preserve the history culture and local custom (Saunders et al 2012). The direct consequence has seen that in all the major Chinese cities, there are areas to be preserved to lead these benefits. Second, the finding has seen that despite the overall environments have been emphasized; this has been impacted by factors such as food, local interaction, architect and design, local and traditional shops and beyond. Therefore, these findings are highly aligned with finding from Tripadvisor website and beyond. The last but not least major finding has seen there are different views in terms of modernization and traditional preservation, the focus for maintaining the local custom and globalization, as well as the consideration for focusing on the experience and commercialization. Many of the interviewees have argued that much of the historical sites have been fully incorporated with over-commercialized presentations, such as shops and beyond; this has also combined with the potential to charge high price to tourists, which could undermine the experiences. Although there is no absolute right answer and boundary,

the finding does recognize that appropriate measures to best balance the contemporary and historical, the experience and commercial as well as local and international aspects of the finding.

The finding from interview has further provided more confidences for the researcher in terms of the key influencing and driving areas for visiting the Chinese historical sites, and this has enriched the quality and appropriateness for the business.

4.4 Questionnaire design

Based on all these consideration, including the key measure for the finding, the questionnaire has been designed in order to capture the full value for the insights. As mentioned, questionnaire survey is also a form of primary research, as it has directly collected the information from participants via the pre-designed questions. This has provided the benefits for high reliability, with capability on capturing large numbers of participants to give more statistical important information; on top of that, it has also provided the flexibility for the researcher to put tailor and bespoke questions, to therefore get the targeted information and data, to achieve the research aim and objectives. This is particularly vital for more bespoke and objective focused questions, such as the perception and understanding for influencing factors on Chinese tourist site visits.

Based on the finding from TripAdvisor and interview, the study has proposed the following questions in the questionnaires. The discussion has focused on the principle for the questionnaire design and how they are going to contribute to research aim and objective, where a full copy of questionnaire could be accessed in the appendix of the research.

Questions 1 to 5 have focused on background and demographics for the participants. This has focused in the areas of genders, the age group, the highest educational background, the monthly income as well as purpose of visit for the traditional areas for Dashilar. The demographic related questions are vital, as it has enabled the researcher to understand how each category of the clients could behave differently. For example, people with generally elder age and higher education may be more interested for the history and culture linked in the traditional areas; on top of that people with higher income and therefore higher spending power may have different perceptions towards the commercialization in the traditional areas against those with lower incomes (Bryman and Bell, 2014)

To be more specific, the introduction for the comprehensive ranges of demographic questions is leading two benefits. First, it has enabled the researcher to understand the background and demographics for the participants and ensure that the outcome for the research is based on the diversified and therefore representative population. This is the key to improve the reliability and validity for questionnaire research, as it has ensured the diversified participants have joined the questionnaire. Second, this has also enabled the researcher to conduct more depth analysis, to effective compare and contrast the perceptions for driving forces and influencing factor for different people. Much of the speculations have argued that elder people may be more interested in culture and historical site, and the questions have enabled researcher to conduct bias free research via statistical proven cases.

Questions 6 to 9 have covered the basic nature for the experiences with historical site, the visiting experiences, general feedback and route to hear from Dashilar. This is particularly vital that question 6 has provided the open feedback. These questions are viewed vital, as they are providing the preliminary finding for the research, to therefore capture the further experiences for the participants (Saunders et al 2012). This has also provided the shortcut experiences for the clients, and their high-level

perceptions for the areas.

Then the core body for the research has designed as the selection for the level of the agreements for key factors, including history awareness, tourist convenience, traditional goods and services, the impact of architect, decoration and design, heritage brand, local engagement as well as culture awareness. Under each of the key topic, there are 8 to 10 sub questions to gain the insight for customer perception.

These questions are vital for the finding, and therefore design has followed the following principle and consequences:

First, the selection of the topic and key influencing factors are as direct result from TripAdvisor secondary review and interview finding. This has provided the alignment for early research, and thus incorporates the key influencing factors to the study. The creation of sub-questions have provided more detailed and feeling for the key influencing factors, and therefore able to gain the full insights and coverage for the business.

Second, the answer for each of the questions has been given for degree of agreement. This is the key to transform the research from qualitative answer into the quantitative answer. The selection for degree of agreement could be easily transformed into the quantitative data, which could then be used to lead more sophisticated statistical analysis, such as descriptive statistics, correlation and regressions. This is the core for the research, as it could deliver the proven statistical outcome, to either accept or reject the research hypotheses.

The last major factor for the design has seen that by providing a rigid answer framework, this has also improved the feasibility for the research, as participants have to choose among the factors for degree of agreement. This has therefore made

the research questionnaire survey more manageable, and despite with many questions, it has enabled the participant to complete within a few minutes. This could further help to improve the response rates.

Table 4.1: Summary of questionnaire set

Variables	Dimensions	Literatures	Measurements	Indicators
AD: architecture and design	Architecture with culture or traditional features. Number of listed historical buildings Classical designer and retro vintage furniture, decoration or staff outfit.	Lee (2011) Olga (2009) Chhabra (2015) Bonn et al. (2007) Nuryanti (1996) Borsay (2000) Henderson (2001, 2011) Light (2000) Chang (1999) Ehrentrau (1993)	Degree of perception on architectural building and relevant design	17 items 5 scales
TC: tourist convenience	Facilities that providing convenience to tourists	Barnes et al., (2014) McIntyre (2009) Neuhofer et al (2014)	Degree of perception on tourism convenience facilities	10 items 5scales
TGS: tradition, traditional goods and services	Product or service with traditional feature. Traditional way to serve or producing.	Balmer (2011, 2013) Henderson (2001, 2011); Kolar and Zabkar (2010); Kim and Jamal (2007); Urde et al. (2007); Balmer (2011) Olga (2009) Bonn et al. (2007) Dortyol et al. (2014) Magee and	Degree of perception on tradition, goods and services with traditional features.	11 items 5 scales

		Gilmore (2015)		
HA: history awareness	Number of years Historic story	Urde et al. (2007) Balmer (2011, 2013)	Degree of perception on history cognitive awareness	6 items 5 scals
CA: culture awareness	Vocal language usage Residents' engagement Culture ascription	Chandler and Costello (2002) Chang (1999) Christou (2005) Hall and Zeppel (1990) Craik (1997) Williams (1998) Du Cros (2001) Michael (2002) Bandyopadhyay et al. (2008) Lowenthal (1998) Pretes (2003) Park (2009) Du Cros and Yok-shiu (2007)	Degree of perception on culture cognitive awareness	12 items 5 scales
HB: heritage brand experience	Reputation Perceived quality	Brakus et al. (2009) Barnes et al., (2014) Nysveen et al., (2013) Evans et al, (2012) Balmer (2013) Han et al. (2008) Hughes, et al (2011)	Degree of perception on heritage brand experience	10 items 5 scales
SAT: culture heritage street tourism satisfaction	Intention of willing to recommend street to friends, relatives	Balmer and Gray (1999) Carroll and Ahuvia (2006) Brown et al. (2005) Keller (2001, 2009) Prayag (2012) Fornell (1992) Ryu et al. (2012)	Degree of perception on overall tourism satisfaction	4 items 5 scales

Based on the collection of information, opinions and feedbacks from these designed questions, this could deliver the conclusive outcomes for the research, and ensuring each of identified influencing factors for visiting traditional, historical and culture sites of Beijing being justified and concluded.

The last part of the questionnaire has included the open questions to ask participant to additional comments, particularly in the areas where the fixed questions are not covered before. One of the major limitations for questionnaire is that it has focused on reliability and lacking validity, since participants are generally providing the answer to pre-established research questions. This has significantly limited the capability for identifying the potential new finding. The inclusion of the open question has addressed on the issues and enables the research to identify anything which is not covered in the designed questions before (Saunders et al 2012). This is also the key to find potential new conclusion, such as the influencing factors which are not covered before. The study is going to analyze the comments for this open question via the approach such as word cloud and content analysis, with the focus and prioritizations for new influencing factors and beyond.

Therefore, by conducting the review, it has provided the comprehensive coverage for the areas, to provide the reliability and validity for the research questionnaire. It is going to deliver the conclusive outcomes for the study to existing and identified influencing factors, while maintaining the flexibility for new finding and beyond.

Chapter Summary

The chapter has delivered the comprehensive coverage for the principle, logic and

approach for the questionnaire design.

Due to the nature for the research topic, the reliability and validity for the questionnaire has played the utmost important role to lead the success for the research. The study has first conducted the comprehensive and effective secondary research, by reviewing the key comments from TripAdvisor, to therefore identify the core influencing factors for decision making of the visit. On top of that, the research has further been complemented with interview, covering 11 different participants with all different backgrounds. The key for interview is not to focus on individual feeling and perceptions; instead it has focused on the common themes for the visitors' perceptions, which have played the key role for the areas.

Based on all the existing finding, the questionnaire has been designed with mainly 4 different segments. First, it has focused in areas of demographics and background for participants, to ensure the diversified and thus reliable outcome and also enable the segmental based analysis. Then general view has provided the high level view for perception of Dashilar. The core body for the questionnaire has enabled participants to post different level of agreements, to therefore deliver the quantitative information, leading the conclusive statistical outcome for the finding. Finally, the open question has been included, to improve the validity for the research, and also enable the research to capture potential new finding. All of these could therefore lead the success for the questionnaire design in the comprehensive manner.

Overall, the study has concluded that suitable, acceptable and feasible questionnaire design has been conducted, and leading to the reliable and valid research to promote the success for the overall research program.

Chapter 5 Quantitative data analysis

Introduction

As previous discussed in research methodology chapter for this study, this chapter illustrates analysis of statistical processing of questionnaire survey data. Survey participants were all from randomly chosen visitors from Dashilar of Qianmen area in Beijing. Quantitative questionnaire survey data have been processed by multivariate statistical analysis. By using SPSS and Amos, PLS-SEM analysis is applied to quantitative data. Discussion of findings may demonstrate in following chapter.

5.1 Survey data analysis

5.1.1 Data examination

As discussed in earlier chapter, to maximising the accuracy of quantitative study, empirical data is necessarily processed examine step. At beginning, literature need carefully reviewed to assure data processing method is adaptive to this research. To follow up, every questionnaire measurement scales were set based on literatures and pilot research finding to ensure consistency and reliability of data, which also test again during factor analysis. Moreover, questionnaire has passed test before it hands out to participants. By nature of this study, participants randomly chosen onsite and questionnaire completed with accompany of the researcher. However, although respondents been told not allowed to skip questions or leave blank, there were still invalid questionnaire papers generated due to real time different circumstances (such as sudden rain, friends hurry for their meeting purpose or lose patience of being answering questions). As result, in order to assure only valid data been processed, 45

out of 654 questionnaires have removed from database. Questionnaires were recorded in Microsoft Excel file format for further SPSS and AMOS analysis. All descriptive measurement scales have carefully translated to code and score display format. Since invalid questionnaires has been removed, there is no need extra action to deal with data processing.

5.1.2 Sample description

Summary of social demographic characteristics table is shown as below. Basic information of respondents has recorded in Gender, Age group, Educational level, Income level and Origin. Ideal sample may require about half- half of male, female respondents in Gender. However, onsite questionnaire survey is obvious hard to control the visitors who may willing to participate the research. In this study, male respondents taking 41%, it was short of 12% in percentage of female respondents (53%) and 6% respondents did not wish their gender information been displayed on questionnaire. Due to nature of onsite questionnaire survey, it is roughly meeting the half-half on gender. Age group were divided into six groups and percentages of respondents from different Age group are: 34% from 18-25, 42% from 26-35, 14% from 36-45, 6% from 46-55, 3% from 56-65 and 1% from above 65. During the observation of survey, young couples were the majority of visitors that I have met. In which, 26-45 age range takes over 55%, hence, it is clear that young and mid-aged people were mainstream visitors. Over 90% of respondents were gain their degree from universities, in which 75% holds undergraduate degree, 14% holds postgraduate master level degree and 1% holds postgraduate doctoral level degree. There are 7% respondents graduated from high school while 2% respondents finished secondary school study or not. Therefore, educational level of participants is high, it may understand as educated visitors might interest in culture heritage street. Income level shows currency of CNY in numbers due to, naturally, most respondents were Chinese. There was 18% of respondents want keep salary information in secret.

8% of respondents' monthly income were 1000 or less than 1000, 7% were gaining 1001-3000 per month, 14% were earn 3001-5000 monthly, 21% have been paid 5001-8000, respondents from 8001-10000 level were taken 15%, 13% of respondents in 10001-20000 income level and 4% were get over 20000 monthly. From income level, it is clear that majority of visitors' of Dashilar area income were not high. It may reflect standard of consumption in Dashilar area was not high. 87% of respondents are Chinese where 34% Beijing Local respondents, over half (52%) respondents from other provinces of China and 1% oversea Chinese. There also have 13% respondents from other countries. According to percentage of origin of visitors, it is obviously shown that Dashilar not only attractive for Chinese visitors but also oversea friends. 34% of Beijing local visitors is remarkable and this may able to approve Dashilar as representative of Chinese lifestyle still works on Beijing locals. In addition, 40.6% of respondents feel Dashilar visiting over expectation and they had extraordinary experience, 56% of respondents feel their visiting experience in Dshilanr were just meet expectation and 3.4% of respondents had their visiting experience lower than expectation

Table 5.1: The social-demographic characteristics of the sample

De	mographic variables	Frequency	Percentage
Gender	male	252	41%
	female	322	53%
	keep secret	35	6%
Age group	18-25	207	34%
	26-35	258	42%
	36-45	87	14%
	46-55	37	6%
	56-65	16	3%
	above 65	4	1%
Educational level	secondary school and below	12	2%

	high school	45	7%
	undergraduate	455	75%
	postgraduate master	88	14%
	postgraduate PhD	9	1%
Income level	1000 and blow	48	8%
	1001-3000	45	7%
	3001-5000	83	14%
	5001-8000	127	21%
	8001-10000	91	15%
	10001-20000	79	13%
	20000 and above	24	4%
	keep secret	112	18%
Origin	Beijing local	209	34%
	other areas in China	317	52%
	oversea Chinese	4	1%
	foreign friends	79	13%

Respondents' purposes of visiting Dashilar are vary, traditional snacks and treats and hutong tour are attractive for respondents as these two purposes taken 57% and 50%. Relax and fun as well as culture experience are taken 44% and 42%. Architecture, hang around and heritage brand merchandise also take 37%, 34% and 29% in purpose of visiting. Tea and Peking opera reflects traditional lifestyle of ancient local, however, it only taken 18% as purpose to visit Dashilar. Additionally, 2% of respondents came to Dashilar for meeting friends and waiting someone. Traditional snacks and treats takes top of purpose of visiting may due to large population of participants were Chinese. It is widely known that, people from China are experts in cooking, who also respect on good food. However, it reflects attractiveness of traditional snacks and treats to visitors. Hutong tour and architecture also taken significant places of purpose of visiting, therefore, historical buildings shown its

potential on culture heritage street's branding communication linked along with culture experience features. It is interesting that hang around and relaxation purpose together takes assignable percentage, however, in the meantime, tea and Peking opera as traditional entertaining activities only takes nearly less than half of other purposes. Recall to age group distribution, that circumstance may due to Peking opera gradually fading from main stage with the development of culture trend among young and mid-aged visitors.

Table 5.2: Analysis result table of purpose of visiting

	_
Frequency	Percentage
348	57%
305	50%
266	44%
254	42%
223	37%
206	34%
174	29%
110	18%
13	2%
	348 305 266 254 223 206 174 110

Participants provide different sources of how they get Dashilar's information. Beside 37% of respondents knew Dashilar since childhood, 37% respondents came due to Dshilanr has been recommended by someone. Seems overall tourism satisfaction of Dashilar culture heritage street is good and it worth to recommended to friends or family members, which could have approved by positive tourism experience over 95% (40.6% of respondents feel Dashilar visiting over expectation and they had extraordinary experience, 56% of respondents feel their visiting experience in Dshilanr were just meet expectation). Tourism website is the channel where that 29% of respondents got information from. Smart phone App and traditional tourism

paper-based media were taken 17% and 15%. Architecture relevant media, events and other sources are 5%, 4% and 6%. Public media has always been an important channel for tourism information. Due to public credibility of mainstream media, destination tourism information provided by them may impact on visitors' perception for imagination and expectation of tourism destination directly. Website and smart phone App were taken remarkable place on how visitors get information of Dashilar. Network media as new technical information exchange method shows its potential as information platform for visitor especially young people. Information transmission and expression by various ways, to some extent, affected the image and positioning of the region among visitors. A result of comparison between expectation and travel experience after actual visit is tourism satisfaction. Therefore, attention should be paid to the role of various forms of information communication media.

Table 5.3: Analysis result table of how do visitors know about Dashilar

How do you know about Dashilar	Frequency	Percentage		
Knew since childhood	228	37%		
Recommended by someone	228	37%		
Tourism website	174	29%		
Smart phone APP	104	17%		
Tourism newspaper/magazine	93	15%		
Architecture relevant media	32	5%		
Events in here	26	4%		
Other	36	6%		

5.2 Research path model

Research path mode was developed to examine influences between heritage brands and other perceptions of respondents to culture heritage street tourism satisfaction. In order to test the relations found in theories of previous literature and research hypotheses, structural model was developed from earlier research hypotheses development model. As hypotheses development model shown in chapter 3, in this study, there were several dimensions were analysed as independent variables. These dimensions are: history awareness (HA), traditional goods and services (TGS), tourist convenience (TC), architecture (AC), decoration and design (DD), local engagement (LE) and culture awareness (CA). There is exist linkage between them to dependent variables: heritage brand feelings (HB) and tourism satisfaction (SAT). In total, there were 70 measurement scale items from 10 variables been processed for this research. Relationships between variables and scale indicators were with arrow directions displayed in following research path model figure. After finalized path model set, the Amos will be used for SEM analysis of measurements and structural model, which may have illustrated in later section.

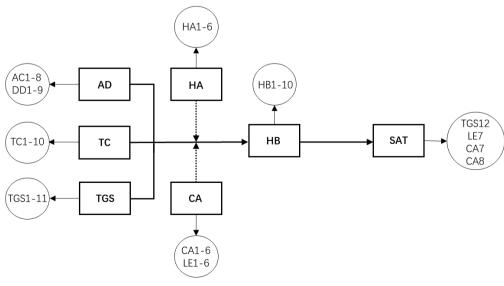


Figure 5.1: Research path model

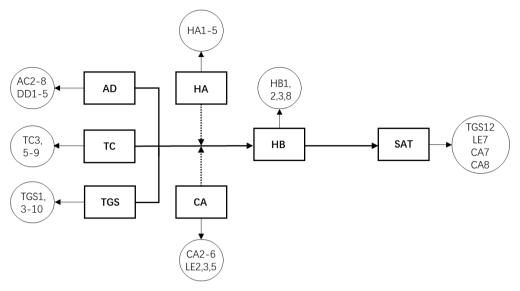
Research path model

5.2.1 Factor analysis

5.2.1.1 Dimension reduction

To increasing indicators' analysis reliability and efficiency, applying dimension reduction is necessary to purify the indicators of each constructs with standardised loading calculation. Standardised loading stands for the bivariate correlations between indicator and construct. Generally, questionnaire may be containing some indicators that not obvious contribute to measurement scales' reliability or consistency. Moreover, some indicators may not suitable to reflect purposed dimension constructs properly. Dimension reduction process is designed to remove those indicators. Through factor analysis from dimension reduction in SPSS, variables that not firmly related to research may easily figure out. Factor loading is an important indicator which is observative tool to evaluate possibility of variables could satisfactorily load as similar factor or not. Normally, variables load under the same extracted factor category with higher factor loading value means they were suitable to loading under certain factor. Otherwise, the variables may not suitable for loading under certain factor or need to remove (Pallant, 2010). According to factor analysis result, indicators that including HA6, TGS2, TGS11, TC1, TC2, TC4, TC10, AC1, DD6, DD7, DD8, DD9, LE1, LE4, LE6, CA1, HB4, HB5, HB6, HB7, HB9, HB10 have been removed from database due to their factor loading value lower than 0.6.

Figure 5.2: Finalised research path model



Research path model finalized

Those indicators remaining in model are illustrated in below table. HA1-5 have been extracted as history awareness (HA) factor to summarize this set of indicators. AC2-AC8 and DD1-5 were loaded under same factor architecture x decoration and design (AD). TC3, TC5-9 been extracted as tourist convenience (TC) factor. TGS1, TGS3-10 grouped as traditional goods and services (TGS). CA2-6, LE2, LE3 and LE5 classified as local engagement x culture awareness, due to these two dimensions were designed to represent assimilation, factor named as Culture awareness (CA). Tourism satisfaction (SAT) have not made any changes.

Table 5.4: Remaining measurement after dimension reduction

Extracted factors	Coding	Scale displayed in questionnaire
History awareness	HA1	Dashilar been famous for a long time
(HA)	HA2	Dashilar developed though several dynasties
	НА3	Dashilar is witness of China's society development
	HA4	Dashilar is witness of China's industry and
		commerce development
	HA5	There are lots of heritage brands in Dashilar.

Traditional goods	TGS1	Heritage brands on street were tourist attractions to
and services (TGS)		you.
	TGS3	Shops in here provide services in traditional way.
	TGS4	Shops in here provide goods made in traditional
		way.
	TGS5	You can hear people talking about heritage brands
		on street.
	TGS6	You prefer experience traditional services by
		heritage brands rather than normal shops.
	TGS7	You have experienced traditional services in here.
	TGS8	You prefer to purchase traditional goods by
		heritage brands rather than ordinary products.
	TGS9	You have got traditional goods in here.
	TGS10	You feel heritage brands' goods and services are
		better than others.
Tourist	TC3	Dashilar offered clear local map and 'you are here'
convenience (TC)		map stand on street.
	TC5	You can find place you want to go easily because
		Dashilar provided clear sign for place and
		direction.
	TC6	Dashilar has tourist information centre
	TC7	The tourist information centre could meet all your
		requests about information.
	TC8	The tourist information centre provides map in
		several languages.
	TC9	The tourist information centre offers guided tour or
		guide devices.
Architecture x	AC2	There are lots of pseudo-classic buildings in
Decoration and		Dashilar.

design (AD)	AC3	There are lots of listed protection buildings in					
		Dashilar.					
	AC4	Historical buildings help to prevent sense of history					
		in Dashilar.					
	AC5	Historical buildings help you to experience sense					
		of China's ancient street.					
	AC6	Historical buildings make you feel like time					
		traveler and back to old time.					
	AC7	Heritage brands should be established in historical					
		buildings for better sense of history.					
	AC8	You prefer visit heritage brands those established					
		in historical buildings rather than modern					
		buildings.					
	DD1	Decoration on street makes you feel authentic					
		Chinese culture.					
	DD2	Sculptures on street are attractive, lots of tourist					
		selfie with them.					
	DD3	Old plaque of shops makes you feel vicissitudes of					
		history.					
	DD4	You feel unique from uniform of staff.					
	DD5	You feel deposit of history from decoration of					
		shops.					
Local engagement	LE2	You can hear vocal adverts for sale on street.					
x Culture	LE3	Chinese people and their language give you lively					
awareness		scenery of Chinese culture (compare with pics and					
Originally in		description in museum or memorial site).					
assimilation	LE5	Local Beijinger's still prefer to come over here for					
category (CA)		snacks or opera (their traditional lifestyle).					
	CA2	Souvenir sold in Dashilar rich in Chinese culture					

		feature.
	CA3	Dashilar could reflect old Chinese lifestyle.
	CA4	You have experienced attractiveness of Chinese
		traditional culture here.
	CA5	You have experienced deposit of long Chinese
		history in here.
	CA6	You believe Dashilar will in sustainable
		development to keep authentic Chinese historical
		sense.
Heritage brand	HB1	Services and goods from heritage brands have
feelings (HB)		better quality.
	HB2	Services and goods from heritage brands have
		better reputation.
	HB3	Services and goods from heritage brands are
		reliable due to long history.
	HB8	Heritage brands themselves could reflect Chinese
		culture.
Tourism	TGS12	You may recommend these heritage brands'
satisfaction (SAT)		service or goods to your friend as they are rich in
		Chinese culture and worth to experience.
	LE7	You will pass your experience of heritage brands
		or culture in Dashilar to your next generation.
	CA7	If you have chance, you may recommend your
		friend come Dashilar as their first stop to
		experience historical Chinese culture
	CA8	If you have chance, you will accompany with your
		kids come and visit Dashilar.

5.2.1.2 Factors and relevant tests

According to Chin (2010), it is necessary to take measurement model evaluation procedure when undertaking constructs analysis, which could assure reliable and valid measures constructs have been selected from whole database. Only reliable and valid constructs could provide accurate relationship analysis results to relevant constructs. Beforehand of applying structural model on relationship evaluation, measurement model validation examine is not avoidable. Reliability and validity verification process could reduce measurement errors which may impact on accuracy of estimation of structural model (Hair et al., 2017; Henseler and Fassott, 2010; Sanchez, 2013). Dimension reduction is just the process to make similar descriptive variables loading under certain extracted factors. This process also examined correlations among variables and their loaded constructs via reliability and validity calculation by ticking relevant option. To ensure the accuracy, validity and reliability of analysis, undertaken KMO measure, Bartleet test and investigate result value are important. KMO value is greater than 0.8 could lead to better result, in general, higher than 0.7 is acceptable for research analysis (Pallant, 2010). In this study, KMO value for extracted factors all higher than 0.7 and majority of them greater than 0.8. Meanwhile, Bartleet test were passed (Sig value lower than 0.05) with KMO in SPSS. Additionally, Cronbach's Alpha α value is crucial indicator to examine the consistency of variables that loaded under extracted factors, in other words, it could used for test measurement validity of variables (Pallant, 2010). When α value greater than 0.7, it reflects high consistency and high correlation among variables. Every sector of variables set in this study have got α value higher than 0.7, therefore, measurement validity has been approved. Key value and test result shown in table below.

Table 5.5: Measurement items loadings and Reliability results

Constructs

Indicators	НА	AD	TC	TGS	CA	НВ	SAT	KMO (>0.7)	Bartleet TEST (<0.05)	Cronbach's Alpha α (>0.7)
HA1	0.771									
HA2	0.797									
HA3	0.827							0.881	0.000	0.900
HA4	0.8									
HA5	0.815									
AC6		0.754								
AC5		0.791								
AC4		0.798								
AC3		0.738								
AC2		0.715								
AC7		0.768						0.050	0.000	0.046
AC8		0.741						0.959	0.000	0.946
DD1		0.796								
DD2		0.78								
DD3		0.789								
DD4		0.793								
DD5		0.787								
TC3			0.752							
TC5			0.785							
TC6			0.795					0.002	0.000	0.015
TC7			0.856					0.892	0.000	0.917
TC8			0.819							
TC9			0.826							
TGS1				0.696						
TGS3				0.801						
TGS4				0.781						
TGS5				0.699						
TGS6				0.727				0.926	0.000	0.921
TGS7				0.825						
TGS8				0.728						
TGS9				0.788						
TGS10				0.72						
CA6					0.824					
CA5					0.804			0.934	0.000	0.916
CA4					0.854					

				Construc	ts					
Indicators	НА	AD	TC	TGS	CA	НВ	SAT	KMO (>0.7)	Bartleet TEST (<0.05)	Cronbach's Alpha α (>0.7)
CA3					0.747					
CA2					0.697					
LE2					0.683					
LE3					0.74					
LE5					0.727					
HB1						0.847				
HB2						0.867		0.82	0.000	0.878
HB3						0.846		0.02	0.000	0.070
HB8						0.673				
TGS12							0.694			
CA7							0.807	0.761	0.000	0.839
CA8							0.84	0./01 0.	0.000	0.839
LE7							0.697			

The adequacy of the reflection measurement model was evaluated in the internal consistency reliability, convergence validity and discriminant validity (Sanchez, 2013). The reliability analysis was originally intended to establish the consistency of an index within the domain of the structure to estimate the consistency between an indicator block and the indicators it intended to measure (Hair et al., 2017). The internal consistency of the build is achieved if the reliability evaluation criteria, including the Cronbach's Alpha (α value) and the comprehensive reliability (CR), all satisfy the proposed threshold of 0.7. Cronbach's Alpha is a traditional reliability measurement method based on the correlation of equal indicators, while CR estimates the internal consistency reliability based on the correlation between different loads. In this chapter, Cronbach's Alpha α value and KMO test results has shown in above table. CR also calculated as shown in below table, all constructs CR values are greater than 0.8 even 0.9. Hence, internal consistency is reliably confirmed. After all process, variables and factors were satisfied for undertaking structural model.

In order to process structural model analysis, it is necessary to take deeper examine on consistency of whole factors' variables for extra accuracy. Pearson correlation coefficient is typical testing tool built in SPSS (Pallant, 2010). As shown in following table, there were high correlation among constructs (Sig value greater than 0.6). It also approved overall consistency of variable set.

Table 5.6: Pearson correlation coefficient

Pearson Correlation Coefficient

	НА	AD	TC	TGS	CA	HB	SAT
HA,	1						
AD	.748**	1					
TC	.644**	.672**	1				
TGS	.709**	.795**	.749**	1			
CA	.601**	.857**	.687**	.810**	1		
HB	.683**	.897**	.679**	.819**	.867**	1	
SAT	.654**	.887**	.653**	.853**	.972**	.892**	1

The validity of this method is verified by the analysis of the convergent validity and discriminant validity of the structure. The purpose of convergence validity is to examine the positive correlation between each index in a set of structures by evaluating the external load of the standard and the mean variance of the extraction. AVE is the large average of the square load of the indicators associated with the structure. According to the rule of thumb, when the AVE value of each indicator is above 0.5, it provides support for convergent validity. This means that a structure can explain at least half of its average variance. As shown in below table, AVE is greater than 0.5 among constructs.

Table 5.7: CR, AVE and Fornell-Larcker criterion matrix

	CR	AVE	Sat	HA	TC	TGS	AC	HB	CA
Sat	0.846	0.581	0. 762						
HA	0.900	0.644	0.603	0.802					

TC	0.917	0.650	0.602	0.595	0.806				
TGS	0.922	0.567	0.704	0.659	0.703	0.753			
AC	0.946	0.595	0.741	0.703	0.633	0.754	0.771		
HB	0.885	0.659	0.734	0.629	0.630	0.766	0.751	0.812	
CA	0.917	0.580	0.736	0.554	0.646	0.754	0.717	0.714	0. 762

The discriminant validity is used to prove that there is enough difference between constructs in the model. Fornell-Larcker criterion calculation has been applied to this study, to verifying that the square root of each of the dimensions was greater than its highest correlation with other structures. In above table, the square root of the AVE of each structure is the largest value compared to other configurations, which means validity assured under Fornell-Larcker criterion.

5.3 Assessing the structural model

After determining the quality of the measurement model, the data is considered to be available for further analysis (Hair et al., 2017). The structural model was evaluated to verify the relationship between the conceptual potential structure and model predictive ability. To provide statistical evidence for the hypothesis relationship in the model, the significance of the standardized path coefficient and these path coefficients is estimated. The standardized path coefficient is between -1 and +1. The closer the statistical normalization value is to +1, the stronger the positive relationship, and vice versa. In order to ensure the importance of the estimated path coefficient, a self-lift program based on 1000 sample replacement is calculated to estimate the experience t and p values of all structural path coefficients. In the study of marketing, the t value should be greater than 1.96, the significance level is 5%, and the conclusion is that the path coefficient has statistical significance under certain error probability. When the significance level of the hypothesis is 5%, the p value needs to be less than 0.05, with empirical confirmation that the significant path coefficient is 5% (Chin, 2010, Hair et al., 2017).

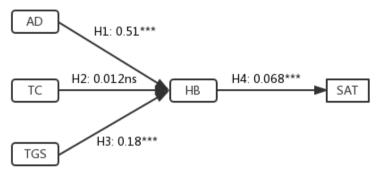
This study is mainly trying to find out relationship between traditional goods and services (TGS), tourist convenience (TC), architecture and design (AD), heritage brand feeling (HB) and tourism satisfaction (SAT). In the meantime, although it was not directly examined the impact of history awareness (HA) and culture awareness (CA) on SAT. This research considered HB as mediator variable to investigate how TGS, TC and AD influence SAT. The effect of moderators HA and CA on relationship between AD, TC, TGS and HB have also been tested.

Table 5.8: Results summary for structural model

			Estimate	Standard Estimate	S.E.	C.R.	P
CA	\rightarrow	HB	0.368	0.265	0.015	17.286	***
AD	\rightarrow	HB	0.713	0.51	0.015	33.473	***
TGS	\rightarrow	HB	0.25	0.18	0.015	11.723	***
TC	\rightarrow	HB	0.017	0.012	0.015	0.798	0.425
HA	\rightarrow	HB	0.028	0.02	0.016	1.303	0.193
TCxHA	\rightarrow	HB	-0.026	-0.013	0.011	-1.236	0.216
TCxCA	\rightarrow	HB	0.051	0.026	0.011	2.409	0.006
TGSxHA	\rightarrow	HB	-0.016	-0.007	0.01	-0.748	0.455
TGSxCA	\rightarrow	HB	-0.062	-0.029	0.01	-2.913	0.004
ADxHA	\rightarrow	HB	0.08	0.033	0.009	3.756	***
ADxCA	\rightarrow	HB	0.033	0.015	0.01	1.57	0.016
HB	\rightarrow	SAT	0.059	0.068	0.018	3.862	***
CA	\rightarrow	SAT	0.896	0.741	0.008	89.643	***
AD	\rightarrow	SAT	0.12	0.099	0.011	8.81	***
TGS	\rightarrow	SAT	0.227	0.189	0.008	24.968	***
TC	\rightarrow	SAT	-0.17	-0.142	0.007	-20.591	***
HA	\rightarrow	SAT	0.048	0.041	0.007	5.83	***

***p < 0.001, **p < 0.01, *p < 0.05

Figure 5.3: Structural path model assessment



structural path model assessment

5.3.1 Testing mediating and moderating effect

5.3.1.1 Mediating effect

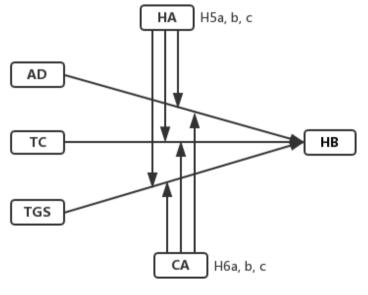
One of aims of this study is to examine the mechanism of culture heritage street identities impact on culture heritage street tourism satisfaction. Combined with aim of identify the effect of heritage brands on the street to culture heritage street tourism satisfaction, heritage brand experience has been analysed as mediator. A bootstrapping procedure have been applied for calculating the significance of path coefficients. In order to enhance result accuracy, 1,000 samples replacement operation has taken during procedure.

Based on analysis result of mediation testing, indirect partial meditating effect of heritage brand experience on relationship between culture heritage street identities and tourism satisfaction has been confirmed. This means effect of architecture and design, tourist convenience, traditional goods and services to culture heritage street tourism satisfaction partially represented through heritage brand experience.

5.3.1.2 Moderating effect

In this study, set up psychological variables history awareness (HA) and culture awareness (CA) as moderators to investigate how the strength of relationship between each culture heritage street identities (AD, TC and TGS) and heritage brand experience (HB) changes by moderators: HA and CA. In order to testing moderating effect, two stage approach been applied. The bootstrap procedure was carried out for 1000 subsamples. Assuming that the significance level is 5%, the confidence interval of the interaction effect on the term effect of the dependent structure should not include zero with experience confirming its significant effect. When the term effect of interaction is statistically significant, it may approve that moderator has a significant moderating effect on the relationship.

Figure 5.4: moderating effect path model



moderating effect of HA and CA

Moderating effect of HA on AD, TC and TGS to HB

According to result table shown below, the moderating effect assumption of history awareness have not displayed significantly on tourist convenience and traditional

goods and services to heritage brand. These means whatever the history awareness increasing or decreasing, relationship between tourist convenience, traditional goods and services as well as heritage brand have no significant changes. At meantime, moderator role of history awareness was confirmed during examine as statistical significance was shown on relationship between architecture and design as well as heritage brand.

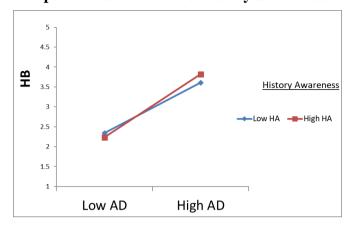
Table 5.9: The moderating effect of HA on AD, TC and TGS

Interactions	Path	p -
	Coefficients	value
TCxHA → HB	-0.013	ns
TGSxHA → HB	-0.007	ns
ADxHA → HB	0.033	***

Structural path significant at ***p < 0.001, **p < 0.05, ns = not significant

As shown in figure about conditional effects of architecture and design on heritage brand experience at two level of history awareness below, with the moderating effect testing result table above, it is clear that history awareness (HA) has strengthened the positive relationship between architecture and design (AD) and heritage brand experience (HB). There is steeper of slope with higher history awareness (red line) comparing with low history awareness (blue line). This reflected history awareness could improve the benefit that architecture and design brought to heritage brand experience. In Dashilar case, the figure demonstrates that whether in low or high history awareness level, the history awareness could achieve the enhance effect.

Figure 5.5: Conditional effects of architecture and design on heritage brand experience at two level of history awareness



Moderating effect of CA on AD, TC and TGS to HB

According to table below, culture awareness has shown its statistical significance on tourist convenience, traditional goods and services to heritage brand experience. This means culture awareness as moderator have moderating effect on relationship between culture heritage street identities to heritage brand experience. Where it has negative effect on traditional goods and services to heritage brand experience while it has positive effect on tourist convenience and architecture and design to heritage brand experience.

Table 5.9: The moderating effect of CA on AD, TC and TGS

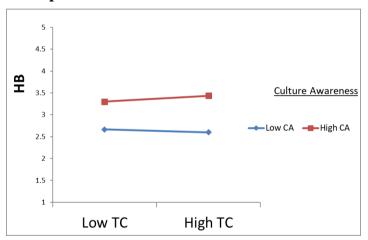
Interactions	Path	<i>p</i> -
	Coefficients	value
$TCxCA \rightarrow HB$	0.026	0.006
$TGSxCA \rightarrow HB$	-0.029	0.004
ADxCA → HB	0.015	0.016

Structural path significant at ***p < 0.001, **p < 0.05, ns = not significant

According to figure about conditional effects of tourist convenience on heritage brand experience at two level of culture awareness below and moderating effect testing result table above, it is obvious that culture awareness (CA) strengthened

positive relationship between tourist convenience (TC) and heritage brand experience (HB). There is steeper of slope with higher culture awareness (red line) comparing with low culture awareness (blue line). Recall to structural model result, tourist convenience has not shown significant effect on heritage brand experience. However, in moderating effect testing result, there is no denying that culture awareness has moderating effect to strengthen the tourist convenience's influence on heritage brand. In Dashilar case, this could understand as tourist convenience facilities were not good enough and better culture awareness may lead to better understanding on inconvenient facilities and finally may improve the overall culture heritage street tourism satisfaction.

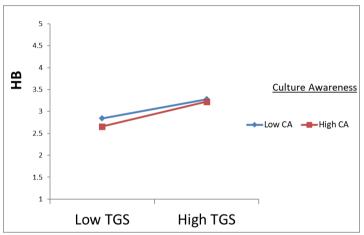
Figure 5.6: Conditional effects of tourist convenience on heritage brand experience at two level of culture awareness



According to figure about conditional effects of traditional goods and services on heritage brand experience at two level of culture awareness below and moderating effect testing table above, it illustrates that culture awareness (CA) strengthened positive relationship between traditional goods and services (TGS) and heritage brand experience (HB). There is steeper of slope with higher culture awareness (red line) comparing with low culture awareness (blue line). This means relationship between traditional goods and services and heritage brand experience changes with change of culture awareness level. In Dashilar case, culture awareness has negative

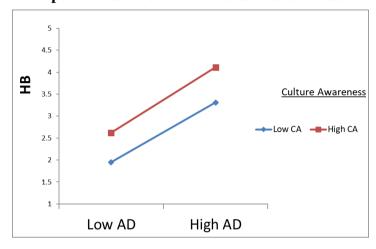
effecting on traditional goods and services. That may have caused by poor management on quality and authenticity of traditional goods and services. Therefore, low culture awareness visitors may not have investigated fake traditional good or service that they paid for. Visitors with higher culture awareness may felt the authenticity rather than the shop's advertising.

Figure 5.7: Conditional effects of traditional goods and services on heritage brand experience at two level of culture awareness



According to figure about conditional effects of traditional goods and services on heritage brand experience at two level of culture awareness below and moderating effect testing table above, it is clear that culture awareness (CA) strengthened positive relationship between architecture and design (AD) and heritage brand experience (HB). There is steeper of slope with higher culture awareness (red line) comparing with low culture awareness (blue line). This reflected culture awareness could enhance the effect that architecture and design brought to heritage brand experience. In Dashilar case, the figure displayed that whether in low or high culture awareness level, the culture awareness could positively improve the effect.

Figure 5.8: Conditional effects of architecture and design on heritage brand experience at two levels of culture awareness.



5.4 Hypotheses testing results

According to structural model analysis, it is obvious that architecture and design (AD), traditional goods and services (TGS) and culture awareness (CA) have significant positive direct effect on heritage brand feeling (HB). While tourist convenience (TC) and history awareness (HA) have not shown significance of direct influence on HB. Remarkable coefficients of those significant constructs are AD to HB (0.51***), CA to HB (0.265***) and TGS to HB (0.18***). Detailed result shown as table below.

Table 5.11: structural model result of effects to HB

				Standard			
			Estimate	Estimate	S.E.	C.R.	P
CA	\rightarrow	HB	0.368	0.265	0.015	17.286	***
AD	\rightarrow	HB	0.713	0.51	0.015	33.473	***
TGS	\rightarrow	HB	0.25	0.18	0.015	11.723	***
TC	\rightarrow	HB	0.017	0.012	0.015	0.798	0.425
HA	\rightarrow	HB	0.028	0.02	0.016	1.303	0.193

***p < 0.001, **p < 0.01, *p < 0.05

For tourism satisfaction (SAT), refer to structural model result table, it significantly direct influenced by architecture x decoration and design (AD), tourist convenience (TC), traditional goods and services (TGS) and heritage brand feeling (HB). The coefficients are HB to SAT (0.068***), AD to SAT (0.099***), TGS to SAT (0.189***) and TC negatively to SAT (-0.142***).

Table 5.12 structural model result of effects to SAT

			Estimate	Standard Estimate	S.E.	C.R.	P
HB	\rightarrow	SAT	0.059	0.068	0.018	3.862	***
CA	\rightarrow	SAT	0.896	0.741	0.008	89.643	***
AD	\rightarrow	SAT	0.12	0.099	0.011	8.81	***
TGS	\rightarrow	SAT	0.227	0.189	0.008	24.968	***
TC	\rightarrow	SAT	-0.17	-0.142	0.007	-20.591	***
HAa	\rightarrow	SAT	0.048	0.041	0.007	5.83	***

****p* < 0.001, ***p* < 0.01, **p* < 0.05

Above table shows history awareness (HA) is not significantly direct impact on heritage brand feeling (HB), however, with architecture and design (AD) together, shows significant effect on HB (0.033***). Culture awareness (CA) through AD have obvious impact on HB (0.015*) while influences HB (0.026**) combined with TC. But it necessary to notice that CA reflect negative effect on HB (-0.029**) with TGS involved.

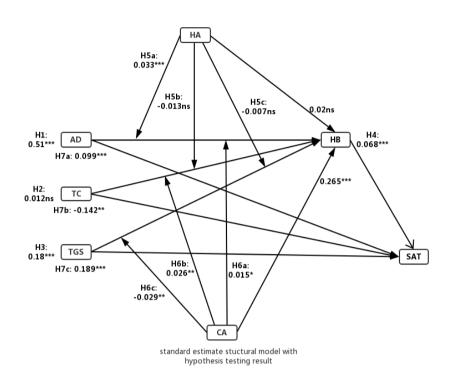


Figure 5.9: structural model with hypotheses testing result

Thus, hypotheses H1, H3 and H4 have been supported by result. Result of H1 is showing that positive relationship between architecture and design (AD) and heritage brand experience (HB). Result of H3 is displaying that traditional goods and services (TGS) has direct effect on heritage brand experience (HB). H4 has been supported means heritage brand experience (HB) could impact on culture heritage street tourism satisfaction (SAT). Moderating effect result supported H5a, H6a, H6b and H6c. It confirmed moderator's impacts: history awareness (HA) to architecture and design (AD); culture awareness (CA) to architecture and design (AD), tourist convenience (TC) and traditional goods and services (TGS). Result of mediation hypotheses H7a-H7c have confirmed partial effect of mediator heritage brand experience (HB) on relationship between culture heritage street identities and tourism satisfaction.

Table 5.13 Hypotheses supportive clarification

	Research hypothesis	Path coefficients,	Result
H1	Architecture and design (AD) may impact on heritage brand (HB)	<i>p</i> value 0.51***	Supported
H2	Tourist convenience (TC) may impact on heritage brand (HB)	0.012 ns	Not supported
Н3	Tradition, traditional goods and services (TGS) may impact on heritage brand (HB)	0.18***	Supported
H4	Heritage brand experience (HB) may impact on culture heritage street tourism satisfaction (SAT)	0.068***	Supported
Н5а	History awareness (HA) may have moderating effect on relationship between AD to HB	0.033***	Supported
H5b	History awareness (HA) may have moderating effect on relationship between TC to HB	-0.013 ns	Not supported
Н5с	History awareness (HA) may have moderating effect on relationship between TGS to HB	-0.007 ns	Not supported
Н6а	Culture awareness may have moderating effect on relationship between AD and HB	0.015*	Supported
Н6ь	Culture awareness may have moderating effect on relationship between TC and HB	0.026**	Supported
Н6с	Culture awareness may have moderating effect on relationship between TGS and HB	-0.029**	Supported
Н7а	Architecture and design (AD) may impact on culture heritage street tourism satisfaction (SAT) by mediator heritage brand (HB)	0.099***	Supported

Н7ь	Tourist convenience (TC) may impact on culture heritage street tourism satisfaction (SAT) by mediator heritage brand (HB)	-0.142**	Supported
Н7с	Traditional goods and services (TGS) may impact on culture heritage street tourism satisfaction (SAT) by mediator heritage brand (HB)	0.189***	Supported

***p < 0.001, **p < 0.01, *p < 0.05, **p = not significant

Chapter summary

This chapter applied statistical analysis methods to quantitative questionnaire survey data and mainly applied PLS-SEM analytical technique by using AMOS. All research hypotheses in the conceptual framework have been analysed and tested with detailed empirical result. Refer to Hair et al. (2017), research structural model of this study was appropriate model, which has certified by reliability, validity, acceptability and capability testing results shown in above sections. Further discussion on constructs is displaying in following chapter.

Chapter 6: Discussion and findings

Introduction

The qualitative in-depth interview data was processed by means of thematic analysis and thus grouped by themes as generated during the pilot research (TripAdvisor comments analysis), as shown in chapter 4, questionnaire design. As the in-depth interview guide was not strictly followed, a rich set of points, ideas, and perceptions was provided by the participants. Some interview material will thus be quoted in this chapter to support certain points arising. In addition, based on careful processing and analysis of the qualitative questionnaire survey data discussed in chapter 5, some hypotheses are supported while others were not supported based on interrelation analysis. This section thus includes additional discoveries and critical evaluation of those elements not supported by the structural model. Some photos were also taken as visual evidence, and some of these are included to further support key points.

Table 6.1 Hypotheses result summary table

	Research hypothesis	Result
H1	Architecture and design (AD) may have an impact on	Supported
	heritage branding (HB)	
H2	Tourist convenience (TC) may have an impact on	Not supported
	heritage branding (HB)	
Н3	Tradition, traditional goods, and services (TGS) may	supported
	have an impact on heritage branding (HB)	
H4	Heritage brand experience (HB) may impact on culture	Supported
	heritage street tourism satisfaction (SAT)	
Н5а	History awareness (HA) may have moderating effect on	Supported
	the relationship between AD and HB	
H5b	History awareness (HA) may have moderating effect on	Not supported

	relationship between TC to HB	
Н5с	History awareness (HA) may have a moderating effect	Not supported
	on the relationship between TGS and HB	
Н6а	Culture awareness may have moderating effect on the	Supported
	relationship between AD and HB	
Н6ь	Culture awareness may have moderating effect on the	Supported
	relationship between TC and HB	
Н6с	Culture awareness may have moderating effect on the	Supported
	relationship between TGS and HB	
Н7а	Architecture and design (AD) may have an impact on	Supported
	culture heritage street tourism satisfaction (SAT) with	
	mediator heritage brands (HB)	
H7b	Tourist convenience (TC) may have an impact on	Supported
	culture heritage street tourism satisfaction (SAT) with	
	mediator heritage brands (HB)	
Н7с	Traditional goods and services (TGS) may have an	Supported
	impact on culture heritage street tourism satisfaction	
	(SAT) with mediator heritage brands (HB)	

6.1 Onsite observation

Architectures and overall sense

Many historic buildings that have been recognised as culture relics have been well restored and protected, including the historical site of Ruifuxiang and the front door of Qianxiangyi, which are both Chinese national culture relics and listed buildings. The historical site of the Bank of Communications and the Salt Industry Bank are also Beijing culture relics and listed buildings. The store has been transformed by commercial investment and restored to its original appearance. Most old buildings

that were not identified as culture relics were demolished, and the rate of demolition in the Langfang toutiao was worse. In terms of building repair and renovation, the streets in the west are better, with more restored historic buildings in this section that have been preserved on a refurbishment basis. At both ends of the road, most of buildings have been restored according to the traditional Chinese architectural style. At the end of March 2009, the Beijing Xuanwu district council initiated a protection and restoration project for the west street of the Dashilar, promising a total investment of about 244 million Chinese yen, to cover an area of about 10,000 square meters. On 15th October that year, the street was officially opened to visitors. As part of this renovation, the historic buildings on the street were preserved in their original form, and in addition, some traditional snack heritage brands have returned to the Qingyun pavilion, recreating the historic snack scene of the street. The dining area in the middle of the Dashilar includes the famous Laoshe teahouse and other teahouses, some of which provide traditional folk-art performances such as Peking The Meishi street and the surrounding hutongs, such as the Langfang Ertiao, now also have several shops and restaurants that serve traditional Chinese snacks and meals to both tourists and community residents.

Area layout and environment

The construction of the main street was done first, and its location is very important due to it offering direct access to Qianmen street. The road is paved with green and white stone; however, the surrounding environment not been considered well. and the shops in the east end of the Zhubaoshi street are arranged in disorderly manner that is not in harmony with the overall atmosphere of the Dashilar.

In terms of infrastructure, Dashilar west street uses white and green stone pavements across the whole street, making it similar to the ground of Qianmen street. Even the manhole cover is designed in special way, with a carved Guanyin temple pattern and engraved Chinese characters based on the Huguo Guanyin temple. Street lamps have

been installed on the side of the road, and the water, electricity, and gas pipelines are all under the ground, to keep the overall landscape and pedestrian area tidier. Several scattered shops have large numbers of coloured illuminated advertisements, which lack unified design and appear scattered.

Tourist guide facilities

Dashilar street has long history, and the commercial atmosphere is supported by a number of heritage brands; however, there were only a few signs of interpretive historic restoral of buildings. One of these, the Daguanlou building offers a good internal exhibition, with a description of the building's origin, and several relics and pictures with text interpretations explaining the development of film in China. Another example is the historic site of Ruifuxiang, which not only contains pictures, relics, and miniature models outlining the store's development history but also displays a copper sculpture representing the production process from raising silkworms, through textile spinning, dyeing, and so on. In front of the Goubuli bun shop, a sculpture and an interpretive board illustrate the historical story of the brand. Other instances include the former site of the Qianxiangyi store, located in the Zhubaoshi street, and the historic site of the Xiangyihao department store on the Dashilar street, which also display development stories by providing stone or iron billboards with descriptive text. These displays could leave a deep impression on visitors.

Other buildings do not display their stories to visitors so obviously. On this visit, the researcher noticed that there were no clear maps or sign on the streets of the Dashilar area to guide visitors to historical places nearby, and the majority of signs that did exist were in Chinese characters. There is tourist information centre located inside the Zhangyiyuan tea shop, but this, unfortunately, has no tourist maps or guides, providing only travel regulation brochures. No staff attended this centre throughout the two-month survey period.

At the entrance of each of the main hutongs, there was a standardised sign indicating the name of the hutong in Chinese. However, these did not provide any other information about the hutong, such as the origin of the name. Tourists can thus only see the scenery rather than experiencing the historical sense of the location. Although tourists are generally guided by their jinrikisha puller during a hutong tour, they are not able to achieve good results when standing in front of a building with no expressions of its history. In addition, based on the researcher's experience, the oral guide provided by a jinrikisha puller often differs from the actual historic facts. The hutong tour guides lack training and knowledge, and they may thus not deliver authentic information to visitors in Dashilar.

Tourist activities

There is a large tourist population in the Dashilar area due to the attractiveness of the heritage brand stores and the convenience of the location. The main tourist activities are heritage brand visits and shopping for unique traditional merchandise. Some visitors do not only come for Dashilar, however; as Dashilar is located on the central axis of Beijing, it is within walking distance of Qianmen and Tiananmen square. The west street of Dashilar is well established, with many restaurants and hotels doing business in buildings in the traditional Chinese architectural style. Thus, culture tourist products have been developed by small travel agencies throughout this area. The Hutong tour is the most popular activity among visitors, and the ancient street layout was preserved intact in the southern and western parts of the Dashilar area. Historically, several celebrities lived in the Dashilar area, including Tan Xinpei and Mei Lanfang (famous Peking opera performers). Tourists seeking culture experiences enjoy communicating with local residents and reflect a high culture ascription level.

Life style of residents in Dashilar

The hutong area of western Dashilar illustrates the authentic, original, and historical lifestyle of residents due to its location apart from the main commercial heritage area. There are rich scenes of daily life around this area, including senior residents chatting or playing chess. The appearance of the hutongs takes on a naturally ungoverned form, and general housing conditions are under developed. The buildings are old, and the building density is high.

The Dashilar area has always been one of the major commercial centres in Beijing and its unique nature derives from its long history and diverse culture features. It has many distinctively Chinese characteristics, which still form Dashilar's indispensable core values. Dozens of heritage brand stores are located on the Dashilar heritage streets, and, to some extent, they have become representative and symbolic of Dashilar as a whole. The commercial identity of the Dashilar remains, however, more impressive than its culture identity as a culture heritage area. The Qianmen and Dashilar have thus become associated with two concepts that are closely related to each other; they are not only connected geographically but have also become symbols that represent visitors' perceptions.

6.2 Discussion and findings

This study focused on culture heritage streets as a brand in order to examine the relationship between street brand identities, heritage brands, and tourist satisfaction. To explore these issues, several hypotheses are explored.

6.2.1 Direct effects

Examining the concepts developed based on corporate heritage brand identities, previous researchers have confirmed that heritage identities can enhance brand experiences through long-term power. In this study, it is clear that Dashilar as a corporate culture heritage street brand has an attractive identity based on its long history. The architecture and design, along with offerings of traditional goods and service, have proven to be significant parts of the heritage identity of Dashilar, and these are seen to be symbolic of quality and tradition (Balmer, 2011). This supports the hypothesis that such factors strengthen corporate heritage brand identity.

H1 Architecture and design → Heritage brand experience

Architecture and design will impact on the heritage brands' Supported experience from culture heritage streets.

With reference to the structural model coefficient on AD to HB (0.51***), this not only proved that this factor has a significant effect on heritage brand feelings but also identified it as the most significant factor overall. Historical buildings do not just represent history in general; they also stand as symbols of historical lifestylse or of heritage brands. The Hutong tour and Fan architecture attract a great deal of attention, for example. In addition, such factors also affect heritage brand experience in terms of history awareness among those visiting culture heritage streets.

Destination images reflect tourists' insights into the destinations they have visited or plan to visit (Mackay and Fesenmaier, 1997). They play a crucial role in influencing successive decision-making actions or destination selection among potential tourists, who act based on what they have seen. Existing research has placed great emphasis on destination image, but less attention has been paid to the establishment of preparatory work such as tourism destination positioning and tourism brand design (Kim et al, 2005; Park et al., 2006). In order to enhance this, this study helps provide

evidence that the process of creating a positive consumer perception is meaningful in some extent.

As discussed in chapter 2, the formation of heritage brand experience and atmosphere require the simultaneous formation of all relevant areas that affect psychological cognition or physical appearance, including architecture and decoration (Pearce and Moscardo, 2005). This highlights the significance of architecture and styling in terms of promoting tourism (Henderson, 2001; Lee, 2011; Olga, 2009; Light, 2000; Chang, 1999; Ehrentrau, 1993). Visitors are generally most attracted by architecture (Georges et al., 2002) where architecture is not only a record of the historical or culture features of buildings but also a memorial of past times. In Dashilar's case, some of the heritage brands stores are established within their original sites, while some brands now conduct their businesses in listed buildings. In this way, the architecture not only reflects historic details but also supports current commercial identity. Thus, architecture and design can influence heritage brand experiences through their use of images and symbolic features.

In terms of H1, a positive link between architecture and design and heritage brand experience is supported by the structural model test result. This proves that architecture and design, acting as culture heritage street identity, can help to improve the experience of heritage brands.

H2	Tourist convenience → Heritage brand experience	Not
	Tourist convenience will impact on heritage brand	Supported
	experience on culture heritage streets.	

Tourist convenience here refers to signage, guidance facilities or services, and tourist information centres. As these obviously link to the tourism experience, a seemingly

reasonable hypothesis is that these factors would have a significant effect on heritage brand feeling; however, this was not supported. With reference to the onsite observations by the researcher, this was a drawback with the overall Dashilar experience. Despite being a key component of destination image in the tourism field, these were not related to the heritage brand experience, which may be due to the nature of the Dashilar area. Dashilar's background is such that the area was not developed as simply a tourist area, and the commercial identity of the Dashilar culture heritage street is more meaningful to visitors than its culture features. A negative correlation to heritage tourism satisfaction with the culture heritage street has thus been confirmed in Dashilar's case, and this will be further discussed in a later section.

H3 Traditional goods and services → Heritage brand experience

Supported

Traditional goods and services will have an impact on heritage brand experience on culture heritage streets.

This hypothesis is supported by structural model analysis, and this supports Balmer's previous definitions of heritage brand identity. Traditional goods and services do not merely reflect tradition features but also demonstrate current authenticity in the Dashilar area. Tradition is a topic that is closely linked to history. Zhu (2006) specified that regional culture and tradition are important factors when assessing culture streets, while Balmer (2011, 2013) offered a definition of tradition that specifically referred to fixed behaviours and maintenance. Visitors may not be experts on tradition, so their use of traditional goods and services (Urde et al., 2007) acts as an intuitive experienced indicator of their experience of tradition.

Forman and Argenti (2005) pointed out that strong corporate brand identity reflects

consumer perception that enterprises offer high quality products and services, thus providing a foundation for the success of such enterprises. These findings suggest that research provides a key way to learn how to develop and apply strategic priorities to ensure that brands have a long-term impact (Karmark, 2005). Perceived quality of products or services is positively related to consumer loyalty (Sweeney et al., 1999; Gale, 1994; Petrick, 2002; Grewal, 1998; Sweeney, 1999; Neal, 1999), and this perceived quality can be improved through long term business success. For culture heritage streets, perceived value can be represented by certain identities based on appearance (decoration or packaging) or development (its history and tradition). In addition, this can also reflect the criteria of business serving multigenerational stakeholders (Balmer, 2013), as derived from heritage brand identity theory.

Structural model testing results support the hypothesis. Heritage brand experience is obviously influenced by traditional methods of production and service in Dashilar's case. This finding is especially important for catering industry heritage brands, such as Quanjude and Wuyutai; the main purpose of visiting for many tourists is the traditional snacks and treats market, which represents 57% of responses.

H4 Heritage brand experience → Culture heritage street tourism satisfaction

Supported

Heritage brand experience will have an impact on culture heritage street tourism satisfaction

Experience affects perception through observation or interaction. According to some researchers, the feelings thus produced can affect emotional, intellectual, or volitional behaviours (Holbrook and Hirschman, 1982; Schmitt, 1999). Brand experience refers to consumers feelings when they purchase and use products or

services from specific brands (Brakus et al., 2009). The limited literature in this area highlights brand experience a corporate perspective. Balmer (2012) stated that corporate brand experience is reflected in corporate product brands, corporate culture heritage brands, or corporate place brands. There is lack of empirical research on the development of brand experience construction, however. Moreover, research on generic products and service brands cannot offer a specific definition of corporate brands (Balmer and Gray, 2003). Thus, it is important and necessary to explore and understand the adaptive dimensions of brand experience (Schmitt, 2009). According to Brakus et al. (2009), development of brand experience, during the process of interaction with a corporate brand, feelings are produced based on positive responses and relative feedback. This relationship between brand experience and customer satisfaction has been examined by Brodie et al. (2009) and customer satisfaction is deemed to be the result of successful brand experience (Brakus et al., 2009). According to the structural model testing results, H4 is supported, in agreement with the findings of Brodie et al (2009).

In Dashilar, there was little difficulty in investigating the efforts made by heritage brands to improve consumer experience. Multiple stakeholders such as government, brand owners, management associations, and local residents were involved, and the overall restoration project, run by the government, was seen to provide wider walkways for visitors, improve safety and cleanliness, and to bring former heritage brands back to the Dashilar. The majority of these heritage brands perform well in terms of delivering authentic traditional goods and services to visitors. In this way, Dashilar as a culture heritage street brand demonstrates its culture heritage tourism potential.

This study categorised corporate heritage brand identity factors as architecture and design, tourist convenience, and traditional goods and services, to reflect the symbology, design, tradition, and quality dimensions that contribute towards creating

a successful identity. The findings supported corporate heritage brand identity having a positive effect on heritage brand experience.

6.2.2 History awareness moderating effects

As in the conceptual framework explanation in chapter 3, according to Urde et al. (2007), history as an important heritage element affects heritage brands on culture heritage streets. Moreover, it also may have the potential top affect tourism satisfaction (Zhu, 2006; Yang, 2010). Some scholars have defined history as the power of brands over long term operations, and time is a key feature of culture heritage streets. History is the most attractive feature of the culture identity of such streets; thus, integrating additional historical features could enhance the charm of such streets (Yang, 2010; Zheng, 2004). The research hypothesis not supported by structural model analysis however, contradicting previous literature. Within the literature, history is an important element of heritage brands or heritage streets. This study aimed to consider a heritage street's identity in terms of heritage brand and tourism satisfaction. Therefore, this work only proved the culture heritage street's effect on history awareness overall, and it did not register a significant impact on heritage brands on the street directly. Not all visitors know street history or heritage brands' history well. In addition, although heritage brands were a crucial factor in this research, many visitors to this specific region came for the Hutong tour or traditional snack and treats.

H5a	$History\ awareness\ \rightarrow\ Architecture\ and\ design\ and\ Heritage$	
	brand experience	Supported
	History awareness may have a moderating effect on the	
	relationship between architecture and design and heritage brand	
	experience	

H5b	History awareness → Tourist convenience and Heritage	Not
	brand experience	supported
	History awareness may have a moderating effect on the	
	relationship between tourist convenience and heritage brand	
	experience	
Н5с	History awareness → Traditional goods and services and	Not
	Heritage brand experience	supported
	in the second of	supported
	History awareness may have a moderating effect on the	supported
		supported

The moderation hypotheses, H5a, H5b, and H5c, in this study were based on the assumption that awareness of a culture heritage street's history may impact on heritage brand feeling by means of architecture and design, tourist convenience, and traditional goods and services. As displayed above, awareness of a culture heritage street's history can impact on heritage brands in terms of architecture and design, and thus, history remains important for both culture heritage streets and heritage brands' experience on these culture streets; however, no significant direct relationship between these factors was seen in the Dashilar case in terms of tourist convenience and traditional goods and services. Although the results did not fully support all hypotheses, they do suggest that history, as a root of heritage brand identity, has its potential to support heritage brand experience, and this provides empirical evidence that strengthens heritage brand identity theory.

As noted in chapter 2, relevant tourism studies have examined the potential of information technology and information systems in this field. With the development of mobile network technology, potential visitors may gain information, including a history or brief introduction, through websites, apps, and other media sources. An analysis of the question "how do visitors know about Dashilar?" suggested that 29%

came from tourism websites, and 17% from smart phone apps, with traditional paper-based media representing only 15%. It is clear that marketing communication for Dashilar has great potential for increased information diffusion, especially in terms of history awareness and the enhancement of relevant information such as local development and the area's historical contributions to Chinese society. In addition, with reference to analysis of the purpose of visit query, it is clear that historical buildings are attractive for visitors (Hutong tour 50% and Fan of architecture 37%). Those heritage brands that carry out business activities in these historical building may thus be positively affected by this.

6.2.3 Culture awareness moderating effects

Н6а	Culture awareness → Architecture and design and Heritage	
	brand experience	Supported
	Culture awareness may have a moderating effect on the	
	relationship between architecture and design and heritage brand	
	experience	
H6b	Culture awareness → Tourist convenience and Heritage	
	brand experience	Supported
	Culture awareness may have a moderating effect on the	
	relationship between tourist convenience and heritage brand	
	experience	
Н6с	Culture awareness \rightarrow Traditional goods and services and	
	Heritage brand experience	Supported
	Culture awareness may have moderating effect on the relationship	
	between traditional goods and services and heritage brand	
	experience	

According to Tylor (1958), "Culture is that complex whole which includes knowledge, beliefs, arts, morals, law, customs, and any other capabilities and habits acquired by a human as a member of society". As mentioned in previous chapters, heritage sense and heritage brand experience are based on a wide range of aspects, including architecture, local contact, and engagement. (Pearce and Moscardo, 2005). Thus, local engagement has been taken into account in this study, as people play a key role in terms of research into the traditions in an area or the process of societal development (Chang, 1999; Christou, 2005; Craik, 1997; Williams, 1998; Du Cros, 2001; Michael, 2002).

Culture is a social factor that could dynamically impact on corporate brands (Laforet et al., 2011). Recalling Balmer (2011), heritage brand key traits, including culture and group associations, can thus be represented by culture awareness insofar as it is made up of local customs and visitor perceptions (Forgas-Coll et al., 2017). In this research, local engagement was used as a proxy for the authenticity of Dashilar and examined for its effect on heritage brand experience. In simple terms, there is no possibility of a heritage tourism destination without local people living in the area. Residents provide a rich sense of lifestyle that is much deeper than pictures or texts. According to Tylor (1958), local residents behaviours and lifestyles generally, to some extent, reflect the traditions that they have inherited from previous times, and this culture feature is highly attractive to visitors. Culture awareness as a psychological indicator includes local language usage (Chandler and Costello, 2002; Chang, 1999), local population (Christou, 2005; Hall and Zeppel, 1990), ascription of area (Williams, 1998), and customs (Chandler and Costello, 2002; Craik, 1997; Du Cros, 2001).

Culture includes the concept of physical aspects as well as psychological impacts (Tosun et al., 2007). Successfully influencing the formation of visitors' culture awareness is thus likely to achieve the maximum long-lasting positive effect on

visitors' experience (Lowenthal, 1998; Pretes, 2003; Park, 2009). Such effects can be understood as a form of culture ascription (Bandyopadhyay et al., 2008), which can reflect heritage brand identity trait groups or class associations. In this study, H6a, H6b, and H6c were formed under the assumption that culture awareness has a moderating effect on the relationship between architecture and design, tourist convenience, and traditional goods and services, as well as on heritage brand experience, and structural model testing result supports all three hypotheses.

Improving culture awareness could thus strengthen the relationship between architecture and design and heritage brand experience. This suggests that visitors with higher levels of culture awareness may have better understanding of the historical buildings and decoration styles in Dashilar. This factor also enhances the overall heritage brand experience. Although tourist convenience did not display a significant relationship with heritage brand experience, this relationship could still be somewhat strengthened by higher levels of culture awareness. However, culture awareness effects in terms of the impact of traditional goods and services on heritage brand experience show a decrease. According to observations onsite at Dashilar, this may be caused by visitors with higher culture awareness having richer culture sense or relevant knowledge. In Dashilar's case, these well-informed visitors can identify authentic traditional goods or services, and by examining the TripAdvisor comments and interview material, the majority of these Chinese visitors believe that Dashilar has been transformed into a general tourism site with a reinvented fake heritage atmosphere. Based on this point, this study will provide improvement suggestions in the next chapter.

6.2.4 Mediating effects

As previously noted, alongside the direct effects of culture heritage street identities

on heritage brand experience, several mediation hypotheses were developed in an attempt to extend heritage brand identity theory by examining identity effects on tourism satisfaction.

H7a	Architecture and design →Culture heritage street tourism	
	satisfaction	Supported
	Architecture and design have an impact on culture heritage street	
	tourism satisfaction by mediating heritage brand experience	
H7b	Tourist convenience → Culture heritage street tourism	
	satisfaction	Supported
	Tourist convenience may have an impact on culture heritage street	
	tourism satisfaction by mediating heritage brand experience	
Н7с	Traditional goods and services →Culture heritage street	
	tourism satisfaction	Supported
	Traditional goods and services have an impact on culture heritage	
	street tourism satisfaction by mediating heritage brand experience	

Overall satisfaction refers to visitors' feelings when visiting a destination as influenced by the physical experience of the destination and their psychological perceptions of it. In other words, it is a measurement of the psychological fulfilment felt by the individual as part of the experience. In this study, the satisfaction factor was taken as an independent variable to explore which elements have a greater impact on the current perceptions and future decision making of visitors (Prayag, 2012). According to Pappu and Quester (2006), customer satisfaction represents the success of a brand in the long-term. Previous studies have examined and defined customer satisfaction as the perception of individuals of products (or services) in use after purchase (Olsen et al., 2005; Yuksel and Rimmington, 1998; Gundersen et al., 1996; Kotler and Keller, 2006). In addition, some scholars have noted a positive linkage between customer satisfaction, word of mouth endorsement, and repurchase

intention (Fornell, 1992; Ryu et al., 2012).

In the tourism field, the word of mouth effect is strongly related to visiting intention (Fornell, 1992). This study thus applied the word of mouth effect as an indicator of tourism satisfaction. Based on this definition of tourism satisfaction, the tourism potential of Dashilar as a corporate culture heritage street brand was confirmed.

Structural model testing results confirmed that aspects of culture heritage street identity such as architecture and design, tourist convenience, and traditional goods and services could partially influence culture heritage street tourism satisfaction via mediation of the heritage brand experience. As such identities reflect local symbolism, quality, and tradition, these findings tend to strengthen Balmer's (2011) corporate heritage brand identity theory. They also support the relationship between heritage brand identities and culture heritage street tourism satisfaction. Although previous studies have focused on tourism satisfaction, the field still lacks research on satisfaction from visitors' cognitive awareness perspectives, however.

Unsurprisingly, traditional goods and services have strong significance for heritage tourism satisfaction. This result supports tradition, quality, product, and service focus as ways in which the heritage identities of culture heritage street brands can impact on overall street tourism satisfaction by means of heritage brand experience. In Dashilar's case, this study clarified that the impact of traditional goods and services on heritage brand experience can change depending on culture awareness. This study thus confirms the influence of culture awareness's role in tourism satisfaction.

As important aspects of the formation of destination image, historical buildings impact on visitors' responses to a target destination (Hitoshi Yamanaka, 1981). In the case of Dashilar, several heritage brands stores are established within listed buildings. Thus, the architecture is not merely a historical characteristic but also part of the commercial identity of the region. The notion of architecture is particularly crucial

for visitor satisfaction here, as it plays an essential role in generating the desired atmosphere in Dashilar. As historical buildings affect the first impression of a destination, and architecture has been a tourist attraction since ancient times, it has a close relationship with tourism (Lee and Hsu, 2013). Buildings and architectural styles thus play a crucial role in tourism (Henderson 2001; Lee, 2011; Olga, 2009; Light, 2000; Chang, 1999; Ehrentrau, 1993), and this has been supported by examining the Dashilar case.

Mackay and Fesenmaier (1997) reveal that, alongside architecture and design, tourist convenience is crucial for overall tourism satisfaction. Debate around modernising tourism destinations for better convenience versus preserving historic features is seemingly unending (McIntyre, 2009). In Dashilar, there is a lack of guide maps, road signs, relaxation facilities, and multiple language support. Authenticity not only refers to the authenticity of the physical area, but also its history. A simple restoration of a heritage site may only illustrate a static scene of a certain temporal point, and the historical development of the region may be wiped out, reducing the value of the inherited culture as well as detracting from authenticity. Currently in Dashilar, relevant guides and communication methods are necessary to enhance tourism satisfaction by supporting the temporal scenery with detailed guides and explanations. The negative impact of tourist convenience on Dashilar tourism satisfaction was clear to the researcher when collecting questionnaire survey data onsite. While there were some signs and guidance maps on the streets, they were clearly insufficient, and only a minority of them were in English, causing Englishspeaking visitors to have issues finding their way. Additionally, the tourist information centre was just a desk with minimal material that did not relate to Dashilar. The negative correlation thus reflects the real circumstances.

Conclusion

This chapter displayed and discussed the main findings in hypotheses order. Observation of Dashilar's current situation during the quantitative questionnaire survey was also demonstrated. The contribution to theory and practice of these findings will be illustrated in the next chapter.

Direct effects were seen supporting hypotheses H1, H2, and H3, confirming the relationship between culture heritage street brand identities and heritage brand experience. Architecture and design were positively related to heritage brand experience, supporting the effects of symbology, design, and style as heritage brand traits and thus supporting heritage brand identity theory. Traditional goods and services were also positively related to heritage brand experience, further strengthening the heritage brand identity theory by confirming effects of tradition and quality where products and services focus such traits.

Moderating effects were investigated by hypotheses H5a, H5b, H5c, H6a, H6b, and H6c. The findings in this section mainly investigated the effects of history awareness and culture awareness as moderators of the relationship between culture heritage street identities and heritage brand experience. History and culture are both significant elements of heritage brands; however, the findings highlighted that history awareness does not have a significant influence on the relationship between tourist convenience, traditional goods and services, and heritage brand experience. Hypotheses H5a, H6a, H6b, and H6c were supported, however, and these findings provided empirical evidence to support heritage brand identity theory. The results also suggest a possible expansion of the research perspective in terms of the effect of psychological cognitive awareness in the heritage brand research field.

Mediating effects were addressed in terms of the findings from supported hypotheses H7a, H7b, and H7c. As discussed in the direct effects section, architecture and

design and traditional goods and services are essential parts of the heritage brand experience. To extend the model, a discussion of the relationship between culture heritage street identity and tourism satisfaction was thus necessary. The findings confirmed that culture heritage street identities do impact on overall street tourism satisfaction, with heritage brand experience acting as a partial mediating factor. This finding helps strengthen and support heritage brand identity theory.

Chapter 7 conclusion

7.1 Study summary

This study aimed to investigate China's heritage brand context, including the current heritage brand development situation in China. Currently, China's markets overall are expanding rapidly thanks to its string economic growth, and many new brands are emerging to compete in these expanded markets. As a large and historic country, China has a high proportion of heritage brands, also known as "time-honoured" brands. These represent the inherited values not only of the brand culture itself but also of China's history. Due to effect of the culture revolution, many heritage brands suffered from name falsification, antique plaque destruction, and destruction of property. Based on Balmer's (2011) corporate heritage brand theory, the value of heritage brand identities was thus lost by Chinese heritage brands. Hence, this study aimed to identify a sustainable development strategy for heritage brands in China, with a main focus on clarifying culture heritage street brand identity dimensions and discovering how corporate culture heritage street brand identities influence tourism satisfaction. Within this process psychological cognitive awareness (history awareness and culture awareness) was considered as a moderator and heritage brand experience was considered as a mediator.

Dashilar is a naturally formed historic commercial street. Combined with the corporate heritage brand stewardship concept (Burghausen and Balmer, 2015), consideration of Dashilar as a corporate culture heritage street brand as an object of study was thus formed conceptually at the beginning of this work. By critically reviewing theories relating to culture, social identity, and stakeholders, a more thorough conceptual framework has been generated, and a review of previous literature on corporate brands, corporate brand identity, and corporate heritage brand identity, including the potential of culture heritage street as corporate brands used to

clarify appropriate approaches. Following this review of the literature on destination tourism and other related fields, overlaps of several culture heritage street identity dimensions were confirmed. Moreover, several research gaps, such as lack of empirical support for heritage brand identity theory from a tourism perspective and a lack of consideration of psychological cognitive awareness in terms of heritage identities, were identified and have thus been taken into account in this research.

Based on the findings of the literature review, a research conceptual framework and hypotheses were developed. This study began from the assumptions that corporate culture heritage street identities are directly affected by heritage brand experience (H1, H2, and H3); that there is a moderating effect of history awareness and culture awareness on the relationship between corporate culture heritage street identities and heritage brand experience (H5a, H5b, H5c, H6a, H6b, and H6c); and that corporate heritage identities affect overall culture heritage street tourism satisfaction by mediating the heritage brand experience (H7a, H7b, and H7c). Here, corporate culture heritage street identities were represented by architecture and design (Henderson, 2011; Lee, 2011; Olga, 2009; Chhabra, 2015; Bonn et al., 2007; Nuryanti, 1996; Borsay, 2000; Henderson, 2001 and 2011; Light, 2000; Chang, 1999 and Ehrentrau, 1993), tourist convenience (Barnes et al., 2014; McIntyre, 2009 and Neuhofer et al., 2014), and traditional goods and services (Balmer, 2011 and 2013; Henderson, 2001 and 2011; Kolar and Zabkar, 2010; Chhabra et al., 2003; Kim and Jamal, 2007; Poria et al., 2003; Urde et al., 2007). These identities reflect symbolism; design and style; quality; product; and service focus, as in Balmer's (2011) corporate heritage brand identity theory.

In order to address the research problem, research objectives were outlined as in chapter 1. The focus on these of research objectives is summarised in table below.

Table 7.1 Research objectives

Research Objectives	Focus
I: To understand and explore the notions of culture heritage street	Chapter 1 and 2

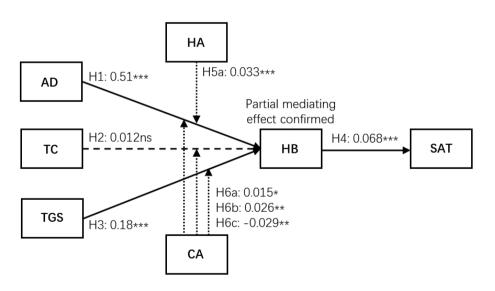
identities in the Chinese context	
II: To develop a framework that illustrates the relationship between	Chapters 2 and 4
culture heritage street identities, heritage brand experience, and street	
tourism satisfaction.	
III: To examine the mediating effects of culture heritage street identities	Chapters 3 and 5
on tourism satisfaction; the moderating effects of history awareness and	
culture awareness on culture heritage street identities and heritage	
brand experience; and the heritage brand experience's impact on street	
tourism satisfaction	
IV: To measure the relationships in part III within a conceptual	Chapters 5 and 6
framework and to reflect on these findings in a culture heritage street	
tourism context	
V: To offer theoretical and practical analysis, including implications	Chapter 7
where possible, of the main findings, including an assessment of any	
problems with the study and suggestions for future researchers	

Based on the experimental strategy principle, this research mainly relied on the quantitative questionnaire survey method to obtain the necessary data. By its nature, this study evaluated the causal relationship between factors and predicted their effects on results, adopting appropriate methods to do so effectively. As discussed in chapter 4, the questionnaire set was designed based on an analysis of the results from the pilot study, TripAdvisor comments, and onsite in-depth interviews, as well as the literature review. The questionnaire survey was conducted in Dashilar, Beijing, and participants were randomly selected from visitors to the area. In total, 654 questionnaires were collected within two months, and 609 questionnaires were analysed after validation. A PLS-SEM analysis technique was applied in this study, which is an empirical analysis method that tests the relationship between variables and generates a structural model. Every step of the data analysis was based on relevant reliability, validity, or consistency tests, as described in chapter 5.

Referring to the analysis results, chapter 6 demonstrated and discussed a range of findings. Architecture and design are positively related to heritage brand experience, which supports the effects of symbols, design, and style as heritage brand traits

defined in heritage brand identity theory. Traditional goods and services are also positively related to heritage brand experience, strengthening the heritage brand identity theory by confirming that tradition, quality, and products and services serve as focus traits. The moderating effect findings highlighted that history awareness does not significantly influence the relationships between tourist convenience and traditional goods and services with heritage brand experience. Extending the model, a discussion of the relationship between culture heritage street identities and street tourism satisfaction is required. The findings confirmed that culture heritage street identities could impact on overall street tourism satisfaction with heritage brand experience by acting in a partial mediating role. The theoretical and practical contributions are discussed in the following sections, and the final research model is shown in figure 7.1.

Figure 7.1 Final research model



Final research model

7.2 Theoretical contribution

This study has made several contributions to theory that can be categorised in different groups as shown below.

Corporate heritage brand identity has been supported by the research's conceptual framework development.

Several previous researchers have placed great emphasis on corporate brands, corporate heritage identity, and their relationship (Balmer and Chen, 2015; Kitchen et al, 2013). Relevant heritage brand topics have been concentrated on classic areas such as product brands, brand values, and brand strategy (Balmer, 2011). In recent years, heritage tourism has been a hot topic among researchers; however, the literature in this field has mainly focused on heritage destination tourism (Yang, 2010). Here, heritage destination, by common definition, refers to destinations with culture features that present a sense of authenticity to tourists. A proper model that can define or describe heritage identities is crucial for researchers in heritage tourism or tourism branding areas, and this study may be the first to attempt to establish an interdisciplinary perspective on tourism of corporate culture heritage streets as corporate brands. Additionally, this study combined culture, social identity, and stakeholder theory as its theoretical basis, developing Balmer's (2011) corporate heritage brand identity theory based on social identity and stakeholder theory. In this research. corporate heritage brand identity dimensions such as symbology, design and style, and product and services focus were defined within a conceptual research framework from a tourism perspective. Therefore, scholars in relevant fields could undertake further empirical research based on the model generated by this work. The research examined several key dimensions (history, longevity, track of records, use of symbol and core value) and divided these into measurable items to reflect corporate culture heritage street identities, taking into consideration the eleven typical heritage traits (such as symbol, design and style, quality, product and services focus, and group or class association) developed by Balmer (2011). Thus, further

researchers may use this simplified model to define measurable items in interdisciplinary studies of corporate heritage brand tourism. Moreover, the generated model highlighted significant relationships among several identity items; thus, brand owners or managers may use this model as guidance to classify the crucial elements that can improve their brand performance and to maximise the heritage brand experience in terms of tourism satisfaction.

This study has confirmed the research potential of studying a culture heritage street as a corporate brand in terms of expanding Balmer's (2011) corporate heritage brand identity theory.

The culture heritage street identities in this study were identified based on key traits drawn from corporate heritage brand identity theory (Balmer, 2011). Based on the results, the mediator position of heritage brand experience was confirmed with regard to corporate culture heritage street identity and overall street tourism satisfaction. In other words, corporate culture heritage street identities can affect tourism satisfaction, partially through heritage brands experience as mediators. The adaptive dimensions development of the corporate heritage brand experience was done under the brand experience theory frame created by Brakus et al (2009). Tourism satisfaction as a core target of corporate culture heritage street brand meets the definition of corporate branding, and confirmation from model testing proves that culture heritage streets are appropriate for study as corporate heritage brands due to the fact that the nature of corporate brands is to establish a core strategy for a corporation (Laforet et al., 2011; Tsai et al., 2015). This facilitates a new vision of studying culture heritage street tourism from a corporate heritage brand identity perspective.

Finally, this study has underlined the moderating role of psychological cognitive awareness (history awareness and culture awareness) on the relationship

between corporate culture heritage street brand identities and heritage brand experiences.

These types of cognitive awareness have a strengthening effect on relevant identities in terms of brand experience. This study may be the first to examine cognitive awareness as a moderating factor to examine the relationship between heritage brand identity and heritage brand experience, from the corporate heritage brand tourism perspective. It thus introduced the new concept of that using psychological factors (intangible and indirect) to evaluate an effect of physical factors (visible and direct) on targeted independent variables in heritage brand tourism or corporate branding areas. These were based on developed psychological effects studies in tourism field (Baloglu and McCleary, 1999; Barnes et al., 2014; Beerli and Martin, 2004; Bond and Falk, 2013; Coudounaris and Sthapit, 2006; Grosspietsch, 2006; Jin et al., 2015). Although several theories such as brand experience theory and social identity theory were learnt and used in the formation of the conceptual research model, and the results may thus partially support such theories, due to research's aims, further systematic evaluation of these were not applied during the study. Thus, future researchers should be encouraged to focus on those theories where required.

7.3 Implications for practice

Comprehensive professional management

Dashilar is a richly traditional, historical, and culture Beijing shopping area. The quantitative data suggests that the model proves and enriches the assumptions of corporate heritage brand identity theory, particularly in the areas of identity dimensions, such as symbolism, quality, and product and services. In terms of the corporate culture heritage street brand perspective, heritage brand experience clearly has a positive impact on heritage tourism satisfaction. Thus, the findings suggest that Dashilar is suitable to act as the research target for the investigation of corporate

heritage brands as culture street which is vital to create a dedicated organisation or committee in order to oversee the planning, development, operation, and monitoring of the areas, to promote sustainable development. On top of that, the findings further suggest that heritage brand identity drives positive experiences and satisfaction, and therefore can improve the competitiveness and attractiveness of the brand for tourists. The model emerging from in the study shows that heritage culture streets play a positive and influential identity role, and the model for Dashilar could thus be adapted to other culture and historical areas to seek similar success.

Historical architectures restoration, protection and management

The significance of architectural buildings to restoration strategy is also of interest. The findings also recommend the creation and enhancement of the functional areas of Dashilar, in order to improve overall tourist satisfaction. Comment analysis shows that many of the comments focus on areas such as classic shopping and excessive over-commercialisation, as well as the impact of the symbolism of Dashilar. The findings also showed that the Hutong and relatively quiet and peaceful lifestyle in the local area also tended to promote tourist satisfaction. The questionnaire findings enabled structural model testing that suggested that corporate culture heritage street brand identity, alongside architecture and design and traditional goods and services, plays a positive role in heritage brand experiences, thus further promoting overall tourist satisfaction. As a result, the study results recommend that the main area's heritage brand should be prioritised in the areas of quality and traditional and culture features, improving the standards of traditional goods and services. It appears to be particularly vital to improve the entry requirements for shops to ensure that only high quality and culturely reflective shops enter the heritage site. This could improve the business standards in Dashilar and consolidate the local culture and traditional identities. The findings also suggest several potential challenges in terms of health and safety issues. As a result of the sheer quantity of old style and traditional buildings, the area has a much higher building density and lots of unplanned construction; this creates a huge risk for negative events such as fires. This thus requires additional governance in such areas to standardise building, prevent hazards, and to improve building quality, particularly for Hutong, the traditional Chinese gateway to Dashilar.

Creative and sustainable business mode opportunities

Multiple business mode development is another factor of interest. The study results further recommend diversification of the local business models to drive Dashilar forward. To maintain continuity of the area's historic image, the commercialisation must be diversified, as this is the key to driving sustainable development. In the past, Dashilar as a commercial area formed naturally, and therefore the key areas were that businesspeople could both do business and live in the area. Heritage brands now, however, not only cover the commercial sector, but also areas such as hospitality, leisure, restaurants, entertainment, and medical services. This is particularly the case for entertainment and medical services, and Dashilar has seen a continuous weakening of the areas. Refer to the findings from the questionnaire, Chinese Tea and Beijing Opera were identified as major themes reflecting local culture, but these have been undermined in the contemporary era. In order to enhance culture heritage street tourism authenticity, it is vital to conserve the culture scenery in historically decorated streets. On top of this, additional services and traditional products strongly associated with Chinese culture should be further promoted, such as by using traditional specialised business signs for the shops, to promote the revitalisation of the historical business area. This finding reflects the current major shortfalls for Dashilar, and the urgent need to create a new business model for street decoration to mitigate the risks and challenges mentioned above. These recommended actions should help revitalise the prestigious history of Dashilar by promoting the corporate culture heritage street tourism brand for years to come. This could also help Dashilar to maintain strong brand power and increase its attractiveness to tourists in the global tourism industry.

Further efforts on heritage brands and their developing environment

The crucial role played by heritage brands must also be considered in these terms. Heritage brand relocation and protection for heritage shops are a key focus for this type of area. By reviewing the business scene and environment in Dashilar, a clear segregation in terms of purpose of visit emerged. Trying local dishes accounted for more than half of tourists' purposes in visiting. Xianyukou, for example, identified an opportunity as Dashilar opened a new street specialising in local dishes and snacks, based on feedback and demand from the market and tourists. For Dashilar, it is vital to drive differentiation and prioritise the heritage brand and the associated culturely embedded history. From a sustainable development perspective, Dashilar must create new positioning features to attract additional heritage brands to relocate back to the area, allowing the recreation of historical scenes for clients. This is the key to realigning the historical buildings and traditional goods and services in the area to promote brand experiences that will increase visitor and tourist satisfaction.

Enhancement for tourist information system and experiencing environment

Tourism information systems and servicing also require attention. The results suggest the need for a focus on promoting the historical and culture background of the area to make these aspects more accessible to tourists. The finding from the research proved the positive relationship between psychological cognitive awareness such as history awareness and culture awareness, and physical identity and brand experiences in culture heritage streets. As a result of increased living standards and changes in spending patterns for urban consumers, tourists are now much more focused on travel experiences and local interest. From a culture perspective, Dashilar has one of the strongest historical, culture, and commercial heritages and offers strong local interest; this makes it a great attraction for both domestic and international tourists. The unique selling point for Dashilar is its historical and culture street characteristics. The traditional and historical architecture, and the

traditional goods, products, and services, along with the possibility of local engagement help catalyse the culture awareness level. However, history awareness cannot be fulfilled by a single factor: according to the data from the research questionnaire survey, many of the participants have an interest in areas such as the Hutong tour and the classic traditional architecture, but feel that they lack the knowledge, insights, and experience to make the most of these areas. This has created an immediate gap between services and expectations, and the promotion of more signs and explanatory notes is vital to cover this shortfall. This also suggests opportunities for tourist organisers to lead specialised tours of the Hutong areas to offer tourists additional access and exposure to local experiences. Combined with an increase in the general standard of Hutong tours, with sufficient training for guides in a well-regulated and governed tourist market, increased understanding for clients can be achieved. This may be assisted by the creation of a tourist centre to provide guidance, services, directions, and recommended tours to complement the tourists' experiences.

7.4 Limitation of this study

The previous sections have demonstrated the contributions, both theoretical and practical, of this study. As this study represents ground-breaking research that emphasises the potential impact of identity on a corporate culture heritage street tourism brand (Dashilar), it is important to clarify its limitations. Despite the critical literature review, careful qualitative data analysis, and meticulous survey data analysis, several points could not be covered during the research due to natural limitations.

As discussed in the literature review, this study is an extension of an edge brand management approach. Balmer et al. first introduced heritage brand identity in 2006,

and the theory of corporate heritage brand identity is still in the process of development. Limited literature and limited research focus naturally leads to a limited range of theoretical resources being available for this study. Thus, the model and findings of this research are based on limited resources. While the researcher attempted to ensure maximum accuracy and validity within the current theoretical background, some points will require further study. This limitation creates research opportunities for future scholars.

This study also undertook cross-sectional data analysis to investigate the effects of heritage brand identity and heritage brand experience on overall tourism satisfaction, and there is a natural difficulty in terms of cross-sectional research design in measuring identities and the effects of brand experiences on tourism satisfaction in real time. A longitudinal research approach would be preferred to precisely investigate the mechanisms of these processes dynamically. However, in this research, due to time and financial limitations, a longitudinal study was not possible. The causal relationships in final research model of this study are thus based on a ratiocination of theoretical literature.

Additionally, this research used only Dashilar as a case for study, while, for ideal research results, it may be necessary to gather several cases and compare them from different perspectives. Before interview data collection, the researcher visited several different famous culture heritage streets in China to gain experience and to make observations. Beijing has been the capital of China for a long period, and thus many political and culture resources have converged there as part of its long-term development; this was a major reason for taking Dashilar as the case study for this research. However, in order to improve the research model, more cases are recommended for future studies.

Finally, there is a question around the effects of the limited sample size. Sample size

is always difficult for researchers: larger sample sizes, while trickier to obtain, mean more accuracy, reliability, and validity of results. However, time and financial limits here meant that only TripAdvisor comments were collected as pilot research data, and only eleven in-depth interviews and 609 valid questionnaires were finally analysed in this study. Future scholars are thus recommended to obtain larger sample sizes under their own research frameworks.

7.5 Recommendations for future research

This study developed corporate heritage brand identity theory based on a case study of Dashilar from a tourism perspective, which is pioneering research in terms of interdisciplinary corporate heritage brand and tourism management work. It proved the existence of relationships between heritage brand identities, heritage brand experience, and overall satisfaction, and thus further studies are recommended to focus on heritage brand identities' dimensions to attempt to further improve corporate heritage brand identity theory in terms of other relevant aspects such as sensory utilisation and corporate communication (Balmer, 2011). Work to expand heritage brand identity theory by investigating its relationships with other managerial aspects such as brand loyalty could also potentially be empowered by further work on corporate heritage brand identity.

In addition, this study brings the concept of corporate culture heritage street brands to other relevant research fields by exploring dimensions of heritage brand identity and identifying representative measurable items. This new concept considered Dashilar as a culture heritage street and as a corporate heritage tourism brand. It is to be hoped that future scholars could expand this concept to other natural cluster heritage streets or areas, evaluating their tourism potential. Taking one or more other

culture heritage streets as cases to review the results of the research model developed in this research would help to improve the model, while studying these culture heritage sites from other research perspectives would allow more general consideration of heritage sites' nature.

This research also introduced a modeling strategy that utilised psychological cognitive awareness as a moderating factor to examine its effects on physical perceptual intuitional identities of heritage brand experience and the connection with tourism satisfaction. Thus, further studies may wish to focus on the expansion of cognitive awareness measurement dimensions, to facilitate an examination of their relationships with other potential managerial elements that impact on satisfaction and to transfer this idea to other management research fields involving psychological and physical factors.

Finally, as illustrated in the limitations section, an improvement in sample sizes is vital for any further research in these areas. For this research, questionnaire survey data was collected on-site at Dashilar, which assured a higher quality of data; however, this was a time-consuming method. Further research may set a different standard of participant selection and combine on-site collection methods with other methods such as online or email approaches. To enhance the research design, it is suggested that a longitudinal study approach would also improve the information gathered about consumers' perceptions.

Reference

Aaker, D. A. (2009) Managing brand equity. Simon and Schuster.

Aaker, D.A. (1991) Managing Brand Equity: Capitalizing on the value of a Brand Name, The Free Press: New York, US

Aaker, D.A. (1996) Measuring brand equity across products and markets. California management review, Vol.38, Iss.3, p.102-120

Abrams, D. and Hogg, MA. (1998) Social identifications. Routledge: London

Adams, W Y. (1998) The Philosophical Roots of Anthropology, Cambridge University Press

Agostini, L., Filippini, R. and Nosella, A. (2015), Brand-Building Efforts and Their Association with SME Sales Performance. Journal of Small Business Management, Vol.53, p.161–173

Aguirre-Rodriguez, A. (2014) Culture Factors That Impact Brand Personification Strategy Effectiveness. Psychol. Mark., Vol.31, p.70–83.

Amandeep T. (2011) Market Research Methodologies: Multi-Method and Qualitative Approaches. 2nd edition. USA: IGI Global

Anderson, S. W. and Lillis, A. M. (2011) Corporate Frugality: Theory, Measurement and Practice. Contemporary Accounting Research, Vol.28, p.1349–1387

Ashforth, B.E. and Mael, F. (1989) Social identity theory and the organization.

Academy of management review, Vol.14, Iss.1, p.20-39.

Aykol, B., Aksatan, M., and İpek, İ. (2017) Flow within theatrical consumption: The relevance of authenticity. Journal of Consumer Behaviour, Vol.16, p.254–264

Baden-Fuller, C., Ravazzolo, F. and Schweizer, T. (2000) Making and measuring reputations: the research ranking of European business schools, Long Range Planning, Vol. 33, p. 621–650.

Balmer, J.M.T. (1994) The BBC's corporate identity: Myth, paradox and reality, Journal of General Management, Vol.19, No.3, p.33–49.

Balmer, J.M.T. (1998) Corporate identity and the advent of corporate marketing, corporate brands with a heritage. Journal of Marketing Management, Vol. 14, No. 8, pp. 963 – 996.

Balmer, J.M.T. (2001) Corporate identity, corporate branding and corporate marketing: Seeing through the fog, European Journal of Marketing, Vol. 35, No. 3/4, pp. 248 – 291

Balmer, J.M.T. (2006) Comprehending marketing and the corporate marketing mix, Working Paper, Bradford School of Management.

Balmer, J.M.T. (2008) Identity based views of the corporation: insights from corporate identity, organisational identity, social identity, visual identity and corporate image, European Journal of Marketing, Vol. 42, No. 9/10, pp. 879–906.

Balmer, J.M.T. (2011b) Corporate heritage brands and the precepts of corporate heritage brand management: Insights from the British Monarchy on the eve of the

royal wedding of Prince William (April 2011) and Queen Elizabeth II's Diamond Jubilee (1952–2012). Journal of Brand Management, 18(8), p.517-544.

Balmer, J.M.T. and Greyser, S.A. (2006) Corporate marketing: Integrating corporate identity, corporate branding, corporate communications, corporate image and corporate reputation, European Journal of Marketing, Vol. 40, No. 7/8, pp. 630 – 641.

Balmer, J.M.T. and Greyser, S.A. (2006) Corporate level marketing: integrating corporate identity, corporate branding, corporate communications, and corporate reputation, Special Edition on Corporate Marketing: European Journal of Marketing, Vol. 40, No. 7/8, pp. 730–741.

Balmer, J.M.T., Greyser, S.A. and Urde, M. (2004) Monarchies as corporate brands, Harvard Business School, Working Paper Series 05-002

Balmer, J.M.T., Staurt, H. and Greyser, S.A. (2009) Aligning identity and strategy: corporate branding at British Airways in the late 20th Century, California Management Review, Vol.51, No. 3, pp. 6–23.

Balmer, J.M.T. and Gray, E.R. (1999) Corporate identity and corporate communications: creating a competitive advantage. Corporate Communications: An International Journal, Vol.4, No.4, pp.171-177

Balmer, J.M.T. and Gray, E.R. (2003) Corporate brands: what are they? What of them?, European journal of marketing, Vol.37, Iss.7/8, pp.972-997.

Balmer, J.M.T. (2012) Strategic corporate brand alignment: Perspectives from identity based views of corporate brands. European Journal of Marketing, Vol.46,

No.7/8, p.1064-1092.

Balmer, J.M.T (2013) Corporate heritage, corporate heritage marketing, and total corporate heritage communications. What are they? What of them? Corporate Communications: An International Journal Vol. 18 No. 3, pp. 290-326

Balmer, J.M.T. (2004) The British Monarchy: does the British Crown as a corporate brand fit?, Working Paper No.04/16, School of Management, Bradford University, Bradford

Balmer, J.M.T. (2008) Corporate brands, the British Monarchy and the resource-based view of the firm, International Studies of Management and Organizations, Vol. 37 No. 4, pp. 20-45.

Balmer, J.M.T. (2009) Scrutinising the British Monarchy: the corporate brand that was shaken, stirred and survived, Management Decision, Vol. 47 No. 4, pp. 639-675.

Balmer, J.M.T. (2010) Explicating corporate brands and their management: Reflections and directions from 1995. Journal of Brand Management, Vol.18, Iss.3, p.180-196.

Balmer, J.M.T. (2011a), Corporate heritage identities, corporate heritage brands and the multiple heritage identities of the British Monarchy, European Journal of Marketing, Vol. 45 Nos 9-10, pp. 1380-1398.

Balmer, J.M.T. (2011c), Corporate marketing myopia and the inexorable rise of a corporate marketing logic: perspectives from identity-based views of the firm, European Journal of Marketing, Vol. 45 Nos 9-10, pp. 1329-1352.

Balmer, J.M.T. (2017) The corporate identity, total corporate communications, stakeholders' attributed identities, identifications and behaviours continuum. European Journal of Marketing, Vol.51, Iss.9/10, p.1472-1502

Balmer, JMT. and Chen, W. (2015) Corporate heritage brands in China. Consumer engagement with China's most celebrated corporate heritage brand – Tong Ren Tang. The Journal of Brand Management. Vol.22. Iss.3

Baloglu, S. and McCleary, K.W. (1999) A model of destination image formation. Annals of tourism research, 26(4), p.868-897.

Bamberger, M. (2000) Integrating Quantitative and Qualitative Research in Development Projects. 1st edition. USA: IBS.

Barnes, S.J., Mattsson, J. and Sørensen, F. (2014) Destination brand experience and visitor behavior: Testing a scale in the tourism context. Annals of Tourism Research, 48, pp.121-139.

Beerli, A. and Martin, J.D. (2004) Factors influencing destination image. Annals of tourism research, Vol.31, Iss.3, p.657-681.

Beerli, A. and Martín, J.D. (2004) Tourists' characteristics and the perceived image of tourist destinations: a quantitative analysis—a case study of Lanzarote, Spain. Tourism management, Vol.25, Iss.5, p.623-636.

Berry, N. C. (1988) Revitalizing brands. Journal of Consumer Marketing, 5(3), p.15-20.

Beverland, M. (2006) The real thing: branding authenticity in luxury wine trade,

Journal of Business Research, Vol. 59, No. 2, pp. 251–218.

Biel, A.L. (1993). Converting image into equity. Brand equity and advertising: Advertising's role in building strong brands, p.67-82.

Biel, A.L. (1993) How Brand Image Drives Brand Equity. Journal of Advertising Research, Vol.6, Iss. 10, p.9-12.

Bigne, J.E., Sanchez, M.I. and Sanchez, J. (2001) Tourism image, evaluation variables and after purchase behaviour: inter-relationship. Tourism management, Vol.22, No.6, p.607-616.

Bond, N. and Falk, J. (2013) Tourism and identity-related motivations: why am I here (and not there)? International Journal of Tourism Research, Vol.15, p.430–442 Bond, N., Packer, J., and Ballantyne, R. (2015) Exploring Visitor Experiences, Activities and Benefits at Three Religious Tourism Sites. International Journal of Tourism Research, 17: 471–481.

Brakus, J.J., Schmitt, B.H. and Zarantonello, L. (2009) Brand experience: what is it? How is it measured? Does it affect loyalty?. Journal of marketing, 73(3), pp.52-68.

Bramwell, B. and Rawding, L. (1996). Tourism marketing images of industrial cities. Annals of Tourism research, 23(1), 201-221.

Brodie, R.J., Whittome, J.R. and Brush, G.J. (2009) Investigating the service brand: A customer value perspective. Journal of business research, 62(3), pp.345-355.

Brown, D. (1992) Breathe new life into your old brand. Management review, 81(8):10.

Brown, S., Kozinets, R.V. and Sherry Jr, J.F. (2003) Teaching old brands new tricks: Retro branding and the revival of brand meaning. Journal of Marketing, 67(3), pp.19-33.

Brown, T.J., Barry, T.E., Dacin, P.A. and Gunst, R.F. (2005) Spreading the word: Investigating antecedents of consumers' positive word-of-mouth intentions and behaviors in a retailing context. Journal of the Academy of Marketing Science, 33(2), pp.123-138.

Bryman A (2014). Social research method. 4th edition. UK: Oxford University Press

Bryman A and Bell (2015). Business Research Methods. 5th edition. UK: Oxford University Press

Bryman et al (2011). Research Methods and Organization Studies. 4th edition. London: Sage

Buchanan D and Bryman A (2009) The Sage Handbook of Organizational Research Methods. 6th edition. London: Sage

Burghausen, M. and Balmer, J.M.T. (2015) Corporate heritage identity stewardship: a corporate marketing perspective, European Journal of Marketing, Vol.49, Iss. 1/2, p.22-61

Cardador, M.T. and Pratt, M.G. (2006) Identification management and its bases: bridging management and marketing perspectives through a focus on affiliation dimensions, Journal of The Academy of Marketing Science, Vol. 34, No. 2, pp. 174–184.

Carroll, B.A. and Ahuvia, A.C. (2006) Some antecedents and outcomes of brand love. Marketing letters, 17(2), pp.79-89.

Chen, H. M. and Tseng, C. H. (2005) The performance of marketing alliances between the tourism industry and credit card issuing banks in Taiwan. Tourism Management, 26(1), 15-24.

Chen, J. S. and Uysal, M. (2002) Market positioning analysis: A hybrid approach. Annals of Tourism Research, 29(4), 987-1003.

Chin, W. W. (2010). How to write up and report PLS analyses. In V. E. Vinzi, W. W. Chin, J. Henseler, & H. Wang (Ed.), Handbook of partial least squares: Concepts, methods and applications in marketing and related fields. Berlin: Springer

Chronis, A. and Hampton, R. D. (2008), Consuming the authentic Gettysburg: How a tourist landscape becomes an authentic experience. Journal of Consumer Behaviour, 7: 111–126

Clarkson, M.E. (1995) A stakeholder framework for analyzing and evaluating corporate social performance. Academy of management review, Vol.20, Iss.1, p.92-117.

Coddington, W. (1993) Environmental marketing: Positive strategies for reaching the green consumer. McGraw-Hill Companies

Cohen, R. J. (2014) Brand Personification: Introduction and Overview. Psychology and Marketing, 31: 1–30

Connolly, B. (2003) Dashilar-past and present in an old Bejing axis of commerce. China Week, Iss. 10

Coudounaris, D.N. and Sthapit, E. (2017) Antecedents of memorable tourism experience related to behavioral intentions. Psychology and Marketing, 34:1084–1093

Cova, B. and Pace, S. (2006) Brand community of convenience products: new forms of customer empowerment – the case of "my Nutella – The Community", European Journal of Marketing, Vol. 40, No. 9/10, pp.1087–1105.

Crane, A. and Ruebottom, T. (2011) Stakeholder theory and social identity: Rethinking stakeholder identification. Journal of business ethics, 102(1), pp.77-87.

Currás-Pérez, R., Bigné-Alcañiz, E. and Alvarado-Herrera, A. (2009) The role of self-definitional principles in consumer identification with a socially responsible company. Journal of Business Ethics, 89(4), p.547.

Curtin, S. (2010) The self-presentation and self-development of serious wildlife tourists. International Journal of Tourism Research, 12: 17–33

De Roeck, K., Maon, F. and Lejeune, C. (2013) Taking Up the Challenge of Corporate Branding: An Integrative Framework. European Management Review, 10: 137–151

Depecik, B., van Everdingen, Y.M. and van Bruggen, G.H. (2014), Firm Value Effects of Global, Regional, and Local Brand Divestments in Core and Non-Core Businesses. Global Strategy Journal, 4: 143–160.

Donaldson, T. and Preston, L.E. (1995) The stakeholder theory of the corporation: Concepts, evidence, and implications. Academy of management Review, Vol.20, Iss.1, p.65-91.

Dutton, J.E., Dukerich, J.M. and Harquail, C.V. (1994) Organizational images and member identification. Administrative science quarterly, pp.239-263.

Einwiller, S. (2013) Corporate Attributes and Associations, in The Handbook of Communication and Corporate Reputation (ed C. E. Carroll), Blackwell Publishing Ltd., Oxford, UK

Ellemers, N., Spears, R. and Doosje, B. (1997) Sticking together or falling apart: Ingroup identification as a psychological determinant of group commitment versus individual mobility. Journal of personality and social psychology, 72(3), p.617

Evans, J.R. and Lombardo, G. (1993) Marketing strategies for mature brands. Journal of Product & Brand Management, 2(1), pp.5-19

Farquhar, P.H. (1990) Managing Brand Equity. Journal of Advertising Research, Vol.8, p.7-12.

Feldman, J.P. (2011) Producing and Consuming "Unspoilt" Tobago: Paradise Discourse and Culture Tourism in the Caribbean. The Journal of Latin American and Caribbean Anthropology, 16: 41–66.

First, I. and Khetriwal, D. S. (2010) Exploring the relationship between environmental orientation and brand value: is there fire or only smoke?. Business Strategy and Environment, 19: 90–103

Flaherty, J. and Brown, R.B. (2010) A Multilevel Systemic Model of Community Attachment: Assessing the Relative Importance of the Community and Individual Levels, American Journal of Sociology, Vol. 116, Iss. 2, pp. 503-542

Forgas-Coll, S., Palau-Saumell, R., Matute, J., and Tárrega, S. (2017) How Do Service Quality, Experiences and Enduring Involvement Influence Tourists' Behavior? An Empirical Study in the Picasso and Miró Museums in Barcelona.International Journal of Tourism Research, 19: 246–256

Forman, J. and Argenti, P. A. (2005) How corporate communication influences strategy implementation, reputation and the corporate brand: an exploratory qualitative study, Corporate Reputation Review, Vol. 8, No. 3, pp. 245–264

Fornell, C. (1992) A National Customer Satisfaction Barometer: The Swedish Experience. Journal of Marketing, 56(January), p.6-21.

Freeman, R.E. (1994) The politics of stakeholder theory: Some future directions. Business ethics quarterly, pp.409-421.

Freeman, R.E. (1996) Stakeholder Capitalism. Financial Times.

Freeman, R.E. (1999) Divergent stakeholder theory. Academy of management review, Vol. 24, Iss.2, p.233-236.

Freeman, R.E. and Phillips, R.A. (2002) Stakeholder theory: A libertarian defense. Business ethics quarterly, Vol.12, Iss.3, p.331-349.

Freeman, R.E. and Reed, D.L. (1983) Stockholders and stakeholders: A new perspective on corporate governance. California management review, Vol.25, Iss.3,

p.88-106.

George, M. (2004) Heritage branding helps in global markets. Marketing News, Vol.4, Iss.13

Giampiccoli, A. and Kalis, J. H. (2012) Tourism, Food, and Culture: Community-Based Tourism, Local Food, and Community Development in Mpondoland. Culture, Agriculture, Food and Environment, 34: 101–123.

Gorard, S. (2014) Quantitative Methods in Social Science Research. 5th edition. London: Continuum

Greyser, S.A., Balmer, J.M.T. and Urde, M. (2006) The monarchy as a corporate brand: Some corporate communication dimensions, European Journal of Marketing, Vol. 40, No. 7/8, pp.902–908.

Grosspietsch, M. (2006) Perceived and projected images of Rwanda: visitor and international tour operator perspectives. Tourism Management, 27(2), 225-234.

Gummesson, E. (2005) Qualitative research in marketing: Roadmap for a wilderness of complexity and unpredictability, European Journal of Marketing, Vol. 39, No. 3/4, pp. 309 – 327.

Gundersen, M. G., Heide, M., & Olsson, U. H. (1996) Hotel Guest satisfaction among Business Travellers: What Are the Important Factors? The Cornell Hotel and Restaurant Administration Quarterly, 37(2), 72-81.

Gupta, S. (2015), A Conceptual Framework That Identifies Antecedents and Consequences of Building Socially Responsible International Brands. Thunderbird

Haddock-Fraser, J.E. and Tourelle, M. (2010) Corporate motivations for environmental sustainable development: exploring the role of consumers in stakeholder engagement. Business Strategy and Environment, 19: 527–542

Hair, J.F., Hult, G.T.M., Ringle, C.M., and Sarstedt, M. (2017) A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), 2nd Ed., Sage: Thousand Oaks

Hall, G. (2016) Selective Authenticity: Civil War Reenactors and Credible Reenactments. Journal of Historical Sociology, 29: 413–436

Hamilton, T. (2013), Beyond Market Signals: Negotiating Marketplace Politics and Corporate Responsibilities. Economic Geography, 89: 285–307

Hatch, M. J. and Rubin, J. (2006) The hermeneutics of branding, Journal of Brand Management, Vol. 14, No. 1/2, pp. 40–59

Henseler J., Fassott G. (2010) Testing Moderating Effects in PLS Path Models: An Illustration of Available Procedures. In: Esposito Vinzi V., Chin W., Henseler J., Wang H. (eds) Handbook of Partial Least Squares. Springer Handbooks of Computational Statistics. Springer, Berlin, Heidelberg

Hill, C.W. and Jones, T.M. (1992) Stakeholder-agency theory. Journal of management studies, Vol.29, Iss.2, p.131-154.

Hogg, M.A. and Hardie, E.A. (1992) Prototypicality, conformity and depersonalized attraction: A self-categorization analysis of group cohesiveness. British Journal of Social Psychology, 31(1), pp.41-56.

Holbrook, M.B. and Hirschman, E.C., (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. Journal of consumer research, 9(2), pp.132-140

Hu, K. (2013). A Question That Is Not a Question (G. C. H. Wang, Trans.). In Garcia, R., & Wang, G. C. H. (Eds.) King Hu in His Own Words (pp. 54-57). Original work published 1977. available at:

https://scholarspace.manoa.hawaii.edu/bitstream/10125/35961/QuestionNotQuestion.pdf, access date: 05/08/2016

Huang, Y., Scott, N., Ding, P. and Cheng, D. (2012) Impression of Liusanjie: Effect of mood on experience and satisfaction. International Journal of Tourism Research, 14: 91–102

Hughes, K. (2011) Tourist Satisfaction: A Guided 'Culture' Tour in North Queensland. Australian Psychologist, 26: 166–171

Hume, D. and Milican, P.F. (2007) An enquiry concerning human understanding. Oxford, Oxford University Press

Hustvedt, G. and Kang, J. (2013), Consumer Perceptions of Transparency: A Scale Development and Validation. Family and Consumer Sciences Research Journal, 41: 299–313

Jensen, M.C. (2001) Value maximization, stakeholder theory, and the corporate objective function. Journal of applied corporate finance, Vol.14, Iss.3, p.8-21.

Jin N. (Paul), Lee S. and Lee H. (2015) The Effect of Experience Quality on

Perceived Value, Satisfaction, Image and Behavioral Intention of Water Park Patrons: New versus Repeat Visitors, International Journal of Tourism Research, 17, p.82–95

Jones, T.M. (1995) Instrumental stakeholder theory: A synthesis of ethics and economics. Academy of management review, Vol.20, Iss.2, p.404-437

Juntunen, M., Juntunen, J. and Autere, V. (2013) Co-creating nonprofit brand equity. Int. J. Nonprofit Volunt. Sect. Mark., 18: 122–132.

Kang, S. and Hur, W.M. (2012) Investigating the Antecedents of Green Brand Equity: A Sustainable Development Perspective. Corporate Social Responsibility and Environment Management, 19: 306–316

Kapferer, J.N. (2004) The New Strategic Brand Management. Kogan-Page, London

Karmark, E. (2005). Living the Brand. In M. Schultz, Y. M. Antorini, & F. F. Csaba (Eds.), Towards the Second Wave of Corporate Branding, p.103-124.

Karmark, E. (2013) Corporate Branding and Corporate Reputation, in The Handbook of Communication and Corporate Reputation (Ed C. E. Carroll), Blackwell Publishing Ltd., Oxford, UK

Kay, M.J. (2006) Strong brands and corporate brands. European Journal of Marketing, Vol.40, Iss.7/8, p.742-760

Keller, K.L. (1993) Conceptualizing, measuring, and managing customer-based brand equity. The Journal of Marketing, Vol. 57, No. 1, p.1-22.

Keller, K.L. (1999) Managing brands for the long run: Brand reinforcement and

revitalization strategies. California Management Review, Vol.41, Iss.3.

Keller, K.L. (2001) Building customer-based brand equity. Marketing Management. Vol.10. p.14-19.

Keller, K.L. (2001) Building customer-based brand equity: A blueprint for creating strong brand. Issue 107.

Keller, K.L. (2009) Building strong brands in a modern marketing communications environment. Journal of marketing communications, 15(2-3), pp.139-155.

Keller. K.L. (1993) Conceptualizing, Measuring and Managing Customer-Based Brand Equity. Journal of Marketing. Vol.57, No.1, p.1-22

Kim, H., Oh, C-O., Lee, S. and Lee, S. (2017) Assessing the economic values of World Heritage Sites and the effects of perceived authenticity on their values. International Journal of Tourism Research, 20:126–136

Kim, C.K., Han, D. and Park, S.B. (2001) The effect of brand personality and brand identification on brand loyalty: Applying the theory of social identification. Japanese psychological research, 43(4), pp.195-206.

Kim, H. and Richardson, S.L. (2003). Motion picture impacts on destination images. Annals of tourism research, 30(1), 216-237.

Kim, S.S., Chun, H. and Petrick, J.F. (2005) Positioning analysis of overseas golf tour destinations by Korean golf tourists. Tourism Management, 26(6), 905-917.

Kirillova, K., Lehto, X. Y., and Cai, L. (2017) Existential Authenticity and Anxiety

as Outcomes: The Tourist in the Experience Economy. International Journal of Tourism Research, 19: 13–26

Kitchen, P.J., Tourky, M.E., Dean, D. and Shaalan, A.S. (2013) Corporate identity antecedents and components: Toward a theoretical framework. Corporate Reputation Review, Vol.16, Iss.4, p.263-284.

Knox, S. and Freeman, C. (2006) Measuring and managing employer brand image in the service industry, Journal of Marketing Management, Vol. 22, No. 7/8, pp. 695–716

Kong, L. and Li, D. (1998) China's time-honoured brands, Higher education press.

Kotler, P. (2000) Marketing Management Millenium Edition, 10th Edition, Prentice-Hall: US

Kotler, P. and Keller, K.L. (2006) Marketing Management (12th ed.). Upper Saddle River, NJ: Pearson Education.

Kozak M (2013) Destination Benchmarking: Concepts, Practices and Operations. 4th edition. UK: CABI

Kruger, M. and Saayman, M. (2017) An experience-based typology for natural event tourists. International Journal of Tourism Research, 19:605–617.

Kuenzel, S. and Vaux Halliday, S. (2008) Investigating antecedents and consequences of brand identification. Journal of Product & Brand Management, 17(5), pp.293-304.

Kunde J. (2000) Corporate Religion (Book Chapter), In: Corporate Religion. Betriebswirtschaftlicher Verlag Dr. Th. Gabler GmbH, Wiesbadenda

Laforet, S. (2011), Brand names on packaging and their impact on purchase preference. Journal of Consumer Behaviour, 10: 18–30

Leask A., Fyall A. and Barron P. (2014) Generation Y: An Agenda for Future Visitor Attraction Research, International Journal of Tourism Research, 16, p.462–471

Lee, F. and Cronin, B. (2013) Handbook of Research Methods and Applications in Heterodox Economics. 4th edition. USA: Edward Elgar

Lee, T. H. and Hsu, F. Y. (2013) Examining How Attending Motivation and Satisfaction Affects the Loyalty for Attendees at Aboriginal Festivals. International Journal of Tourism Research, 15: 18–34

Lehu, Jean-Marc. (2004) Back to life! Why brands grow old and sometimes die and what managers then do: an exploratory qualitative research put into the French context, Journal of Marketing Communications, Vol.10, Iss.2, p. 133-152

Lencioni, P.M. (2002) Make your values mean something, Harvard Business Review, Vol. 80, pp. 113 – 117

Liu, B. (2007) Re-thrive of China's time-honoured brands, Enterprises research, Vol. 10.

Luo, W.; Liu, Y. and Jiang, Y. (2015). Living Heritage Protection in China Urban Renewal Planning: A Case Study of Quanzhou West Street. Real Corp, available at: https://core.ac.uk/download/pdf/55284691.pdf, access date: 16/07/2016

Lyu, J., Mao, Z. and Hu, L. (2018) Cruise experience and its contribution to subjective well-being: A case of Chinese tourists. International Journal of Tourism Research, 20:225–235

MacKay, K. J. and Fesenmaier, D. R. (1997) Pictorial element of destination in image formation. Annals of Tourism research, 24(3), 537-565.

MacKay, K. J. and Smith, M. C. (2006). Destination advertising: Age and format effects on memory. Annals of Tourism Research, 33(1), 7-24.

Mackay, K.J. and Fesenmaier, D.R. (1997) Pictorial element of destination in image formation, Tourism Research, Vol.24, Iss.3, p.537-565

Maignan, I. and Ferrell, O.C. (2004) Corporate social responsibility and marketing: An integrative framework. Journal of the Academy of Marketing science, Vol.32, Iss.1, p.3-19

Maklan, S. and Knox, S. (1997) Reinventing the brand: bridging the gap between customer and brand value, Journal of Product & Brand Management, Vol.6, Iss.2, p.119-129

Maklan, S. and Knox, S. (1997). Reinventing the brand: bridging the gap between customer and brand value. Journal of product and brand management, 6(2), 119-129.

Maranville, S.J. (1989) You can't make steel without having some smoke: A case study in stakeholder analysis. Journal of Business Ethics, Vol.8, Iss.1, p.57-63.

McIntyre, C. (2007) Survival theory: tourist consumption as a beneficial experiential

process in a limited risk setting. International Journal of Tourism Research, 9: 115–130

McIntyre, C. (2009) Museum and art gallery experience space characteristics: an entertaining show or a contemplative bathe?, International Journal of Tourism Research, 11: 155–170

Melewar, T. C. and Karaosmanoglu, E. (2006) Seven dimensions of corporate identity: a categorisation from the practitioners' perspectives, European Journal of Marketing, Vol. 40, No. 7/8, pp. 846–885

Mercille, J. (2005) Media Effects On Image, Annals of Toursim Research, Vol.32, Iss.4, p.1039-1055

Miller, D., Merrilees, B. and Yakimova, R. (2014) Corporate Rebranding: An Integrative Review of Major Enablers and Barriers to the Rebranding Process. International Journal of Management Reviews, 16: 265–289

Mitchell, R.K., Agle, B.R. and Wood, D.J. (1997) Toward a theory of stakeholder identification and salience: Defining the principle of who and what really counts. Academy of management review, Vol.22, Iss.4, p.853-886.

Moore, J D. (2004) Visions of Culture: An Introduction to Anthropological Theories and Theorists, Rowman Altamira

Morgan, M. (2007), We're not the Barmy Army!: reflections on the sports tourist experience. International Journal of Tourism Research, 9: 361–372

Morsing, M. (2006) Corporate social responsibility as strategic auto-communication:

on the role of external stakeholders for member identification. Business Ethics: A European Review, Vol.15, Iss.2, p.171-182.

Muijs D (2011). Doing Quantitative Research in Education: with SPSS. 2nd edition. London: Sage

Nelson, S. and Vogler, J. (2002) Corporate brand and packaging design. Design Management Journal (Former Series), 13: 32–37

Neuhofer, B., Buhalis, D. and Ladkin, A. (2014) A Typology of Technology-Enhanced Tourism Experiences. International Journal of Tourism Research, 16: 340–350

Norman, C.B, (1988) Revitalizing brands, Journal of Consumer Marketing, Vol.5, Iss.3, p.15-20

Novikov A and Novikov D (2011). Research Methodology: From Philosophy of Science to Research Design. 3rd edition. USA: CRC Press

Nowacki, M. M. (2009) Quality of visitor attractions, satisfaction, benefits and behavioural intentions of visitors: verification of a model. International Journal of Tourism Research, 11: 297–309

Nysveen, H. and Pedersen, P.E. (2014) Influences of co-creation on brand experience, The role of brand engagement. International Journal of Market Research, 56(6), pp.807-832.

Olins, W., (2005) Making a national brand. The New Public Diplomacy. Palgrave Macmillan UK.

Olsen, S. O., Wilcox, J., & Olsson, U. (2005). Consequences of ambivalence on satisfaction and loyalty. Psychology & Marketing, 22(3), 247–269.

Ooi, C-S. (2002) Persuasive histories: Decentering, recentering and the emotional crafting of the past, Journal of Organizational Change Management, Vol.15, No.6, pp.606 – 621.

Ottman, J. (1992) Brand 'stewards' will guide environmental planning. Marketing News, Vol.26, Iss.8.

Pallant, J. (2010) SPSS – survival manual, 4th Edition, Maidenhead, Berkshire

Palmer, A. (1998) Evaluating the governance style of marketing groups. Annals of tourism research, 25(1), p.185-201.

Palmer, A. and Bejou, D. (1995) Tourism destination marketing alliances. Annals of tourism research, 22(3), p.616-629.

Pals. D L. (1996) Seven Theories of Religion, Oxford University Press

Pappu, R., and Quester, P. (2006). Does customer satisfaction lead to improved brand equity? Journal of Product & Brand Management, 15(1), 4-14.

Park, S. Y. and Petrick, J. F. (2006). Destinations' perspectives of branding. Annals of Tourism Research, 33(1), 262-265.

Paulauskaite, D., Powell, R., Coca-Stefaniak J.A. and Morrison, A.M. (2017) Living like a local: Authentic tourism experiences and the sharing economy. International

Journal of Tourism Research, 19: 619-628

Pearce, P.L. and Moscardo, G.M. (2005) The relationship between travellers' career levels and the concept of authenticity. Australian Journal of Psychology, 37: 157–174

Petkus, E. and Woodruff, R.B. (1992) A model of the socially responsible decision-making process in marketing: linking decision makers and stakeholders. In American Marketing Association.

Phillips, P.M. and Greyser, S. A. (2001) Bank One: The uncommon partnership, in Balmer, J.M.T. and Greyser, S.A. (eds.) 'Revealing the Corporation', Routledge, London.

Phillips, R., Freeman, R.E. and Wicks, A.C. (2003) What stakeholder theory is not. Business Ethics Quarterly, Vol.13, Iss.4, p.479-502.

Phillips, R.A. (1997) Stakeholder theory and a principle of fairness. Business Ethics Quarterly, Vol.7, Iss.1, p.51-66.

Phillips, R.A. (2010) Ethics and network organizations. Business Ethics Quarterly, Vol.20, Iss.3, p.533-543.

Pike, S. (2002). Destination image analysis—a review of 142 papers from 1973 to 2000. Tourism management, 23(5), p.541-549.

Pitt, L.F., Berthon, P., Spyropoulous, S. and Page, M.J. (2006) How well are business schools managing their brands?, Journal of General Management, Vol.31, No.3

Polonsky, M.J. (1995) A stakeholder theory approach to designing environmental

marketing strategy. Journal of business & industrial marketing, Vol.10, Iss.3, p.29-46.

Porto, S.M.C., Leanza, P.M. and Cascone, G. (2012) Developing Interpretation Plans to Promote Traditional Rural Buildings as Built Heritage Attractions. International Journal of Tourism Research, 14: 421–436.

Prayag, G. (2012) Paradise for who? Segmenting visitors' satisfaction with cognitive image and predicting behavioural loyalty. International Journal of Tourism Research, 14: 1–15

Pritchard, A. and Morgan, N.J. (2001) Culture, identity and tourism representation: marketing Cymru or Wales?. Tourism management, 22(2), p.167-179.

Puente-Díaz, R. and Cavazos-Arroyo, J. (2015), The categorisation of brands: The case of P>M branding strategy. International Journal of Psychology. 52(3), p.205-212

Qiu, Z. (2004) Marketing strategy research of China's time-honoured brands enterprises in globalization economic environment, Acta Scientiarum Universitis Pekinesis.

Rihova, I., Buhalis, D., Moital. M., and Gouthro, MB. (2015) Conceptualising Customer-to-customer Value Co-creation in Tourism. International Journal of Tourism Research, 17, 356–363

Rindell, A. (2010) Time Dimension in Consumers' Image Construction Processes: Introducing Image Heritage and Image-in-use.

Ritchie, J. R. B. and Hudson, S. (2009) Understanding and meeting the challenges of consumer/tourist experience research. International Journal of Tourism Research, 11: 111–126

Ryu, K., Lee, H.R., and Kim, W.G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. International Journal of Contemporary

Sanchez, G. (2013) PLS Path Modeling with R, Trowchez Editions. Berkeley.

Saunders et al (2009). Research method for business students. 5th edition. London: Pearson

Schmitt, B. (1999). Experiential marketing. Journal of marketing management, 15(1-3), pp.53-67.

Schmitt, B. (2009). Customer experience management. Handbuch Kommunikation: Grundlagen—Innovative Ansätze—Praktische Umsetzungen, pp.697-711.

Schofield, P. and Thompson, K. (2007), Visitor motivation, satisfaction and behavioural intention: the 2005 Naadam Festival, Ulaanbaatar. International Journal of Tourism Research, 9: 329–344

Schultz, M., Mi, Y. and Csaba, F. (2005) Corporate Branding: Purpose/People/Process, Copenhagen: Copenhagen Business School Press

Song, H. and Cheung, C. (2010), Attributes affecting the level of tourist satisfaction with and loyalty towards theatrical performance in China: Evidence from a

qualitative study. International Journal of Tourism Research, 12: 665–679

Stryker, S. and Burke, P.J. (2000) The Past, Present, and Future of an Identity Theory, Social Psychology Quarterly, Vol. 63, No. 4, Special Millenium Issue on the State of Sociological Social Psychology, pp. 284-297

Tajfel, H. (1972) Social categorization (English manuscript of La categorisation sociale) In: Moscovici S, editor. Introduction a la psychologie sociale. Paris: Larousse, pp.30-37.

Tajfel, H. and Turner, J. C. (2004) The Social Identity Theory of Intergroup Behavior. In J. T. Jost & J. Sidanius (Eds.), New York, NY, US: Psychology Press.

Tajfel, H. and Turner, J.C. (1979) An integrative theory of intergroup conflict. The social psychology of intergroup relations, 33(47), p.74.

Tajfel, H., & Turner, J. C. (1985) The social identity theory of intergroup behavior.

Tasci, A. D. A. and Boylu, Y. (2010), Culture comparison of tourists' safety perception in relation to trip satisfaction. International Journal of Tourism Research, 12: 179–192

Thomas M (2011). Blending Qualitative and Quantitative Research Methods in Theses and Dissertations. 2nd edition. USA: Corwin Press

Thomlison, B.M. (1992) Environmental consumerism must meet needs of corporate stakeholders. Marketing News, Vol.26, Iss.9.

Thornhill, C. (2011) A sociology of constitutions: constitutions and state legitimacy

in historical-sociological perspective. Cambridge University Press.

Tosun, C., Temizkan, S.P., Timothy, D.J. and Fyall, A. (2007) Tourist shopping experiences and satisfaction. International Journal of Tourism Research, 9: 87–102

Truong, T.-H. and King, B. (2009) An evaluation of satisfaction levels among Chinese tourists in Vietnam. International Journal of Tourism Research, 11: 521–535

Tsai, Y. H., Joe, S.-W., Lin, C.-P., Chiu, C.-K. and Shen, K.-T. (2015) Exploring corporate citizenship and purchase intention: mediating effects of brand trust and corporate identification. Business Ethics: A European Review, 24: 361–377

Turban, D.B. and Greening, D.W. (1997) Corporate social performance and organizational attractiveness to prospective employees. Academy of management journal, 40(3), pp.658-672

Tylor, E. B. (1958). Primitive culture. New York, Harper.

Uggla, H. (2006) The corporate brand association base: a conceptual model for the creation of inclusive brand architecture, European Journal of Marketing, Vol. 40, No.7/8, pp.785–802.

Urde, M. (2003) Core value-based corporate brand building, European Journal of Marketing, Vol. 37, No. 7/8, pp.1017 – 1040.

Urde, M. (2003) Core value-based corporate brand building. European Journal of marketing, Vol.37, Iss.7/8, p.1017-1040.

Urde, M., Greyser, S. A. and Balmer, J. M. T. (2007) Corporate brands with a

heritage. Journal of Brand Management, 15(1), 4-19.

Uysal, M., Chen, J. S. and Williams, D. R. (2000) Increasing state market share through a regional positioning. Tourism Management, 21(1), 89-96.

Vallaster, C. and de Chernatony, L. (2006) Internal brand building and structuration: the role of leadership, European Journal of Marketing, Vol. 40, No. 7/8, pp. 761–784

Van Riel, C.B. (1995) Principles of corporate communication. Prentice Hall.

Varey, R.J. (2013) Corporate Reputation and the Discipline of Marketing Communication, in The Handbook of Communication and Corporate Reputation (Ed C.E. Carroll), Blackwell Publishing Ltd., Oxford, UK.

Wang, F. (2016) Plane Space: Measurement of the Urban Memory of Historic Areas. Beijing Urban Memory. Springer, Singapore

Wang, F.; Li, W.; Liu, Y. and Cai, H. (2016) Measurement and Application of Urban Memory Related to Historic Areas in Beijing. In: Wang F., Prominski M. (eds) Urbanization and Locality. Springer, Berlin, Heidelberg

Wang, S., Yamada, N. and Brothers, L. (2011) A Case study: discussion of factors and challenges for urban culture tourism development. International Journal of Tourism Research, 13: 553–569

Wang, Y., Yu, Q. and Fesenmaier, D. R. (2002). Defining the virtual tourist community: implications for tourism marketing. Tourism management, 23(4), 407-417.

Wansink, B. and Gilmore, J. (1999) New Uses that Revitalize Old Brands. Journal of Advertising Research, Vol.39:2, p. 90-98

Watzlawik M and Born A (2009). Capturing Identity: Quantitative and Qualitative Methods. 2nd edition. USA: UPA Inc

Wei, S. (2006) Downfall and reborn of China's traditional 'time-honoured brands', Jiangsu Business. Vol.6

Williams M (2016). Philosophical foundations of social research methods. 1st edition. London: Sage Publication

Williams, R. (1985) Keywords: A Vocabulary of Culture and Society, New York, Oxford University Press

Winthrop, R H. (1991) Dictionary of Concepts in Culture Anthropology, New York: Greenwood Press

Wu, J.J. (2004) Influence of market orientation and strategy on travel industry performance: an empirical study of e-commerce in Taiwan. Tourism Management, 25(3), 357-365.

Yang, Y. (2010) The Construction of Brand Culture Based on Corporate Culture, International Journal of Business and Management, Vol.5, No.4, p.223-226.

Yu, C.H. (2006) Philosophical Foundations of Quantitative Research Methodology. 1st edition. London: Persons

Yuan, J. (2005) The past and present of Dashilar. Qian Xian, Iss. 6. (Originally in

Chinese)

Yuan, J. (2015) The Causerie of 'Dashilar'. Beijing Archives, Iss. 11. (Originally in Chinese)

Yuksel, A., and Rimmington, M. (1998). Customer-satisfaction measurement. Cornell Hotel and Restaurant Administration Quarterly, 39(6), 60-70.

Zhang, J.; Dong, J.; Gao, Z. and Li, Y. (2016) Chinese Time-Honored Brand 'RuiFuXiang': From 'Name' to 'Brand'. Public Relations World, Iss. 7. (Originally in Chinese)

Zhang, Q (2017) Dashilar: Chinese Perspectives on Urban Renewal with Cross-disciplinary Practice. China's Foreign Trade, Iss. 5

Zheng, Y. (2000) Brand culture and marketing in tea industry, Guandong Tea Industry, Vol.4, p.43-47.

Zhu, L. (2006) Research on Brand Culture Strategy. Economic Science Press.

Zuo, B., Huang, S., and Liu, L. (2016) Tourism as an Agent of Political Socialisation. International Journal of Tourism Research, 18:176–185.

CBVRI, Chinese Brand Value Research Institute, www.cbvri.org

Dashilar, www.Dashilar.org

Oxford Dictionary, https://www.oxforddictionaries.com/

TripAdvisor,

https://www.tripadvisor.co.uk/Attraction_Review-g294212-d319123-Reviews-Dashilan-Beijing.html#REVIEWS

UNESCO, United Nations Educational, Scientific and Cultural Oraganisation, https://en.unesco.org/

Appendix

Appendix 1: More cases of history brands those been influenced during culture revolution

Established in the 14th Yongle Year of Ming Dynasty (1416), Bianyifang Roasted Duck Restaurant was one of the time-honoured brands with longest history in Beijing. During the "Culture Revolution", its plaque was smashed; the restaurant was forced to change the name into "Xinlu Restaurant"; traditional characteristic flavours were nearly lost. Till 1978, the traditional flavour of stewing furnace duck roasting and the time-honoured brand were recovered.

Established in the 50th Qianlong Year (1785), "Yitiaolong" was a Muslim restaurant with distinct flavors. During the "Culture Revolution", it was renamed as "Liqun Restaurant". Its time-honoured brand was recovered till 1980.

As one of famous eight restaurants in Beijing, Liuquanju Restaurant was established in Longqing Year of Ming Dynasty and has been operated for over 400 years. During the "Culture Revolution", its name was changed into "Pingan Canteen" due to its location near to Pinganli and then changed into "Yongjin Canteen". In 1978, the time-honoured brand was recovered, while the plaque was written by Hu Xuqing who was the wife of Lao She and also a famous painting and calligraphy artist.

Established in 13th Guangxu Year of Qing Dynasty (1887), Wuyutai Tea Shop was famous for superior and exquisite tea. During the "Culture Revolution", the name of this tea shop was changed into "Hongri Tea Shop" as name of the nearby Dongsi Street was changed into "Hongri Road". Till 1985, namely the 98th Anniversary for establishment of this shop, the brand name "Wuyutai Tea Shop" was recovered, while the plaque was re-inscribed by the famous calligrapher Feng Yiwu.

Silian Barbershop was a time-honoured brand in Beijing service industry. One day in August 1966, a group of Red Guard soldiers broke into the shop, pasted all the mirrors by big-character posters and prohibited barbers from perm or hair dying as these behaviors were "lifestyles of petty bourgeoisie". After that, the shop name was changed into "Beijing Barbershop". The word "Silian" on the front gate was destroyed and replaced by "Beijing". Meanwhile, the couplet that "scissors show no mercy and focus on cutting jeans, hair clippers will join the revolution to remove A'fei hairstyle" as well as the horizontal banner of "prosper proletarianism and extinguish capitalism" were pasted in front of the shop gate. After that, the shop's name was changed into "Xinfeng Barbershop". Till the end of September 1978, the old shop name of "Silian Barbershop" was recovered and the shop was opened once again.

Established in the 29th Guangxu Year of Qing Dynasty (1903), Dong'an Market got its name because of the location near to the side of Dong'an Gate. It was once one of the prosperous commercial districts in Beijing. During the "Culture Revolution", due to the prevailing of "east wind prevails over west wind", the name was changed into "East Wind Market". The name of "Dong'an Market" was recovered till 1988.

Established in the 32nd Guangxu Year of Qing Dynasty (1906), Auspicious Theatre was one of the famous theatres in Beijing and attracted many famous drama masters to make performances there. During the "Culture Revolution", the brand of "Auspicious" did not bring luck to the theatre. On the contrary, the theatre suffered from misfortune and was scolded as "survival of feudalism". Hence, it had to change the name into "East Wind Theatre". Till the end of this political disaster, the brand name of "Auspicious" was recovered again.

Established in the 3rd Xianfeng Year of Qing Dynasty (1853), Neiliansheng Shoe

Shop was famous for production and manufacture of multi-layer cloth shoes. In the early period of "Culture Revolution", the shop suffered the impact. At first, the shop changed the name into "East Red Shoe Shop", but the young soldiers of Red Guard censured that "How could you tread on the 'red sun'? This behavior is counterrevolutionary!" Hence, the shop immediately changed the name into "Changfeng Shoe Shop". However, some people still deemed it as "romance" and "bourgeois style". The shop had always used the trademark of "Huabiao", which was also deemed as one of "Four Stereotypes" and classified into "thorough removal". As a result, "Neiliansheng Shoe Shop" did not know what to do and had to "conceal" itself for over 10 years. The brand name of "Neiliansheng Shoe Shop" was recovered till 1977.

Buyingzhai Shoe Shop was established in the 8th Xianfeng Year of Qing Dynasty (1858), while its plaque was inscribed by Mao Changxi who was a scholar and censor in Daoguang Period of Qing Dynasty. During the "Culture Revolution", peasants and soldiers were deemed as "most thorough proletariat" and "revolution vanguard". In order to serve peasants and soldiers wholeheartedly, the shop name was changed into "Shoe Shop for Peasants and Soldiers" and then the "Dongsheng Shoe Shop". Till 1983, the brand name of "Buyingzhai" was recovered.

Tongshenghe Shoe Shop was opened in Tianjin in the 28th Guangxu Year of Qing Dynasty (1902). A branch was set up in Beijing Wangfujing in 1933. The shop was famous for production of shoe products and hats. During the "Culture Revolution", the shop name was changed into "Changzheng Shoe Shop" and "Qianjin Shoe and Hat Shop". In 1981, the time-honoured brand was recovered.

Qianxiangyi Silk Shop was one of the famous "8 Xiang Shops" in Beijing. Established firstly in Tianjin during Daoguang Period of Qing Dynasty, it set up a branch later in Beijing. In 1966 after the beginning of "Culture Revolution", the shop

name was changed into "People's Cloth Shop". In 1972, the name was changed into "Qingfeng Cloth Shop". In 1977, it was once again named as "Beijing Silk Shop". In 2000, the brand name "Qianxiangyi" was recovered after shareholding reform.

Ruifuxiang Silk Shop was established in 19th Guangxu Year of Qing Dynasty (1893), and ranked the top place among old "8 Xiang Shops" in Beijing. During the "Culture Revolution", it suffered impact as the shop was deemed as "feudal comprador". Its name was changed into "Red Guard Cloth Shop", "Red Flag Cloth Shop", "Yinxin Cloth Shop" and "Rongchang Cloth Shop" in succession. The shop hall was damaged, most precious files of the shop history were destroyed, and the old shop plaque was almost lost. Till the Reform and Opening Up, the shop regained the vitality.

Hendry Clock and Watch Shop was established in Ningbo, Zhejiang Province in the 13th Tongzhi Year of Qing Dynasty (1874). It opened the first branch in Beijing in 1927 and then opened two branches in succession with "fine workmanship repair" as the service characteristic. During the "Culture Revolution", the three clock and watch shops were respectively renamed as "Beijing Clock and Watch Shop", "Chenshi Clock and Watch Shop" and "Capital Clock and Watch Shop". In 1980, the brand name of "Hendry Clock and Watch Shop" was recovered.

As an old herbal medicine shop with highest reputation in Beijing, Heniantang was established in Ming Dynasty and known as "No.1 Shop for Traditional Chinese Medicine Health Maintenance". During the "Culture Revolution", its name was changed into "Chinese Medicine Shop for People" and "Caishikou Chinese Medicine Shop", while the old plaque was temporarily stored by relevant department. In 1981, the time-honoured brand of "Heniantang" was recovered. The old plaque was taken back and re-hung in the shop hall after being repaired.

Duyichu Steamed Dumpling Restaurant was established in 3rd Qianlong Year of Qing Dynasty (1738). Its plaque had a distinct style. During "Culture Revolution", the plaque suffered from a near escape. Some people deemed it to be a "product of feudal society" as the words were inscribed by the emperor and insisted on burning it. Fortunately, Yang Haiquan working in the shop at that time showed resourcefulness in an emergency and hid it under a firewood pile. In this way, the "bat head plaque" given by the Emperor Qianlong was reserved. In the 1981 when the time-honoured brand was recovered, the plaque was taken out again, placed in the center of the shop hall and then became the "treasure of shop".

As a time-honoured brand in tea industry of Beijing, Zhangyiyuan was established in 26th Guangxu Year of Qing Dynasty (1900). The plaque was inscribed by Feng Xu – scholar and member of the Imperial Academy in the late Qing Dynasty. The golden characters on a red background were shining and eye-catching. During "Culture Revolution", the shop name was changed into "Red Flag Tea Shop", "Dapenglan Tea Shop" and "Minchun Tea Shop" in succession, while the plaque was replaced and gone. According to the legend, the plaque was thrown onto the street, picked up by a person and then made into a door panel. Many years later, the name of "Zhangyiyuan" was recovered. The plaque was re-inscribed by the calligrapher Dong Shiliang in 1982.

Baowentang was established in the 1st Tongzhi Year of Qing Dynasty (1862) and was one of the few old bookshops in Beijing. Its plaque was inscribed by He Ci – Minister of Ministry of Works in late Qing Dynasty. During "Culture Revolution", the shop was deemed as "spawn of feudalism", while its plaque was taken down and disposed as waste. Some books in it were also deemed as "poisonous herbs", sealed up or destroyed. Till 1980, the brand name of "Baowentang" was recovered as approved by the State Bureau of Publication.

Appendix 2

TripAdvisor comments translation (comments collected during June-September, 2016)

You can judge whether a person is a native Beijing resident or not from the way he/she reads Dashilar. The stores in Dashilar are reserved after reconstruction of Front Gate Street.

Located outside Front Gate Street, Dashilar was a prosperous business street in the history. There are many famous time-honoured brands on this centuried business street, for instance, Tongrentang which sells traditional Chinese medicine, Rui Fu Xiang which sells silk fabrics, Ma Juyuan which sells hats, Neiliansheng which sells cloth shoes, Zhang Yiyuan which sells tea, Liubiju which sells pickles. It was full of culture atmosphere in previous years. However, after reconstruction, it has now lost the culture atmosphere, leaving business only.

I didn't know where to go when I just arrived in Beijing. I went to Dashilar accidentally. How lucky I was! I saw cates, crafts and scarfs on the whole way. Don't determine to buy something before shopping around! For instance, the price of sugar-coated haws on a stick ranged from RMB 4 yuan to RMB 10 yuan, while the price of cloisonné bracelet ranged from RMB 10 yuan to RMB 3 yuan! Anyway, shopping around is a must!

Many visitors come to the lane, where the stores can provide cates, beverages and entertainment. My friend and I bought the tender and chewy shish kebab (RMB 11 yuan) at the door of Peking Eastern House.

As a prosperous fair, Dashilar reserves the memory of traditional Beijing residents. Although many time-honoured brands have left after reconstruction, some time-honoured brands still stay here. Therefore, it's a good destination for us to feel the traditional culture of Beijing.

Dashilar used to be a historical business street where many time-honoured stores gathered. However, the historical atmosphere has been removed sine the day when Front Gate Street was reconstructed into a pedestrian mall.

Walk towards the west from the middle of Front Gate Street, you'll find Dashilar where many cates and stores are the featured by traditional Beijing style. I went to Deyunshe which was great.

There are several centuried shops at Dashilar, such as Zhang Yiyuan and the first cinema in China. Of course, there are some traditional Beijing-styled small shops which sell tourist souvenirs. You need to know that some stores also sell garments.

In the eyes of Beijing residents, Dashilar is as famous as Front Gate Street. You can visit the most famous hutong (alley) and enjoy traditional snacks here in Beijing. Also, you can go to the most famous centuried stores. Dashilar is the happiest childhood memory for traditional Beijing residents. However, the reconstructed Dashilar is too commercial. We can never experience the feeling of traditional Beijing.

Dashilar is renowned and prosperous in Beijing. I came to temple fair when I was young. It was reconstructed several years ago. The road is wider and neater, and the houses are repainted or reconstructed, but I cannot find my previous feelings, and it makes me feel familiar yet strange.

Dashilar business zone is located on the south of Front Gate Street. This flourishing

place attracts numerous tourists. However, I prefer somewhere devious, and I want to see the real traditional Beijing hutong. I will find another world at any hutong, where there are few tourists, and maybe I will find some ancient buildings in Qing Dynasty.

Many stores, including Beijing time-honoured stores, for instance, Neiliansheng and Rui Fu Xiang, gather at Dashilar, most of which sell Beijing specialties which may sell at a high price but are indeed special.

Dashilar is a representative of traditional Beijing. It has been reconstructed. Tourists who want to have a look at traditional Beijing must come to this prosperous place. There are many old hutong (lanes) here. Take a walk in the hutong, you will feel as if you are in traditional Beijing.

The business street at Dashilar has been reconstructed. When you see the locomotive of liangliang streetcar, you'll arrive at Dashilar. There are many stores and restaurants, including Quanjude, on both sides of the business streets. You'd better not buy ornaments because they are expensive.

Walk towards the south from Front Gate Street, you'll see Dashilar. Remember the pronunciation. Beijing residents call it "Da Shi Lan Er". You may miss this stop if you come here by bus. It has been reconstructed. You can take liangliang streetcar to feel the atmosphere of old Beiping.

Dashilar is located at Front Gate Street. Take Metro Line 2 and get off at Front Gate Station, you can come here on foot. There are many stores here, including Starbuck, Haagen-Dazs, KFC and McDonald's. The buildings all have Beijing characteristics.

Dashilar, a time-honoured business street, is on the left of Front Gate Street. There are many stores, including time-honoured brands such as Rui Fu Xiang. Take a walk

in Dashilar, you'll feel as if you are in Qing Dynasty.

The stores here can provide cate, beverage, entertainment and accommodation. Maybe Beijing used to be as prosperous as it is in nowadays. Moreover, the turnoffs are also prosperous. There are many stores selling inexpensive souvenirs and specialties. What an interesting place!

Dashilar is located by the side of Front Gate Street. The stores on both sides of the streets are a feast for the eyes. Many time-honoured stores stem from Dashilar. I thought the commodities sold at this prime location must be expensive. In fact, the hotels, restaurants and specialties are not so expensive.

There are many China time-honoured brands on this flourishing street, including famous restaurants such as Quanjude and Peking Eastern House. The price of cates ranges from RMB several yuan to RMB several tens of thousands yuan. It's a nice choice to take a walk on this street even if you don't want to go shopping or dine at the restaurants.

It is located at Front Gate Street. Tourists who come here for the first time will misread "Shi Lan Er". You'll experience Beijing tradition here when seeing the stores and buildings with Beijing style. Walk towards the south from Tiananmen Square, you'll get to Dashilar. Come and enjoy yourself.

It's my first time to come to Dashilar after reconstruction. The cates are really expensive.

The Noodles with Soy Bean Paste, Beijing Style, at Wenxuan House, or Xuanwen House, at Dashilar, is yuck. I need to find a better restaurant to enjoy the noodles next time.

Dashilar is a time-honoured famous and distinctive business street where there are abundant prime ancient buildings and time-honoured brands. The name of Dashilar can be traced back to Ming Dynasty, when many wooden fences were built on many streets in order to prevent thieves and brigands in the night. The wooden fences here were larger, excellent and reserved for a long time. That's why it was named after that.

In addition to the newly painted archaistic buildings, Dashilar is filled with shops opened by immigrants instead of traditional Beijing residents. Beijing style has gone. You can also find Zara, H&M, Uniqlo etc. on the pedestrian mall where there are more commodities than customers! However, the snacks are expensive and not so delicious!

I went to Dashilar and walked along hutong, then I got lost. I came back by relying on my mobile navigation.

I was looking at my photos taken at Beijing in the morning. I forgot to introduce Dashilar, a traditional street with historical style! I was about to go back to Zhuhai. My dear friends, I would be back. The point was that I really missed rice as I had eaten noodles, steamed stuffed buns, steamed buns and porridge for a whole week!

Dashilar is a prosperous business street in Beijing, where there are many time-honoured brands which attract numerous tourists. I read it dazhalan at first, then I saw "dashilar" printed on the copper barriers by the street. What an international name.

#Xiaowan is good at discovering# A business street with Taiwan style is opened at Dashilar, where there is a Taiwan Aesthetic House which sells some innovative

culture products.

Dashilar is a famous business street at Front Gate Street, where there are many stores with traditional Beijing characteristics. Many traditional Beijing chain restaurants are also located at Dashilar, so it's convenient to dine or go shopping. Tourists can buy some traditional crafts from the special shops on the street.

99% visitors who come here for the first time will misread its name. As the center of Front Gate Street, Dashilar reserves traditional Beijing style as there are numerous traditional Beijing brands and snacks. Tourists who come to Beijing should visit this place.

It is a turnoff of Front Gate Street. There are many stores and stands. If you shop around, you'll be able to find many good commodities. Take care of your belongings on this crowded street.

I decided to go to Front Gate Street with my roommate. We took Metro Line 2 and got off at Front Gate Station. In the night, Dashilar is resplendent and beautiful, in particularly Arrow Tower and Zhengyang Gate. We saw two electric trains for tourists at the first sight. The traditional railway station is the scenery at Front Gate. We also saw some time-honoured brands on both sides of the street, including Quanjude, Starbuck and H&M etc. at classic western-style buildings, which is an interesting integration of Chinese and western styles, or integration of western and western style. We ate lunch twice before dinner. We wanted to have traditional Beijing hot pot. So we found a hot pot restaurant in a hutong. We generally added caraway to peanut butter because sesame paste tasted so greasy. However, the sesame paste in Beijing was yum. After dinner, we went to the time-honoured stores on Front Gate Street. We could hear the vendors' cries of Beijing specialties and Beijing traditional cloth shoes. We had a look at the brilliant Arrow Tower and

Zhengyang Gate.

Dashilar is connected to Front Gate Street. You'll find that you have arrived at Dashilar when you walk on Front Gate Street. You may miss Dashilar if you fail to see the nameplate over the lane. The commodities at Dashilar are inferior to those at Front Gate Street. If you shop around, you may buy good commodities.

I haven't been to Dashilar for a long time. Going shopping at reconstructed Dashilar is rewarding. We can escape from noisy crowd and the snack street with stinky tofu smell. The small hutong which is less noisy than business streets reflects the tranquility in downtown area. The drizzle moisturizes the air, which adds some interest when walking in the hutong.

I went to Dashilar temple fair after Ditan Park temple fair during Spring Festival. There are many traditional and archaistic buildings which reflect Beijing style. Dashilar is a preferred destination for sightseeing and shopping after traveling at Tiananmen Square. The famous shops include Beijing Silk Store, Rui Fu Xiang Silk Store and Neiliansheng Shoe Store. Neiliansheng shoes are comfortable for the elderly. Of course, there are many nice artistic copper sculptures.

Dashilar covers a large area. I prefer Xianyukou Hutong. I must order Islamic fried cake, tender shish kebab, seasoned millet mush at Jinfang and pea ball in soup etc. whenever I come here.

I passed Dashilar every day during my four-day stay here as I lived near it. There are many time-honoured stores, which broadens my vision. It's interesting to see the cinema, Tongrentang and silk stores, which reflects traditional Beijing style. There is West Street and many turnoffs at Dashilar. The commodities sold in the lanes are cheaper. We can eat yogurt in porcelain jar etc.

Dashilar is always crowded. We can see the traditional buildings, take streetcar and go shopping at the stores. Once, a store placed a "heaven teapot" at the gate, customers could guess how it worked, which was interesting. You can buy all kinds of distinctive commodities here.

Although Dashilar has been reconstructed, it still reflects antique style. You'll feel as if you are playing time-travel TV series. The noisy crowd, the memorable Beijing dialect, fermented drink made from ground beans and fried doughnut will all please you.

There are stores everywhere at Dashilar, and you can buy all kinds of commodities, ranging from clothes, shoes to clay figurine and paper cutting. Many customers come to this flourishing place.

I never know why it is named so. The name is passed on from generation to generation. Dashilar which is near Front Gate has been a prosperous business street since ancient times. It is similar to CBD in Beijing. As a saying goes, get on the overpass for sightseeing, and go to Dashilar for shopping. There is a doggerel describing the time-honoured brands at Dashilar, but I don't remember the details. It includes Neiliansheng and Rui Fu Xiang. Similar to Front Gate, it also reserves the memory of traditional Beijing.

I've been to many resorts. I was surprised at the success of Hefang Street in Hangzhou, but I was astonished when I saw Dashilar where the buildings were so beautiful and distinctive.

I like Dashilar where I can go to many time-honoured stores, eat roast duck, shaomai

and other special snacks, drink traditional Beijing yoghourt, buy souvenirs and sugar-coated haws on a stick. Of course, there are some stores which sell clothes and ornaments.

Its name can reflect the traditional style. It used to be an important business street in ancient times. In nowadays, it is a good destination for tourists like us as we can buy many Beijing specialties for our beloved ones.

Customers are all tourists. Anyway, it is the most time-honoured, the most famous and distinctive traditional street. "Wear the hat of Ma Juyuan, wear the clothes of Rui Fu Xiang, and wear shoes of Neiliansheng", which symbolizes traditional Beijing business. Currently, there are too many visitors. However, we can watch Front Gate and Glass Street. We can never complain that culture is absent amid social development. After all, the society is progressing.

Similar to Nanjing Road Walkway in Shanghai, Dashilar attracts tourists to come here for shopping and catering as long as they come to Beijing. Tourists can buy almost all specialties at this prosperous place. If a tourist doesn't take enough clothes, he/she can come to the franchised stores in case of a rainy day.

Traditional Beijing residents all know Dashilar, and they like going there to cherish the memory of tradition. There are many time-honoured brands here, including Neiliansheng, Zhang Yiyuan and Quanjude. Tourists can come here to buy some gifts for their beloved ones.

I will take my friends to Dashilar as long as they come to Beijing. However, Dashilar is too commercial now and has lost the traditional feelings. The time-honoured stores are worthy of visiting.

There are cloisonné stores, innovative stores run by a post-80s generation persons, Zara and H&M. Unlike other scenic spots in Beijing, Dashilar reflects traditional style and modern elements, you can go there for sightseeing.

I went to reconstructed Dashilar. This name reminds me of "prosperity of the common people", i.e., inexpensive cates and funny things which are unpresentable. Its essence is enjoyment, which is reserved, for instance, stew in soy sauce, small intestines of pig, time-honoured brands and small stores. I suggest tourists to experience their flavors. The franchised stores of foreign brands are inconsistent with this street. Take No. 20 bus and get off at Dashilar, or take Metro Line 2 and get off at Front Gate, you'll be able to get to Dashilar.

I passed Dashilar one day, it was very crowded. As far as I'm concerned, many shops selling Beijing specialties are not authentic at all. I suggest you go to the time-honoured brands, for instance Wang Mazi, but it's a bit expensive.

I often went to these traditional streets several years ago, when there were a lot of customers and stores, including Tongrentang, Liubiju and Rui Fu Xiang. I wish that they can reserve their tradition because it's historical.

I can go shopping at Dashilar because there are many stores I like. Meanwhile, I can also watch the buildings and feel the culture atmosphere in Beijing. I can enjoy my favorite matcha/jasmine tea ice cream here.

I went to 798 with my classmate. We still had some time before getting on the train which would depart at 3:50. My classmate suggested going to Dashilar. I agreed. We went to Dashilar with an expeditionary mood. I was excited as soon as I entered into the gate of Dashilar. It was beautiful as it integrated tradition as well as the cultures and atmospheres of all countries, which was attractive. We stayed there for only 1

hour, but it was really amazing.

At Dashilar, we can see the residual time-honoured commercial culture of traditional Beijing, but it's specious. The archaistic appearance can never show the atmosphere of deposits for centuries.

I went to the new Dashilar recently. The entire street is reconstructed, and the atmosphere of traditional Beijing has gone, leaving business style only. The traditional Beijing will never come back.

The buildings at Dashilar are traditional and classic. There is a famous drama stage here. The commodities are featured by culture style. However, it seems that tourists are not willing to stay here for a long time, and they just give a hurried and cursory glance at it.

Beijing is the capital of China, and Dashilar is the concentration of Beijing. You may think that Dashilar is only a street at Dongdan, but tourists must go there if they come to Beijing. You'll enjoy the cates on both sides of the street, and you will be bound to go there next time if you have ever tasted them.

I went to Dashilar immediately when I arrived in Beijing. I still remembered the culture atmosphere as I went there when I was young. When I went there last year, I found that the street in front of the gate of Dashilar was internationalized. I saw Starbuck at the first sight. Kama, a fashion store even became the first store at Dashilar. Maybe Dashilar is keeping pace with the time.

Dashilar is a famous place. I found that it was worthy of sightseeing as soon as I arrived there. I saw a KAMA store at the first sight, which frustrated me. The shoddy commodities surprised me. I saw several foreigners were shooting a film. I wanted to

tell them that this was Dashilar which sold shoddy commodities. However, there were Zhang Yiyuan and other time-honoured brands, I was cold-shouldered as I didn't look like a rich person. Also, I ate stew in soy sauce which tasted well, but the restaurant was not so clean. I decided to leave some imagination for myself, which would be better for me.

There is a crowded restaurant in the west of Meshi Street at Dashilar. The small intestines, fat, lungs of pig were boiled in the cauldron at the door. You can order a bowl of baked wheaten cakes. This is the most famous snack in Beijing.

Dashilar used to be the most prosperous area in Beijing. There are many time-honoured stores here in nowadays, including Quanjude, Duyichu and Chow Tai Fook etc. Tourists can not only enjoy the authentic Beijing snacks, but also buy exquisite commodities.

Dashilar is too artificial without the atmosphere of historic buildings. It seems as if it is occupied by immigrants. There are not so many local snacks and Beijing specialties.

There are simple and unsophisticated buildings, including a drama stage, a tea house and a suspended tea pot with water flowing out. However, the snacks are not as delicious as those at South Luogu Lane.

You can research the history and folklore or go shopping and enjoy the snacks at this miraculous place. In a word, it is always memorable. Walk several hundred meters towards the south from Front Gate, you'll see the memorial archway on the east of the street. You'll enter into another world from here. This 580-year old Hutong can be dated back to Hongzhi First Year of Xiaozong Emperor in Ming Dynasty. Dashilar is a famous business street where there are many time-honoured brands,

including Tongrentang, Neiliansheng and Rui Fu Xiang. Tourists can buy many traditional Chinese commodities, for instance, cheongsam, silk and embroidered shoes. Also, they can eat roast duck and pickles. There is a street where the stores mainly sell grains in the east of Dashilar. You can buy famous Liubiju pickles at the north of the street. Walk along the streets towards the south, you'll see Zhonghe Theatre, a time-honoured brand theatre for Peking opera. This is a good destination for tourists who like Peking opera. Continue walking, you'll see Liangshi Hotel, a culture relic hotel. You'll feel great if you stay in an antique building despite the shabby room.

In my mother's mind, Dashilar is prosperous and distinctive. However, I find that it is too commercial without historical style. Anyway, I can buy some ornaments with Beijing characteristics there.

Dashilar, the epitome of traditional Beijing, is located on the west of Front Gate Street, where there are many distinctive time-honoured stores on both sides, including Rui Fu Xiang etc. You can buy silk and tea etc. at Dashilar.

I came to Beijing five years ago. Dashilar was shabby and crowded at that time, but I could feel the authentic traditional Beijing atmosphere. Front Gate Street is reconstructed, and it reserves the styles of traditional Beijing while it becomes more commercial. Tourists can go to the time-honoured brands on the street.

Antique Dashilar is featured by Chinese style. The buildings are reconstructed for many times, but tourists both home and abroad still experience traditional Chinese buildings there. They can see the reminiscent cinema, restaurants and ornament stores, and buy cheongsam and Chinese tunic suit. Hence, they'll broaden their vision by seeing the integration of traditional Chinese cultures.

Beijing has profound culture background and connotation. I will gain new feelings whenever I come to Beijing. I came to visit hutong and museums in Beijing several times after Spring Festival, and finally arrived at Dashilar to feel the Spring Festival atmosphere and the lights in the nights. Seeing time-honoured prosperity and history, I felt as if I was in ancient times.

Seeing the classic buildings with Chinese styles on both sides of the street, I can feel the historical vicissitudes integrated with modern styles. The 24-hour bars miraculously integrate with traditional Beijing snacks in Dashilar.

There are many stores selling Beijing specialties at Dashilar. Tourists can taste stew in soy sauce, baked wheaten cake, cooked tripe of sheep or swine. There are several restaurants at Daoxiangcun. Napoleon Restaurant is my favorite. Dashilar is a good shopping destination as there are many fashion stores, including H&M, Zara and Uniqlo. Dashilar is featured by traditional Beijing style, which is reflected in the stone piers and stone drums, slabstone as well as the genre paintings on the wall.

The previous layout is reserved. The traditional buildings remind people of the history. It takes 10 minutes from my home to Dashilar. I often go shopping at Dashilar with my mum. We have a good time there. I like Beijing traditional cloth shoes and the electronic scale at Tongrentang.

I often watch the TV programs of BTV, including programs about Dashilar. I thought I need to visit it, but I regretted when I went to Dashilar. It was depressed. Maybe it was because I didn't go there at the right season. The commodities sold at Dashilar were expensive. Except for the "black brick" color buildings (which could be seen in Tianjin) and the commodities sold therein, I didn't see anything with "culture" features.

It is the most time-honoured and distinctive pedestrian mall where you can buy Beijing specialties and crafts. There are also many time-honoured brands there, including Tongrentang and Quanjude. You can also go to franchised stores of foreign brands located at the traditional Chinese buildings. If you drink coffee on the second floor of Starbuck and look at the prosperous Dashilar, you'll feel the traditional Beijing atmosphere in prosperity.

It was my first time to visit Dashilar. It was convenient to get to Dashilar. There were many customers although it was not a holiday. The "heaven teapot" left a deep impression on me, and I still didn't know how it worked.

Dashilar is located at Front Gate Street. Tourists call it "da shan lan", while its correct pronunciation is "da shi la er". It used to be a hutong where there were many crafts, costumes, ornaments and snacks. After reconstruction, it is neater than before, but it seems that it has lost some traditional atmosphere.

Japanese

What a downtown of Qing Dynasty. Like Qianmen Main Street that are no longer bland to like a movie set. Area is large fence column in the place where entered into aside from the street. The location was a bustling downtown from the Qing era. Although I visited for the first time in a long time, nostalgic unchanged almost an atmosphere that was stopped when I travelled for the first time in Beijing! Now but there are a lot of attractive shopping spots in the city, occasionally while looking at the long-established well-established store, it is fun to stroll while feeling the history.

Although there are a little deserted feel. Had come imperceptibly here a short walk from the Qianmen. There is a little deserted feeling was, but perhaps it is exudes the old Beijing of goodness in reverse. We want what was not especially to buy here, souvenir shop street are elongated followed in the back? A place was taste only in the

quality of China walk as. So was selling hawthorn candy on the street, I went back while eating to buy one.

What will happened in the future? There was no bad been remembered the ancient times to the large store (head office-style?) Rashiki there shops tourists basis of historical long-established, such as "Dojindo" in the center area of Beijing, which extends to the south everyone from Qianmen. Hutong specific alley also seem to have still, be not bad to is not the clean feeling to tourism. But seems to have been planned as well developed in the future, I guess is the attention or keep up what happened in the future.

Only, old, leaving a good Beijing atmosphere spot. Last week, because there was a margin to go time to Beijing on a business trip, I went a long time, a large fence field is located in the south of Tiananmen Square. Qing Dynasty, is the most prosperous downtown in Beijing, but "Dojindo" of "Quanjude" and medicine Peking duck even ragtag now, such as "Liubiju" of soy sauce, the primary long-established and Chaya followed from the Qing Dynasty but side by side eaves, ancient, time Shi become prosperous, it is possible to remember the state of the Qing people of Hataho pigtail form which Ikika' this "skid row", I like irresistibly. State and teahouse of a lot of the food shop and Peking Opera, you might like to just Showa early Asakusa lock. Purpose that I go to a large fence column is to buy long-established, the medicine of Dojindo. Medicine if the West, traditional Chinese medicine, is anything flush ultra-large drag shop. If a full-fledged Chinese medicine is you're looking for, and the waiting received the interview of Chinese medicine in the first the third floor, have prepared in the downstairs with the prescription of the doctor. Formulation field is also interesting, take out the medicine material from a wooden box, which is also hundreds were housed neatly on the wall, and formulated weighed Mekata a balance, it wrapped beautifully only in paper and string. Its procedures and methods is the traditional technology that has followed from the Ming and Qing Dynasty. Even

rotten because it is a large fence column clerk's attitude is arrogant as natural outdated. Tokyo is of the brewing back at home, but will be trouble in one week, largely, remaining Kusurizai is moldy. If you buy a herbal medicine Let's go with people that can Chinese. In fact, where you can feel a unique history and atmosphere of Beijing, than there is no other than the other here ... it is so important spot.

Shopping street where there is a long-established Beijing. Qianmen is close to the shopping district. Is a shopping street that long-established lined such as herbal medicine, silk products and shoes shop. Because the people, even on weekdays is full, but you cannot window shopping, is interesting there is each shop features and enter into the various shops.

Historic as convenient store is connected to the tourists. Long-established shop boasts a 100-year history of nearly, cheap accommodation, dining room, historic bar in a renovated building, is lined with souvenir shops, as interesting just to stroll. Walk continues from Qianmen, easy to tourism and exits to the lapis lazuli Factory.

Traditional shopping street. Currently, even the Beijing city center, a variety of shopping center, so was able to, such as a shopping mall, here is a little, but there is also a watch that is no longer of interest, also, seems to be re-developed, once you want to visit it is the place. Famous store, established many, is a place that meet the good old Beijing one side of.

Downtown, which is also well-known store. Such as restaurants and tea shops in China seems to have a shop that has passed through the name. But some foreigners, but I think that most tourists from within China. Qianmen Izu is a large town about renewal, is a pretty good atmosphere when entering a step alley. Also has been deserted as it goes to the west, it is an interesting becomes more local entities.

Shopping district that is thriving as a commercial center of Beijing from Daitana column Qing Dynasty. Shopping street that has prospered from the Qing Dynasty as Beijing's commercial center. Long-established shopping street of Beijing's downtown district. 's In Japan and Asakusa like a place. The Daitana field, because there was a large shelf is so this name was attached. Daitana column (DA ZHA LAN)'s formal notation, is also referred to as DASHILA ST. On a large scale in a large project with the demolition of the building, it was the re-development with the aim of the Olympic Games revived the ancient streets of the Qing Dynasty as a large tourist shops. Since it becomes much pedestrian until Pearl City mouth from subway Qianmen Station, so tourists can enjoy while walking hanging out. Good to reproduce the old town, but, somehow, strong impression, as has become a theme park too clean. Impression, such as the Chinatown of Disneyland. Clean shops without ish China often. Many cafes clothing store of zara and coffee cafe shops of foreign capital, such as the rates and atmosphere is also a fee that does not change with Japan. Even break even coffee cafes peace of mind to rent your toilet. If there is time, I think a good thing to walk all the way pedestrian of Qianmen Pedestrian Street. However, in the place where the pedestrian is finished is not the subway station. People that's so much landscape of the time there is no - the same kind of town, and then take a taxi get off at the large shelf column Street entrance of soot town, go go towards the Qianmen while looking through the shops of Daitana column from there the way back, going home from the subway Qianmen Station is recommended.

Korean

It was great. The one that was in colleage? Remember zest. It highlights seems also tick good atmosphere to China.

Good. My friends who live in the local also like. It's one place in places like heard in Beijing. My friend had also recommended a local you live here, finish the hostel is also close indeed good because nearby.

Russian

Interesting street. We lived in a three-minute walk from the street. A large number of shops with souvenirs, food and towns with Chinese cuisine. Street quite lively and colourful with Chinese architecture. It is interesting to walk around and enjoy anything from food.

favourite street in Beijing! Beijing many popular streets, but that I sunk into the soul the most. Very authentic, a lot of interesting things for sale, we bought a bunch of small things on the 10 yuan miniso store, be sure to visit it !!!! and go to the end of the street Dashilan clicking Meishi street, right up to the hutongs, and wander there, very cool !!! there can also visit a foot massage!

They lived in a hostel on the street, near the end of it. Very pleasant, surprising that there are places in the center of Beijing. There are many shops, souvenir shops, a supermarket and so on. And in the evening you can eat fried larvae (pupae), mussels, etc.

Market Street. Beautiful shopping street is decorated in traditional Chinese style: lots of souvenir shops, pastry shops and small restaurants. Highly recommend!

Beautiful old street of Beijing. It is located in an area where a lot of beautiful old streets, I recommend to see not only the street, but a longer walk in the area. Dashilan (do not know if I'm pronouncing it correctly for himself) by the street with various shops - and grocery and clothing stores. The street peddling some outlandish

pieces on sticks. Also, there are many restaurants. However, I admit that by the time I'm a little tired of Chinese food, and I gladly went to McDonald's, which is also located on this street. I was on the street in the late afternoon. It is located not far from Tiananmen Square. After seeing the old shopping street, I went to the side of the square and its pofotkat with evening lights.

Chinese flavor. Very picturesque old trading street of Beijing. Very we love this place. When we arrive in Beijing selimsya always there. Many restaurants, shops, colorful Beijing hutongs, street food. And all this in the heart of Beijing near Tiananmen Square. I advise everyone. If you do not live there, be sure to visit and walk.

Spanish

Crowded shopping street. Dashilan or Dazhalan, almost brand continued Liulichang Street. It does not have the charm of this other (calligraphers) but not as QianMen street (too influenced by trademarks franchise). We found tea shops, pharmacies, clothing, food ... A bit of everything with many people (see my photo).

Very funny. fun to shop and eat something street. Not that there are many special things, rather the opposite because it is very touristy, but the atmosphere is downright fun We ate at a restaurant that is called Tian Hai (I think translate it as Sky Sea and is at number 37). The letter has pictures and names in English. The site has a lot of flavor, one wall is filled with painted comic Tintin bar type and have a few boatloads of liquid and floating vermin. The service is attentive but not speak a word of English. We laughed a lot and ate very well for little money.

Great place for shopping. One day I went in search of a theater and not be able to find him, but I found commercial quality shops.

German

original China. When we arrived in Beijing, this was the first sight that our Chinese friend has shown us. It is a kind shopping street south of Tiananmen Square, which has been preserved even in her old state. So here we find no skyscrapers or other eyesores, but beautifully preserved, restored building with all kinds of shops. Of course, a Starbucks should not be missed, but there are also many souvenir shops, hat shops (not a bad idea in the cold wind in Beijing), stalls with sweets and sugared fruits, and so on. Here you can eat way too original Peking duck.

Traditional rustic. This road is especially inviting for a stroll. The buildings are indeed built, but have as it looked about 1900. The road has a lot of charm. Also in the evening is worth the visit because everything is lit beautifully with many lanterns. There are also many fine shops to browse, you can find everything from tea, souvenirs, chopsticks, Sede, etc.

Dutch

Get away from the main And lovely stroll between real Chinese people. The Chinese / local self find all those little scary crazy alleyways too t best to eat. Take your camera along for beautiful snapshots and walk above the lanes in which you think you are being robbed because they are t best.

Italian

A must ... but follow it to the end. This way is certainly among the most jokes for shopping in Beijing. known stores (at least on the spot!), often with historic facades, perfumes and "smells" of food (and more) that make you feel instantly in Asia, many small shops, typical Chinese goods such as silk, or various types of tea. A tip: follow it to the end, crossing the traffic light (sorry, cannot remember the name of the road that crosses) entering in the least "redone" of this street. It's worth it both from the

human point of view, to see shops and humanity less "fake", and because when the road forks into a junction (impossible not to notice, Da Zha Lan is "divides into two" in front of you) on the left, you should find a small shop with a sign that says "all two yuàn". In Chinese, of course, so keep your eyes peeled for the number "2". That shop is my advice: it's kind of messy peddling junk varied, including many tourist souvenirs that at other shops you will find a much more expensive price. Some examples: the cups drop from 20 to 8 yuan, the magnets with various depictions from 10 to 3, and so on. The goods on display will change from week to week, and also includes everyday objects and little tourist (forks, thermos flasks and so on), collections of coins (fake) and so on.

Portuguese

The big brands to knickknacks. A good place to shop in Beijing, is to find brand clothes or simple souvenirs to bring to Brazil. There is also a good supply of places to eat.

English

1.Not sure what's so special about it. Seemed like you could get the same things elsewhere such as Nanluoguxiang or Houhai. Got a bit repetitive after a while. There's a large Chinese pharmacy/ clinic Tongrentang in the middle.

2.Don't waste your time visiting. This was a waste of time. This is no more than a grotty Chinese street with all sorts of junk shops and you should not waste your time visiting at all. Qianmen Street nearby is far more interesting and atmospheric.

modern shopping in ancient architectural buildings and streets. The Smoking Pipe Street impressed me with a relaxed tranquil ambience in an ancient setting but Dashilan fascinated me with the modern streets, old architectural buildings and the surviving old branded historic shops and stores.

The retail shop Rui Fu Xiang boasts of superior quality silk fabric, the Nei Lian Sheng shop triumphed over other competitors and survived till these days for her quality shoes and intrinsic designs. I like the varieties of unique designs of the hats at Ma Ju Yuan stores. There were also the Qing Yun Ge Tea house, the reputed Traditional Medical Hall of Tong Ren Tang selling quality traditional Chinese herbs and the many other scarfs and chopsticks shops.

The Dashilan shopping street has a history of 580 years and was in existence since the Yuan Dynasty. Immersed in the relaxed atmosphere surrounded by the many branded ancient stores, I thought I was re-born into an upper class family in an era of the ancient dynasties and following my wife in pursuit of her shopping thrill. But I just wondered if the women born during those years really had the privilege like my wife to enjoy the freedom to shop at their own pace in such relaxed mood.

I went around the building taking photos of the unique architectural designs while my wife shop around for souvenirs and deep in my heart, I wondered if the ancient people of those days were better in creating a more peaceful shopping environment than the current modern consumer oriented shopping mall blasted with ear-piercing and pulsating rock music.

While I was strolling along the street and was standing right in front of Tong Ren Tang medical hall, a young girl suddenly appeared in front of me asking if I could help her as she need money to buy train ticket back home. Her eyes was so pleading and watery that I almost could not resist the temptation to help her. And she looked so decent with no make-up that I could not make out if she belonged to that class of girls that relied on subsistence from preying on man. The way she 'marketed' herself

I have no doubt that I was a target of vice activity. She must have sensed that I was a foreigner and wondered if I could go and sleep with her and paid for her services.

Caught by surprise, I quickly darted away and disappeared as fast as possible to find my wife. After some time, I looked back but the young lady had disappeared from the scene. She probably was worried that I reported the matter to the 'Gong Ang' (the Police).

It was an unusual encounter but I remember during those ancient days in China, it was normal and a status for a man to visit brothels along this street. But I am sorry that the young girl found the wrong companion. It seems difficult to eradicate the old trade in a blossoming capitalist economy.

3. Last june i spend a whole afternoon in Dashilan, many streets are completely renewed, they added pictures on the wall how that building looked before. Some streets are still original, which i loved most, it is a great area for capturing street pictures.

4.new old part of city. Dashilan is a new part of the city, as it has been completely rebuilt (I still remember the huge construction place several years ago, when they were still in the process). However, it is old, because they tried to rebuild it as it was in the past by using all kind of photographic material.

Dashilan therefore has a lot of contrasts to offer. Old architecture, but new construction material, and all the modern brands in the shops.

If you're looking for a real historic part of the city, then it's certainly not this place. However, it is still very much worth to see.

5.a taste of the old imperial city street. Dashilar was a refreshing change to the usual

crowded Beijing attractions. I read about it in Lonely Planet as being "a throw back to the old imperial city that is still home to some of the oldest and most prestigious emporiums in the city."

We loved Qianmen Dajie, a street completely revamped in the style of old Peking. This tree lined street and beautifully kept buildings, minus the crowds even in Golden Week (major national holiday), made for a lovely relaxing stroll. This street is now home to all things calligraphy-brushes, art works, paints..... you name it. There is also a couple of government run shops which have listed prices (which are fair and you don't need to haggle). They also sell stamps which you can customise with your name (150 yuan or \$AUD30 which is a good price).

You can also get a reasonable cup of coffee in a coffee/bookshop place near the top of the street.

We walked all the way to Ruifuxiang (the silk shop at 5 Dazhalan Jie) and finally met the crowds. Turns out this was at the back of Tiannemen Square. Being a public holiday, the subway was closed so we walked all the way back to our hotel in Dongcheng. An exhausting day but well worth it.

- 6. 'Another Consumerism Venue for Beijing". Once again, another "hutong area" that was remodeled from old times and turned into a consumerist palace plagued with shops from expensive brands and fast food restaurants nearby Qianmen. Disguised with Chinese old architecture, the infamous "tian tian che" or railed trolley adds some enchant but that's all. Recommend just to have a weekend walk. Beijing Residents may find better spots to spend their time than this one
- 7. 'Dazhalan Jie and the hidden gems Old Beijing and the Hutongs". Dazhalan Jie or Dashilan is a real tourist street though very picturesque in parts. You enter the street

from Qien Men and the first thing we saw was the old trolley bus and typical Chinese buildings. There are some enticing cake and sweet shops but beware of the 'hard sell' in some of the shops, especially the Tea Houses. However, the real gem is that this street takes you into the streets of Old Beijing and the Hutongs. You don't need a rickshaw as it's best just to wander off the beaten tourist track to explore the Hutongs and experience real Beijing life. There are tiny shops, local dwellings and hostels. We found one hostel in one of the old courtyard houses, which have now virtually disappeared. We also found Alice's Tea House and spent a delightful half hour having tea and listening to Alice's stories. It was a much nicer experience than the 'hard sell' of the Tea Houses on Dashilan! She can be found on TieShu Xie Jie, where she also offers cooking classes and arranges tours.

8. tourist street. This area, located south from Tiananmen square is just full of tourist, hostels, everything you'd need in Beijing, close to the forbidden city and very picturesque, beautifully laid out. I'd be a loss not to visit if you're in the city. Basically you could explore the area within 2-3 hours.

- 9. good, The street is full of shops and food outlets.Lots of tourists and locals.Its crowded all the times Heavy police presence. Prices are not cheap.
- 10. 'Shopping outside bazaar street". Visited first in Oct 2012, my 4th time to Beijing. Da Shi Lan is technically located within Qian Men. You can find so many tiny shacks where they sell grilled foods or regional food here too. Beware sometimes of touts though because they could pick-pocket at will at night. Try to find something clean to eat if possible...
- 11. great area. My hostel was located just near this area and I found it quite vibrant with lots of shops and stalls and a good place to wander and explore.

- 12. best place in Beijing. Our hotel was located next to this area and we couldn't have been happier. Everything else we did seemed touristy and very controlled, this area caters to tourists but is a blend of merchants and chefs that seems completely out of control. Food is great, ate all of my meals here.
- 13. interesting place. Was invited out to Dashilan by a friend who lives in Beijing locally. We personally found that it was a bit of a journey from our hotel and cost around 80 yuan to get there by taxi. However, I would probably recommend getting the subway here instead, as it would be cheaper. Nevertheless, very interesting place and well worth a visit if you get a chance. Majority of the places that surrounded our hotel were more modern Beijing. Whereas, Dashilan was more traditional Beijing. Didn't get to spend much time here but from what I saw, many shops are situated throughout, of which, have competitive prices in comparison to the oh so famous silk market in Beijing. However, I personally found that bargaining here was more difficult than in the silk market. Overall, great place to visit for a more traditional look upon Beijing.
- 14. old Beijing. Dashilan (Dashilar for the local and Northerner) is the place to see the old Beijing with all the Hutongs with lots of restaurants and souvenir shops. Beijing, despite being the capital city of China, still preserve the look from the past, and one of them is located here. It's located really close to Qianmen, a major tourist destination.
- 15. At least, its a good place of you are willing to fond presents to bring back home, crafts...Then, i wouldn't say its typical, its something built in the 50s without any specific consideration for history.
- 16. that was genuine Beijing. What do you want to visit in Beijing? To view the

modern building and skyscaper? That's not Beijing. Go visiting Dashila, that's the real old Beijing looks like. There so some good preserved old Hutongs there, the best local food, the best handcrafts all over the country for your souvenir. It's a must see. Don't miss it.

- 17. 'Nice to soak up the local atmosphere'. Go to Tongrentang pharmacy and visit one of the silk shops; there is also a Mc Donalds; it is very touristic street
- 18. one of the older hutong. We already travelled Beijing since 2002. This area around Dazhalan has been under construction a bit due to the Olympic games, but if you just continue you can still find beautiful old hutongs that haven't been renovated much. Wonderful.
- 19. Nice place, just beside the Qianmen non-authentic shopping area". It has long history, you can find some silk shops that already existed since years by, provided the silk for the palace's concubines. There is a restaurant who were visited by one of the empress after she went back from the Summer palace. This street mainly caters for locals... worth a visit. Photos will be updated soon:-)
- 20. fun shopping. This side street to the big pedestrial Qianmen Street is fun to walk. With a very long hisotry, the old buildings provides a hostorical flair to the street and the shops are good for souvenir shopping even if they maybe don't primary gears towards the tourists. The street continues over several larger streets towards the west and ends in the end up in the Arts- and handicrafts street. Lots of food joints on the side streets to this side street, worth a visit!

Consent form sample

CONSENT FORM

	YES	NO
1. I have read the Research Participant Information Sheet.		
2. I have had an opportunity to ask questions and discuss this study.		
3. I understand that I am free to withdraw from the study:		
- at any time (Please note that you will unable to withdraw once your data has been included in any reports, publications etc)		
- without having to give a reason for withdrawing		
- without it affecting my future care		
4. I understand that I will not be referred to by name in any report/publications resulting from this study		
5. I agree that my comments can be quoted as long as they do not directly identify me when the study is written up or published		
6. I agree to take part in this study		
Research Participant Name:		
Research Participant signature:		
Date:		
Divisit server because the server		
Principal researcher name: Lang Liu		
Principal researcher signature: Lang Liu		
Date: 28/11/2016		

Participant information letter sample



Dear Participant,

My name is Lang Liu and I am a PhD student at Brunel University, London. I am conducting a study examining the culture heritage street and heritage brands tourism. My research tittle is "Heritage culture street and heritage brand tourism: case of DaShiLan in China". You are kindly invited to participate in this research study by completing the following questionnaire.

It is an anonymous questionnaire whereby all responses will remain confidential and analysed at an aggregate, not individual level. The collected data will be used for academic purposes only and has been approved by the Brunel Business School Ethics Committee.

The approximate time to complete this questionnaire is 15-20 minutes. Your participation is voluntary, and you may withdraw from the questionnaire at any time with no obligations. However, I really appreciate your participation.

Thank you for your cooperation, and for any queries or further information about this study, please do not hesitate to contact me.

Yours sincerely,

Lang Liu
Brunel Business School
Brunel University, London, UK

Tel: +44 (0) 7578143210 Email: lang.liu@brunel.ac.uk

and fun

Sample questionnaire

Dashilar historical culture street and Heritage brands survey

Hi, it is glad that you interested in this survey. This research is about sustainable development of China's historical culture street and heritage brands in tourism perspective. As part of research, this questionnaire will mainly focus on your actual visiting or purchasing experience, it may take you around 5-10 mins. Thank you for your support and participation. -----1.gender □male ☐ female □keep secret 2.age group □18-25 $\Box 26 - 35$ $\Box 56-65$ □above 65 $\square 36-45$ \Box 46-55 3.educational level ☐ secondary school and below □high school □undergraduate □postgraduate-master □postgraduate-PhD **4.monthly income level** (currency: CNY aka RMB) \square 1000 and below □1001-3000 □3001-5000 □5001-8000 □8001-10000 □10001-20000 \square 20000 and above □keep secret **5.purpose of visit** (multiple selection) ☐ Hutong Tour □ heritage brand merchandise ☐tradition snacks and treats ☐ fan of architecture ☐tea and opera □culture experience □relax

□ Just hang around □ other					
6.have you visited or plan to visit other historical culture	e stre	eet?			
7.how do you feel Dashilar after all?					
□satisfied, over expectation □ordinary, meet expectation	tion				
☐unsatisfied, below expectation					
8.where are you from? (if you like, you can write dow	n na	ame	of y	our	
home country)					
☐ Beijing Local ☐ other areas in China ☐ overseas Ch	inese	; <u> </u>]fore	eign	
friends					
9.how do you know about Dashilar? (multiple selection)					
☐ knew since childhood ☐ recommended by some	one		tour	rism	
website					
☐ tourism newspaper/magazine ☐ smart phone APP		arch	nitect	ture	
relevant media					
□events in here □other					
Please read through descriptions about history awareness below, from Strongly Disagree to Strongly Agree, if you unsure or not known Neutral.	-				
SD: Strong Disagree; D: Disagree; N: Neutral; A: Agree; SA: Strongly Agree	SD	D	N	Α	SA
Dashilar been famous for a long time.	0	0	0	0	0
Dashilar developed though several dynasties.	0	0	0	0	0
Dashilar is witness of China's society development.	0	0	0	0	0
Dashilar is witness of China's industry and commerce development.	0	0	0	0	0
There are lots of heritage brands in Dashilar.	0	0	0	0	0

Your friends recommend you Dashilar as historical culture tour	0	0	0	0	\odot
destination in China.					

Please read through descriptions about **tourist convenience** below, tick your preference from Strongly Disagree to Strongly Agree, if you unsure or not know it well please tick Neutral.

SD: Strong Disagree; D: Disagree; N: Neutral, A: Agree, SA: Strongly Agree	SD	D	N	Α	SA
Dashilar has signboard about introduction of local area.	0	0	0	0	·
To comfort tourists for better understanding of Dashilar, it is necessary provides detailed introduction.	0	0	<u></u>	0	0
Dashilar offered clear local map and 'you are here' map stand on street.	0	0	·	0	0
Convenient map on street could make you feel easier to visit Dashilar.	0	0	0	0	0
You can find place you want to go easily because Dashilar provided clear sign for place and direction.	0	0	0	0	0
Dashilar has tourist information centre	0	0	0	0	0
The tourist information centre could meet all your requests about information.	0	0	0	0	0
The tourist information centre provides map in several languages.	0	0	0	0	0
The tourist information centre offers guided tour or guide devices.	0	0	·	0	0
All information you got were from websites or books rather than tourist information centre.	0	0	•	0	0

Please read through descriptions about **traditional goods and services** below, tick your preference from Strongly Disagree to Strongly Agree, if you unsure or not know it well please tick Neutral.

SD: Strong Disagree; D: Disagree; N: Neutral; A: Agree; SA:	SD	D	N	Α	SA
Strongly Agree					
Heritage brands on street were tourist attractions to you.	0	\odot	0	0	0
Heritage brands could treat as unique feature of Dashilar.	0	0	0	0	0
Shops in here provides services in traditional way.	0	0	0	0	0
Shops in here provides goods made in traditional way.	0	0	0	0	0
You can hear people talking about heritage brands on street.	0	0	0	0	0
You prefer experience traditional services by heritage brands	0	0	0	0	0
rather than normal shops.					
You have experienced traditional services in here.	0	0	0	0	0
You prefer to purchase traditional goods by heritage brands	0	0	0	0	0
rather than ordinary products.					

You have got traditional goods in here.	0	0	0	0	\odot
You feel heritage brands' goods and services are better than others.	•	•	0	0	0
Services and goods from heritage brands could reflect authentic Chinese culture.	0	0	0	0	0
You may recommend these heritage brands' service or goods to your friend as they are rich in Chinese culture and worth to experience.	•	·	•	0	·

Please read through descriptions about **architecture** below, tick your preference from Strongly Disagree to Strongly Agree, if you unsure or not know it well please tick Neutral.

SD: Strong Disagree; D: Disagree; N: Neutral, A: Agree, SA: Strongly Agree	SD	D	N	Α	SA
Viewing Hutong and architecture is your main purpose.	0	0	0	0	\odot
There are lots of pseudo-classic buildings in Dashilar.	0	0	0	0	0
There are lots of listed protection buildings in Dashilar.	0	0	\odot	\odot	\odot
Historical buildings help to prevent sense of history in Dashilar.	0	0	0	0	0
Historical buildings help you to experience sense of China's ancient	0	0	0	\odot	\odot
street.					
Historical buildings make you feel like time traveler and back to old time.	0	0	\odot	\odot	\odot
Heritage brands should be established in historical buildings for better	0	0	\odot	\odot	\odot
sense of history.					
You prefer visit heritage brands those established in historical buildings	0	0	\odot	\odot	0
rather than modern buildings.					

Please read through descriptions about **decoration and design** below, tick your preference from Strongly Disagree to Strongly Agree, if you unsure or not know it well please tick Neutral.

SD: Strong Disagree; D: Disagree; N: Neutral, A: Agree, SA:	SD	D	N	Α	SA
Strongly Agree					
Decoration on street makes you feel authentic Chinese culture.	0	0	0	0	\odot
Sculptures on street are attractive, lots of tourist selfie with	0	0	0	0	0
them.					
Old plaque of shops make you feel vicissitudes of history.	0	0	0	0	\odot
You feel unique from uniform of staff.	0	0	0	0	\odot
You feel deposit of history from decoration of shops.	0	0	0	0	\odot
Display method of shops reflected Chinese culture.	0	0	0	0	\odot
Way of goods packaging is special.	0	0	0	0	\odot
Layout of Dashilar keeps its original form.	0	0	0	0	0
Modern buildings are harmful of historical sense in Dashilar.	0	0	0	0	0

Please read through descriptions about heritage brands below, tick your preference from

Strongly Disagree to Strongly Agree, if you unsure or not know it well please tick Neutral.

SD: Strong Disagree; D: Disagree; N: Neutral, A: Agree, SA:	SD	D	N	Α	SA
Strongly Agree					
Services and goods from heritage brands have better quality.	0	\odot	0	\odot	\odot
Services and goods from heritage brands have better reputation.	0	0	0	0	•
Services and goods from heritage brands are reliable due to long history.	0	0	0	0	•
Heritage brands know demands of different periods.	0	0	0	\odot	0
Heritage brands impact on several generations through long time.	0	0	0	0	•
Authentic production methods of heritage brands are more attractive.	0	0	0	0	•
Services and goods from heritage brands improved themselves through time.	0	0	0	0	0
Heritage brands themselves could reflect Chinese culture.	0	0	0	\odot	0
You may accept heritage brands' enhancement with developing society trend.	0	0	0	0	0
You believe heritage brands will keeping alive due to their production methods, quality and reputation.	0	0	0	0	•

Please read through descriptions about **local engagement** below, tick your preference from Strongly Disagree to Strongly Agree, if you unsure or not know it well please tick Neutral.

SD: Strong Disagree; D: Disagree; N: Neutral, A: Agree, SA:	SD	D	N	Α	SA
Strongly Agree					
You can see lots of Chinese people here.	0	\odot	\odot	0	\odot
You can hear vocal adverts for sale on street.	0	0	0	0	0
Chinese people and their language give you a lively scenery of	0	0	0	0	0
Chinese culture (compare with pics and description in museum					
or memorial site).					
Heritage brands and several generation consumers' lifestyle	0	0	0	0	0
influence each other and developed together.					
Local Beijinger's still prefer to come over here for snacks or	0	0	0	0	\odot
opera (their traditional lifestyle).					
You have heard about heritage brands' story or Chinese	0	0	0	0	\odot
culture experience of Dashilar from last generation.					
You will pass your experience of heritage brands or culture in	0	0	0	0	0
Dashilar to your next generation.					

Please read through descriptions about culture awareness below, tick your preference

from Strongly Disagree to Strongly Agree, if you unsure or not know it well please tick Neutral.

SD: Strong Disagree; D: Disagree; N: Neutral, A: Agree, SA: Strongly Agree	SD	D	N	Α	SA
You heard about complaint from your friends about Dashilar	0	0	0	0	\odot
loses its sense of history due to modern development.					
Souvenir sold in Dashilar rich in Chinese culture feature.	0	0	\odot	0	\odot
Dashilar could reflect old Chinese lifestyle.	0	0	\odot	0	\odot
You have experienced attractiveness of Chinese traditional	0	0	0	0	0
culture here.					
You have experienced deposit of long Chinese history in here.	0	0	0	0	\odot
You believe Dashilar will in sustainable development to keep	0	0	0	0	0
authentic Chinese historical sense.					
If you have chance, you may recommend your friend come	0	0	\odot	0	\odot
Dashilar as their first stop to experience historical Chinese					
culture					
If you have chance, you will accompany with your kids come	0	0	0	0	0
and visit Dashilar.					

Do you have any comments to Dashilar? (anything such as suggestion, complaint?)

You have reach the end of this questionnaire, thank you again for your time and
experience sharing.

Interview case review notes

Interview 1:

The interviewee has visited Beijing last winter, and has been impressed by the local foods such as Beijing Deck, as well as the local and traditional merchandise, to be specifically mentioned that FuRuiXiang, as the traditional Chinese shoes, as well as Tong Ren Tang, which has specialized in Chinese traditional medicine for over 150 years.

However, the interviewee has shown the dissatisfaction on two points: first, it has seen that many of the historical site has been modernized with the contemporary building and architects; this has made the place less attractive, as visitors are not coming to see the modern building. Second, since visiting Beijing by taking some of the local tours, the quality for the tour are disappointed, and therefore undermine the effectiveness for the overall experiences.

Interview 2:

The interviewee 2 has organized the trip him/herself, by searching the best route to explore traditional Beijing from website. He/she is satisfied in some aspect, with some of the traditional route or Hu Tong (narrow roads between houses) are highly attractive. This has aligned with the finding for the exceptional experiences.

However, the drawback has seen that the many of the traditional areas are over commercialized. On one hand, the local supporting facilities not only a bit expensive, but also the taste and quality are questionable. On the other hand, the architect has been put into the questions again, as it has simply shown that lacking of the traditional feeling in the most historical site. This has shown the potential areas of improvement

Interview 3:

The interviewee has mainly presented his/her feelings for the Beijing traditional areas, while he/she has shown the recognitions for the historical site, and also the difficulties for completely transforming the areas into the historically site, he/she has shown some improvement suggestions. Interviewee has once again demonstrated the potential argument for the imbalance between modern and traditional building, and also the lack of feeling for the city brand. When people think of place of interest, they may suggest some other places rather than traditional sites, such as Dashilar or the traditional shopping area. This has required continuous investment and promotion for not only the site, but also the Chinese culture in the long run.

Interview 4:

Interviewee has reflected on his/her experience for the visit, and showing the satisfaction for the traditional areas, but also with disappointments: first, it has argued that there are too many people and overcrowded, just like other tourist sites. Second, even in the most traditional shopping areas, the interviewees have seen some brands such as H&M, which is foreign and modern fashion brand, and this could undermine the whole experience for embedding yourself into the local areas. Lastly, he/she has also mentioned the lacking of the integral experiences for local areas, the food and shopping environment, reflecting the areas for improvement.

Interview 5:

The interviewee has provided the brief review relatively, and shows the high satisfaction and recognitions for the traditional shopping areas, which is largely against the odds from previous interest. In contrast, he/she has suggested modest level of internationalization may help further develop the areas, but this should only be executed on the appropriate manner. For example, bring in global beverage frontrunner Starbuck which is quite popular, but to move the 4S vehicle sale and service stores.

Interview 6:

Interviewee is largely dissatisfied with the presentation in much of the areas in the traditional shopping areas in Beijing. This has seen the areas have been over-commercialized, and lacking of the very distinctive traditional feeling and commercial products. Also, the presentation for the old shopping areas has been seen over-done, and it has just appeared as fake. The experience has been undermined with the unified decoration for the shops, and lacking the traditional and distinctive feature. It has also outlined that much of the labels are without English, which could undermine the global goal for Beijing to transform itself into international tourism hotspot

Interview 7:

The interviewee has given the personal experience for historical and culture area in Shanghai, which has provided a good comparison against Beijing. Once again, Shanghai has preserved some of the local areas, which has been deeply associated with the history. The finding has seen the similar challenges that while the much of the efforts have been put into the reservation and creation of authentic environment, the area is battled with the over-commercialization for the areas, and this could lead to counter impact for the business in the long run

Interview 8:

The interviewee has reflected on the personal experience for Shanghai. In the past, he/she recognize that Shanghai has been full of history, including all the legacy building, business environment and beyond, to therefore promote the impact; however in modern days, much of the focus is to brand Shanghai as international and modern city. This has associated with large scale of modernization, and even in the traditional area, much of the focuses are associated with commercial purpose to undermine the effectiveness.

The interviewee has recognized while this is pity, this has associated with

transformation for the society; however, achieving the balance is the key to lead the impact

Interview 9:

The interviewee has promoted the recognitions for the local area in Shanghai, showing the high extent of traditions and histories for the areas, to lead the impact. This is also strongly linked with preservation of local areas, to promote the protections for the local areas.

Interview 10:

The interviewee has given the personal experience around Hangzhou, another major economic and historical city in Chinese history. The finding has seen that there is a great recognition for the modernization, and arguing that some of the traditional businesses should be excluded, which is in contrast to what other interviewees presented.

He/she has also recognized the huge importance for the areas, and arguing that preservation is the key to lead differentiation for the areas on promoting the success for the business

Interview 11:

The interviewee has once again given the critical view: on one hand, it has recognition the huge attractiveness for the authentic nature for the business, including the business to lead the impacts in the area for tourists. He/she has also recognized the importance for the modernization, such as modern transportation has provided huge benefits for convenience of travelers. On the other hand, the excessive focus for commercialization has ruined the experience and environment, to lead the adverse impact

Appendix 7
Relevant analysis tables

The social-demographic characteristics of the sample

Den	nographic variables	Frequency	Percentage
Gender	male	252	41%
	female	322	53%
	keep secret	35	6%
Age group	18-25	207	34%
	26-35	258	42%
	36-45	87	14%
	46-55	37	6%
	56-65	16	3%
	above 65	4	1%
Educational level	secondary school and below	dary school and below 12 school 45 graduate 455	2%
	high school	45	7%
	undergraduate	455	75%
	postgraduate master	88	14%
	postgraduate PhD	9	1%
Income level	1000 and blow	48	8%
	1001-3000	45	7%
	3001-5000	83	14%
	5001-8000	127	21%
	8001-10000	91	15%
	10001-20000	79	13%
	20000 and above	24	4%
	keep secret	112	18%
Origin	Beijing local	209	34%
	other areas in China	317	52%
	oversea Chinese	4	1%

foreign friends 79 13%

Analysis result table of purpose of visiting

Purpose of visiting	Frequency	Percentage
Tradition snacks and treats	348	57%
Hutong Tour	305	50%
Relax and fun	266	44%
Culture experience	254	42%
Fan of architecture	223	37%
Just hang around	206	34%
Heritage brand merchandise	174	29%
Tea and opera	110	18%
Other	13	2%

Analysis result table of how do visitors know about Dashilar

How do you know about Dashilar	Frequency	Percentage
Knew since childhood	228	37%
Recommended by someone	228	37%
Tourism website	174	29%
Smart phone APP	104	17%
Tourism newspaper/magazine	93	15%
Architecture relevant media	32	5%
Events in here	26	4%
Other	36	6%

Measurement items loadings and Reliability results

Constructs										
Indicators	НА	AD	TC	TGS	CA	НВ	SAT	KMO (>0.7)	Bartleet TEST (<0.05)	Cronbach's Alpha α (>0.7)
HA1	0.771									
HA2	0.797									
HA3	0.827							0.881	0.000	0.900
HA4	0.8									
HA5	0.815									
AC6		0.754								
AC5		0.791								
AC4		0.798								
AC3		0.738								
AC2		0.715								
AC7		0.768						0.959	0.000	0.946
AC8		0.741						0.333	0.000	0.240
DD1		0.796								
DD2		0.78								
DD3		0.789								
DD4		0.793								
DD5		0.787								
TC3			0.752							
TC5			0.785							
TC6			0.795					0.892	0.000	0.917
TC7			0.856					0.692	0.000	0.317
TC8			0.819							
TC9			0.826							
TGS1				0.696						
TGS3				0.801						
TGS4				0.781						
TGS5				0.699						
TGS6				0.727				0.926	0.000	0.921
TGS7				0.825						
TGS8				0.728						
TGS9				0.788						
TGS10				0.72						
CA6					0.824			0.934	0.000	0.916

				Construc	ts					
Indicators	НА	AD	TC	TGS	CA	НВ	SAT	KMO (>0.7)	Bartleet TEST (<0.05)	Cronbach's Alpha α (>0.7)
CA5					0.804					
CA4					0.854					
CA3					0.747					
CA2					0.697					
LE2					0.683					
LE3					0.74					
LE5					0.727					
HB1						0.847				
HB2						0.867		0.82	0.000	0.878
HB3						0.846		0.82	0.000	0.070
HB8						0.673				
TGS12							0.694			
CA7							0.807	0.761	61 0.000	0.920
CA8							0.84			0.839
LE7							0.697			

Pearson Correlation Coefficient

	HA	AD	TC	TGS	CA	HB	SAT
HA,	1						
AD	.748**	1					
TC	.644**	.672**	1				
TGS	.709**	.795**	.749**	1			
CA	.601**	.857**	.687**	.810**	1		
HB	.683**	.897**	.679**	.819**	.867**	1	
SAT	.654**	.887**	.653**	.853**	.972**	.892**	1

CR, AVE and Fornell-Larcker criterion matrix

	CR	AVE	Sat	HA	TC	TGS	AC	HB	CA
Sat	0.846	0.581	0. 762						
HA	0.900	0.644	0.603	0.802					
TC	0.917	0.650	0.602	0. 595	0.806				
TGS	0.922	0.567	0.704	0.659	0.703	0. 753			
AC	0.946	0.595	0.741	0.703	0.633	0.754	0.771		
HB	0.885	0.659	0.734	0.629	0.630	0.766	0.751	0.812	
CA	0.917	0.580	0.736	0.554	0.646	0.754	0.717	0.714	0.762

Results summary for structural model

			Estimata	Standard	C E	C D	P
			Estimate	Estimate	S.E.	C.R.	Г
CA	\rightarrow	НВ	0.368	0.265	0.015	17.286	***
AD	\rightarrow	HB	0.713	0.51	0.015	33.473	***
TGS	\rightarrow	HB	0.25	0.18	0.015	11.723	***
TC	\rightarrow	HB	0.017	0.012	0.015	0.798	0.425
HA	\rightarrow	HB	0.028	0.02	0.016	1.303	0.193
TCxHA	\rightarrow	HB	-0.026	-0.013	0.011	-1.236	0.216
TCxCA	\rightarrow	HB	0.051	0.026	0.011	2.409	0.006
TGSxHA	\rightarrow	HB	-0.016	-0.007	0.01	-0.748	0.455
TGSxCA	\rightarrow	HB	-0.062	-0.029	0.01	-2.913	0.004
ADxHA	\rightarrow	HB	0.08	0.033	0.009	3.756	***
ADxCA	\rightarrow	HB	0.033	0.015	0.01	1.57	0.016
HB	\rightarrow	SAT	0.059	0.068	0.018	3.862	***
CA	\rightarrow	SAT	0.896	0.741	0.008	89.643	***
AD	\rightarrow	SAT	0.12	0.099	0.011	8.81	***
TGS	\rightarrow	SAT	0.227	0.189	0.008	24.968	***
TC	\rightarrow	SAT	-0.17	-0.142	0.007	-20.591	***
HA	\rightarrow	SAT	0.048	0.041	0.007	5.83	***

***p < 0.001, **p < 0.01, *p < 0.05

Appendix

Relevant photos of Dashilar observation

Residents life style and living condition













Information expression













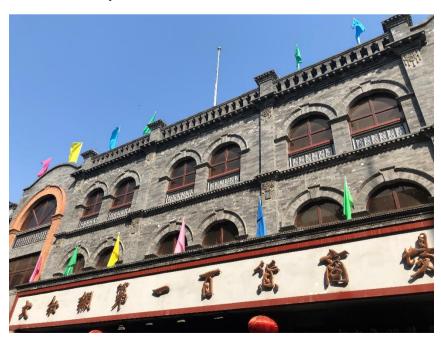








Architectural style



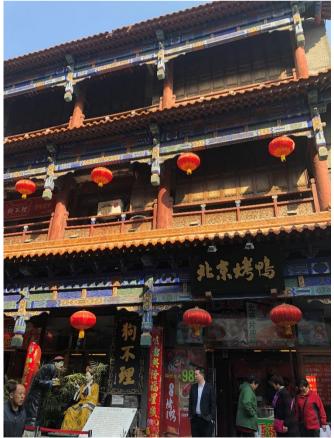












Guide facilities







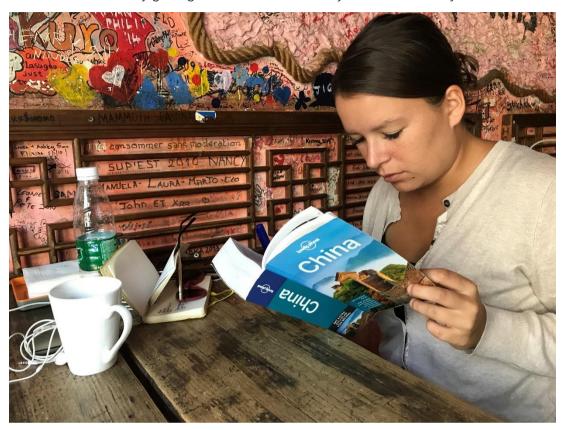




Teashop heritage brand innovation on product



A tourist reading Lonely Planet for Dashilar information. Due to language difference, oversea tourists usually getting information from Lonely Planet and nearby hostel owners.



Other scenery of Dashilar culture festival













