

Empirical and Comparative Study of the Tourism Competitiveness of Historical and Cultural Blocks: The Case of Henan, China

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Abstract

Based on the related research, this study constructs the evaluation model and index system of tourism competitiveness of historical and cultural blocks from cultural strength, geographical strength and commercial strength. Furthermore, this paper makes a quantitative and transverse comparative research on Kaifeng Song Dynasty Imperial Street, Puyang Ancient Cross Street, Shenhou Old Town Street by using the combination of the Delphi Technique and the Analytic Hierarchy Process (AHP). Among them, the tourism competitiveness of the Puyang ancient street is the weakest one, combined with the weak points of the data benchmark layer and the advantages of the other two blocks, put forward the feasibility optimization proposals of business travel combination, cultural distinctiveness and quality creation respectively in order to provide a new shortcut for both of the research and understanding of the tourism competitiveness and development of historical and cultural blocks.

Keywords

Historical and Cultural blocks; tourism competitiveness; Delphi technique; Analytic Hierarchy Process (AHP).

1. INTRODUCTION

The historical and cultural blocks refer to the areas with rich preservation of cultural relics, concentrated historical buildings, which can reflect the traditional pattern and historical style completely and truly (Li, 2011). It is the preservation of cultural relics approved and published by the Chinese Government. Historical and cultural blocks are the cultural soul of the famous ancient city and the carrier of living style (Su & Lu, 2010). Many scholars' studies of historical and cultural blocks generally focus on the protection, planning and revival of the blocks, but the discussion of the development potential of tourism is still in the blank stage at present. In 1986, Chinese government proposed a reasonable protection of historical blocks. So far, many historical and cultural blocks in China have made great achievements in the protection, transformation and construction works (Sun, 2020). The first "Chinese Famous Streets of History and Culture" competition held in 2009 shows that historical and cultural blocks have gradually become a highlight of tourism because of the advantages of tourism resources, location and so on in the process of tourism development. In addition to developing the cultural tour, historical and cultural blocks can promote their own protection and development due to their cultural strength, geographical strength and commercial strength (Zhang, Chen & Zhu, 2006). Many studies have shown that historical and cultural blocks are generally located in the core areas of the city, which are close to urban or central business districts. Convenient transportation, shopping, catering, entertainment and other facilities are relatively perfect, regional architectural characteristics, national art, food culture and even traditional medicine can be well reflected in the historical and cultural blocks (Zhu, Guo & Nan, 2009; Zhan & Gao,

2020). The main motivations for tourists are historical and cultural experiences, shopping, catering and entertainment (Sun & Sun, 2015). As an important part for leisure tourism, the historical and cultural blocks have been recognized by tourists as necessary places. In the process of the transformation of many cities from sightseeing tourism to leisure tourism, the historical and cultural blocks contain great potential for development, but also face great competitive pressure (Wang, 2019; Shan, 2019). Therefore, the study of the tourism competitiveness of historical and cultural blocks plays a very important role in the transition of urban tourism industry and the transformation from resource factors of the blocks to realistic competitiveness.

2. STUDY AREA

In addition to the above features, the definition of historical and cultural blocks should meet the "two standards" and have one of the "five value characteristics". The "Two Standards" refers to the core protection area of historical and cultural blocks should not be less than 1 hectare, the traditional pattern should be complete relatively, and the historical streets and environment elements that make up the pattern and style of the blocks should be essentially the originals of history. "Five Value Characteristics" requires the blocks to play an important role in the formation and development of its city, and the spatial pattern, texture and style of the blocks can reflect the traditional cultural thought, national characteristics, regional characteristics, style of the times and so on (Yu & Luan, 2014). Kaifeng Song Dynasty Imperial Street, Puyang Ancient Cross Street and Shenhou Old Town Street are three of the most famous historical and cultural blocks in Henan, China. They fully meet the "two standards" and "five value characteristics." But each blocks has its own style separately.

Kaifeng Song Dynasty Imperial Street was an imitation Song commercial street located in the northern section of Zhongshan Road in Kaifeng, Henan, which was built in 1988, aimed to recreate the style of the Song Dynasty. The total length of the street is 400 meters, and 40 meters wide, the total construction area of 16963 square meters. Its geographical location is superior, which is close to the provincial capital Zhengzhou. It not only has local characteristics of the general shops and a large volume of antique buildings, both it also has falling buildings of varying height and ordinary bungalows. The annual number of receptions reached 481,000, due to its excellent geographical location and rich geographical characteristics, cultural characteristics. Kaifeng Song Dynasty Imperial Street shows extraordinary tourism prowess.

Puyang Ancient Cross Street sits in the central of the ancient city area of Fuyang, Henan. It is centered on the four-block building, east to Jiefang Road, west to Yujing Street, south to Sanyi Street, north to the Badu Room, covering a total area of 70,000 square meters. Puyang Ancient Cross Street still retains more than 200 traditional shops, such as decoration, wood carving, traditional food, tea shop, ancient painting, traditional crafts and so on. In 2013, the fifth "China's Historical and Cultural Streets" list was announced, Shanghai Shaanxi North Street, Henan Puyang Ancient Cross Street, Jiangsu Huangqiao Old Street and other 15 streets were selected. It shows an extraordinary tourism attraction.

Shenhou Old Town Street is also known as the Seven-Mile Long Street, which is located in the southwest of Yuzhou, Henan, the capital of China's Jun-porcelain. It is not only more than five thousand years of Jun-porcelain culture accumulated from the regional characteristics of China's famous block, but also the birthplace of the famous Jun porcelain culture. In ancient times there were verses describing the prosperity of the Shenhou Old Town Street. "Entering the Shenhou Mountain, seven miles long street view. Seventy-two kilns, smock covers the sky. full of the merchants, make a fortune one day." It was named " the Capital of Chinese Jun-porcelain, Chinese famous Historical and Cultural Town." Shenhou Old Town Street has become has become a must-visit street for people to buy Jun-porcelain and antiques.

The above gives an overview of these three historical and cultural blocks. Whether cultural accumulation, geographical location, geographical characteristics or commercial values, they all show extraordinary tourism competitiveness. Comparing the three most representative historical and cultural blocks in Henan. The comparison of the strong versus the strong can highlight the important role in the transition of urban tourism industry and the transformation from resource factors of the blocks to realistic competitiveness. The analysis results can also give guidance and reference to the development and management of other historical and cultural blocks, which are still in the primary stage and tourism resources not rich enough.

3. FRAMEWORK FOR EVALUATION SYSTEM

3.1. Influencing Factors

Tourism competitiveness is an open, mutually influential and integrated concept (Cheng, Li & Jian, 2005), which involves all aspects of tourism industry and tourist destination resources (Zhou, Maumbe, Deng & Seln, 2015). The evaluation of a region's tourism competitiveness should also take into account the influence and constraints of various factors (Wen & Liang, 2007). The ultimate goal of measuring and evaluating the tourism competitiveness of historical and cultural blocks is to cultivate and improve themselves competitive ability and competitive advantage of tourism, and develop a better competitive strategy. Therefore, in order to accurately evaluate the competitiveness of tourism in historical and cultural blocks, in addition to evaluating the current situation of tourism development, but also to evaluate the factors affecting the future development of tourism (Liu, Chen, Huang & Dong, 2020). In the long-term development process, the cultural strength, geographical strength and commercial strength of the historical and cultural blocks provide the driving force of the catalyst for the development of urban leisure tourism (Lv, 2018). Therefore, the influence factors of tourism competitiveness of historical and cultural blocks can be roughly divided into the following points.

Cultural Strength

The cultural strength of the historical and cultural blocks refers to the tangible or intangible cultural heritage and customs accumulated by the block gradually in the course of regional historical evolution (Hu & Xu, 2019). It is not only the cultural soul of the city, but also the basic internal condition of the development of block tourism (Xia & Ma, 2009). The historical elements in the cultural strength refer to the embodiment of historical and cultural characteristics in the process of block development and construction (Shan, 2019), the preservation of tangible cultural heritage and the inheritance status of intangible living culture (Wang, 2007). The cultural elements of cultural strength include the influence of historical blocks in the course of development of non-artificial and natural political, economic and cultural aspects (Liu, 2016). In the course of the development of urban tourism, the cultural value and historical visibility of historical and cultural blocks are directly related to whether tourists are willing to visit for this attraction, but also reflects their tourism competitiveness.

Geographical Strength

The geographical strength of historical and cultural blocks is directly related to the speed and degree of block development (Zhang & Yang, 2019). The geographical location of the block, the degree of closeness of the developed areas (Wang & Zou, 2017), the situation of the source market and the level of total demand (Yuan, 2015) are directly related to the block's competitiveness. For example, the average number of visitor resident time in a city can roughly reflect the degree of visitors' recognition degree of urban tourism. Moreover, the degree of local government support and protection for tourism is also an important factor in the development of historical and cultural blocks. In addition, the degree of stakeholders support for the block development, can improve the relevant departments to the block development planning and protection work (Dun, 2016), which is also an important part the block competitiveness.

Commercial Strength

One of the core objectives of the historical and cultural blocks development and construction is to highlight the commercial-driven function (Du, 2019). It also can stimulate the economic vitality of the area and the surrounding areas. First, the development of tourism needs a certain scale of service facilities, so the completion degree of the block service facilities directly reflects the block and even the region of the commercial strength. Secondly, some locals operate or inherit the time-honored brand is an important embodiment of the commercial strength in the development of the block. They largely reflect the block's long history and culture, local characteristics and so on. Finally, the geographical location of the historical and cultural block lies closely nearby the city's commercial center, the degree of participation in tourism activities, and the quality of service around the block also have great influence on the commercial strength of the block.

Table 1. Framework of the system for evaluating Historical and Cultural Blocks

A. Target layer	B. Criterion layer	C. Indicator layer	D. Factor layer
A. system for evaluating Historical and Cultural Blocks	B1. Cultural strength	C1. History Long Standing	D1. Urban Awareness D2. Block Awareness D3. Block history Heritage.
		C2. Living Culture	D4. Intangible Cultural Authenticity D5. Intangible Cultural
		C3. Cultural Participation	D6. Original Inhabitants Proportion
	B2. Geographic strength	C4. Tourist Market	D7. Annual Tourists Acceptance Volume D8. Tourists Average resident time D9. Tourist Satisfaction
		C5. Block Geo-Location	D10. Traffic Convenience D11. Off-Season Proportion
		C6. Government Importance	D12. Annual total tourism revenue D13. Public security construction D14. Tourism Revenue as a Percentage of GDP
		C7. Block Protection	D15. Government investment D16. The Position in Urban Planning D17. Popular Participation Proportion
	B3. Commercial strength	C8. Service Facilities	D18. Number of Service Facilities D19. Number of Catering Facilities D20. Number of Shopping Facilities D21. Number of Public Service Outlets D22. Number of Leisure Cultural Outlets.
		C9. Time-honored Brand	D23. Number of Time-honored Shop D24. Scale of Time-honored Shop
		C10. Tourism Service	D25. Tourism Activities Participation D26. Number of Marketing Channel Ways D27. Human resources Configuration Proportion D28. Distance from the CBD D29. Tourist satisfaction

3.2. The Construction of Evaluation System

To make quantitative analysis of the historical and cultural block competitiveness, we must construct a scientific, objective, systematic and measurable evaluation index system firstly (Zhang & Zhang, 2008). Because the influencing factors come from multiaspect, multilevel, and the problems and phenomena are so complex and variable (Xu, Cao & Li, 2012) that comprehensiveness of the index system is very important. It should be avoided as a single and one-sided indicator. At the same time, we should also take into the process of dynamical development and the trend of the block, rather than just looking at the static phenomenon. This paper combines the common characteristics of the research related to the domestic historical and cultural blocks and the requirements of the times, and comprehensively considers the factors of tourism competitiveness. Cultural strength, geographic strength and commercial strength as criterion layer. According to the evaluation criteria in "Chinese famous historical and cultural street" to grasp the core influencing factors and get the indicator layer. Considering the ease of data acquisition, statistics and comparative analysis, most of the factor layer indicators are per capita indicators and ratio indicators. Continuously build and gradually improve the framework of the system for evaluating historical and cultural blocks as shown in Table 1.

4. METHOD

Because the factor layer of the tourism competitiveness index system of historical and cultural blocks has quantitative index and qualitative index, and the indicators are multiaspect and multilevel comprehensive elements. The research method should not only take into account the objective and systematic characteristics of qualitative indicators (Wang, 2012), but also the accessibility and statistics of quantitative indicator data (Leszek, 2018). and evaluate the competitiveness index as a scientific and reasonable method. Therefore, this paper determine the indicator weight of the criterion layer and the indicator layer by using the Delphi Technique and analytic hierarchy process. Later, tourism competitiveness in three historical and cultural blocks, Kaifeng Song Dynasty Imperial Street, Puyang Ancient Cross Street, Shenhou Old Town Street, will be evaluated quantitatively and empirically. The related factors were processed quantitatively through constructing hierarchical structure model, establishing judgment matrix, calculating weight, and testing consistency.

4.1. The Determination of the Indicator Weight

Step 1: Two rounds of opinion survey were conducted on seven tourism experts and forty-five students of tourism major in University by using Delphi technique. The Likert Points Scale is used to indicate the importance of the respondents to the various descriptions of the criterion layer indicator.

Step 2: Because there are many influence factors in this study, the original data are calculated and processed by three-demarcation method. Then, the comparison matrix is constructed.

Step 3: The comparison matrix is converted into the judgment matrix by range-method.

Step 4: The results need to be tested for consistency one by one. The result of consistency examination showed that the AHP method made it more scientific and reasonable to determine the weighing values of assess. (Zhu, Meng & Kan, 1999).

The specific calculation process: The comparison matrix is established for the three indicators of the criterion layer by using three-demarcation method (0, 1, 2). The results are shown in Table 2.

Table 2. The Comparison Matrix of Criterion Layer

A	B1	B2	B3	ri
B1	1	1	2	4
B2	1	1	2	4
B3	0	0	1	1

Then, the comparison matrix is converted into the judgment matrix by using range-method, and calculate the relative weight of the criterion layer factors. The results are shown in Table 3.

Table 3. The Judgment Matrix of Criterion Layer

A	B1	B2	B3	Weight (W)
B1	1	1	9	0.474
B2	1	1	9	0.474
B3	0.11	0.11	1	0.052

Finally, the calculation results need to prove that they fully meet the requirements of consistency, thus avoiding the inconsistency of results due to the use of Delphi technique. The three-demarcation method is used in the consultation process, which helps the experts to make the correct judgment, in order to increase the credibility. Through erecting judgment matrix and being on consistency check: $\lambda = 2.066$, while CI's value is -0.467 , less than 0, so they pass the consistency check.

By the same token, the indicators weight of the indicator layer is obtained by using the Delphi technique and Analytic Hierarchy Process, and all the calculation results are less than 0. The specific values are shown in Table 4.

Table 4. Indicators Weight of the Indicator Layer

Indicator Layer	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10
Weight (W)	0.693	0.230	0.076	0.325	0.032	0.322	0.322	0.474	0.052	0.474

4.2. Acquisition and Processing of Data

The acquisition of the original data

The original data of the factor layer quantitative index is obtained. Mainly through access to Kaifeng, Puyang, Zhengzhou three cities' Information Statistics Network, Government Public Information network, Henan Tourism Yearbook and other data resources. For the qualitative index in the factor layer, it is combined with field research and expert opinions. The tourism development of the three blocks and city in depth conducted field research park. A total of 20 experts and scholars in tourism major were surveyed, with a full score of 10 to indicate the degree of recognition of the various descriptions of qualitative indicators. Finally, the final score of each qualitative indicator is obtained by compute the weighted average.

The pre-processing of the original data

Because there are differences in the scale of the original values of the evaluation factor layer indicators, it should be treated with normalization. Standardize the original value of the indicator which is positive number by the Maximum method: $a_{ij}^* = a_{ij} / \max\{a_{ij}\}$. Standardize the original value of the indicator which is negative number by the Minimum method: $a_{ij}^* =$

$1 - a_{ij}/\max\{a_{ij}\}$. (where a_{ij} is the original data of quantitative or qualitative indicator; a_{ij}^* is the standardized indicator value; $\max\{a_{ij}\}$ is the maximum value in the original data.)

The process of data calculation

After the original data of quantitative and qualitative indicator are standardized at the factor layer. These data are pre-processed by compute the weighted average (Lv, 2009), in order to calculate the indicator index at the indicator layer according to the following formula:

$$C_i = \frac{\sum_{i=c(k)}^{d(k)} D_i}{[d(k) - c(k) + 1]},$$

($i = 1, 2 \dots m$; $k = 1, 2 \dots i$)

Where i is the number of indicators included at the indicator layer; $c(k)$ is the serial number of the first factor at the factor layer corresponding to the first k indicator of the indicator layer in the index system; $d(k)$ is the serial number of the last factor in the factor layer corresponding to the k indicator of the indicator layer in the index system.

On the basis of the index of each indicator at the indicator layer, the index of the factors at the criterion layer can be obtained with the weight of the factors at the indicator layer. The formula is as follows:

$$B_i = \sum_{i=x(t)}^{y(t)} W_{ci} C_i$$

($t = 1, 2, \dots, s$; $i = 1, 2, \dots, m$)

Where s is the number of criterion layer indicators in the evaluation index system; $x(t)$ is the serial number of the first indicator layer indicator corresponding to the t indicator of the criterion layer at the indicator layer; $y(t)$ is the serial number of the last indicator layer indicator corresponding to the t indicator of the criterion layer at the indicator layer; W_{ci} is the weight of the i indicator at the indicator layer.

Finally, the values of the criterion layer indicators are the cultural index, the geographical index and the commercial index respectively. Then the values of index are calculated the weighted average by multiplying their respective weights, in order to figure out the index of the historical and cultural blocks tourism competition.

$$A = \sum_{i=1,2,3}^{n=3} W_{bi} B_i$$

Where A is the index of the historical and cultural blocks tourism competition, A is a constant between 0 and 1; W_{bi} is the weight of the i indicator in the criterion layer.

5. RESULTS AND DISCUSSIONS

According to above-mentioned methods and formula to do strictly, the statistical and survey raw data are calculated step by step to obtain the competitiveness index of three historical and cultural blocks as shown in Table 5.

Table 5. The Results of Block Tourism Competitiveness

Block	Competitiveness Index	Rank	Cultural Index	Rank	Geographical Index	Rank	Commercial Index	Rank
Kaifeng Song Dynasty Imperial Street	0.8857274	1	0.8649	1	0.9206	1	0.7577	2
Puyang Ancient Cross Street	0.7463626	2	0.8065	2	0.6844	2	0.7630	1
Shenhou Old Town Street	0.6526308	3	0.6735	3	0.6403	3	0.5748	3

The comparative data of the three historical and cultural blocks in Henan, China can show the indicators' rank, as well as the overall competitiveness of the ranking situation. According to the data can also be obtained in each block development process deficiencies and problems, in order to come up with the correct direction that should be paid attention to in the future development. The following is the analysis of three historical and cultural blocks in Henan, China.

5.1. Kaifeng Song Dynasty Imperial Street

The comparative data of the three historical and cultural blocks in Henan, China shows that the comprehensive tourism competitiveness index of Kaifeng Song Dynasty Imperial Street and Shenhou Old Town Street exceeds 7 points. It shows that its competitiveness and development potential are very great. The cultural strength index of Kaifeng Song Dynasty Imperial Street is 0.86, which is slightly higher than that of Shenhou Old Town Street. While the geographical strength index of 0.92 is also higher than Shenhou Old Town Street's. But the commercial strength is slightly inferior. This result is also very consistent with the actual situation, because Kaifeng Song Dynasty Imperial Street have entered the mature stage of the life cycle.

First of all, the location advantages are obvious. The convenience of internal and external transportation is its main advantage. According to the data, the geographical strength reached 0.92. Not only because of its superior location close to the provincial capital of Zhengzhou, the external transportation is convenient, but also because the inner block is much wider than the other two blocks, the street is 4 meters wide. Tourists' experience is excellent, they can enter and exit freely. Besides, the government investment is also greater than the other two places. The construction cost of Song Dynasty Imperial Street and surrounding streets is mainly from financial funds, with a total investment of 13.5 million. It can be concluded that Kaifeng government pays great attention to the economic driving role of tourism. Secondly, it has strong commercial strength and diversified marketing methods. Apart from commercial hawkers, there are 58 traditional shops with an average operating scale of 18 million yuan. With the proper management of the relevant departments, the tourist services within the block facilities are complete. Internal leisure, entertainment, catering, shopping, each functional division is significant, no other mixed shops. A lot of time-honored shops are well preserved. One of the most prominent is the stores of marketing methods. The salesclerks were dressed in ancient Song costumes to entertain the visitors around them. Cheap tricycles are also part of the landscape culture. However, in terms of cultural strength, due to its excessive attention to commercial development, Kaifeng Song Dynasty Imperial Street had insufficient cultural atmosphere and strong commercial atmosphere. There are only five original residents. Moreover, the existing of Song Dynasty Imperial Street was rebuilt on the basis of the old site. It is inevitable that the exquisite imitation of the buildings of the Song Dynasty cannot give people a sense of history and majesty from the prosperity to the decline of the Song Dynasty. The dazzling decoration and thousands of different shops inside make people hard to imagine the solemn solemnity of the royal family at that time. The focus of tourism development of historical

and cultural blocks should be to use culture to drive commerce. The appearance of shops is to meet the deep experience of tourists, and to further and better feel the culture. Therefore, in the future tourism development process of Kaifeng Song Dynasty Imperial Street, we should pay attention to the preservation of ancient buildings and avoid over commercialization.

5.2. Shenhou Old Town Street

The results show that the competitiveness index of Shenhou Old Town Street up to 0.74, and its disadvantage is geographical position, Southwest of Yuzhou, Henan, where transportation is not convenient. 84.3% of visitors go there because of the charm of Jun-porcelain, leisure tours will not choose. But the commercial index ranks No.1 which developed commodity economies and Jun-porcelain is attractive.

The Jun-porcelain culture of Shenhou Old Town Street which mysterious, unique kiln charm makes it well-known in China and abroad. Many Chinese and foreign collectors come here because of it. There are 95 Jun-porcelain shops in the block, driving the development of local business, catering and accommodation industry, so that the secondary sector of the city of Yuzhou as a proportion of GDP up to 68.3%. The cultural strength of Shenhou Old Town Street is outstanding, Jun-porcelain culture is well-known overseas. But the cultural industrial structure of a single with insufficient facilities, resulting in the inability to attract large numbers of tourists, such as the homogenization of goods serious, lack of creativity, commodity types and marketing methods single, basic service facilities are insufficient in seven miles long street. 72% of the stores have only physical stores as a marketing method. It is difficult to carry out the original building repair work inside the block. To a large extent, it also reduces the historical and cultural value of the block, and reduces the cultural strength index of the Shenhou Old Town Street. Besides, Shenhou Old Town Street geography strength is weak, example the traffic convenience is not convenient, the functional zoning disorder inside the block, the policy support is lack. Therefore, it is necessary to improve the management system and standardize the market order as soon as possible. Only if the government create guidance and systematic management mode, Shenhou Old Town Street can become the core of urban development. Only if the harmonious integration of Jun-porcelain industry and tourism industry, visitors can experience the charm of Jun-porcelain in depth.

5.3. Puyang Ancient Cross Street

According to the data, Puyang Ancient Cross Street lags behind Kaifeng Song Dynasty Imperial Street and Shenhou Old Town Street, but its comprehensive index of tourism competitiveness has also reached 6 points. In July 2013, Puyang County Ancient Cross Street was officially licensed as the fifth "famous Street of Chinese History and Culture" indicating that it has great potential for development.

First of all, Shenhou Old Town Street should highlight the cultural theme and show the cultural charm. Although it has long history and experienced several upheavals, the large pattern remains very complete. The living cultures are so rich that 214 traditional old stores remain until now, such as antique painting, tea-houses, specialty food, traditional handicrafts and other 39 kinds of shops. The civil culture index up to 8 points. Secondly, Puyang ancient cross street should dig deep into the night economy to create the fine products of tourism. The geographical index of Puyang ancient cross street is only 0.64, the proportion of off-season is as high as 37% in the whole year, the poor traffic environment and the high proportion of off-season are the main factors restricting the development of local tourism. Like that how to increase the number of days of tourist stay is very important. The security situation of the ancient cross street up to 6 points, so it can be combined with the red culture of the Puyang ancient cross street to create a live-experience version of war-type adventure games or night market. They can also interpretation of the local characteristics of the living cultural intangible

cultural intangible cultural heritage, such as the opera live fossil drama, plate cavity drama and Puyang acrobatics. Finally, Puyang ancient cross street can increase publicity efforts to give play to the brand effect. In recent years, the government has begun to pay attention to the role of local tourism development in promoting the local economy, which has invested heavily in the construction of tourism infrastructure services. Local residents are also very cooperative with the development and protection of the block. But they lack publicity, and the overall visibility is poor. Relevant departments should start from marketing. Learning from Kaifeng Songdu Royal Street marketing and management model, in order to exude their own unique brand charm.

6. CONCLUSION

The historical and cultural blocks is the high gathering place for the soul of urban culture (Ding & Zhu, 1999), which reflects the economic, political, cultural and social development of the region laterally. As a diversified tourism resource, the historical and cultural blocks can not only preserve culture, inherit culture, but it can also create culture (Cui, Liu & Cao, 2019). It can also sublimate the culture in process of tourist recreation. Such blocks play an indelible role in the integration of urban construction, the expansion of urban recreation space, the promotion of related industry development, and the realization of urban tourism from sightseeing tour to cultural depth tour. So far, in the research of the relevant historical and cultural blocks at home and abroad, the research on tourism competitiveness is obviously insufficient, and the comprehensive method of combining quantitative and qualitative methods has been rare.

This study constructs the evaluation model and index system of tourism competitiveness of historical and cultural blocks from cultural strength, geographical strength and commercial strength. Furthermore, this paper makes a quantitative and transverse comparison analysis of Kaifeng Song Dynasty Imperial Street, Puyang Ancient Cross Street, Shenhou Old Town Street by using the Delphi Technique and analytic hierarchy process. These results provide a new way to understand and coordinate the tourism development of historical and cultural blocks in Henan, China. All things are dynamic development, the research methods, data processing, results analysis of this paper still have great limitations. Therefore, it is also necessary for us to develop further with a dynamic vision and attitude.

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