

Master's Degree Professional Project

Are you willing to visit?

A study of the functionality of Hefang Street District,
Hangzhou, China



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Executive Summary

Hefang Street redevelopment has existed for 1600 years and various opinions towards its functionality have been expressed. This project aims at examining the functionality of Hefang Street in Hangzhou based on results from personal observation, opinions from a professional city planner and satisfaction level of tourists in order to produce recommendations for further improvement. In-person observation, face-to-face conversation and questionnaires were conducted in exploring the current problems of the street. Descriptive analysis and a regression model were used in the study to explore the deciding factors of tourist satisfaction. Pearson test was used for testing the correlation between satisfaction level and loyalty among tourists.

The results show the quality of commercial activities and the transportation condition are two main big issues concerned by the city planner, tourists in my survey and me. Other concerns include the looking of street especially the street lights, cultural protection of the street and availability of public restrooms. To improve the business quality, both the city planner and I recommend to promote more high quality business. Yet, the solution of bad transportation condition varies between the planner and me. The planner suggests to use alternative parking spaces while I recommend to build a new underground parking lot. Statistical results tell me tourist satisfaction is mainly impacted by the street's physical design, transportation condition, cultural elements protection and commercial activities, and tourist satisfaction is the antecedent of loyalty. Recommendations include: 1) welcome artists to open studios and sell artistic products, 2) construct an underground parking lot at the location of Wushan Square, 3) add signs of the existing restrooms and build new ones, 4) hang Chinese knots on the street lights to make them compatible with the building style, 5) promote local culture via media channel and add wall paintings depicting the daily life in the past.

Table of Content

| | |
|--|-----------|
| EXECUTIVE SUMMARY | 2 |
| LIST OF FIGURES | 4 |
| LIST OF TABLES | 5 |
| 1 INTRODUCTION | 6 |
| 1.1 Background and Purpose of project | 6 |
| 1.2 Introduction of Target Place | 6 |
| 1.3 Redevelopment process in Hefang Street | 7 |
| 2 HYPOTHESES AND METHODOLOGY | 8 |
| 3 PERSONAL OBSERVATIONS AND OPINIONS OF CITY PLANNERS | 9 |
| 3.1 Personal observations and thoughts | 9 |
| 3.2 Opinions from the city planner | 9 |
| 4 RESULTS OF SURVEY | 10 |
| 4.1 Descriptive Analysis | 10 |
| 4.2 Regression and Correlation Analysis | 10 |
| 5 CONCLUSIONS AND RECOMMENDATIONS | 11 |
| 5.1 Conclusions | 11 |
| 5.2 Recommendations | 11 |
| REFERENCES | 13 |
| APPENDIX | 14 |

List of Figures

| | |
|--|-----------|
| Figure 1. Location of Hefang Street | 6 |
| Figure 2. Bird's eye view | 6 |
| Figure 3. Typical building | 7 |
| Figure 4. Typical building | 7 |
| Figure 5. The street in 1900s | 7 |
| Figure 6. The street in 2000s | 7 |
| Figure 7. Traditional pharmacy | 7 |
| Figure 8. Tea house | 7 |
| Figure 9. Gender distribution | 10 |
| Figure 10. Age distribution | 10 |
| Figure 11. Origin of tourists | 10 |
| Figure 12. Income distribution | 10 |
| Figure 13. Tiansifang in Shanghai | 12 |
| Figure 14. Restaurants in Xintiandi | 12 |
| Figure 15. Current parking lots and Wushan Square | 12 |
| Figure 16. Wall painting in Penang | 12 |

List of Tables

| | |
|--|-----------|
| Table 1. Hypotheses | 8 |
| Table 2. Methodology | 9 |
| Table 3. My opinions | 9 |
| Table 4. City planner's opinions | 10 |
| Table 5. Tourists' concerns | 11 |
| Table 6. Model summary | 18 |
| Table 7. Regression results of overall satisfaction | 18 |
| Table 8. Correlation between loyalty and overall satisfaction | 18 |

1 Introduction

1.1 Background and Purpose of project

Under the concept of protecting old and famous enterprises which flourished in the Qing Dynasty and originated in South Song Dynasty, Hefang Street received elaborate planning and was renewed in 2000. The opening of Hefang Street in 2001 as a commercial pedestrian street attracted many visitors, and soon it became tourists' focus of attention worldwide (Yang, 2004, Wu, 2004). However, critiques on this ancient street arose over the recent 15 years. Though organically integrated with the surrounding business circle, Hefang Street still face problems such as a lack of local features, commodities with high homogeneity, etc. (Pan and Luo, 2004, Yang, 2004). Wushan Square, newly built at the entrance of Hefang Street, is said to be a mistake in the redevelopment project due to its awkward style different from that of Hefang Street (Hua, *et al.*, 2002). Local residents have been displaced, which leads to a loss of authentic living style there (Yang, 2004). Plus, the principle "to repair the old like old" is missing since most of the buildings look similar, losing original outstanding designs (Xuan and Yang, 2004, Yang, 2004). And furthermore, the traffic congestion has never been addressed, the road design at the ends of Hefang Street is lacking rationality (Xuan and Yang, 2004). Obviously, these criticisms are largely coming from academic scholars, whereas tourists' perspective and opinions from professional city planners have been ignored. As a famous tourist destination in the world, Hangzhou is accepting over a hundred million of travelers each year. Hefang Street is a must place recommended by Trip Advisor, Lonely Planet, etc. Hence, studying the functionality of the street and knowing tourists' feeling are of great necessity in both making Hefang Street fascinating and making Hangzhou a competitive city in tourism.

To make the functionality examination sound, a perspective from a local resident like me and perspectives from a city planner and tourists were considered. City planners are people who know the good and bad aspects of the city and can state professional recommendations to future improvements. Tourist satisfaction considerably impacts destination choice and loyalty (Yoon & Uysal, 2005, Bojanic, 1996 and Dube *et al.*, 1994, Hui *et al.*, 2007). Taking various opinions into account, this project aims at producing recommendations for future improvement to the street.

1.2 Introduction of Target Place



Figure 1. Location of the Street

Located in Dajing district in Hangzhou (red star in Figure 1.), the 1800-meter long Hefang Street near west lake has a huge tourism potential. While the pedestrian street (Figure 2.) is the part between Wushan Square and Zhongshang Road, which is 450 meters long roughly.

Adjacent to the palace of Southern Song Dynasty, Hefang Street occupied the core of the commercial district then. The street got its name "Hefang" since it was surrounded by three rivers (no longer existing today) at that time. When it was approaching the end of Qing Dynasty (roughly 1900s), Hefang Street attracted additional businessmen

who opened shopping malls, cinemas, etc., and most of the architectures we see nowadays were built at that time (see Figure 2.). The building style (black roof and white walls) echoes well with that in Southeastern China (Yu, *et al.*, 2014). Also, an array of western buildings of Baroque style combined with ancient Chinese style emerged from 1900s to 1950s (see Figure 3 and 4.).



Figure 2. Bird's eye view

During the 1940s to 1990s, Hefang Street was on the wane and a redevelopment plan began in 2000 under the principle of “repairing the old to look old” (Zhang and Lu, 2016). The old structures, the façades of buildings are repaired to be as authentic as possible. Cultural elements were preserved as well such as tea houses, pharmacies and restaurants. Pedestrian crossings were added. Moreover, public transportation provides plenty of choices. Retail shops, bookstores and medical shops offers various shopping choices. Unfortunately, the redevelopment was thought to be problematic in literatures in terms of culture protection, transportation, and commercial activities.



Figure 3. Typical building **Figure 4. Typical Building**

1.3 Redevelopment process in Hefang Street



Figure 5. The street in 1900s
Source: <http://www.20qu.com/>



Figure 6. The street in 2000s
Source: <http://bbs.51smzg.com/>

The initial incentives of the redevelopment project were to improve housing and sanitation conditions and to maintain cultural elements (Hua, *et al.*, 2002). The planners suggested to renew, repair or protect the buildings based on their condition. Figure 5 and 6 illustrate how the street looked like before and after the renewal. Preservation and façade rehabilitation were applied to the buildings in good condition, while repair as well as façade rehabilitation were the main jobs for heavily deteriorated ones. Being consistent with the regulations of commercial district design in Hangzhou, the transportation plan within the pedestrian street had: 1) set parking lots near the two ends of the street, 2) set fire lanes crossing the street every 160 meters, 3) left space for fire fighting trucks with width of more than 5 meters, 4) made the distance between buildings and boundary lines of the street less than 10 meters. Plus, all the basic elements of physical infrastructure for walking were included, such as walkways, curb ramps, traffic controls, bus stop boarding pads, and crosswalks. Outside the pedestrian street, twelve bicycle services, bus lines and parking spaces were added. There was a recommendation of how to regulate the commercial activities. Only limited kinds of products could be sold, such as traditional pancakes, candies, drinks, etc. Also, new definitions of

traditional restaurant, tea houses, traditional handcrafts, traditional candy store, traditional pancake store, clothing store were suggested to be created. Yet some commercial activities were encouraged. The redevelopment plan protected certain brands such as Huqingyutang (pharmacy store as well as a hospital in Figure 7.), and Taiji Chayuan (traditional tea house in Figure 8.). Finally, the renewed Hefang Street was opened to the public in October, 2001, during the period of second West Lake Exposition.



Figure 7. Traditional Pharmacy
Source: <http://d.91ddcc>.



Figure 8. Tea House
Source: <http://mapio.net/>

2 Hypotheses and Methodology

According to existing studies (Wong and Law, 2003, Liu, 2004), a common conclusion that can be drawn is that tourists' satisfaction is influenced by their demographic background as well as current condition of tourist destination, such as its physical environment, display of traditional cultural elements, commercial activities, and transportation plan. These four factors lead to different levels of tourist overall satisfaction so that I come up with the first two hypotheses: tourist overall satisfaction is impacted by their satisfaction towards physical environment, display of cultural elements, commercial activities and transportation plan; different demographic background will impact tourist overall satisfaction. Additionally, loyalty which refers to whether tourist will return in the future is suggested being related to their satisfaction of the current trip (Song, et al., 2012), thus I make the third hypothesis that tourist loyalty is significantly correlated to their overall satisfaction (Table 1.).

Table 1. Hypotheses

Tourist overall satisfaction is impacted by their satisfaction towards physical environment, display of cultural elements, commercial activities and transportation plan

Different demographic background will impact tourist overall satisfaction

Tourist loyalty is significantly correlated to their overall satisfaction

As a native in Hangzhou, I witnessed each piece of change in Hefang Street district, and I consider to put in my own thoughts of the street development before seeking others' opinions. However, personal comments are invalid if all the evidences come from my memory. As a master student in Urban and Regional Planning, my professional knowledge in tourism destination tells that a good historic preservation project needs to: 1) retain the authenticity of the place, and 2) be capable and creative in attracting various customers. Thus, I performed site investigation and in person observation to evaluate Hefang Street functionality (Table 2.).

Face-to-face communication (Table 2.) is an effective way to help us know specifically interviewees' opinions and feelings towards Hefang Street's current condition and potential improvements. A City planner in Shangcheng District was interviewed in order to know the goals, strategies and issues in the process of Hefang Street redevelopment from city planner' perspective. Most of the available comments towards the project only exist in scholars' papers (Hua, 2002, Pan and Luo, 2014, Yu *et al.*, 2012), some of which failed to discuss the issues without taking various conditions of the city into consideration, whereas other studies are outdated and invaluable as references. I hope to collect a handful concerns of this day and age from professional planners' point of view.

In addition to interviewing the city planners, survey sheets were distributed to the tourists and this study collected 200+ samples. The survey aimed to explore controlling factors of tourist overall satisfaction. Additionally, studying on these factors is helpful in finding what the tourists like and dislike, and what could be included in the recommendation of improvements. Questions are divided into six categories- tourist satisfaction towards physical condition, tourist satisfaction towards display of cultural elements, tourist satisfaction towards commercial activities, tourist overall satisfaction, demographic, and if they will visit the street again. Both the original English version and translated Chinese version were attached in Appendix 1 and 2. In the survey, a 10-point scale (1-10) of extremely poor to extremely good was designed to capture as varied responses as possible. Tourists were requested to circle the score that can best represent their answers. The 10-point scale is believed to offer reliable results as the number of points is increased (Smith, 2010) and some studies have confirmed the credibility of this scale in tourism for measuring behavior and attitudes (Song, *et al.*, 2012 and Wong and Law, 2003). The questionnaire was administered face-to-face permitting respondents to clarify any ambiguity

regarding questions and respondents were first be informed of the purpose of the study. They were also assured of anonymity and confidentiality.

Table 2. Methodology

| | |
|---------------------|-----------------------------------|
| Qualitative | Personal observation |
| | Face-to-face communication |
| Quantitative | Descriptive analysis |
| | Linear regression |
| | Pearson test |

Using SPSS, I produced descriptive analysis, regression analysis and correlation analysis (Table 2). These tools are chosen based on the study’s interest in causal relationships and associations among satisfaction constructs. The descriptive analysis presented the sample size, gender, age, origin and income distribution of tourists in the survey. Regression analysis was conducted to determine the antecedents of satisfaction and a Pearson test was used to test the relationship between loyalty and satisfaction.

3 Personal Observations and Opinions of City Planners

3.1 Personal observations and thoughts

I had a visit to Hefang Street in Jan 2017, and the trip left me a strong impression of the street. First, efforts in the redevelopment preserving the buildings and cultures are obvious. The ancient buildings are kept as they were and regular repairs were applied (I observed a small repair work for one building). Tea houses, and pharmacies were popular destinations where visitors clustered. However, there are some problems that got my attention. First, the street design did not echo the building style in that the western style street lights looked incompatible with the street. Second, as a tourist, I was provided with so many choices in dining, shopping and visiting on the street but none of the commercial activities were alluring to catch my attention. Most retail stores sold similar things and the repeating products made me bored. Looking at the transportation condition, the congestion was severe near the street during peak hours from 10am to 8pm and that made the street district look chaotic. In my perspective, to make the street light more compatible, we may hang Chinese traditional decorations (such as red Chinese knot) on the lights. In addition, improvements in quality commercial activities and new constructions of parking spaces are necessary for a better street (Table 3.).

Table 3. My opinions

| Problems I observed | My thoughts |
|--|---|
| Western style street lights look awkward | Hang Chinese knots on the lights |
| Commercial activities are unattractive | Encourage high quality commercial activities |
| Traffic congestion is severe | Build a new underground parking lot |

3.2 Opinions from the city planner

Before distributing the questionnaire to tourists, I had a conversation with the city planner in Xiacheng district. He introduced the goal of the initial redevelopment and current issues in Hefang Street district, he also stated his own opinions regarding the solution of those problem (Table 4.). Initially, the purpose of the redevelopment project was purely to repair the old like the old. However, as commercial activities arise over the years, the principle of “to repair the old like the old” was lost. In addition, the planner said transportation problems are challenging to deal with, since parking spaces never meet the need of tourists. Furthermore, tourists always complain about the quality of souvenirs sold on Hefang Street. Most of the shops sell similar

food that are not authentic Hangzhounese ones, and other things such as silver and silk products are of low quality. Tourists also complain the restrooms are hard to find, which makes them feel embarrassed.

Possible solutions, according to the city planner, can be: 1) keeping the traditional shops - the intangible heritage and adding wall paintings reflecting past life ; 2) guiding cars to alternative parking spaces on Yan'an Road, which will better the traffic condition; 3) promoting artists making artistic works and encouraging small retail selling these works, borrowing the idea of TianZiFang in Shanghai where Painter Chen Yifei opened his working studio; 4) adding signs of the existing restrooms as well as building new restrooms.

Table 4. City planner's opinions

| City planner's opinions | City planner's suggested solutions |
|--|--|
| "To repair the old like the old" is lost | Preserve the local intangible heritage |
| Transportation problems are hard to curb | Use alternative parking spaces nearby |
| Tourists complain the quality of souvenirs | Promote artistic business |
| Public restrooms are hard to find | Add signs of public restrooms |

4 Results of Survey

4.1 Descriptive Analysis

In my survey, female, young and non-local customers were of high frequency (Figure 9. 10. 11. 12.). Tourists that are between age 15 and 24 are the most common to see (Figure 10.), since they are college students in general and showed the most interests in this research. As Hefang Street is a tourist destination, most of the tourists (71.1%) participating in this research are non-local (Figure 11.). People earn 1000-2000 yuan monthly are of the highest frequency as 45.3% of the participants are under 24 (Figure 12). What we can learn from the result is young people from 15-24 with comparatively low income are the main group of customers. This is consistent with the retail types and product prices from my own observation. Hefang Street sells street food and small handicrafts, which is attractive and affordable to the young people. However, the handicrafts do not contain artistic value hence do not attract the mid income group, and this perhaps can explain why the native people who earn higher than people from surrounding cities do not go there quite often.

Gender Distribution

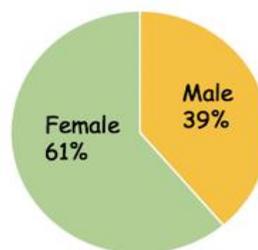


Figure 9. Gender Distribution

Age Distribution



Figure 10. Age distribution who

Origin of Tourists



Figure 11. Origin of tourists

Income Distribution (thousand CNY)

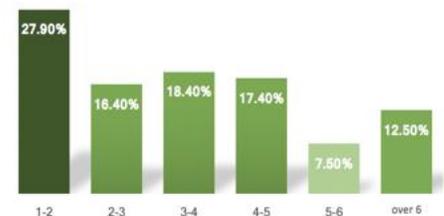


Figure 12. Income distribution

4.2 Regression and Correlation Analysis

A regression model was conducted to determine the antecedents of satisfaction. The outcome of the analysis shows that four factors are significantly determining the level of tourist satisfaction (Table 7. in Appendix). The T score tells tourists' attitudes towards physical design, cultural elements, commercial activities and transportation planning decides if they are satisfied with the street (Table 5.), whereas tourists' age, gender, origin and monthly income does not impact their level of satisfaction significantly. As the adjusted R square depicts, 54.2% of the tourist' satisfaction is explained by the independent variables (Table 6.).

Table 5. Tourists' concerns

| |
|--|
| Physical design of the street was not as good as they expected |
| The parking lot is lacking |
| Products they bought there were of low quality and unattractive |
| They can hardly see the typical local cultural elements |

In addition, to test whether loyalty is a consequence of satisfaction, a Pearson correlation is adopted (Table 8. in Appendix). The correlation table shows a strong positive relationship between satisfaction and loyalty for Hefang Street. Thus, we can conclude that a satisfied customer is expected to be highly loyal to a destination- they will revisit the place in the future, which is consistent with the results from Song *et al.*'s (2012) study.

5 Conclusions and recommendations

5.1 Conclusions

The conclusion that I will draw from my personal visit as a tourist to Hefang is the street needs some efforts to attract diverse customers, in order to not only get customers to spend money there but also enable them to have a unique experience. Unattractive commercial activities and the transportation congestion are two main issues that need to be addressed, however, the street light needs beautification though not urgent. Encouraging high quality commercial activities and building a new underground parking lot are my thoughts in solving the commercial and transportation problems. Additionally, hanging the Chinese knots on the street lights will make them look consistent with the buildings.

While scholars frequently stated that main problems of Hefang Street are awkward building style, loss of authentic living style and traffic congestion, city planners and tourists hold different opinions. City planners identified the existing problems of Hefang Street as loss of authentic living style, bad transportation condition, unsatisfying retail goods quality and diversity, and restroom shortage. His suggestions include to preserve and promote the local culture, to use alternative parking spaces, to promote artistic business and to add signs of the existing restrooms and to build new ones. Tourists are concerned about the appearance of the street, the parking restroom availability, and the quality of retail products. The statistical results indicate the importance of tourist satisfaction to tourism businesses and the need for efforts to be made to address tourists' expectations. Making efforts in improving tourism service quality will guarantee tourists' loyalty thereby driving tourism revenue for tourism business.

Along with the conclusion, is it important to note certain limitations. In total, 202 useful surveys were collected and the survey was finished in three days by continuously asking tourists to participate and asking their suggestions for Hefang Street's further development. However, more detailed conversations were not made since time was limited and I did not hire others to help me in this research. If the research can be done for several consecutive months or years, a larger sample size and more persuasive analysis results is likely to be available.

5.2 Recommendations

Combining the thoughts from the tourists, the city planner and my observation, the project generates some recommendations. First, commercial activity improvement is asked by tourists, the city planner and me. The study encourages artists sell their own designs such as clothing, cosmetics, CDs and paintings instead of the



Figure 13. Tianzifang in Shanghai
 Source: <http://blog.goo.ne.jp/>



Figure 14. Restaurants in Xintiandi
 Source: xjlxw.com

current cheap goods. The high quality business will attract more types of tourist to spend time on the street and to recommend this place to others. As a group of artists get together here over time, people will come here to admire art works and stay for a longer time, rather than doing the sightseeing and eating in a rush. In addition, different kinds of restaurants should be encouraged to open to satisfy different needs. We need to keep the existing traditional restaurants since they represent local culture and encourage some western style ones to keep the western customers. However, street food need to be eliminated as much as possible as they are not clean or fresh enough and the trash cans are always overload by the sticks and paper bags.

Two examples that we can learn from are TianZi Fang and Xintiandi in Shanghai (Figure 13. and 14.). In the first case, ancient residential buildings which are of typical Shanghainese style were renewed and rebuilt into places for artistic retail shops or exhibition centers. They encourage young artists to promote themselves as well as to attract tourists. Furthermore, Xintiandi in Shanghai, a highly ranked afternoon tea destination where Chinese and western food are available, the place leave tourists good impressions.

Another big concern is the lack of public parking lots. To solve the problem, adding a new parking lot is better than using alternative parking spaces, because parking spaces outside Hefang Street are reserved for customers of other places. The best location for a new underground lot is Wushan square (Figure 15.) since the transportation is not busy there. Considering the land value near Hefang Street, building a new surface parking lot is infeasible. During the construction period, free public bicycles that has existed in Hangzhou for over 10 years should be provided. This will probably be acceptable because: 1) riding bikes enables people to have better travel experience, 2) the mild weather in four seasons makes riding bike possible to the tourists, 3) biking will help to release the traffic burden.

Considering the physical condition where both tourists and I paid attention, I recommend Chinese knots to be hung on the street lights because it doesn't cost much and it will let the lights echo the building style. Culture protection is concerned by both the city planner and tourists, keeping the existing traditional shops and promoting them via media channel is a good way to protect the intangible culture. Moreover, as far as I am concerned, adding wall paintings of the past life will let people memorize the history there. To illustrate, Penang in Malaysia has huge volume of wall paintings (Figure 16.) depicting people's life, which become attractions.

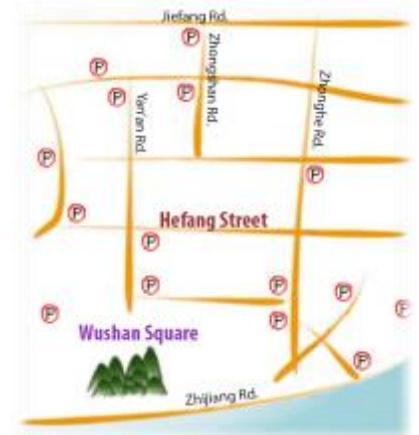


Figure 15. Current parking lots and Wushan Square



Figure 16. Wall painting in Penang
 Source: <http://fidelischin.blogspot.com/>

Finally, to solve the restroom problem, we should make the existing restrooms more visible by adding signs so that tourists can easily find them. Also, some small vacant spaces can be utilized to be built into public restrooms. To avoid the complaints from shop owners, the new ones should locate in the narrow lanes vertical to Hefang Street.

As Hangzhou is the city where I was born and Hefang Street is the place that I recommend to every friend who comes to visit, my goal is to better the street and make people like it.

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Appendix

Survey (English).

Survey of Tourists' Satisfaction in Hefang Street in Hangzhou

- I am a master candidate in University of Wisconsin-Madison in U.S.A and currently I am studying tourists' satisfaction in Hefang Street area in Hangzhou for my master project in order to find out the issues lingering in this redevelopment project and potential improvements we can make in the future.
- All the information you provide with me will not be released.
- Please scale your answer from 1-10 (circle a score that you think best represents your answer, where 10 means very satisfied and 1 means not at all satisfied).
- I feel thankful for your participation and your answers are valuable for us to recommend for future development.

1. How satisfied are you with the physical environment in Hefang Street overall?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(1) How satisfied are you with the buildings?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(2) How satisfied are you with the vegetations?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(3) How satisfied are you with the lightings?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(4) How satisfied are you with the walking routes?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

2. Do you think this street shows you elements of Chinese traditional cultural elements well (tea culture, Chinese medical culture, etc.)?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

3. How do you feel about the commercial activities in Hefang Street overall?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(1) How are you satisfied with the restaurants?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(2) How are you satisfied with the diversity of products?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(3) How are you satisfied with the quality of products?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(4) How are you satisfied with the price of the products?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

4. How are you satisfied with the transportation?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(1) How are you satisfied with parking space?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(2) How are you satisfied with public transportation here?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(3) How are you satisfied with pedestrian design here?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

5. What is your overall satisfaction towards Hefang Street as a tourist?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

6. what is your gender?

| | |
|------|--------|
| Male | Female |
|------|--------|

7. What is your age?

| | | | | | |
|-------|-------|-------|-------|-------|---------|
| 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | Over 65 |
|-------|-------|-------|-------|-------|---------|

8. What is your monthly income (RMB)?

| | | | | | | | | |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| 1000-2000 | 2000-3000 | 3000-4000 | 4000-5000 | 5000-6000 | 6000-7000 | 7000-8000 | 8000-9000 | Over 10,000 |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|

9. Do you come from Hangzhou?

| | |
|-----|----|
| Yes | No |
|-----|----|

10. Are you willing to come here in the future?

| | |
|-----|----|
| Yes | No |
|-----|----|

11. What kind of suggestions/comments you would make for further improvements in Hefang Street?

Survey (Chinese)

关于河坊街游客满意度调查问卷

- 本人为美国 university of Wisconsin-Madison 学生，目前正在研究关于河坊街游客满意度一问题，此调查研究属于研究生毕业设计。本人望通过此调查研究找出河坊街运营所存在的问题，为日后改进提供借鉴。
- 我们将保护您的所有私人信息
- 请在我们提供的方框中画圈（每一问题请您给出 1-10 分中的任意一分值），其中 1 代表非常不满意，10 代表非常满意。

1.请问您对河坊街的设施是否满意？

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(1) 您对河坊街的建筑是否满意？

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(2) 您对河坊街的植被绿化状况是否满意？

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(3) 您对河坊街的灯光布置是否满意？

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(4) 您对河坊街的步行街是否满意？

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

2.您认为河坊街是否较好地体现了文化元素？

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

3.您对河坊街的商业情况是否满意？

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(1) 您对河坊街的餐厅是否满意？

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(2) 您对河坊街的商品多样性是否满意？

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(3) 您对河坊街的商品质量是否满意？

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(4) 您对河坊街的商品价格是否满意？

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

4.您对河坊街周边的交通状况是否满意？

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(1) 您对河坊街周围停车设施是否满意?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(2) 您对河坊街周边的公共交通是否满意?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

(3) 您对河坊街步行街设计是否满意?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

5.作为游客, 您对河坊街整体满意程度如何?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

6.您的性别?

| | |
|---|---|
| 男 | 女 |
|---|---|

7.您的年龄?

| | | | | | |
|-------|-------|-------|-------|-------|---------|
| 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | Over 65 |
|-------|-------|-------|-------|-------|---------|

8.您的月收入是?

| | | | | | | | | |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| 1000-2000 | 2000-3000 | 3000-4000 | 4000-5000 | 5000-6000 | 6000-7000 | 7000-8000 | 8000-9000 | Over 10,000 |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|

9.请问您是否是杭州本地人?

| | |
|---|---|
| 是 | 否 |
|---|---|

10.您是否在未来愿意再来河坊街游玩?

| | |
|---|---|
| 是 | 否 |
|---|---|

11.您对河坊街未来的改进与提高有何意见

Tables.

Table 6. Model Summary

| Model | R | R Square | Adjusted R | Std. Error of the Estimate |
|-------|--------------------|----------|------------|----------------------------|
| 1 | 0.765 ^a | 0.586 | 0.542 | 1.03816 |

Table 7. Regression Results of Overall Satisfaction

| Model | B | Std. Error | t | Significance |
|------------------------------|--------|------------|--------|--------------|
| (Constant) | 1.706 | 0.847 | 2.013 | 0.046 |
| Satisfaction- Physical | 0.253 | 0.066 | 3.381 | 0.000 |
| Satisfaction- Cultural | 0.160 | 0.053 | 3.306 | 0.003 |
| Satisfaction- Commercial | 0.154 | 0.052 | 2.989 | 0.003 |
| Satisfaction- Transportation | 0.271 | 0.050 | 5.414 | 0.000 |
| Gender | -0.202 | 0.174 | -1.161 | 0.247 |
| Origin | -0.054 | 0.183 | -0.294 | 0.769 |
| Age 15-24 | -0.536 | 0.563 | -0.952 | 0.342 |
| Age 25-34 | -0.461 | 0.571 | -0.808 | 0.420 |
| Age 35-44 | -0.359 | 0.589 | -0.609 | 0.543 |
| Age 45-54 | -0.283 | 0.604 | -0.468 | 0.640 |
| Age 55-64 | -1.077 | 0.587 | -1.834 | 0.068 |
| Income 1000-2000 | 0.491 | 0.431 | 1.141 | 0.256 |
| Income 2000-3000 | 0.172 | 0.428 | 1.403 | 0.688 |
| Income 3000-4000 | 0.496 | 0.422 | 1.174 | 0.242 |
| Income 4000-5000 | 0.095 | 0.400 | 0.236 | 0.813 |
| Income 5000-6000 | 0.663 | 0.450 | 1.473 | 0.143 |
| Income 6000-7000 | 0.878 | 0.520 | 1.687 | 0.093 |
| Income 7000-8000 | 0.274 | 0.583 | 0.470 | 0.639 |
| Income 8000-9000 | 0.810 | 0.702 | 1.153 | 0.250 |

Dependent variable: Overall satisfaction

Confidence level: 95%

Table 8. Correlation between Loyalty and Overall Satisfaction

| Variable | Pearson | Significance |
|--------------|---------|--------------|
| Satisfaction | 0.587** | 0.000 |
| Loyalty | | |

Significant at $p < 0.01$ level (2-tails)