land

MDPI

Article

Semantic Comparison of Online Texts for Historical and Newly Constructed Replica Ancient Towns from a Tourist Perception Perspective: A Case Study of Tongguan Kiln Ancient Town and Jinggang Ancient Town

Ruimin Guo [1], Yiwen He [1,*], Xin Zhang [1], Lai He [1], Qixuan Zhou [1] and Guojing He [2]

[1] School of Architecture and Art, Central South University, Changsha 410083, China; 231311063@csu.edu.cn (R.G.); 231301010@csu.edu.cn (X.Z.); 221311064@csu.edu.cn (L.H.); 221311066@csu.edu.cn (Q.Z.)
[2] College of Civil Engineering, Central South University of Forestry and Technology, Changsha 410004, China; 20221200559@csuft.edu.cn
* Correspondence: 221301002@csu.edu.cn

Abstract: This study explores the dimensions of visitor perception by conducting a semantic analysis, Grounded Theory coding classification, and sentiment analysis on online texts related to Jinggang Ancient Town and Tongguanyao Ancient Town. It reveals the differences between newly constructed and historical ancient towns in terms of tourism experience perception, landscape spatial design, and the activation of cultural heritage preservation. The results indicated the following: (1) The differences in tourists' perceptions stem from the different needs for the characteristics of the ancient towns. Tourists focus on the design innovation and experiential interest of Tongguanyao Ancient Town, while preferring the cultural depth and authenticity of Jinggang Ancient Town. (2) Tourists are highly concerned about the characteristics of "tourism development", highlighting the challenge of balancing tourism development with the protection of ancient town heritage resources. (3) The study further emphasizes innovative forms of the reproduction of cultural heritage through multi-sensory, modern, and diverse approaches. This study enhances landscape design in ancient towns by integrating perspectives from both tourists and designers, promoting the protection of cultural heritage and facilitating deeper cultural tourism integration.

Keywords: perceptual features; textual semantics; ancient townscape; tourism revitalization; cultural heritage resources

check for updates

Citation: Guo, R.; He, Y.; Zhang, X.; He, L.; Zhou, Q.; He, G. Semantic Comparison of Online Texts for Historical and Newly Constructed Replica Ancient Towns from a Tourist Perception Perspective: A Case Study of Tongguan Kiln Ancient Town and Jinggang Ancient Town. *Land* **2024**, *13*, 2197. https://doi.org/10.3390/land13122197

Academic Editor: María F. Schmitz

Received: 24 October 2024
Revised: 9 December 2024
Accepted: 13 December 2024
Published: 16 December 2024

Copyright: © 2024 by the authors. Licensee MDPI, Basel, Switzerland. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (https://creativecommons.org/licenses/by/4.0/).

1. Introduction

According to the UNESCO World Heritage Center, heritage is our legacy from all historical periods that we live with today and what we pass on to future generations. Cultural heritage can be defined as the creative or symbolic resources passed down from generation to generation, to each civilization and thus to humanity [1]. Ancient towns are distinct from ancient villages and cities [2], serving as regional complexes that preserve relatively intact traditional architecture, customs, and ways of life [3]. As significant cultural heritage sites, Chinese ancient towns are typically those with long histories, rich historical relics, or sites of major historical events of special commemorative significance [4]. Therefore, a traditional Chinese ancient town is defined as a landscape with a cluster of historical and traditional buildings based on in situ restoration, reconstruction, or expansion that contains pre-Qing Dynasty buildings or has a significant impact in history. These towns reflect local traditions, architectural artistry, and spatial organization, embodying the cultural essence and spatial memory of historical settlements where people and nature coexisted harmoniously. They hold irreplaceable historical and cultural value, architectural

significance, and are treasures of Eastern communal culture, cradles of ethnic arts, and precious cultural heritage for both China and humanity as a whole [5].

Tourism is a tool for urban revitalization and is part of helping to revitalize the local economy [6]. The United Nations World Tourism Organization defines cultural heritage tourism as "a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination" [7]. It encompasses all components that reflect "overarching and defined ways of life and lifestyle of a population, both past and present, with implicit carry-forward into the future" [8]. Amidst the rapid growth of consumer demand within the tourism sector, the integrity and cultural value of traditional historical towns have been compromised. This degradation manifests through the deterioration of spatial forms, the juxtaposition of contemporary and historic architecture, and the erosion of local culture, prompting significant governmental concern [9]. The main reason is that the rapid development of social economy and community modernization has led to the emergence of modern buildings in traditional ancient towns. However, these buildings are in the same field as traditional buildings, which are not coordinated, resulting in the fragmentation of landscape style and architectural culture. Historic cities promote cultural values and hold collective memories; when they disappear, a fundamental element of cultural identity is lost [10]. While cultural heritage resources have the potential for sustainable development, they are also the most vulnerable to development. Global wars and conflicts have had a dramatic impact on historic towns, and many cultural heritage sites have been severely damaged, stifling the growth of cultural heritage tourism [11]. As of 12 November 2022, the UNESCO List of World Heritage in Danger contains 52 properties of cultural, natural, mixed and trans-boundary sites [11]. These problems have attracted great attention from the Chinese government. At the same time, the modern adaptive reuse of traditional cultural relic buildings is also a concern of the current academic community. In 2009, the National Development and Reform Commission's "Opinions of the State Council on Accelerating the Development of Tourism" (Guo Fa [2009] No. 41) stated the following: "Support the rational utilization of ethnic villages, ancient villages, and ancient towns to build distinctive scenic tourism villages and towns, under the premise of properly protecting natural ecology, original living environments, and historical and cultural heritage [12]". In 2019, the General Office of Chinese State Council issued the "Opinions on Further Stimulating Culture and Tourism Consumption", highlighting the importance of promoting industry integration and supporting intangible cultural heritage tourism [13]. The concept and protection methods of "Chinese Historical and Cultural Towns" are closely aligned with those of historic towns in the World Heritage system [14]. The protection of historical and cultural towns in China has always been closely linked to the country's unique urbanization process, as national policy adjustments and the flow of market resources continuously influence the level of preservation practices for these towns [5]. It is clear that the rich historical and cultural heritage is the "root" of ancient towns, while their unique history and culture serve as the "soul" of tourism in these towns. Ancient town tourism is a quintessential form of cultural heritage tourism in China. It has long been regarded as an effective means of promoting cultural heritage preservation and fostering the development of rural communities [15].

In recent years, a new wave of artificial, imitation ancient towns has sprung up across China. While these tourist attractions share similarities with traditional historical ancient towns in terms of layout, aesthetics, and cultural depth, their development and operational models incorporate numerous theme park elements, representing a new trend in the tourism industry. In the process of promoting the cultural tourism industry in China, there are still some issues related to the protection of ancient towns and the development of imitation ancient towns. These include a lack of authenticity in the visitor experience, low levels of tourist engagement, and insufficient creation of a cultural landscape atmosphere. Additionally, there is often damage to the original authenticity of the site during the development process [16]. Ultimately, there remains a conflict between tourism development and the preservation of the town's traditional character [17].

In summary, traditional ancient towns are gradually disappearing, while modern artificial imitation ancient towns are flourishing. Therefore, it is essential to conduct a more comprehensive discussion on the tourism development and perceptual evaluation of both ancient and imitation ancient towns, as well as the relationship between the development of modern ancient towns and heritage preservation. In this study, historical ancient towns are defined as cultural heritage landscapes with authentic historical backgrounds, which have been rebuilt, renovated, or newly constructed on their original sites for tourism development. In contrast, newly constructed replica ancient towns are tourism attractions built on new sites, designed to mimic the appearance of ancient towns, without historical remains, using imitation methods to construct entire ancient-style districts. Based on these definitions, this study focuses on the historical ancient town "Jinggang Ancient Town" and the newly constructed replica ancient town "Tongguan Kiln Ancient Town" as case studies. By analyzing tourist perception data collected from social media, this study explores the development trends of historical ancient towns and newly constructed replica ancient towns. We conduct a comparative analysis of the two to explore the feasible path of their mutual promotion, transformation, and development. The study aims to enhance the preservation and development of ancient towns, contributing positively to the global development of ancient town tourism.

As a heritage study of tourism resources and cultural heritage in the category of ancient towns, the main issues of this study are as follows:

(1) Compare each feature in the ancient town from the perspective of tourism perception and explore the influence mechanism of different perception features on the ancient town.
(2) Compare the two cases to reveal the differences between newly constructed replica ancient towns and historical ancient towns in terms of tourism experience perception and cultural heritage inheritance and revitalization.
(3) Explore the reasons behind the differences and propose design strategies for the development of tourist attractions in similar ancient towns and the protection of cultural resources and heritage.

The innovation of this study lies in its expansion of the research perspective on historical and replica ancient towns. By examining the differences in tourism perception and evaluation from the visitors' perspective, the study reveals the varying experiences between these two types of towns. This approach aims to strengthen communication and interaction between designers and tourists, thereby informing the design of ancient town landscape spaces.

The framework of this study is as follows:

First, the paper provides an overview of the research background, current status, objectives, and significance of historical ancient towns and replica ancient towns, highlighting the research questions, innovations, and content framework.

Second, this section reviews the literature on the conceptual definitions of Chinese historical ancient towns and replica ancient towns, their tourism model characteristics, and relevant studies on tourist landscape perception of cultural heritage sites, clarifying the current research status and key issues.

Third, we select an appropriate study area and explain why, identify data sources and scope, sort out the research methodology, and frame the research steps.

Fourth, we derive high frequency words and social semantic network graphs, and statistically, the overall emotional tendency of the two ancient towns and the data of emotional tendency of each perceptual feature.

Finally, we expand the discussion on the reasons for differences in visitor perceptions and design strategies for heritage revitalization of ancient towns.

2. Literature Review

2.1. Definition and Distinction of Historical Ancient Town and Replica Ancient Town in China and Their Tourism Model Characteristics

The definition and distinction between historical ancient towns and replica ancient towns have been addressed in the research of scholars worldwide. Since the main focus of this study is on Chinese ancient and imitation ancient towns, the research by Chinese scholars on this topic is more extensive. The "Selection and Evaluation Method for Chinese Historical and Cultural Towns (Villages)" mentions that "Any town or village with concentrated architectural heritage, cultural relics, and traditional culture, which can relatively comprehensively reflect the traditional style, local characteristics, and ethnic customs of a certain historical period, and has significant historical, cultural, artistic, and scientific value. Towns or villages that contain buildings from the Qing Dynasty or earlier, or clusters of historic traditional buildings with major significance in the history of the Chinese Revolution, with a total building area of 5000 square meters or more (towns) or 2500 square meters or more (villages), are eligible to apply for national historical and cultural town or village status [18]". Chinese scholar Professor Ruan Yisan defined the concept of "ancient town" as follows: "An ancient town should have relatively well-preserved traditional customs and ways of life, with both material and spiritual culture showing a certain degree of historical accumulation. It was once primarily a regional economic, political, or cultural center [19]". "Ancient towns" generally refer to a traditional settlement type that lies between "ancient cities" and "ancient villages". They typically feature a relatively large-scale, well-preserved collection of residential buildings and serve as market towns with certain commercial functions [20]. Traditional ancient towns are unique human settlement environments formed through the long-term interaction between human activities, social culture, and the natural environment, based on specific geographic conditions [21]. Ancient towns possess rich cultural heritage, which can relatively comprehensively reflect the traditional style and local ethnic characteristics of a specific historical period. Their spatial layout is well preserved and more cohesive [2].

Different scholars have various descriptions of the characteristics of ancient towns, but they share the following common points: "long history, rich historical and cultural heritage, preservation of original site and architectural system, and distinct local characteristics [19]". The "ancient" in "ancient town" refers to its elements of original inhabitants, original culture, original architecture, original production, and original way of life, all of which embody "authenticity [22]". With the development of tourism, "authenticity" has been increasingly applied in the tourism field, primarily in relation to tourism activities such as motivation, demand, and experience [23]. "Authenticity" is a fundamental principle in the international definition, assessment, and monitoring of cultural heritage, and it is a key consideration in the nomination of World Heritage sites. Article 11 of the Venice Charter (1964) emphasizes that not only should the "underlying state" of heritage be preserved, but also that the "contributions of all periods" should be safeguarded [24]. Therefore, using ancient towns as the research object to study the protection and transmission of traditional settlement culture and cultural heritage holds significant representational and academic value.

In recent years, ancient town tourism has become one of the most popular forms of travel. To gain a competitive edge in the market, some ancient town destinations have adopted theme park-like development models [25]. Using the physical space of the ancient town as a carrier, large-scale construction or renovation is carried out based on specific themes, employing meticulous spatial design techniques and diverse event organization methods. Modern facilities are fully integrated to create a destination that combines sightseeing, leisure, entertainment, and other functions. Due to its combination of both theme park and ancient town characteristics [26], it can be considered a postmodern-themed tourism destination [27]. These imitation ancient town tourism destinations are mostly tourism real-estate projects driven by economic interests [28]. In terms of layout, appearance, and traditional culture, these destinations are similar to traditional ancient town

attractions. However, in terms of development and operational models, they incorporate many elements typical of theme parks [29]. Replica ancient town tourism destinations essentially belong to the category of "imitation architectural complexes and cultural heritage sites". They do not possess the characteristics of "authenticity", but rather offer a "hyper-real" experience. This "hyper-real" tourism experience is a distinctive feature of postmodern tourism. Even though postmodern tourists are aware that the destination or attraction is artificial, they may still have a series of authentic experiences during their visit, which can be described as a hyper-real tourism experience [30].

Therefore, the definitions and distinctions between historical ancient towns and newly constructed replica ancient towns in this study are as follows:

(1) Historical ancient towns contain buildings from the Qing Dynasty or earlier, or large traditional architectural complexes with significant historical influence, based on original site reconstruction, new construction, or expansion of settlement landscapes. The overall layout and appearance are preserved, including authentic and naturally preserved cultural heritage, natural landscapes, folk culture, and other elements, with high cultural, historical, and archeological value. In terms of the tourism model, the development and utilization of traditional ancient towns follows the conventional tourism model, characterized by "authenticity".

(2) Newly constructed replica ancient towns are mostly newly built on sites without an ancient town layout foundation, creating tourism destinations with an ancient town appearance. To promote tourism, boost the economy, and build a brand, most material and intangible cultural heritage are transplanted from surrounding regions, and these elements are not naturally preserved cultural heritage resources. In terms of the tourism model, replica ancient town scenic areas represent postmodern tourism forms, characterized by "hyper-reality".

In summary, academic research on the concepts of historical ancient towns and replica ancient towns is relatively rich, and their tourism models have been widely discussed. However, studies comparing historical ancient towns and replica ancient towns remain scarce, with a lack of both quantitative and qualitative analysis. Therefore, this study adopts the perspective of tourist perception, conducting a combined quantitative and qualitative analysis of online texts about them. The aim is to reveal the differences in the preservation and revitalization of ancient towns versus the design and development processes of imitation ancient towns.

2.2. Research on Tourists' Perception of Landscape in Cultural Heritage Sites

Since the adoption of the Convention Concerning the Protection of the World Cultural and Natural Heritage in 1972, heritage studies have shifted from a focus on the identification and preservation of historical objects to an emphasis on the relationships, attitudes, and imaginations that people form through their engagement with heritage [31,32]. At the same time, heritage studies now focus on the materiality, emotion, identity, connection, memory, nostalgia, performance, modernity, and embodied experiences related to heritage, forming a more complex and dynamic social field [33]. However, many heritage tourism sites emphasize appearance rather than the essence of cultural content. Overdevelopment of heritage tourism attractions has damaged the local cultural context. Intangible cultural heritage is key to social progress and central to the transmission of civilization, and has become an important topic of global consensus [34]. UNESCO defines ICH as follows: "Intangible cultural heritage refers to the practices, performances, expressions, knowledge and skills, as well as the associated tools, objects, artifacts and cultural spaces, that are recognized by communities, groups and, in some cases, individuals as part of their cultural heritage [35]". In contrast, China defines intangible cultural heritage as "the various traditional cultural expressions and cultural spaces inherited from generation to generation by people of all ethnic groups and closely related to the lives of the masses [36]". Globally, people are promoting the protection and transmission of cultural heritage in a more diversified and sustainable direction [34].

However, due to late development, China's intangible cultural heritage protection and cultural construction still have problems, such as insufficient development and integration [37]. Public awareness of intangible cultural heritage remains limited, hindering its transmission and development, and placing it at risk of discontinuity. Public awareness of ICH is limited, including limited knowledge of ICH items and connotations, the trend of commercialization and profit-driven, poor preservation of local cultures, insufficient cross-cultural understanding, and conflicts between modern development and traditional values [38,39]. In terms of cultural heritage tourism, the public has limited knowledge of intangible cultural heritage mainly in terms of ancient architecture, material crafts, traditional handicrafts, folk language and art, customary rituals, festivals and folklore, and other regional and national characteristics. Cultural heritage is increasingly reduced to a mere "symbol" in tourism consumption, with stakeholders excessively pursuing its symbolic value [40]. (Where stakeholders include those who profit from the tourism consumption process, such as developers of tourist attractions, tourism companies, local residents and merchants and traders, etc.) This has resulted in the prevalence of "staged" and "constructed heritage" at many heritage tourism sites. In China, discussions on the value of cultural heritage mostly follow the value system outlined in the Cultural Relics Protection Law of the People's Republic of China, categorizing cultural heritage values into historical, artistic, and scientific values, along with other derived types of value [41]. Of these, cultural heritage tends to be defined as the immediately visible and invisible tangible human-made remnants of the past such as archeological sites and historic buildings [42]. Cultural heritage refers to "the heritage value associated to a culturally significant species' [43] and 'Culturally important landscape features or species" [44]. Hence, cultural heritage is understood as the interaction between the tangible and intangible aspects of and interactions with the past [45]. Cultural heritage is protected and managed because of its value [46]. "Heritage value" provides an understanding of the status of heritage in the natural and cultural environment that includes special or historical features in the landscape, and refers to the meaning and value assigned by an individual or a group of people [47]. Similarly, cultural heritage can explain past traditions, provide clues, memories and commemorations, and enhance the cultural vitality of communities [48]. Furthermore, the preservation and maintenance of cultural heritage have educational significance to contemporary society and the following generations [46].

In some heritage sites, the material cultural heritage resources exhibit homogenization, leading to a simplification of the image of heritage tourism attractions [49]. Among them, the formation of homogenization of tangible cultural heritage resources is caused by a variety of factors, and in terms of the deeper causes, the similarity of resources is the basic cause, the utilitarian decision-making of the local government is the fundamental cause, the insufficient supply of innovation by the planning team is the direct cause, and the lack of information between tourist sites is the indirect cause [50]. The homogenization of heritage tourist attractions is caused by the homogenization of target markets, homogenization of product supply, homogenization of service quality, and lack of micro-branding [51]. Insufficient knowledge of resources, an inability to grasp market demand, and inadequate relevant institutions during tourism development further lead to the homogenization of the image of heritage tourist attractions [52]. The specific manifestations are the homogenization of landscape style, homogenization of tourism projects, homogenization of derivative commodities, and homogenization of business models [53]. The concept of the tourism destination image (TDI), introduced by John Hunt in the 1970s, refers to the subjective evaluation and overall impression that tourists form of a particular destination [54,55]. Tourist destinations with distinctive features can continually attract visitors, positively influence their travel decisions, boost satisfaction and loyalty, and enhance tourism consumption potential. Researchers have examined various aspects of the TDI, including influencing factors [56], potential mechanisms [57], marketing strategies [58], and the relationship between TDI and tourist loyalty [59]. Tourists' senses can convert tourism resources, environmental conditions, and other external information into internal mental processes: this process is

known as tourist perception [60]. Their perception of a heritage tourism site's image reflects their overall impression and evaluation, providing a crucial basis for assessing whether the site's culture has become a central value or primary attraction in tourists' perceptions. Research on tourist perception in the context of heritage tourism focuses on topics such as World Heritage sites, tourism destination image, and authenticity, gradually forming a research trend centered around heritage tourism. For example, Wong et al. collected data through in-depth face-to-face interviews with tourists at a World Heritage site to test the moderating effect of perceived cultural differences [61]. Yi et al., from an existential perspective, examined tourists' pursuit of authenticity in heritage tourism sites [62]. Tourist satisfaction is also an important issue in the discussion of heritage management and tourism development. In many countries, social media is an important tool for promoting tourism, as the data it provides offer valuable insights into perceptions, behaviors, and emotions toward resources and products, thereby influencing tourism evaluation systems such as rankings and recommendations [62–64]. Some scholars categorize tourists' perceived presentations into positive and negative tendencies, while the reliability of the platform and the quality of its content remain critical issues. Zhao and Zhang [65] found that users primarily engage with information dissemination through comparisons of videos and shared logs. Murphy et al. [66] noted that the younger generation is increasingly inclined to trust User Generated Content (UGC) for information sharing, using age as a dependent variable to compare generational differences in tourists' perceptions on social media.

By utilizing social media text to comprehensively analyze the image perception of heritage tourism sites, we can integrate diverse cultural resources and ensure effective protection, education, and planning of cultural memory sites. This approach aims to mitigate the drawbacks of cultural memory loss amid large-scale demolition and construction, preserve endangered cultural resources, and forge a unique path for the protection and transmission of cultural memory in heritage tourism. In recent years, related research topics have been somewhat fragmented, lacking a focus on core keywords. The use of landscape perception for comparative studies of cultural heritage still holds significant research potential. Therefore, this study continues to apply the above theory of landscape perception of cultural heritage sites to analyze tourism perception. This approach will enhance the protection and utilization of cultural heritage resources and promote the deep integration of culture and tourism in ancient towns.

3. Materials and Methods

3.1. Study Area

This study aims to compare tourists' landscape perceptions of newly constructed imitation ancient towns and traditional historical towns through online reviews. The research focuses on the newly built imitation ancient town, Tongguan Kiln Ancient Town Scenic Area of Xinhua Lian, and the traditional historical town, Jinggang Ancient Town Scenic Area, as case studies. The selection criteria are as follows:

1. Both sites share similar characteristics and are rated equally at the national tourism level. The development of both ancient towns aims to foster the integration of culture and tourism, thereby promoting the high-quality growth of the tourism sector [67]. The Tongguan Kiln Ancient Town, following the signing of a cooperation agreement in 2012, completed the Xinhua Lian Tongguan Kiln project in 2018 [68]. This initiative seeks to establish a new tourism landmark that prominently showcases Huxiang culture on a global scale. Similarly, the Jinggang Ancient Town Scenic Area, which opened in 2009, launched its 2.0 development phase in 2022 [69], rejuvenating the town, enhancing the protection of cultural heritage, and positioning it as a premier micro-vacation destination. The Changsha Xinhua Lian Tongguan Kiln Ancient Town Scenic Area and the Changsha Jinggang Ancient Town Scenic Area are both classified as national 4A scenic spots in the "List of A-Class Tourist Attractions in Hunan Province" published by the Hunan Provincial Department of Culture and Tourism [70] (Figure 1).

List of Grade A Tourist Attractions in Hunan Province

(as of 2024.2.7)

Serial No.	Scenic Area Name	Location	Hierarchy
1	Nanyue Hengshan Tourist Area	Hengyang	5A
2	Zhangjiajie Wulingyuan Tianmen Mountain Tourist Area (Wulingyuan Tourist Area)	ZhangJiajie	5A
	Zhangjiajie Wulingyuan a Tianmen Mountain Tourist Area (Tianmen Mountain Tourist Area)	ZhangJiajie	5A
3	Xiangtan Shaoshan Tourist Area	Xiangtan	5A
4	Yueyanglou-Junshan Island Tourist Area	Yueyang	5A
5	Changsha Yuelu Mountain-Orange Island Tourist Area	Changsha	5A
6	Changsha Huaminglou Scenic Spot	Changsha	5A
7	Chenzhou Dongjiang Lake Tourist Area	Chenzhou	5A
8	Xinning Used Mountain Tourist Area	Shaoyang	5A
9	Changsha Jinggang Ancient Town Scenic Area	Changsha	4A
10	Xinhua Lian Tongguanyao Ancient Town Scenic Spot	Changsha	4A

Figure 1. List of Grade A tourist attractions in Hunan Province (excerpt).

2. Xinhua Lian Tongguan Kiln Ancient Town is located next to Changsha Tongguan Kiln National Archaeological Site Park, which is an international cultural tourism resort invested by Xinhua Lian Group with an investment of CNY 10 billion [71]. Tongguan Ancient Town is built around its unique cultural relics sites; 1200 years of human history and exquisite Tongguan ceramics skills, combined with Hunan culture, have become the cultural and tourism characteristics of the town [72], representing a newly constructed replica ancient town. In contrast, Jinggang Ancient Town was once a natural harbor on the west bank of Xiangjiang River, and its general pattern of "eight streets, four alleys and seven piers" was basically formed in the late Qing Dynasty and early Civil War. It has gained the reputation of being "Little Hankou" and is the only "Famous Chinese Historical and Cultural City" in Changsha [73]. Most of its buildings were built in the Ming Dynasty more than 600 years ago, and a few were built in the Qing Dynasty [74], which make it a preserved historical ancient town. The contrasting historical foundations and development approaches of these two towns provide a valuable comparison, aligning with the focus of this study.
3. The close proximity and similar visitor demographics make these sites suitable for comparative study. Tongguan Kiln Ancient Town is located at No. 1 Tongguanyao Road, Wangcheng District, Changsha, while Jinggang Ancient Town is situated in Jinggang Town, also in Wangcheng District. The two are just 16 km apart, with a driving time of approximately 25 min. Both ancient towns are popular destinations for short vacations and weekend trips around Changsha, primarily attracting local visitors, with a small proportion of tourists from other provinces and abroad. When

visiting, most tourists typically choose to explore one of the two towns, although some do opt to visit both towns in a single trip (Figure 2).

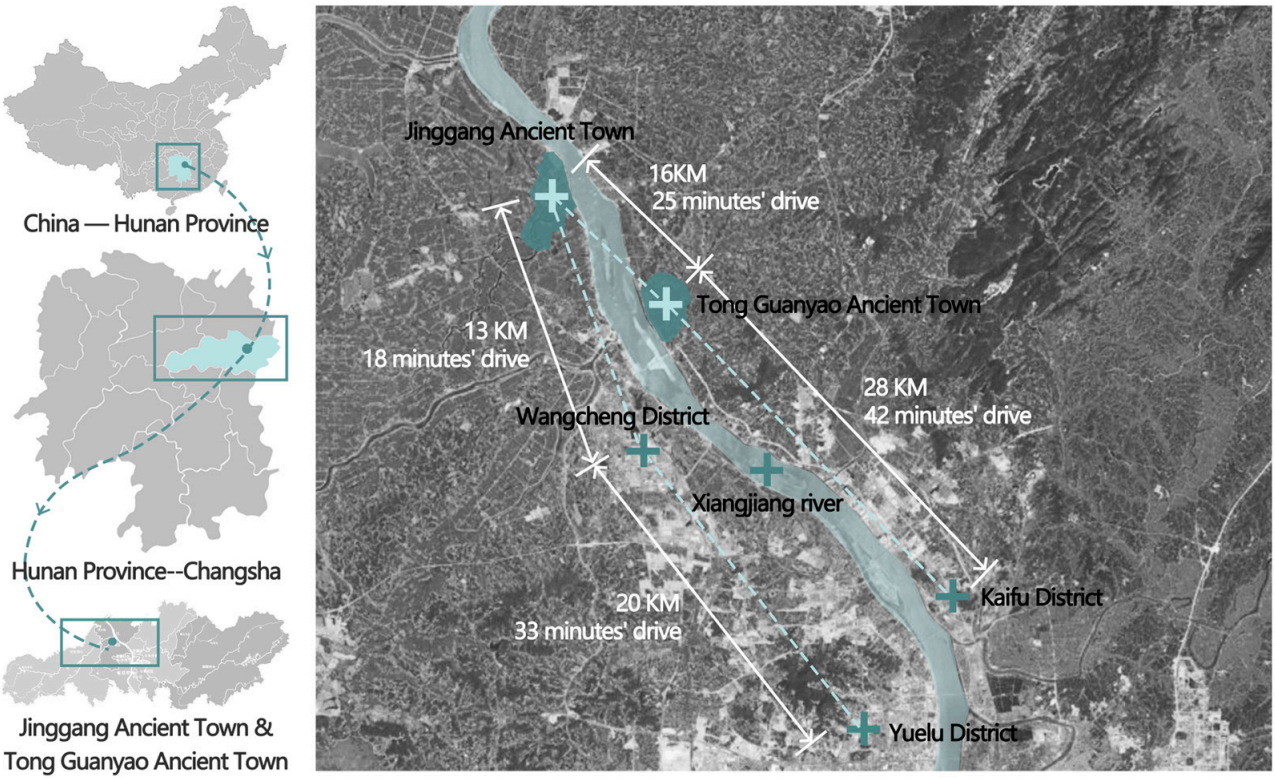


Figure 2. Regional scope: Tongguan Kiln Ancient Town and Jinggang Ancient Town, Changsha, Hunan Province, China.

4. Although Tongguan Kiln Ancient Town and Jinggang Ancient Town have incorporated modern technologies to create two distinct types of contemporary tourist attractions—the "National Style Paradise" at Tongguan Kiln and the "Historical and Cultural Ancient Town" at Jinggang—they both remain rooted in the historical context and cultural heritage of their respective sites. As such, both towns are traditional ancient town relics with significant historical value. Tongguan Kiln Ancient Town, built upon the 1200-year-old Changsha Tongguan Kiln site, draws its essence from historical culture, with ceramics as its foundation. It is shaped by the ancient charm of the Tang Dynasty, recreating the grandeur of the Han and Tang Dynasties while preserving the legacy of the Huxiang civilization over the past millennium [75]. Jinggang Ancient Town, with its distinctive layout of "Eight Streets and Four Alleys and Seven Docks", is home to numerous ancient shops, workshops, guild halls, temples, and other historical sites [76]. Notable structures include "Hongtai Fang", "Bayuan Tang (Ningxiang Guild Hall)", "Pawnshop", and "Infant Care Hall", all of which are relics from the Ming and Qing Dynasties. Additionally, the town contains 15 Neolithic archeological sites, where numerous stone tools and pottery have been uncovered [77]. Jinggang Ancient Town showcases a blend of southern rice cultivation culture, lake fishing culture, Weishui boat gang culture, and Xiangjiang River commerce, representing a gem of Hunan culture [2].

3.2. Data Sources

To ensure the comprehensiveness and representativeness of the research data, this study collected online comments about Tongguan Kiln Ancient Town and Jinggang Ancient Town from multiple sources, including six popular platforms: Trip.com, Qunar, Dianping, TikTok, RED, and Weibo (accessed on 26 June 2024). These platforms encompass two major categories: travel and lifestyle sharing. The user comments provide a broad reflection of tourists' landscape perceptions and emotional attitudes toward both ancient towns. The reasons for choosing the above six sites are listed below.

1. According to the Spring Report of China Mobile Internet 2024 [78], the most popular apps include TikTok, Weibo, Meituan, Xiaohongshu, and Ctrip. As social sharing platforms, TikTok and Xiaohongshu enable users to share travel tips, outfit ideas, and images or videos of ancient towns, providing a vivid representation of tourists' immediate reactions. Weibo, one of China's largest social media platforms, offers access to a broader spectrum of public opinions and attitudes. Thus, these three apps were selected as sources for lifestyle-sharing comments.
2. Dianping and Meituan, the leading local life service platforms in China, merged in 2015. Their user reviews are highly similar, but Dianping offers higher-quality reviews and has a more robust mechanism for identifying "brushed positive reviews" with stricter auditing processes [79]. Therefore, Dianping was selected as the source for life service app reviews.
3. In the report "Insight 2024: Competitive Landscape and Market Shares of China's Online Travel Industry" [80], the Trip.com Group and Qunar.com were identified as leading online travel service providers in China, aggregating extensive travel information and user reviews. They serve as key data sources for this study.

(The apps selected for this study are all legitimate and compliant with regulations, and the online reviews are open-source data voluntarily and publicly shared by users. Furthermore, this study only collects text related to the tourism perceptions of Tongguan Kiln and Jinggang Ancient Town for the purpose of evaluating these attractions and providing travel recommendations. No personal privacy information of users is involved).

3.3. Research Methods

This study integrates the research methods of Murray Parker [64], Weng FF [81], Zhongzhong Zeng [82], and Ziyang Wang [83] regarding public landscape perception and semantic sentiment analysis. This study innovatively applies methods such as text semantic analysis, word frequency analysis, Grounded Theory coding, and sentiment analysis. It introduces novel approaches in classifying tourist perception characteristics and conducting multi-dimensional analysis of these characteristics. The research methodology framework consists of four components. First, network review data related to Tongguan Kiln Ancient Town and Jinggang Ancient Town were collected and cleaned using the Octoparse Cloud Service Cluster, combined with Python, from six selected websites [84,85]. Next, after segmenting the text, word frequency statistics and social semantic networks were generated to capture public evaluations of the two ancient towns. Based on high-frequency words and the semantic network, qualitative analysis was conducted using Nvivo to construct a three-level classification framework for tourist perception characteristics and to code the textual content. Finally, sentiment analysis was performed on both the overall evaluations of the two towns and the individual perception features, exploring the impact of different features on tourists' landscape perceptions in public spaces [86–88]. The specific methods and data processing procedures are as follows (Figure 3):

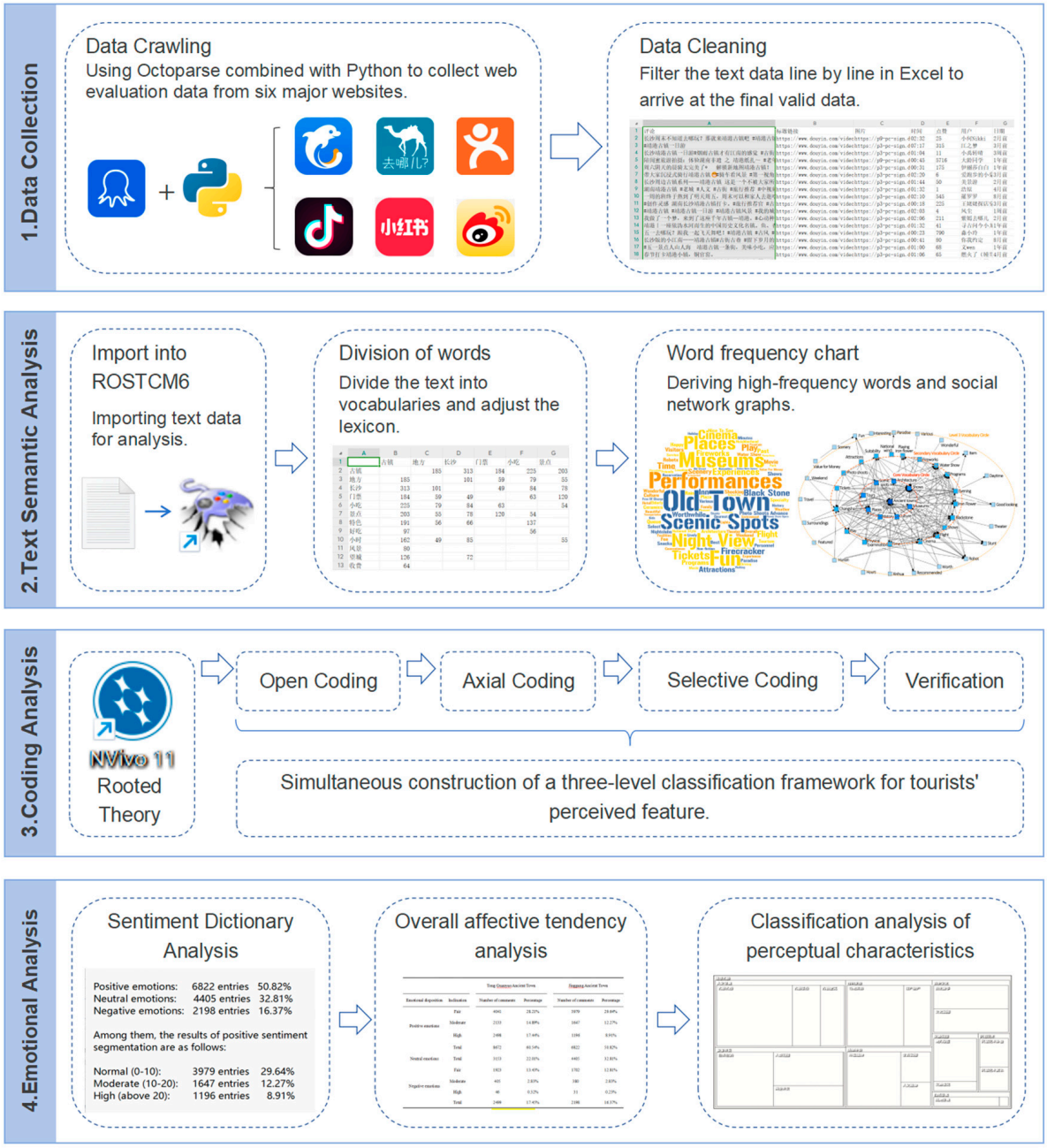


Figure 3. Research methodology and research steps.

3.3.1. Data Crawling and Cleaning

1. Data collecting:

First, we collected online reviews of Tongguan Kiln Ancient Town and Jinggang Ancient Town using an Octoparse cloud service cluster combined with Python to crawl data from six popular travel websites. As of 26 June 2024, we gathered 19,318 comments for Tongguan Kiln Ancient Town and 16,360 comments for Jinggang Ancient Town.

2. Data Cleaning:

The collected data were screened to remove invalid comments, including those unrelated to the attractions, clearly promotional content, non-text comments (such as symbols and images), and duplicates. This process resulted in 14,324 valid comments for Tongguan Kiln Ancient Town and 13,425 valid comments for Jinggang Ancient Town (Table 1).

Table 1. Statistical table of data collection results.

Position	Ctrip	Qunar	Dianping	Tik Tok	Xiaohongshu	Weibo	Total	Effective Data
Tong Guanyao Ancient Town	2350	256	4188	6575	3762	2187	19,318	14,324
Jinggang Ancient Town	328	431	1217	10,290	2492	1602	16,360	13,425

3.3.2. Semantic Analysis of Textual Data

After completing data crawling and cleaning, this study utilized the Rost Content Mining System (Rost CM) to conduct a preliminary semantic analysis of the valid reviews for Tongguan Kiln Ancient Town and Jinggang Ancient Town [89,90].

1. Using the word frequency analysis function of Rost CM, high-frequency terms were extracted from the review data of the two ancient towns. This visually highlights the keywords frequently mentioned by the public, providing initial insights into the focal points of tourists' attention.
2. The high-frequency word results file was imported into Rost CM, where the social network and semantic network analysis functions were used to construct network diagrams. This step further revealed the underlying relationships and structures within the reviews. This allowed for clear visualization of co-occurrence relationships among high-frequency terms, their association strengths, and the overall network structure, helping to identify potential "theme clusters" and "evaluation dimensions".

3.3.3. Grounded Theory Coding and Construction of the Classification Framework for Tourists' Perceived Characteristics

Building on the semantic analysis of textual data, this study employs Grounded Theory (GT) [91–93] to conduct an in-depth coding analysis of online comments using NVivo 11, a specialized qualitative analysis software [94]. Grounded Theory is a scientifically valid qualitative research method that, through open inductive study, rejects pre-determined theories and concepts [95]. It generates new theories from empirical data and establishes a clear, rigorous connection between the data and the research findings [96]. This approach aligns well with the goal of this study, which aims to extract tourist perception characteristics from large volumes of text data and explore the differences in tourists' perceptions. The study followed the principles of Grounded Theory, employing manual coding to read the review texts line by line through three stages: open coding, axial coding, and selective coding. During the manual coding process, a classification framework for tourist perception characteristics was constructed. Based on the actual conditions of Tongguan Kiln and Jinggang Ancient Town, as well as the content of tourist reviews, the network review texts were categorized and coded at different hierarchical levels. The classification method for perception characteristics draws on the widely used Dewey Decimal Classification system, which organizes content into three levels: main classes, divisions, and sections [97,98]. Accordingly, the text data were refined into three hierarchical levels: perception characteristics (first level), perception elements (second level), and perception details (third level). By systematically organizing the text encoding and classification framework, this study aims to establish a comprehensive classification system for perceptual features, providing a solid foundation for future research and analysis.

1. During the open coding process, the researcher approached the text with an open mind, extracting initial concepts and categories. This allowed for an understanding of the main content and logical framework and facilitated the identification of potential themes in tourists' original perceptions of the ancient town landscape.
2. The researchers integrated the initial concepts with high-frequency words and the social semantic network derived from the text analysis to categorize and synthesize the axial coding. This involved constructing a three-level classification framework, where each level is hierarchically related, resulting in a more general and explanatory main category.

3. Finally, the core category—perceptual features—was extracted from the axial coding for selective coding, refining the three-level text content coding and the classification framework for perceptual features.
4. To ensure the reliability and validity of the coding process, this study employed multi-person coding along with theoretical backtracking and validation, ensuring the scientific and rational integrity of the coding results.

3.3.4. Affective Tendency Analysis of Tourists' Perceived Characteristics

Sentiment analysis is one of the core aspects of this study. After classifying and coding the perceptual features, we aimed to deepen our understanding of tourists' emotional tendencies toward the two ancient towns and their distinct perceptual features. To quantify the positive and negative emotional responses associated with each feature, this study utilized Rost CM to perform sentiment analysis on the overall perception of the ancient towns and their various features [59,99].

Firstly, the affective lexicon in RostCM was adapted and expanded to suit the specific contexts of Tongguan Kiln Ancient Town and Jinggang Ancient Town.

Secondly, the filtered network evaluation text was imported into RostCM, where each comment's emotional tendency—positive, neutral, or negative—was assessed. The proportions of each emotional tendency were then calculated to compare tourists' emotional attitudes toward the two ancient towns.

Thirdly, based on the coding classification results, the emotional polarity of each evaluation text was assessed under the different perceptual feature classifications, resulting in a data table of positive and negative emotional responses for each perceptual feature of the two ancient towns.

Finally, these data were used for multi-dimensional and multi-level comparisons, including comparing the overall emotional data of the ancient towns with individual landscape genes, analyzing emotional differences between Tongguan Kiln Ancient Town and Jinggang Ancient Town based on the same or similar landscape genes, and comparing emotional responses among different landscape genes.

4. Results

4.1. High-Frequency Words and Social Semantic Networks for Tourist Text Evaluation

Network text analysis of tourists' travel records is a vital method for understanding their perception of tourist destination images and serves as a key reference for enhancing the quality of destination tourism services [100]. The frequency of word usage is closely linked to tourists' experiences; high-frequency words indicate greater attention to the factors they represent, significantly contributing to the formation of a sense of place [101,102]. This study used Rost CM to filter the top 50 high-frequency words from the online reviews of Tongguanyao Ancient Town and Jinggang Ancient Town, excluding terms unrelated to landscape space, colloquial expressions, and numerical symbols (Figure 4). Tourist comments on Tongguanyao Ancient Town primarily focus on "performances, museums, scenic spots, cinemas, fireworks, ironworks, architecture, and culture". These comments indicate a strong interest in the town's entertainment options and special performances, highlighting its significant appeal in terms of historical, cultural, and material heritage. In comments about Jinggang Ancient Town, terms like "feeling, characteristics, culture, history, scenery, architecture" indicate a strong interest in the town's atmosphere, historical and cultural heritage, and landscape. Meanwhile, words such as "snacks" and "flavour" reflect tourists' appreciation for the local cuisine.



(**a**) (**b**)

Figure 4. (**a**) Co-occurrence matrix of high-frequency words in Tongguan Kiln Ancient Town; (**b**) co-occurrence matrix of high-frequency words in Jinggang Ancient Town.

Semantic networks represent the application of complex network technologies in natural language processing [103], overcoming the limitations of traditional NLP tools and statistical methods [104]. Additionally, geospatial semantic networks are increasingly being adopted by various digital cultural heritage repositories [105]. The study screened and analyzed high-frequency words from the evaluations of the two ancient towns, constructing a co-occurrence matrix network diagram (Figures 5 and 6). This diagram visually represents the co-occurrence frequency of the words and categorizes them into three tiers based on their relationships, revealing the underlying social dynamics and semantic network characteristics in the tourists' comments. In the social and semantic network diagram of Tongguan Kiln Ancient Town, the core high-frequency word node group includes "scenic spot, architecture, tourism, performance, place, history, culture, museum". Related words like "national style, fireworks, ironworks, cinema, photography" form a secondary vocabulary circle. The strength of the associations among these nodes and the resulting network structure reveal the dual appeal of Tongguan Kiln Ancient Town in entertainment experiences and historical culture. In the network map of Jinggang Ancient Town, the words "business, tourists, traffic, surroundings, snacks, attractions, architecture, history, culture" occupy the core frequency circle, while "weather, scenery, local, food, public transport" are closely linked. The co-occurrence patterns of these words highlight Jinggang Ancient Town's unique appeal in cultural heritage, natural beauty, and architectural character, reflecting tourists' strong appreciation and evaluation of the local cuisine and commercial atmosphere.

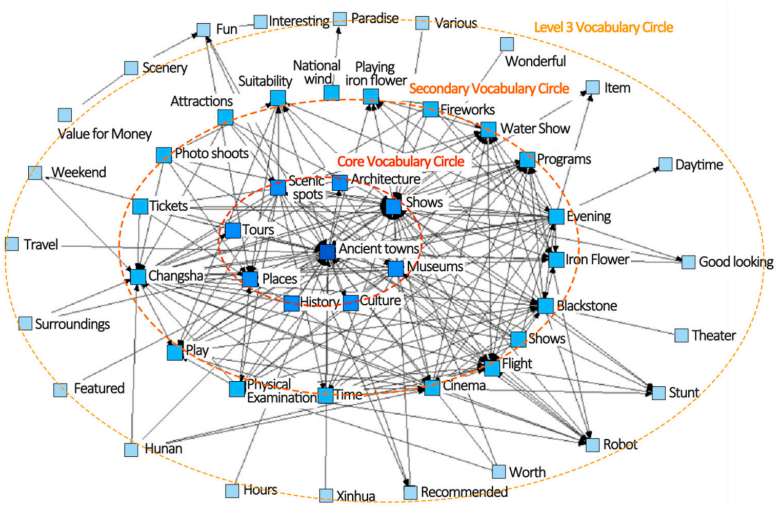


Figure 5. Social and semantic network diagram of Tongguan Kiln Ancient Town.

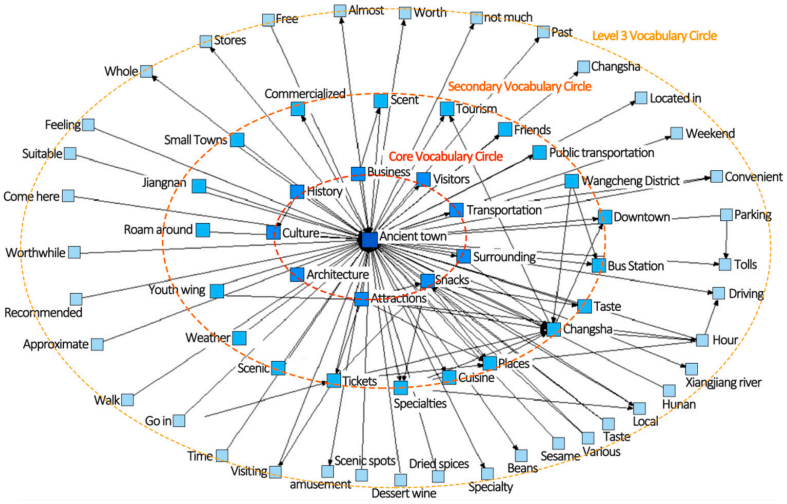


Figure 6. Social and semantic network diagram of Jinggang Ancient Town.

4.2. Classification Model for Coding Tourists' Perceived Feature

Based on the logical analysis of the review texts and Nvivo coding, a three-level classification of perceptual features was established for the two ancient towns, with the first level representing the core perceptual features. Perceptual features is the sum of all sensations and perceptions in the text of the tourists' review of the experience of the tourist attractions in the ancient town, and it is a generalized expression [106]. Tongguan Kiln Ancient Town includes seven perceptual features: humanistic landscape, transportation, history and culture, folk performances, tourism development, activities and festivals, and sensory experience. Jinggang Ancient Town includes eight perceptual features: natural landscape, humanistic landscape, transportation, history and culture, folk art, tourism development, specialty cuisine, and sensory experience (Figures 7 and 8). Among them, sensory experience is a feature extracted from the text of online reviews about tourists' spatial experience and feelings about the overall landscape of the scenic area after their visit.



Figure 7. Classification of perceptual features of Tongguan Kiln Ancient Town.



Figure 8. Classification of perceptual features of Jinggang Ancient Town.

1. The two ancient towns share five similar features in their core perceptual features: humanistic landscape, transportation, tourism development, history and culture, and sensory experience (Figures 9 and 10). They also have two closely related features: folklore performance and folk art. The "Folk Show" in Tongguan Kiln Ancient Town showcases traditional culture and intangible heritage through performances, enhancing the entertainment and interactivity of tourism. In contrast, the vibrant "Folk Art" of Jinggang Ancient Town, including shadow puppetry and cloth art, reflects contemporary cultural characteristics through exhibitions, offering tourists enjoyable learning and hands-on experiences.
2. Comparing the landscape feature coding of the two ancient towns, Tongguan Kiln Ancient Town lacks a focus on "natural landscape" but introduces the feature of "activity festivals". This emphasis on "activity festivals" enhances the cultural ambiance and fosters a lively festive atmosphere. Jinggang Ancient Town's "natural landscape" benefits from abundant natural resources, where beautiful scenery complements the humanistic landscape. It has also added "specialty food" as a major highlight. Local delicacies, such as small fish and dried tofu, allow visitors to savor the cuisine while experiencing the local customs and culture.

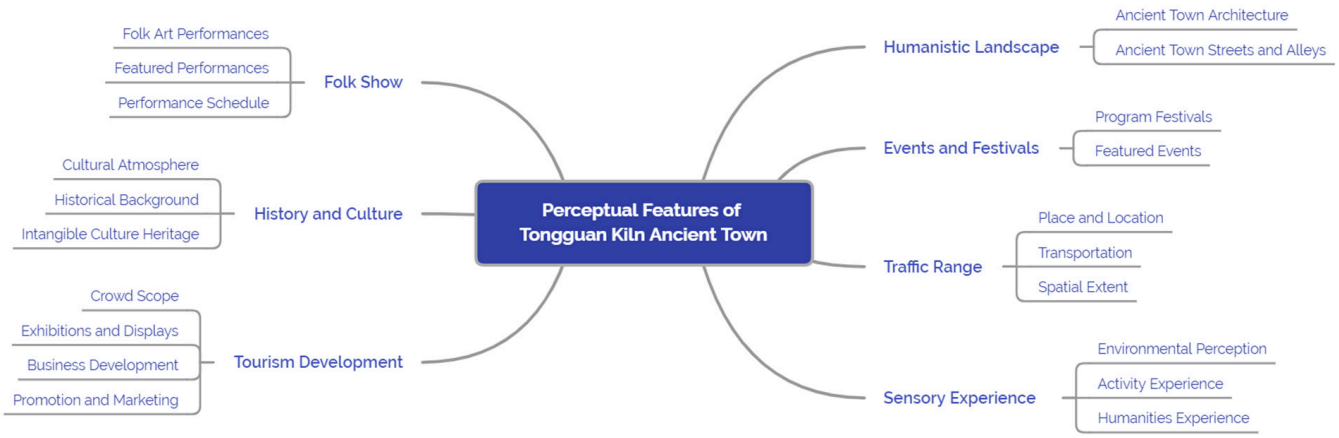


Figure 9. Classification framework of perceptual features of Tongguan Kiln Ancient Town.

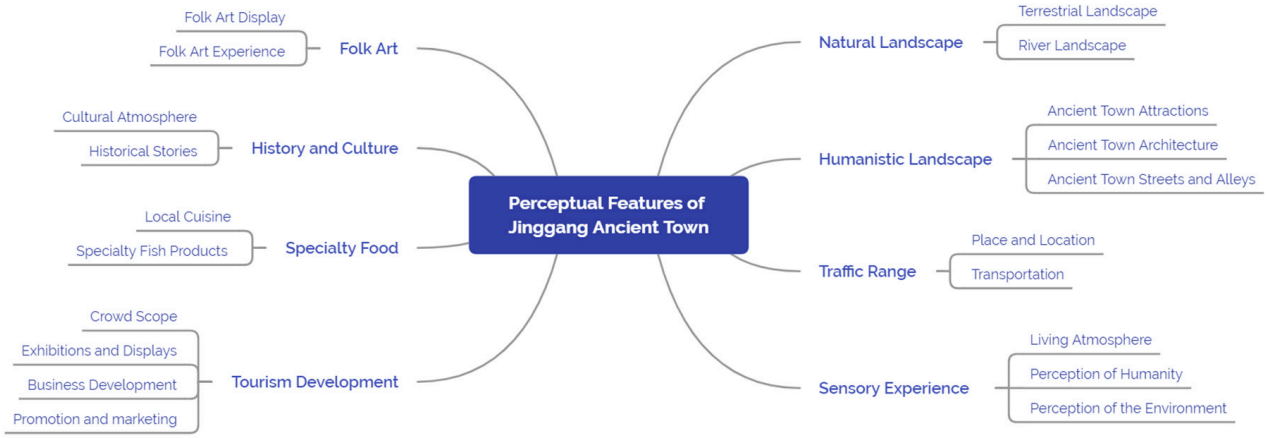


Figure 10. Classification framework of perceptual features of Jinggang Ancient Town.

3. The node Sankey diagram indicates that tourist evaluations of Tongguan Kiln Ancient Town primarily emphasize "tourism development", "sensory experience", and "history and culture" (Figure 11). For Jinggang Ancient Town, the focus is mainly on "tourism development", "humanistic landscape", and "special food" (Figure 12).

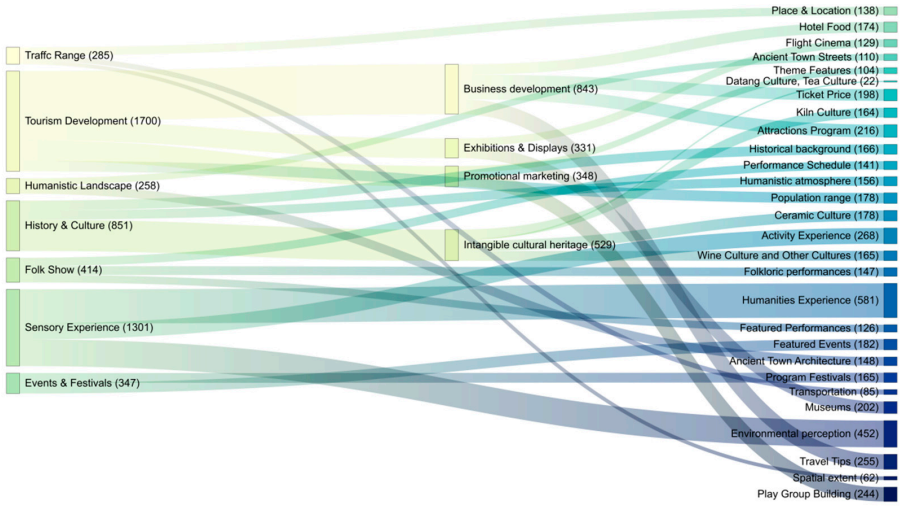


Figure 11. Sankey diagram of coding nodes in Tongguan Kiln Ancient Town.

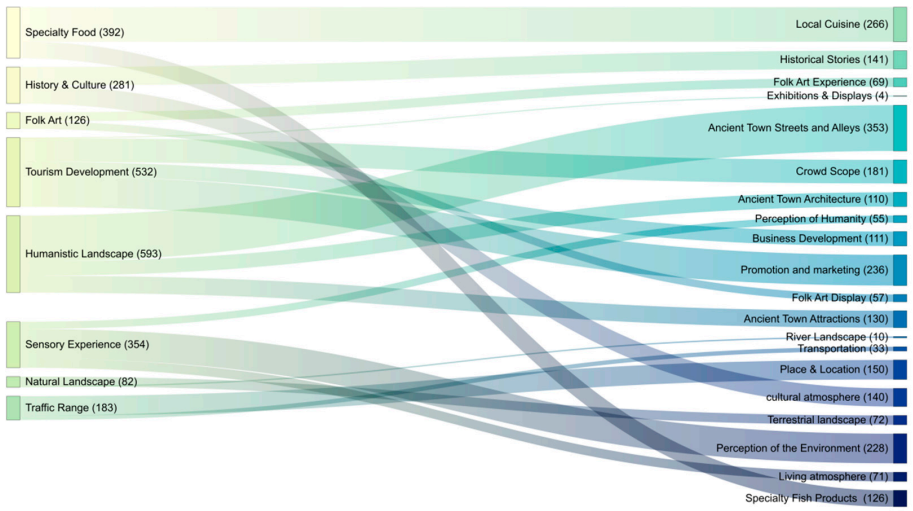


Figure 12. Sankey diagram of coding nodes of Jinggang Ancient Town.

4.3. Positive and Negative Affective Contrasts of Perceptual Features

4.3.1. Overall Emotional Perception Tendency in Ancient Towns

Social media data are characterized by its large volume, ease of use, real-time dynamics, and adaptability, making it an effective medium for public dialogue. It conveys individual viewpoints and can be processed for research in sentiment analysis and opinion mining [107,108]. Sentiment analysis of the valid comments for Tongguan Kiln Ancient Town reveals an overall positive sentiment, with 60.54% positive, 22.01% neutral, and 17.45% negative sentiments. Similarly, reviews for Jinggang Ancient Town are also predominantly positive, comprising 50.82% positive, 32.81% neutral, and 16.37% negative sentiments. The positive sentiment for Tongguan Kiln Ancient Town exceeds that of Jinggang Ancient Town (Table 2). Positive comments about Tongguan Kiln focus on the impressive non-heritage and stage performances, its suitability for family outings, and the captivating night scenery. In contrast, positive feedback for Jinggang Ancient Town highlights its charming historical ambiance, local cuisine, and experiences related to cultural heritage. The proportions of negative sentiment comments for both ancient towns are very similar. Negative feedback for Tongguan Kiln Ancient Town primarily stems from high prices within the scenic area, the artificial and newly constructed architecture, and excessive false advertising. In contrast, negative comments about Jinggang Ancient Town focus on the lack of enjoyment in touring, significant commercialization, and inadequate service facilities (Table 3).

Table 2. Overall positive and negative sentiment statistics for the ancient towns.

		Tong Guanyao Ancient Town		Jinggang Ancient Town	
Emotional Disposition	**Inclination**	**Number of Comments**	**Percentage**	**Number of Comments**	**Percentage**
Positive emotions	Fair	4041	28.21%	3979	29.64%
	Moderate	2133	14.89%	1647	12.27%
	High	2498	17.44%	1196	8.91%
	Total	8672	60.54%	6822	50.82%
Neutral emotions	Total	3153	22.01%	4405	32.81%
Negative emotions	Fair	1923	13.43%	1702	12.81%
	Moderate	405	2.83%	380	2.83%
	High	46	0.32%	31	0.23%
	Total	2499	17.45%	2198	16.37%

Table 3. Scale for rating the sentiment of commented texts (excerpt).

Position	**Review Content**	**Score**	**Emotional Disposition**
Tong Guanyao Ancient Town	Tongguan kiln's main scene is the night, nightfall night scene mode is turned on is the real visual feast.	54	Positive
	Tongguan kiln scenic area of parent-child tour, that is quite interesting, in the 5D theater with children screaming and laughing.	33	Positive
	The environment is very good, the place is very big, full of national flavor, and the scenery is very beautiful!	25	Positive
	Saw a lot of big shows, very tightly paced and each show was very professional.	14	Positive
	Suitable for spring travel card.	13	Positive
	Overall, it's average. It's a bit far. It's a bit hard to get around without a car.	0	Neutral
	The museum is very small, the routes are easy to see, so the lack of staff didn't cause any problems, and it's not a good place to take photos.	0	Neutral
	The average person can't find all these attractions.	0	Neutral
	After all, it relies on publicity and construction, but I just feel that the characteristics are not distinctive enough, it is an artificial cultural town.	−3	Negative

Table 3. *Cont.*

Position	Review Content	Score	Emotional Disposition
Tong Guanyao Ancient Town	Really want to play memorize Tang poetry to send tickets do not engage in reservation that set of. . . also intentionally engage in a reservation memorize poetry quota.	−16	Negative
	Just think the cost is a little expensive, in addition to tickets, many rides are charged separately, inside the stuff is super hard to eat, dead expensive.	−22	Negative
	Tongguan kiln is so far I've been to the lowest cost-effective attractions, first of all, this Tongguan kiln is a fake ancient town, all the buildings are newly built, after entering the commercial street.	−28	Negative
	It's too much garbage and false propaganda.	−47	Negative
Jinggang Ancient Town	Jinggang Ancient Town in Changsha in midsummer is really beautiful like an ink painting.	35	Positive
	The ancient beauty of Jingxiang is the kind of rustic beauty that I like to look for the most.	44	Positive
	In the morning, go to Jinggang Ancient Town and enjoy the tranquility and beauty of the town.	34	Positive
	Unlocked a lot of play especially inside the various non-legacy experience, enjoy the ancient shadow puppets stage.	19	Positive
	The food is great, small bowl of sweet wine, fire-peeled fish, Jinggang fragrant dried and so on.	9	Positive
	It's okay to walk around.	0	Neutral
	Now it's been remodeled.	0	Neutral
	Jinggang Old Town is only good for taking pictures, it's not interesting.	0	Neutral
	There's no parking in the neighborhood or free parking facilities.	−2	Negative
	Jingang is not as commercialized, but it's also very quiet. It's just a long straight line.	−8	Negative
	There's not much to see. It's all for sale. It's not very good.	−20	Negative
	Jingang Ancient Town, the impression is not good at all, direct bad reviews, and now I think about it, but I'm also very angry.	−40	Negative

4.3.2. Affective Tendency Statistics of Perceived Characteristics of Ancient Towns

To further investigate the influence mechanisms of different spatial perceptual features on the ancient towns, this paper analyzes the emotional tendencies of each perceptual feature based on the coding results for Tongguan Kiln Ancient Town and Jinggang Ancient Town (Tables 4 and 5). It compares how the same perceptual features affect the antique-type and historic-type ancient towns, clarifying their impact on the overall landscape perception of the ancient towns and the interactions among different perceptual features. The study examines the differences between designers' and tourists' perceptions of spatial features based on tourists' objective evaluations, proposing optimization suggestions and design strategies for ancient town design to enhance tourist satisfaction and overall attractiveness.

To quantify the degree of positive and negative sentiments, this study developed a numerical model M of affective tendencies:

$$M = a \times S_P + b \times S_O + c \times S_N \quad (1)$$

In this model, a, b, and c represent the coefficients for positive, neutral, and negative emotions, respectively, assigned values of 1, 0, and −1. S_P denotes the percentage of positive emotion, S_O the percentage of neutral emotion, and S_N the percentage of negative emotion. The degree of positivity correlates with the value of M; a larger M indicates stronger positive sentiment.

Table 4. Emotional statistics of perceived characteristics of Tongguan Kiln Ancient Town.

Perceived Characteristics	Humanistic Landscape (HL)	Traffic Range (TR)	History and Culture (H&C)	Folk Show (FS)	Tourism Development (TD)	Events and Festivals (E&F)	Sensory Experience (SE)
Positive emotions (S_P)	57.61%	54.41%	55.76%	61.94%	56.21%	52.83%	61.36%
Neutral emotions (S_O)	25.76%	24.26%	26.86%	22.01%	24.49%	29.25%	21.70%
Negative emotions (S_N)	16.63%	21.32%	17.38%	16.04%	19.31%	17.91%	16.95%
M	0.4098	0.3309	0.3838	0.4590	0.3690	0.3492	0.4441
Percentage	5.00%	5.53%	16.51%	8.03%	32.97%	6.73%	25.23%

Table 5. Emotional statistics of perceived characteristics of Jinggang Ancient Town.

Perceived Characteristics	Natural Landscape (NL)	Humanistic Landscape (HL)	Traffic Range (TR)	History and Culture (H&C)	Folk Art (FA)	Tourism Development (TD)	Specialty Food (SF)	Sensory Experience (SE)
Positive emotions (S_P)	67.58%	51.78%	48.69%	54.44%	55.33%	50.55%	46.60%	55.20%
Neutral emotions (S_O)	22.11%	30.63%	34.78%	33.28%	33.11%	32.92%	37.88%	30.72%
Negative emotions (S_N)	10.32%	17.59%	16.53%	12.28%	11.56%	16.53%	15.51%	14.08%
M	0.5726	0.3419	0.3216	0.4216	0.4377	0.3492	0.3109	0.4112
Percentage	3.22%	23.32%	7.20%	11.05%	4.95%	20.92%	15.41%	13.92%

1. The results indicate that the sentiment M-values for Tongguan Kiln Ancient Town are ranked as follows: FS > SE > HL > H&C > TD > E&F > TR, with the positive sentiment for "folklore performances" being the most pronounced, while "traffic range" and "activities and festivals" exhibit the most notable negative sentiments. For Jinggang Ancient Town, the M-values are ranked as NL > FA > H&C > SE > TD > HL > TR > SF, where "natural landscape" shows the strongest positive sentiment, and "special food" and "traffic range" exhibit the most negative sentiments.
2. In the same perceptual features, Tongguan Kiln Ancient Town demonstrates a more positive emotional tendency regarding "humanistic landscape, traffic scope, tourism development, and sensory experience", while Jinggang Ancient Town offers a better experience in "history and culture". For "tourism development", Tongguan Kiln Ancient Town benefits from a mature operational system and effective promotion of its scenic area; in contrast, Jinggang Ancient Town suffers from a lack of unified planning and design, leading to insufficient depth and a lack of highlights in its tourism development. In terms of humanistic landscape, although Tongguan Kiln Ancient Town features new antique-style architecture, the overall park exhibits high uniformity in style, lighting, and facilities, particularly in its distinctive night scenery. Jinggang Ancient Town, while preserving traditional historical buildings and demonstrating a stronger emotional appeal in "history and culture", lacks a clear thematic background and historical narratives, which limits the display of its cultural heritage. Additionally, both towns need to address issues of convenience and accessibility within their "traffic range".
3. Both Tongguan Kiln Ancient Town and Jinggang Ancient Town focus on excavating the folk culture of their respective areas. However, due to differing presentation styles, Tongguan Kiln receives more positive evaluations regarding its folklore. Jinggang Ancient Town showcases its culture through exhibition halls and hands-on experiences, while Tongguan Kiln creatively integrates performances with fireworks and water shows. It also enhances its distinctive "festival activities" by creating memorable non-heritage folklore performances. However, excessive promotion during the festival planning has led to visitor dissatisfaction, proving counterproductive. In contrast, while Jinggang Ancient Town's "special food" is a highlight, it frequently faces issues related to food safety and flavor quality during visitor experiences.

5. Discussion

Under the increasing emphasis on tourism and cultural heritage protection of ancient towns in China, this study compares newly constructed replica ancient towns and historical ancient towns, using Tongguan Kiln Ancient Town and Jinggang Ancient Town as case studies. It objectively examines the differences in spatial perceptions between designers and tourists, providing insights for tourism landscape design in these town types. This research also supports the preservation, inheritance, and innovative development of cultural heritage resources in ancient towns [11,109,110].

5.1. Reasons for the Ifference in the Perception of Tourists Between Newly Constructed Replica Ancient Towns and Historical Ancient Towns

1. The feature ratio results and Sankey diagram indicate that tourists' concerns for Tongguan Kiln Ancient Town center on "tourism development" and "sensory experience". As a newly built ancient town, Tongguan Kiln emphasizes diverse tourism experiences, leading to higher tourist satisfaction. In contrast, Jinggang Ancient Town primarily attracts attention for its "humanistic landscape" and "tourism development", but it underperforms due to inadequate planning for tourism development and insufficient exploration of its cultural heritage.
2. Tourists focus more on design innovation and engaging experiences in newly built ancient towns, while their attention shifts to the authenticity and depth of cultural empathy in historic towns. Tongguan Kiln Ancient Town integrates traditional cultural elements with modern tourism needs through innovative projects, vibrant folk performances, and contemporary night events, creating a highly relevant tourism experience that offers new perspectives on the adaptive use of traditional culture. In contrast, Jinggang Ancient Town emphasizes its rich historical and cultural heritage, charming atmosphere, and authentic cultural experiences. Its landscape design centers on the protection and preservation of historical resources by maintaining original buildings, street layouts, and living environments, highlighting cultural authenticity and immersive experiences as the core of its design.

5.2. Reasons for the Formation of the Two Types of Ancient Towns: Different Subjects of Power

With the increasing emphasis placed by the state on cultural heritage protection and tourism industry development, more ancient towns are being included in protection and development initiatives. Local governments are also implementing relevant plans and policies, attracting social capital, and utilizing public media to promote the tourism industry in these towns. The formation and development of different types of ancient towns are closely linked to factors such as state policy orientation, local economic development levels, governance structures, and the active participation of local residents.

1. The formation and development of primitive ancient towns rely significantly on the spontaneous efforts and long-term contributions of local residents. Local governments enhance the appeal of these towns by restoring ancient buildings, reviving traditional industries, and attracting external capital. In the case of Jinggang Ancient Town, the power structure is relatively diverse, with the involvement of local government, residents, and commercial investors. This collaboration has resulted in a lack of thematic coherence in the town's design and development, leading to confusion in its growth. Despite the town's unique advantages in terms of history, culture, and natural scenery, overall tourist satisfaction remains modest.
2. The development and construction of newly built ancient towns primarily reflect the dominant roles of local governments and commercial capital. The Tongguan Kiln Ancient Town project, funded by Xinhua Lian Group at a cost of billions, was initiated through local government investment promotion. This development model not only improves the infrastructure of the ancient town but also diversifies its tourism offerings, thereby boosting the local economy. However, this approach often results in inadequate protection of historical, cultural, and heritage resources, as the excessive

pursuit of commercial interests leads to superficiality and significant symbolization of cultural heritage.

5.3. Design Strategies for the Inheritance and Revitalisation of Cultural Heritage Resources in Ancient Towns

1. For primitive ancient towns like Jinggang Ancient Town, the primary strategy in landscape design is to respect history and preserve authenticity. With high emotional M-values in natural landscape, history, culture, and folk art, Jinggang Ancient Town can serve as a classic example of cultural heritage inheritance and development, leveraging its superior natural resources, rich historical background, and effective conservation. In modern development and design, it is essential to minimize intervention in original buildings, streets, and alleys, prioritize ecological protection, maintain historical and cultural characteristics, enhance storytelling and dissemination of historical narratives, and foster tourists' cultural identity and sense of belonging.
2. For newly constructed replica ancient towns, it is essential to prioritize the integration of innovation and adaptive use while establishing their themes, styles, and images. Tongguan Kiln Ancient Town has achieved a balance between cultural heritage and modern expression by incorporating contemporary design concepts, technological advancements, and creating intellectual properties (IPs) that blend traditional cultural elements into modern tourism experiences. This approach has led to the development of a national-style theme park, demonstrating high satisfaction in folk performances, perceptual experiences, and humanistic landscapes, effectively realizing the adaptive use of cultural heritage.
3. Folk art, as a vital component of the cultural resources of ancient towns, significantly influences tourists' perceptions of their cultural heritage through its activation and reproduction methods. A comparison of the M-values for folk art and folk performances indicates that presenting non-heritage culture through folk performances yields higher tourist satisfaction and a more engaging experience than traditional museum exhibitions alone.
4. In today's digital age, online marketing and cross-cultural communication play a significant role in the development of ancient town tourism. Through online platforms, ancient towns can establish official websites and social media accounts to showcase their unique tourism resources and cultural appeal. Tourists can also share their travel experiences and impressions through these platforms, generating word-of-mouth marketing effects. Additionally, collaboration with well-known travel bloggers or celebrities can help promote the town's tourism resources and products, while online interactive activities can further engage potential visitors. With the accelerating pace of globalization, the internationalization of ancient town tourism has become increasingly evident. Ancient town tourism is not only an economic activity but also an important platform for cultural exchange, promoting understanding and respect among different cultures while fostering diversity and inclusivity. Ancient towns can enhance cross-cultural communication by showcasing their unique cultural appeal and organizing various cultural exchange activities. Compared to Jinggang Ancient Town, Tongguan Kiln Ancient Town places a greater emphasis on online promotion and frequently initiates cultural events such as "Hanfu Festival", "Silk Culture Festival", "Bonfire Night", and "Halloween" through digital platforms. These activities attract a wide range of tourists interested in diverse cultural experiences.

This study reveals the differences and commonalities among various types of ancient towns in landscape design, visitor experience, and tourism development. It explores innovative pathways for integrating tourism development with cultural heritage protection, emphasizing the importance of considering tourists' perceptual characteristics and evolving needs to achieve sustainable tourism and effective cultural heritage transmission [110]. Furthermore, landscape space design should promote multi-stakeholder participation, involving the government, businesses, communities, designers, and tourists

in the development of ancient towns, thereby creating a virtuous cycle for the design of landscape spaces in these towns.

6. Conclusions

Cultural heritage, as a vital treasure reflecting the industrious wisdom of the Chinese nation, serves not only as a symbol of national identity but also plays an essential role in deepening that identity and enhancing cultural soft power [111–113]. Exploring the cultural heritage embedded in ancient towns, effectively planning the protection and development of cultural and tourism industries, and promoting the inheritance and adaptive use of intangible heritage resources are of significant importance [114,115]. This study objectively analyzes the tourism evaluations of the two ancient towns from the tourists' perspective. By employing a two-way identification approach, it identifies the differences between designers' and tourists' perceptual experiences. This process aims to enhance communication and exchange between designers and tourists, thereby informing the design of landscape spaces in ancient towns. This not only enriches the research in the field of cultural tourism but also provides new perspectives and methods for the protection and development of ancient towns. The study proposes diversified and modernized forms of cultural heritage representation, which are of great significance for preserving and promoting traditional culture, enhancing the tourism appeal of ancient towns, and ensuring their sustainable development.

1. Matching the needs of tourists with the characteristics of ancient town types is the key to the development of tourism in ancient towns. Both Tongguan Kiln Ancient Town and Jinggang Ancient Town exhibit a positive overall emotional tendency and have effectively integrated their unique features with tourist demands. Both ancient towns are located in Changsha, Hunan Province, and share significant regional similarities. They are part of the Changsha Xiangjiang Ancient Towns Group. While cooperating in development, each town maintains its own unique characteristics and focuses, thus avoiding homogenization and ensuring diverse visitor experiences. Tongguan Kiln, as a newly built ancient town, achieves higher overall satisfaction, with tourists primarily focused on "tourism development". Its well-established operational system and promotional strategies enhance its appeal, while impressive performances elevate "folklore performance" to the highest satisfaction feature. In contrast, for Jinggang Ancient Town, tourists emphasize the "humanistic landscape", demonstrating high satisfaction with its "natural landscape". The interplay between these elements contributes to the town's unique charm. Balancing the tourism development of ancient towns with the protection of ancient town heritage resources is related to the revitalization of cultural heritage and the sustainable development of ancient towns. Tourists exhibit a high level of concern for tourism development characteristics, accounting for 32.97% and 20.92%, respectively. Tongguan Kiln Ancient Town boasts a mature operational and promotional system but faces challenges such as architectural artificiality, cultural homogenization, and historical superficiality. Conversely, Jinggang Ancient Town focuses on preserving its original appearance and historical culture; however, this commitment limits its capacity for innovation and breakthroughs in tourism development, resulting in a lack of immersion and engaging experiences for tourists.
2. The reproduction of cultural resources and heritage is a vital means of preserving and promoting traditional culture. Both ancient towns are deeply rooted in Huxiang culture, sharing strong regional similarities in terms of traditional culture, folk arts, town layout, architectural style, and local cuisine. In the way cultural heritage is represented, both towns draw on these rich cultural resources, showcasing their unique heritage while maintaining the distinct regional characteristics of Hunan Province. Tongguan Kiln Ancient Town presents non-heritage culture and folk art through performances that incorporate multimedia elements like ironwork, fireworks, water shows, and light displays, enhancing the entertainment and interactivity of

the tourism experience. In contrast, Jinggang Ancient Town showcases its historical culture and folk art through museum exhibitions and visits to ancient buildings. However, compared to Tongguan Kiln, it lacks sufficient innovation and interactivity, making it challenging for tourists to achieve a deep emotional connection during their visits.

This study explores the impact of different perceptual characteristics on tourism in ancient towns and reveals the differences between newly constructed replica ancient towns and historical ancient towns in terms of tourism experience perception and cultural heritage revitalization. It proposes design and protection strategies for the tourism development of similar ancient towns and the protection of cultural resources and heritage in ancient towns. However, due to the extensive textual data and limited research time, only two towns—Tongguan Kiln and Jinggang—were selected for comparison, resulting in a small sample size that lacks broad representativeness and generalizability. Future research should expand the sample to include ancient towns from diverse geographic regions, cultural backgrounds, and economic development levels, allowing for a deeper exploration of the underlying factors influencing tourist perceptions in ancient towns.

Author Contributions: Conceptualization, R.G. and Y.H.; methodology, R.G.; software, R.G.; validation, Y.H., X.Z. and L.H.; formal analysis, X.Z.; investigation, Q.Z.; resources, L.H.; data curation, Q.Z.; writing—original draft preparation, R.G.; writing—review and editing, Y.H.; visualization, L.H.; supervision, Q.Z.; project administration, G.H.; funding acquisition, G.H. All authors have read and agreed to the published version of the manuscript.

Funding: This research was funded by the National Natural Science Foundation of China, grant number 51478485.

Data Availability Statement: The dataset generated and analyzed in this study is not publicly available.

Acknowledgments: We thank all the comment data participants involved in this study. We would like to thank Yiming Qi for his great help in optimizing the paper.

Conflicts of Interest: The authors declare no conflicts of interest.

References

1. UNESCO. World Heritage Centre—World Heritage. Available online: https://whc.unesco.org/en/about/ (accessed on 7 December 2024).
2. Li, Y.; Yang, S.; Liu, P.; Guan, H.; Li, L. Extraction and Visualization of Cultural Gene in Famous Historical and Cultural Towns: A Case Study on Jinggang Ancient Town. *J. Chin. Hist. Geogr.* **2023**, *38*, 60–68+113.
3. Zhang, S.; Hu, K. Research on the Integration Path of Ancient Town Culture and Tourism. *J. Chongqing Norm. Univ. Ed. Soc. Sci.* **2010**, 122–127.
4. Zhai, Y. Study on the Ancient Town's Culture Tourism Planning Based on Multi-Dimension-Integration. Master's Thesis, Northwest University, Kirkland, WA, USA, 2017.
5. Sun, J. Protection of Historic Towns: International Expirence and Chongqing Practice. *J. Nanjing Univ. Philos. Humanit. Soc. Sci.* **2023**, *60*, 59–74.
6. Jimura, T. *Cultural Heritage and Tourism in Japan*; Routledge: London, UK, 2021; ISBN 978-0-429-01917-3.
7. Richards, G. Cultural Tourism: A Review of Recent Research and Trends. *J. Hosp. Tour. Manag.* **2018**, *36*, 12–21. [CrossRef]
8. World Tourism Organization (UNWTO). *Tourism and Culture Synergies*; World Tourism Organization (UNWTO): Madrid, Spain, 2018; ISBN 978-92-844-1897-8.
9. Gong, W.; Zong, X. Protection and Renewal of Traditional Buildings under the Background of Rural Revitalization Strategy: Taking Longmen Ancient Town as an Example. *Archit. Cult.* **2023**, 140–143. [CrossRef]
10. Khan, H.-U. Architectural conservation as a tool for cultural continuity: A Focus on the Built Environment of Islam. *Archnet-IJAR Int. J. Archit. Res.* **2024**, *9*, 1–17. [CrossRef]
11. Madandola, M.; Boussaa, D. Cultural Heritage Tourism as a Catalyst for Sustainable Development; the Case of Old Oyo Town in Nigeria. *Int. J. Herit. Stud.* **2023**, *29*, 21–38. [CrossRef]
12. The State Council Opinions of the State Council on Accelerating the Development of Tourism. Available online: https://www.gov.cn/zwgk/2009-12/03/content_1479523.htm (accessed on 30 November 2024).
13. General Office of the State Council Opinions of the General Office of the State Council on Further Stimulating the Consumption Potential of Culture and Tourism. Available online: https://www.gov.cn/zhengce/content/2019-08/23/content_5423809.htm (accessed on 1 October 2024).

14. Zhu, Y.; Li, F.; Xie, Y. Evaluation of the Cultural Heritage Value of Ancient Towns in the South of Yangtze River Guided by Joint Application for World Heritage. *Archit. Cult.* **2024**, 211–212. [CrossRef]
15. Wu, W.; Zhang, L.; Qiu, F. Determinants of Tourism Ticket Pricing for Ancient Villages and Towns: Case Studies from Jiangsu, Zhejiang, Shanghai and Anhui Provinces. *Tour. Manag.* **2017**, *58*, 270–275. [CrossRef]
16. Weng, S. Study on the Social Impacts of Power Relations towards Tourist Destination of Historic Towns: Based on a Case of Wuzhen. In *Progress in Tourism Research*; The Commercial Press: Beijing, China, 2016.
17. Dong, X.; Xu, N.; Chen, J.; Li, Y. Development model of ancient water towns from the perspective of tourists' sense of place: The replicability of Wuzhen model. *Econ. Geogr.* **2018**, *38*, 187–192, 202. [CrossRef]
18. Ministry of Housing and Urban-Rural Development; PRC State Administration of Cultural Heritage (SACH) Ministry of Housing and Urban-Rural Development. Notice of the State Administration of Cultural Heritage on Organizing the Declaration of the Eighth Batch of Chinese Famous Historic and Cultural Towns and Villages. Available online: https://www.gov.cn/zhengce/zhengceku/202308/content_6899084.htm (accessed on 30 November 2024).
19. Zhu, X. Experimental Evaluation Criteria for Ancient Villages. *Tradit. Chin. Archit. Gard.* **2001**, *53–55*, 28.
20. Zhang, X. Study on the Construction of "New Ancient Town" in China from the perspective of rural revitalization—A case study of Chuxiong Yi Ancient Town in Yunnan Province. *Guizhou Ethn. Stud.* **2021**, *42*, 116–123. [CrossRef]
21. Tang, L.; Chen, C.; Jiang, J. The Protection of Characteristic Space Pattern and the Research of Industrial Development of Three Ancient Villages in Xishan, Suzhou. *Urban Plan. Int.* **2009**, *24*, 112–116.
22. Blakely, H.; Moles, K. Everyday Practices of Memory: Authenticity, Value and the Gift-All Databases. *Sociol. Rev.* **2019**, *67*, 621–634. [CrossRef]
23. Rickly, J.M. A Review of Authenticity Research in Tourism: Launching the Annals of Tourism Research Curated Collection on Authenticity. *Ann. Tour. Res.* **2022**, *92*, 103349. [CrossRef]
24. ICOMOS. International Charter for the Conservation and Restoration of Monuments and Sites (The Venice Charter 1964). In Proceedings of the 2nd International Congress of Architects and Technicians of Historic Monuments, Venice, Italy, 25–31 May 1964.
25. Liu, S.; Zhao, Y. Alternative Paths for Tourism Development of Ancient Towns in China. *China Travel News*, 30 August 2016.
26. Zhang, Z.; Liang, Z.; Bao, J. The disneyization characteristics and forming mechanism of wuzhen mode. *Hum. Geogr.* **2021**, *36*, 166–172. [CrossRef]
27. Lukas, S.A. *The Themed Space: Locating Culture, Nation, and Self*; Lexington Book: Plymouth, UK, 2007; ISBN 978-0-7391-2141-2.
28. Qi, W. A Study on Tourists' Perception of Authenticity, Satisfaction and Revisiting Willingness in Antique Tourist Attractions. Master's Thesis, Zhejiang Gongshang University, Hangzhou, China, 2023.
29. Shi, Z.; Qi, W. Research on Tourists' Real Perception, Satisfaction, Research on Tourists' Real Perception, Satisfaction. *Tour. Res.* **2024**, *16*, 45–55.
30. Edvardsson, B.; Enquist, B.; Johnston, R. Cocreating Customer Value Through Hyperreality in the Prepurchase Service Experience. *J. Serv. Res.* **2005**, *8*, 149–161. [CrossRef]
31. Lowenthal, D. Heritage Pasts and Heritage Presents: Temporarily, Meaning and the Scope of Heritage Studies. *Int. J. Herit. Stud.* **2001**, *7*, 319–338.
32. Lowenthal, D. *The Past Is a Foreign Country*; Cambridge University Press: Cambridge, UK, 1985.
33. Taku, L.; Chen, Y.; Ruan, Y. Issues and Perspectives in the Anthropology of Cultural Heritage Part 1: Beyond the Paradox of the "Cultural Heritage of Invisible Human Being". *Heritage* **2023**, 3–24.
34. Du, Y.; Chen, L.; Xu, J. Interactive Effects of Intangible Cultural Heritage and Tourism Development: A Study Based on the Data Panel PVAR Model and Coupled Coordination Model. *Herit. Sci.* **2024**, *12*, 401. [CrossRef]
35. UNESCO. Convention for the Safeguarding of the Intangible Cultural Heritage. Available online: http://unesdoc.unesco.org/images/0013/001325/132540c.pdf (accessed on 7 December 2024).
36. State Council Office of the People's Republic of China. Opinions of the General Office of the State Council on Strengthening the Protection of Intangible Cultural Heritage in China. Available online: https://www.gov.cn/zhengce/2021-08/12/content_5630974.htm (accessed on 7 December 2024).
37. Li, Y.; Cheng, W. Research on the Chinese Cultural Heritage Protection: Problems and Solutions. *J. Northwest Univ. Philos. Soc. Sci. Ed.* **2023**, *53*, 130–138. [CrossRef]
38. Li, X.; Abbas, J.; Dongling, W.; Baig, N.U.A.; Zhang, R. From Cultural Tourism to Social Entrepreneurship: Role of Social Value Creation for Environmental Sustainability. *Front. Psychol.* **2022**, *13*, 925768. [CrossRef]
39. Young, M.; Markham, F. Tourism, Capital, and the Commodification of Place. *Prog. Hum. Geogr.* **2020**, *44*, 276–296. [CrossRef]
40. Li, Y. Capital Logic, Symbolic Consumption and Ecological Civilization. *Jianghan Trib.* **2018**, 63–69.
41. Artifacts Publishing House. *ICOMOS China National Committee*; Artifacts Publishing House: Beijing, China, 2015.
42. Françoise, C. *The Invention of the Historic Monument*; Cambridge University Press: Cambridge, UK, 2001.
43. Nahuelhual, L.; Carmona, A.; Laterra, P.; Barrena, J.; Aguayo, M. A Mapping Approach to Assess Intangible Cultural Ecosystem Services: The Case of Agriculture Heritage in Southern Chile. *Ecol. Indic.* **2014**, *40*, 90–101. [CrossRef]
44. de Groot, R.S.; Alkemade, R.; Braat, L.; Hein, L.; Willemen, L. Challenges in Integrating the Concept of Ecosystem Services and Values in Landscape Planning, Management and Decision Making. *Ecol. Complex.* **2010**, *7*, 260–272. [CrossRef]

45. Hølleland, H.; Skrede, J.; Holmgaard, S.B. Cultural Heritage and Ecosystem Services: A Literature Review. *Conserv. Manag. Archaeol. Sites* **2017**, *19*, 210–237. [CrossRef]
46. Feng, D.; Chiou, S.; Wang, F. On the Sustainability of Local Cultural Heritage Based on the Landscape Narrative: A Case Study of Historic Site of Qing Yan Yuan, China. *Sustainability* **2021**, *13*, 2831. [CrossRef]
47. Pearson, M.; Sullivan, S. *Looking After Heritage Places: The Basics of Heritage Planning for Managers, Landowners and Administrators*; Melbourne University Press: Melbourne, Australia, 1995.
48. Smith, L. *Uses of Heritage*; Australian National University: New York, NY, USA, 2006; ISBN 9780203602263.
49. Liu, Y.; Wang, Y.; Dupre, K.; McIlwaine, C. The Impacts of World Cultural Heritage Site Designation and Heritage Tourism on Community Livelihoods: A Chinese Case Study. *Tour. Manag. Perspect.* **2022**, *43*, 100994. [CrossRef]
50. Wu, L.; Xiong, Z. Homogenization Problems and Cracking of Recreation and Leisure Characteristic Towns in the Perspective of Blockchain—Taking Yunnan, Guizhou, and Sichuan Regions as an Example. *J. Hubei Minzu Univ. (Philos. Soc. Sci.)* **2020**, *38*, 64–72. [CrossRef]
51. Chen, Z.; Wu, Y. Formation mechanism and countermeasures for homogenization of family hotels in rural tourism areas. *Inq. Into Econ. Issues* **2011**, 78–84.
52. Zou, J. Study on the Homogenization of Tourism Products in the Ancient Towns—Taking Dayan and Dali Ancient Towns as Examples. Master's Thesis, Yunnan Normal University, Kunming, China, 2018.
53. Ji, B. Research on the Thinking of Breaking Through the Predicament of Homogeneity in Traditional Jiangnan Ancient Towns under the Digital Background: Taking Nanxun Ancient Town as an Example. *Archit. Cult.* **2024**, 84–86. [CrossRef]
54. Wang, X.; Mou, N.; Zhu, S.; Yang, T.; Zhang, X.; Zhang, Y. How to Perceive Tourism Destination Image? A Visual Content Analysis Based on Inbound Tourists' Photos. *J. Destin. Mark. Manag.* **2024**, *33*, 100923. [CrossRef]
55. Balomenou, N.; Garrod, B.; Georgiadou, A. Making Sense of Tourists' Photographs Using Canonical Variate Analysis. *Tour. Manag.* **2017**, *61*, 173–179. [CrossRef]
56. Khan, M.J.; Chelliah, S.; Ahmed, S. Factors Influencing Destination Image and Visit Intention among Young Women Travellers: Role of Travel Motivation, Perceived Risks, and Travel Constraints. *Asia Pac. J. Tour. Res.* **2017**, *22*, 1139–1155. [CrossRef]
57. Martin-Santana, J.D.; Beerli-Palacio, A.; Nazzareno, P.A. Antecedents and Consequences of Destination Image Gap. *Ann. Tour. Res.* **2017**, *62*, 13–25. [CrossRef]
58. Almeida-Santana, A.; Moreno-Gil, S. Perceived Sustainable Destination Image: Implications for Marketing Strategies in Europe. *Sustainability* **2019**, *11*, 6466. [CrossRef]
59. Jia, M.; Feng, J.; Chen, Y.; Zhao, C. Visual Analysis of Social Media Data on Experiences at a World Heritage Tourist Destination: Historic Centre of Macau. *Buildings* **2024**, *14*, 2188. [CrossRef]
60. Mansfeld, Y.; Jonas, A.; Cahaner, L. Between Tourists' Faith and Perceptions of Travel Risk: An Exploratory Study of the Israeli Haredi Community. *J. Travel Res.* **2016**, *55*, 395–413. [CrossRef]
61. Wong, I.A.; Cheng, M. Exploring the Effects of Heritage Site Image on Souvenir Shopping Attitudes: The Moderating Role of Perceived Cultural Difference. *J. Travel Tour. Mark.* **2014**, *31*, 476–492. [CrossRef]
62. Yi, X.; Lin, V.S.; Jin, W.; Luo, Q. The Authenticity of Heritage Sites, Tourists' Quest for Existential Authenticity, and Destination Loyalty. *J. Travel Res.* **2017**, *56*, 1032–1048. [CrossRef]
63. Guo, X.; Pesonen, J.A. The Role of Online Travel Reviews in Evolving Tourists' Perceived Destination Image. *Scand. J. Hosp. Tour.* **2022**, *22*, 372–392. [CrossRef]
64. Parker, M.; Spennemann, D.H.R.; Bond, J. Using Destination Reviews to Explore Tourists' Sensory Experiences at Christmas Markets in Germany and Austria. *J. Herit. Tour.* **2024**, *19*, 172–200. [CrossRef]
65. Zhao, M.; Zhang, J. Analyzing the Image Perception of Suburban Forest Park Based on Network Text Analysis: A Case Study of Lishui Baiyun Forest Park. *Issues For. Econ.* **2017**, *37*, 51–56+105. [CrossRef]
66. Cakir, G.; Muderrisoglu, H.; Kaya, L.G. Assessing the Effects of Long-Term Recreational Activities on Landscape Changes in Abant Natural Park, Turkey. *J. For. Res.* **2016**, *27*, 453–461. [CrossRef]
67. Yang, J.; Li, K. New-quality Productivity Empowering the High-quality Development of Tourism: Theoretical Logic and Practical Approaches. *J. Yunnan Minzu Univ. (Philos. Soc. Sci. Ed.)* **2024**, *41*, 139–146. [CrossRef]
68. The Paper Tongguan Kiln Ancient Town Drawing a New Picture Scroll of Culture and Tourism on the East Bank of Xiangjiang River. Available online: https://m.thepaper.cn/baijiahao_14671620 (accessed on 24 November 2024).
69. Baidu Baike Jinggang Ancient Town. Available online: https://baike.baidu.com/item/%E9%95%BF%E6%B2%99%E5%B8%82%E9%9D%96%E6%B8%AF%E5%8F%A4%E9%95%87%E6%99%AF%E5%8C%BA/64833214#reference-7 (accessed on 22 November 2024).
70. Hunan Provincial Department of Culture and Tourism List of A-Class Tourist Attractions in Hunan Province. Available online: https://whhlyt.hunan.gov.cn/whhlyt/cyfz/ggxxcx/lyajjqcx/202404/t20240407_33271070.html (accessed on 23 October 2024).
71. He, Z.; Pan, Y. Study on landscape design based on the integration of culture and tourism in ancient town of Tongguanyao. *Shanxi Archit.* **2022**, *48*, 33–36. [CrossRef]
72. Jia, L. Study on the Construction of Tourism Characteristic Town in the Context of Cultural Vision: Taking Tongguan Kiln Ancient Town as an Example. *Archit. Cult.* **2023**, 92–94. [CrossRef]
73. Xie, Q.; Liu, P.; Feng, S.; Yan, C. A Research on the Landscape Features of Ancient Towns as Tourist Destination Based on the Theory of "Landscape Information Chain": A Case Study of Jinggang Ancient Town. *J. Chang. Univ.* **2023**, *37*, 13–18.

74. Cao, S.; Deng, Y. Ancient Town Tourism Planning Model with Picture Scroll Style Based on Landscape Gene Map: A Case Study of the Jinggang Ancient Town. *Trop. Geogr.* **2018**, *38*, 131–142. [CrossRef]
75. People.cn Spending Ten Billion RMB to Read the Thousand Years NWCL Tongguan Kiln Ancient Town Grand Opening Today. Available online: https://www.sohu.com/a/250575683_114731 (accessed on 24 November 2024).
76. The Paper [Youthful Changsha—Scenery in Wangcheng] China News, Asia Times, Europe Times: Changsha Wangcheng Invites the World to Poetry and Faraway Places. Available online: https://m.thepaper.cn/baijiahao_20844564 (accessed on 24 November 2024).
77. Li, X. [Three Trips to the Countryside] Inheriting Traditional Culture, Creating a New Tourism Zone: Field Research in Jinggang Ancient Town. Available online: https://tw.hutb.edu.cn/p126/zxdt/20240805/162504.html (accessed on 24 November 2024).
78. QuestMobile Research Institute QuestMobile 2024 China Mobile Internet Spring Report: 1.232 Billion Users, 165 Hours per Capita per Month, Small Programs, AIGC, and Three Big Screens. Available online: https://www.questmobile.com.cn/research/report/1787753953225707522 (accessed on 25 September 2024).
79. Wang, S.; Wan, T. Buddhist "Big" Crowd Review, Not Willing to "Small" Crowd "Rich" Mine. Available online: https://new.qq.com/rain/a/20230916A04F2B00 (accessed on 20 August 2024).
80. Foresight Industry Research Institute Insight 2024: Competitive Landscape and Market Shares of China's Online Travel Industry. Available online: https://www.qianzhan.com/analyst/detail/220/240204-5f3dc399.html (accessed on 25 July 2024).
81. Weng, F.; Li, X.; Xie, Y.; Xu, Z.; Ding, F.; Ding, Z.; Zheng, Y. Study on Multidimensional Perception of National Forest Village Landscape Based on Digital Footprint Support-Anhui Xidi Village as an Example. *Forests* **2023**, *14*, 2345. [CrossRef]
82. Zeng, Z.; Wang, M.; Liu, D.; Yu, X.; Zhang, B. A Semantic Analysis Method of Public Public Built Environment and Its Landscape Based on Big Data Technology: Kimbell Art Museum as Example. *Land* **2024**, *13*, 655. [CrossRef]
83. Wang, Z.; Zhou, Q.; Man, T.; He, L.; He, Y.; Qian, Y. Delineating Landscape Features Perception in Tourism-Based Traditional Villages: A Case Study of Xijiang Thousand Households Miao Village, Guizhou. *Sustainability* **2024**, *16*, 5287. [CrossRef]
84. Flint, A.; Jennings, B. The Role of Cultural Heritage in Visitor Narratives of Peatlands: Analysis of Online User-Generated Reviews from Three Peatland Sites in England. *Int. J. Herit. Stud.* **2022**, *28*, 163–179. [CrossRef]
85. Ma, K.; Jiang, B. Voice of Urban Park Visitors: Exploring Destination Attributes Influencing Behavioural Intentions through Online Review Mining. *Complex Intell. Syst.* **2023**, *9*, 2571–2583. [CrossRef]
86. Chen, Y.; Hong, C.; Yang, Y.; Li, J.; Wang, Y.; Zheng, T.; Zhang, Y.; Shao, F.; De Meo, I. Mining Social Media Data to Capture Urban Park Visitors' Perception of Cultural Ecosystem Services and Landscape Factors. *Forests* **2024**, *15*, 213. [CrossRef]
87. Munawir; Koerniawan, M.D.; Dewancker, B.J. Visitor Perceptions and Effectiveness of Place Branding Strategies in Thematic Parks in Bandung City Using Text Mining Based on Google Maps User Reviews. *Sustainability* **2019**, *11*, 2123. [CrossRef]
88. Liu, S.; Guo, Q. Image Perception of Ice and Snow Tourism in China and the Impact of the Winter Olympics. *PLoS ONE* **2023**, *18*, e0287530. [CrossRef]
89. Xu, J.; Xu, J.; Gu, Z.; Chen, G.; Li, M.; Wu, Z. Network Text Analysis of Visitors' Perception of Multi-Sensory Interactive Experience in Urban Forest Parks in China. *Forests* **2022**, *13*, 1451. [CrossRef]
90. Shang, Z.; Cheng, K.; Jian, Y.; Wang, Z. Comparison and Applicability Study of Analysis Methods for Social Media Text Data: Taking Perception of Urban Parks in Beijing as an Example. *Landsc. Archit. Front.* **2023**, *11*, 8–29. [CrossRef]
91. Chen, Y.; Sun, Y. Determinants of Platform Ecosystem Health: An Exploration Based on Grounded Theory. *J. Bus. Econ. Manag.* **2021**, *22*, 1142–1159. [CrossRef]
92. Akbar, A.; Karim, Z.A.; Zakaria, J.; Imami, M.K.W.; Rahman, M.A.; Mahayunan, G.R.; Yonghong, G. Formulating a Development Path Model for Under-17 Football Players in Indonesia and Malaysia: A Step Towards Excellence. *Retos* **2024**, *55*, 1010–1017. [CrossRef]
93. Xu, L.; Li, L.; Jiang, Z.; Sun, Z.; Wen, X.; Shi, J.; Sun, R.; Qian, X. A Novel Emotion Lexicon for Chinese Emotional Expression Analysis on Weibo: Using Grounded Theory and Semi-Automatic Methods. *IEEE Access* **2021**, *9*, 92757–92768. [CrossRef]
94. Tiberghien, G.; Bremner, H.; Milne, S. Performance and Visitors' Perception of Authenticity in Ecocultural Tourism. *Tour. Geogr.* **2017**, *19*, 287–300. [CrossRef]
95. Digard, J.-P. *The Discovery of Grounded Theory. Strategies for Qualitative Research*; Ecole Hautes Etudes Sci Sociales—EHESS: Paris, France, 2011; pp. 377–380.
96. Felstead, A.; Thwaites, K. A Grounded Pattern Language: Testing a Methodology for Exploring Cohousing Residents' Involvement in Shared Outdoor Spaces. *CoDesign* **2023**, 1–17. [CrossRef]
97. Golub, K.; Suominen, O.; Mohammed, A.T.; Aagaard, H.; Osterman, O. Automated Dewey Decimal Classification of Swedish Library Metadata Using Annif Software. *J. Doc.* **2024**, *80*, 1057–1079. [CrossRef]
98. Golub, K.; Hagelback, J.; Ardo, A. Automatic Classification of Swedish Metadata Using Dewey Decimal Classification: A Comparison of Approaches. *J. Data Inf. Sci.* **2020**, *5*, 18–38. [CrossRef]
99. Bo, L.; Chen, Y.; Yang, X. The Impact of Contradictory Online Reviews on Consumer Online Purchase Decision: Experimental Evidence From China. *SAGE Open* **2023**, *13*, 21582440231180107. [CrossRef]
100. Lin, P.; Chen, L.; Luo, Z. Analysis of Tourism Experience in Haizhu National Wetland Park Based on Web Text. *Sustainability* **2022**, *14*, 3011. [CrossRef]
101. Pan, X.; Xue, Y. Advancements of Artificial Intelligence Techniques in the Realm About Library and Information Subject-A Case Survey of Latent Dirichlet Allocation Method. *IEEE Access* **2023**, *11*, 132627–132640. [CrossRef]

102. Sun, G. Symmetry Analysis in Analyzing Cognitive and Emotional Attitudes for Tourism Consumers by Applying Artificial Intelligence Python Technology. *Symmetry* **2020**, *12*, 606. [CrossRef]
103. Schneider, J.; Groza, T.; Passant, A. A Review of Argumentation for the Social Semantic Web. *Semant. Web* **2013**, *4*, 159–218. [CrossRef]
104. Morato, J.; Sanchez-Cuadrado, S.; Fraga, A.; Moreno-Pelayo, V. Toward a social semantic web environment. *Prof. Inf.* **2008**, *17*, 78–85. [CrossRef]
105. Nishanbaev, I.; Champion, E.; McMeekin, D.A. A Survey of Geospatial Semantic Web for Cultural Heritage. *Heritage* **2019**, *2*, 1471–1498. [CrossRef]
106. Parker, M.; Spennemann, D.; Bond, J. Sensory Perception in Cultural Studies-a Review of Sensorial and Multisensorial Heritage. *Senses Soc.* **2023**, *19*, 231–261. [CrossRef]
107. Yang, W. Evaluation of the Development Value of Emotional Data Mining in Mass Media Using the RBTM Model. *IEEE Access* **2023**, *11*, 93268–93275. [CrossRef]
108. Huang, Q.; Jin, J.; Lynn, B.J.; Men, L.R. Relationship Cultivation and Public Engagement via Social Media during the COVID-19 Pandemic in China. *Public Relat. Rev.* **2021**, *47*, 102064. [CrossRef]
109. Shih, N.-J.; Hsu, W.-T.; Diao, P.-H. Point Cloud-Oriented Inspection of Old Street's Sustainable Transformation from the Ceramic Industry to Cultural Tourism: A Case Study of Yingge, a Ceramic Town in Taiwan. *Sustainability* **2019**, *11*, 4749. [CrossRef]
110. Suprapti, A.; Sardjono, A.B.; Indriastjario, I.; Pandelaki, E.E. The Spatial Concepts of Cultural Heritage Village Toward a Tourism Development; a Case Study of Kadilangu Demak Indonesia. *J. Archit. Urban.* **2019**, *43*, 36–46. [CrossRef]
111. Gao, J.; Wu, B. Revitalizing Traditional Villages through Rural Tourism: A Case Study of Yuanjia Village, Shaanxi Province, China. *Tour. Manag.* **2017**, *63*, 223–233. [CrossRef]
112. Zhang, Z.; Cui, Z.; Fan, T.; Ruan, S.; Wu, J. Spatial Distribution of Intangible Cultural Heritage Resources in China and Its Influencing Factors. *Sci. Rep.* **2024**, *14*, 4960. [CrossRef] [PubMed]
113. Deng, Q. Multiple Realities, Multidimensional Integrality and Multiple Channels of Intangible Cultural Heritage Safeguarding. *Cult. Herit.* **2022**, *3*, 1–7.
114. Liu, Y.; Chen, M.; Tian, Y. Temporal and Spatial Patterns and Influencing Factors of Intangible Cultural Heritage: Ancient Qin-Shu Roads, Western China. *Herit. Sci.* **2022**, *10*, 201. [CrossRef]
115. Nie, X.; Xie, Y.; Xie, X.; Zheng, L. The Characteristics and Influencing Factors of the Spatial Distribution of Intangible Cultural Heritage in the Yellow River Basin of China. *Herit. Sci.* **2022**, *10*, 121. [CrossRef]

Disclaimer/Publisher's Note: The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of MDPI and/or the editor(s). MDPI and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.