

# Research on the renewal strategy of ancient town based on the authenticity of subject and object from multiple perspectives

## a case study of Longxing ancient town

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### Abstract

*"Authenticity" is a subjective, constructive, developing and created dynamic concept. When it is used in the renewal of ancient towns, it reflects the dynamic characteristics of subject authenticity and object authenticity. This paper analyzes the relationship between the multiple subjects and objects in Longxing ancient town, so as to construct the evaluation system and ensure the balanced development of the authenticity of subject and object. Establish the authenticity protection system of Longxing ancient town, and formulate the planning strategy, development strategy and implementation strategy according to the actual situation of Longxing ancient town. Focus on the study and design of Longxing ancient town street pattern, courtyard space and the authenticity of public network construction strategy; Put forward the participation, feedback and guarantee mechanism to ensure the authenticity of the implementation of the subject and object " The research of "multiple subject and object authenticity" aims to repeatedly grind out the original characteristics of the true origin of Longxing ancient town through multi-disciplinary fields and multi perspective.*

### Keywords

*Authenticity of multiple subjects and objects, Chinese ancient town, Evaluation system, Architectural heritage*

## 1. Preface

"Authenticity" is the most important value in heritage protection. (Yisan R, 2003) There are two tendencies in the current field of heritage tourism: The first one takes "utilization" as the core and emphasizes the importance of tourism development and utilization, but often does not pay attention to the authenticity of the protection object, which is easy to cause the problem of removing the truth and creating falsehood and reduces the tourists' experience of heritage. Another view advocates taking "protection" as the core, emphasizing the absoluteness of the authenticity of heritage objects, and protecting all heritage resources in the form of cultural relics, but it is easy to ignore the residents' pursuit of improving the quality of life, and it is also easy to cause the attraction of heritage to tourists. These two views, in fact, ignore the perception scale of authenticity in the cultural inheritance and spiritual experience of subject and object. However, the reason for these phenomena is that there are differences and biases in the cognition of authenticity in the field of architectural protection and tourism. (Yong C, 2005)

Therefore, how to keep the traditional style of the "object" material space of the ancient town in the process of updating, and ensure that the space of the ancient town meets the modern needs, not only protect the traditional life and customs of the residents of the ancient town, but also enable the visiting "subject" to get rich experience and good commercial development is an important topic worthy of discussion.

## 2. Introduction of authenticity of subject and object

### 2.1. Origin and development of authenticity

Authenticity, which originally meant "initial truth", originated from medieval Europe, and was first used to refer to the authenticity of religious scriptures and religious relics. Its basic concept of the field of cultural heritage preservation was established in the Venice Charter adopted in 1964. Later, in a series of international documents, such as Nara Documents on Authenticity (1994), the conceptual framework of authenticity in the field of heritage protection has been further improved, and the application scope and practical significance of authenticity have been continuously expanded. From "restoration movement" and "anti restoration movement" in the 19th century to "value reproduction theory", authenticity pays more and more attention to the overall protection of heritage and its theoretical point lies in the integrity and continuity of the object, and gradually changes from the development of material function to the development of social and cultural function. With the development of the research on authenticity, the definition and application scope of authenticity have been expanded, many scholars began to shift from the heritage protection areas to tourism research. Therefore, four main practical theories of authenticity, such as "objectivist authenticity", "constructivist authenticity", "postmodernist authenticity" and "existentialist authenticity", have been gradually developed. Authenticity in the field of tourism research expounds in detail that in the individual feelings of tourists, the authenticity of tourist subject is more real and effective than the authenticity of object space.

### 2.2. Authenticity in heritage tourism

The issue of authenticity of tourism industry can be divided into two aspects: Authenticity of material object from the perspective of Tourism and Authenticity of tourism experience. The former, which is different from the original attribute of the heritage itself, is an authenticity of toured object. (Handler, R., Saxton, W. Dissimulation; Beng, T. H. 1995) The latter refers to the subject's perception of authenticity of object. (Xie, P., Wall, G. 2002(4)) However, the authenticity status of tourist destination is not equally important to all tourists. Different tourists have different authenticity demands and perception experiences. The types of experience can be divided into five types: existential type, experimental type, experiential type, transferred type and entertaining type. The first two types pay much more attention to authenticity than the latter three. (Wang, N. 1999(2)) According to the different levels of authenticity perception caused by the diversity of interactive relations between tourist places and different subjects, various theories such as "objectivism authenticity", "constructivism authenticity", "Existentialism authenticity" and "postmodernism authenticity" have gradually formed. (Chaozhi Z, 2008(01):1-8+28.) Then, from the dimensions of subject, object and mediator, various concepts of relative authenticity also have been formed. The core of heritage tourism is actually the transmission and acceptance process of authenticity information, and the subject's experience of this process is customized through design which still needs to focus on the "original truth", so as to realize the unity of heritage value and tourism value. (Xiaojing M, 2006(03))

Application Fields	Cultural Heritage	Tourism Science
Starting Point	Object	Subject
Cardinal Concept	Authenticity and integrity of space	Tourists' self perception of original intention
Determinant	Gain and loss of authenticity based on object space	Preference based on tourists' perception
Connotation	Authenticity is not only the original reality, but also the superposition of history in various periods	On the basis of pursuing the reality and integrity of the object, tourists have the demand of "original feeling of self-existence"
Practice	Monuments Historical district Cultural Preservation	Tourism development and protection Tourism Management Commercial operation of Tourism

Diagr 1. Application of authenticity in different fields

### 2.3. Authenticity of multiple subject and object

In the field of cultural heritage and tourism, authenticity presents the characteristics of objectivity and subjectivity in the starting point, basic viewpoint, judgment basis, main content and practice. (Diagr 1). In the protection of ancient towns, the object is mainly the material carrier carrying the culture and history of ancient towns, such as historical buildings, unit scenes and ecological landscapes, while the subject mainly refers to the participants such as aborigines and tourists. Unfortunately, at present, the subjective and objective sides have not been balanced. In the field of cultural heritage, for the protection of historical ancient towns, the renewal of ancient towns is mostly studied from the perspective of object space, rather than the self feeling and authenticity image of behavior participants, which is a lack of cognition of the renewed subject. (Yalan Li, ) In the field of tourism business, traditional ancient towns of "performance" appear with the benefit of tourism development first, where the historical buildings were renovated at will and rebuilt blindly, and the local were relocated to hire special personnel to perform antique performances. However, too much emphasis on tourists' demand experience has lost the original significance of protection. In the renewal of the ancient town, the overall planning needs to pay attention to the change of thinking. The "authenticity of subject and object" needs to change the originally separated "object protection" and "subject preference" into "overall consideration and coordinated development" of both subject and object. The subject and object are no longer a single line of perceptual path, but interact and influence each other, and form the authenticity of the ancient town. The subject is not only the one who feels the authenticity of the object, but also becomes a part of the authenticity. The object is not only the thing being felt, but also affects the perception of the subject. As for the means of protection and renewal, "subject object authenticity" is not limited to the investigation, mapping and repair of authenticity at the object level, but also includes the judgment and screening of authenticity preference at the subject level. At the same time, it is worth noting that, due to the diversity and complexity of modern interpersonal relations, identities of different subjects can be exchanged, or a single subject may have multiple identities. It is no longer the only direction to analyze authenticity purely from the perspective of tourists' tourism psychology, and different subjects will play different positive and negative roles in authenticity of ancient towns. Therefore, under the framework of the research on the authenticity of the original subject and object, this paper analyzes the relationship and influence between different subjects, and then analyzes the relationship and feelings between different subjects and objects. (figure 1)(Muzi Y, 2018) This mode of thinking and means not only ensure the protection of the traditional style, but also contact the main body, balance the demand, achieve the purpose of effectively implementing the renewal plan, and then protect the "authenticity" characteristics of historical towns.

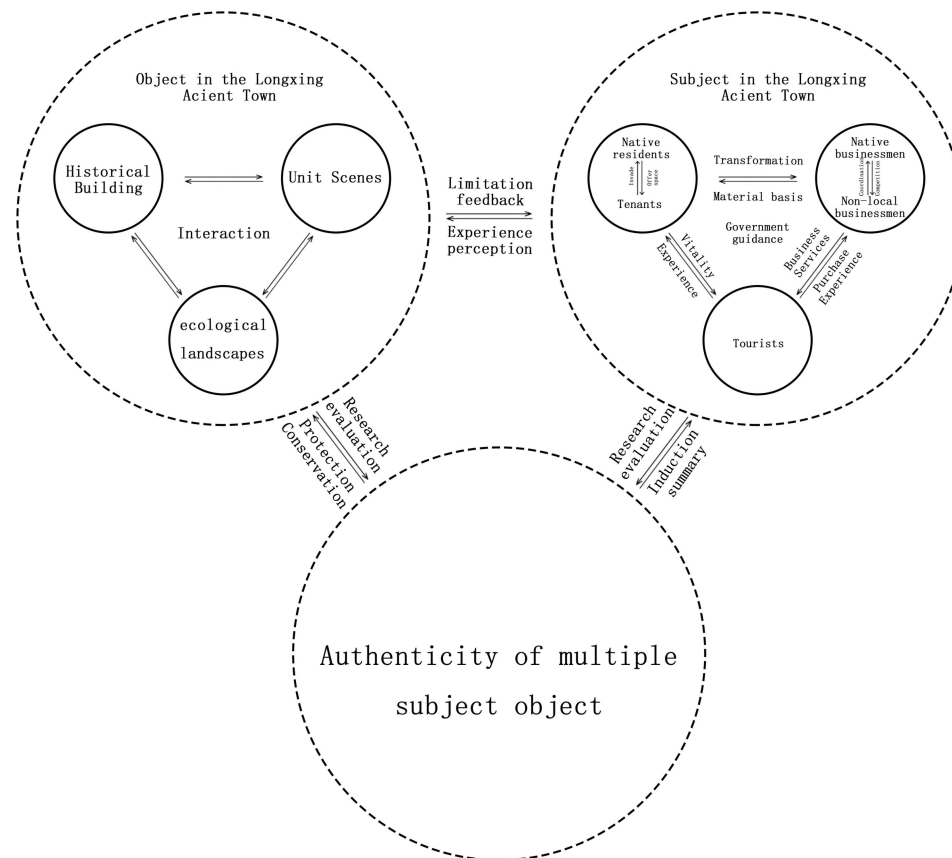


Figure 1. The basic elements and development of the authenticity of multiple subjects and objects

### 3. Renewal ideas and establishment of evaluation system

At present, the main protection and renewal method adopted in ancient town is to conserve the old streets as the old ones, and residents renew their building spontaneously, which preserves the spatial features to a certain extent. However, due to the complex spatial situation, population structure and housing ownership relationship, the ancient town has not been protected by overall planning. Therefore, in the process of renewal, those buildings without restriction and self-renewal not only destroy the object authenticity of the town, but also cause the chaotic growth of the object space, the destruction of the subject personnel structure and social network, and cause the loss of collective memory and place spirit. The relationship among the multiple subjects in the town is also challenged and impacted. To some extent, the entry of foreign businesses suppressed the development of local businesses and destroyed the continuation of traditional culture. The influx of tenants squeezed the living space of the aborigines and caused the loss and fracture of the collective memory and authenticity. In other words, the relationship among the multiple subjects in ancient town is also challenged and impacted. At the same time, the complex ownership relationship and internal personnel composition of the historical buildings on the site have a great disturbance to the design and implementation of the conservation planning.

This study deeply interprets and extends relevant studies. First of all, the planning ideas of overall planning, assessment priority, multiple participation and detailed implementation need to be determined. At the same time, the subject-object authenticity evaluation system need to be established to ensure the diversity of neighborhood structure, the richness of social network and the connectivity of each renewal area in the

process of renewal from the perspective of the relationship between multiple subjects and objects (Diagr 1). The construction of the authenticity evaluation system of subject and object is the basis of maintaining the original historical appearance and spatial authenticity of ancient towns. And it is also a key step in connecting object protection and subject needs. Object evaluation is the key link to ensure the effective renewal of ancient towns of which correctness and effectiveness directly affect the builders' accurate judgment on the renewal of ancient towns, and it is also an important basis to maintain the historical authenticity. (Wei X, 2018) On one hand, the construction of the evaluation system is based on the three main elements of the ancient town space (historical buildings, unit scenes and cultural ecology), and then subdivide the impact factors from various impact levels, corresponding to all aspects of the renewal of the ancient town, which can comprehensively evaluate its authenticity. On the other hand, the original image formed by different subjects' effective cognition, identification and intention of object authenticity is another important aspect of renewal.

	Section	Impact Factor	Longxing ancient town
Cultural ecology	Ecological pattern	Landscape Character, Vegetations	<ul style="list-style-type: none"> <li>The ancient town is located on the gentle slope of the mountain with Chongshiyuan rock as the commanding point</li> </ul>
	Landscape features	Overall layout, topographic features	<ul style="list-style-type: none"> <li>Five commercial corridors look like five horses returning to their lair, One temple, One palace as two cores.</li> </ul>
	Cultural customs	Folk etiquette, Cultural characteristics	<ul style="list-style-type: none"> <li>Immigrant culture, religious culture, business culture, Bayu folk culture</li> </ul>
	Social system	Life styles, Neighbourhoods	<ul style="list-style-type: none"> <li>Harmonious neighborhood relations, retain traditional cultural habits (mahjong, morning tea, dry tobacco, etc.)</li> </ul>
	Spatial interface	Pavement, Street facade	<ul style="list-style-type: none"> <li>The main street extends along the mountain, the roadway extends around in a fishbone shape. The facade along the street is continuous and complete. There is a continuous and complete space under the eaves. The main street is paved with bluestone slabs, and the roadway is mostly bluebrick slabs.</li> </ul>
Unit sites	Spatial pattern	layout, Space Layout	<ul style="list-style-type: none"> <li>The building develops continuously along the main street and is arranged around Longxing Temple, health center, Sanjing lane and other nodes.</li> </ul>
	Unit scale	Road width, Unit length, Street facade, height	<ul style="list-style-type: none"> <li>The total length of the existing path is 1285m, bluestone slab, the width is about 3.5m, and the D / h is maintained at <math>1 \pm 0.1</math>. The roadway is mainly bluebrick slab, the width is about 1.8m, and the D / h is maintained at <math>0.2 \pm 0.05</math>.</li> </ul>
	Unit texture	Unit scale, structure	<ul style="list-style-type: none"> <li>The cluster unit is mostly centered on a building with a large volume or scale, and one or more buildings grow around it.</li> </ul>
	Architectural scale	Building scale, Building height	<ul style="list-style-type: none"> <li>The single building in the ancient town has a small scale and the building height is mainly 1-2 floors. There are a few buildings with more than 3 floors.</li> </ul>
Historical buildings	Architectural features	Style, Plane, Orientation, Color, Structure, technology and materials	<ul style="list-style-type: none"> <li>The overall style is mainly traditional style buildings, with plane, orientation, color, structure, technology and materials. See the architectural situation table for details</li> </ul>
	Architectural function	Functions, Entrance and exit	<ul style="list-style-type: none"> <li>Most buildings are mainly residential buildings, shops and houses. There are also public buildings</li> </ul>

**Diagr 2:Authenticity evaluation index of subject and object**

Taking Longxing ancient town as an example, Longxing Ancient Town is divided into five major areas according to Citang Street, Canglong Main Street, Canglong Lateral Street, Banbian Street and Mahao Street, in which corresponding evaluation systems should be established for each groups of buildings and individual buildings. The authenticity impression between multiple subjects and objects is obtained by comparing the preference evaluation between historical features and current features, tourists and residents, tourists and places, and residents and places (Diagr 2).

Site investigation and the establishment of authenticity evaluation system are the basis of authenticity planning. Site investigation, interview and questionnaire survey are only the most basic level, and the original planners (decision makers) need to have enough profound cognition and experience of the historical background of the site. At the same time, information transparency, policy fairness and public participation in the whole process should also be achieved in the planning decision-making. Each link of the renewal of Longxing ancient town, the formulation of various policies, participation methods, such as hearings, councillors, planning and display, must require participation of all parties. Before the protection and plan, the planners should listen to the feelings and opinions of the residents, the government and the developers. After the protection plan comes out, the planner need to feed back the plan to all participants, repeatedly demonstrate and modify it until the plan is finished finally and implemented smoothly, which is



to make the authenticity of multiple subjects and objects more detailed and benign restoration and development as far as possible.

Section	Impact	Historical features	Current	Gain and loss evaluation	Preference	Conclusion
Unit texture	Unit size	1795m <sup>2</sup> (Including public space)	1973m <sup>2</sup> (Including public space)	The addition of wing rooms leads to the reduction of public space	<b>R</b> Residents: For fear of harming their own interests, they hope to maintain the status quo <b>T</b> Tourists: Unique space feeling	The demolished part and the reconstructed building part are restored to the main building into an open Sanheyuan. The lost space is returned to the residents through the internal design.
	Unit structure	The well in the middle, surrounded houses		Maintain the status quo	<b>R</b> Poor privacy and comfort <b>T</b> The shape of the well is poor	
	Road width	courtyard:16*19m	Courtyard:16*19m	Maintain the status quo	<b>R</b> No obvious feeling <b>T</b> The courtyard is narrow and has a poor sense of tourism	Maintain the overall style of the courtyard and add leisure space
Unit scale	Unit length	44m*56m	44m*56m	Maintain the status quo	Maintain the status quo	Maintain the status quo
	Street facade	1-2Floors	1-2Floors	Maintain the status quo	<b>R</b> Poor comfort, but worried about area damage <b>T</b> The building is simple and shabby, but it has a sense of time	Maintain the overall style and improve the internal space of the building
Spatial pattern	Plane layout	Courtyard	Courtyard	Partial addition	<b>R</b> Life is affected and disturbed by certain tourists <b>T</b> Unique, but the building cannot enter	Maintain the plane layout characteristics
	Spatial layout	The front and rear elevation difference is about 1.5m Building height scattered distribution		Partial addition	<b>R</b> No obvious feeling <b>T</b> Unique experience	Repair and renovation of buildings
	Pavement	Greystone slab, greybrick	Greystone slab, greybrick concrete	Disrepair	<b>R</b> Slippery when it rains <b>T</b> Excellent texture and sense of age	Preserve raw materials and add anti-skid measures
Spatial interface	Facade style	Greybrick, wood, white plastering	Greybrick, wood, white plastering, concrete	Disrepair	<b>R</b> Poor comfort <b>T</b> Traditional style and features	Keep original material

Diagr 3:Authenticity evaluation system of subject and object of "SanJing lane" group unit

#### 4. Overview of Longxing ancient town project

Longxing Ancient Town is located in a small basin, the southeast of Yubei District, adjacent to Yulin River in the east and Shibi Mountain in the back. In 2005, it was selected into the second batch of famous Chinese historical and cultural towns, and it is the only famous Chinese historical and cultural town in Chongqing Yubei District and Liangjiang New Area, which has a long history of development (Figure 2) According to "Jiangbei County Annals", small bazaar had been formed in the late Yuan Dynasty and early Ming Dynasty. By the early Qing Dynasty, with the development of the trade and economy, Longxing Town developed rapidly. In Chinese folklore the Emperor Jianwen of the early Ming Dynasty took refuge here in a small temple, which was later expanded and named Longzang Palace. After that, the town became prosperous. (Figure 3) As the spiritual and cultural center of Longsheng New District, Longxing Ancient Town is the most important carrier of traditional culture. It is not only the representative of the traditional culture of Longsheng New District, but also the spiritual core of Longxing people. At the same time, as the host of 2023 Asian Cup, Longxing Ancient Town, which is at the core of Longxing New Town, represents the traditional culture of Chongqing.

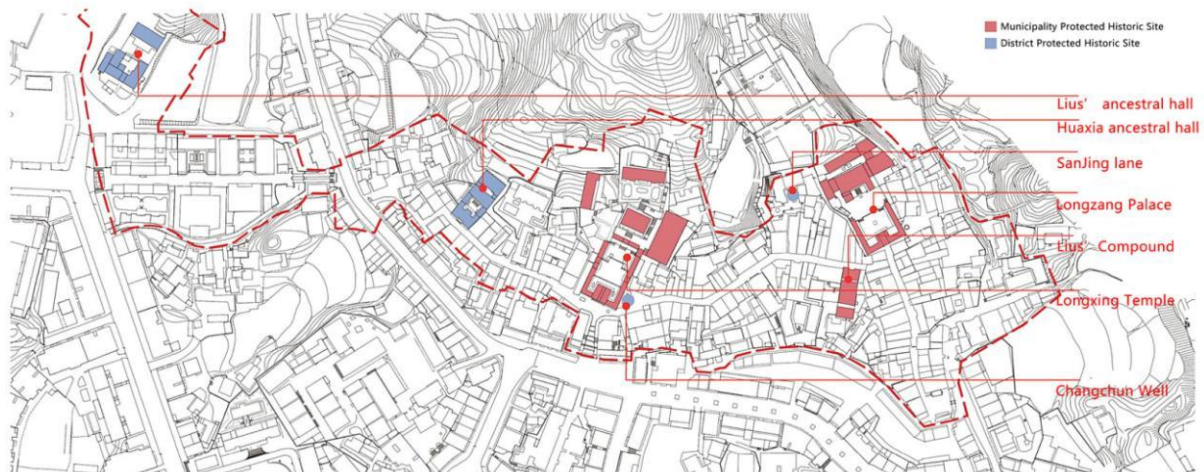


Figure 2. Existing heritage protection units in Longxing ancient towns

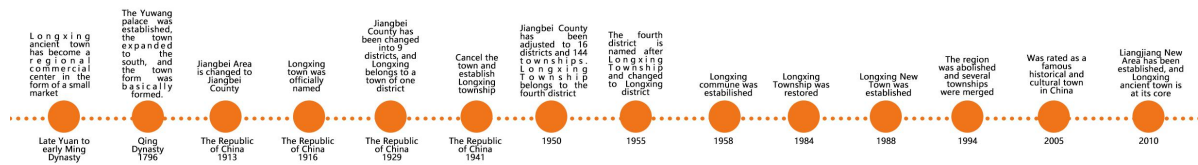


Figure 3. Development timeline of Longxing ancient town

#### 4.1. Spatial pattern

The spatial pattern of Longxing ancient town is clear. Longxing Temple and Longzang Palace are the two centers. According to these two centers, other buildings extend along the mountain like a ribbon and develop three main streets, namely, Canglong Main street, Canglong lateral street and Citang Street. Therefore, the basic skeleton of Longxing ancient town was formed and then other laneways perpendicular to the main street formed a dendriform pattern. Through the three-level spatial structure, street the public space, laneway the semi-public space, and house the private space, the ancient town forms a clear basic model of block social organization (Figure 4). (Bangming C, Siqin C, 2018-11-01.)

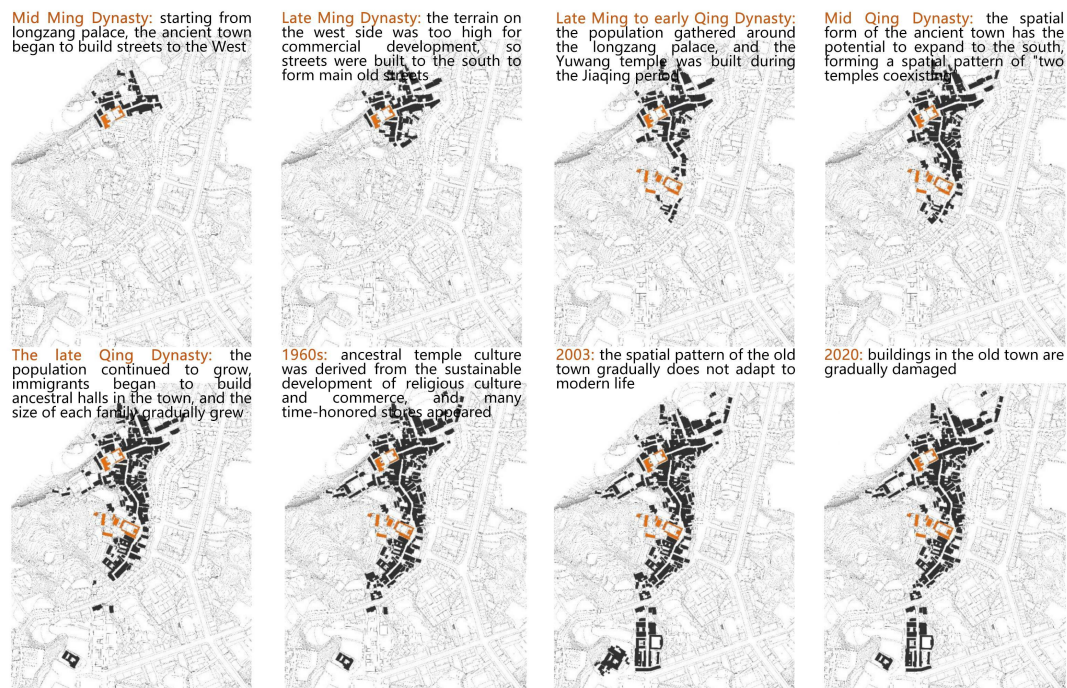


Figure 4. Spatial evolution of Longxing ancient town

#### 4.2. Cultural heritage

Longxing ancient town has a rich cultural heritage which can be summarized as the following four points: First of all, the migration culture brought about by the "Migrating from Hunan and Guangdong provinces to Sichuan province" made the aboriginal people in the ancient town come from various provinces and cities who have a variety of cultural customs. This difference is reflected in the spatial form of multiple ancestral halls and ancient guild halls in the ancient town. The second point is the religious culture formed due to "cultural blending". The ancient town was developed based on the Longzang Palace and Longxing Temple (the former Yu's Palace). Later, the Catholic Church was introduced, so the ancient

town presented a rare multi-religious cultural atmosphere. The third is the culture of commerce, which was called the "wharf on land". Due to the natural and advantageous geographical location, Longxing ancient town used to be an important commercial and economic town in Jiangbei region where five commercial corridors look like five horses returning to their lair. Therefore, there was a rich commercial scene in the town. Last thing is the "traditional Bayu" folk culture. Due to the good preservation of aboriginal people in Longxing ancient town, quite rich folk culture has been preserved, such as the famous Longxing yin-rice, characteristic palm weaving, ancient Chinese medicine culture and so on.

### 4.3. Architecture

The buildings in Longxing ancient town are well preserved, most of which are brick and wood structures of traditional Bayu style, and the height is mainly concentrated in 1-2 floors. Most of the buildings along the street are commercial rooms on the first floor, residential rooms on the second floor and above, and buildings in the inner streets and alleys are mainly residential buildings. There are 7 district-level cultural relics in the ancient town, as well as many traditional architectural groups with distinctive features (Figure 5).



Figure 5. The upper figure shows the facade along the east side of zanglong street

The lower figure shows the facade along the west side of ancestral hall street

### 4.4. Multiple subjects

The subjects of Longxing ancient town is composed of residents (aborigines and tenants), businesses (non-residents), tourists and other groups that have contact with the ancient town. The investigation should be conducted separately based on the differences in perception of the ancient town among different subjects. Meanwhile, the relationship between different subjects in the ancient town should also be studied, so as to understand Longxing Ancient Town from different perspectives more truly and reliably.

The subjects and objects of the ancient town bear the historical marks that span multiple period coherent. Some of them reflect the features of a certain historical stage, while some others reflect a certain type of cultural and custom inheritance or reflect the unique memory of some specific groups, presenting complex characteristics.

Multiple subjects in ancient towns are subdivided into residents, tenants, tourists, merchants of original residence and merchants from outside. The research on residents should focus on the number of residents, population structure, type of household personnel structure, residents' living experience, renovation intention and other aspects. The research on merchants focuses on the type of merchants (native/foreign),



business type, business format analysis, etc. For the tourists in the ancient town, the research is carried out on the types of tourists, consumption, tourism experience and so on. At the same time, it is necessary to actively communicate with the neighborhood committee of the ancient town and the district cadres, which is conducive to understanding the current situation and problems inside and outside the ancient town.

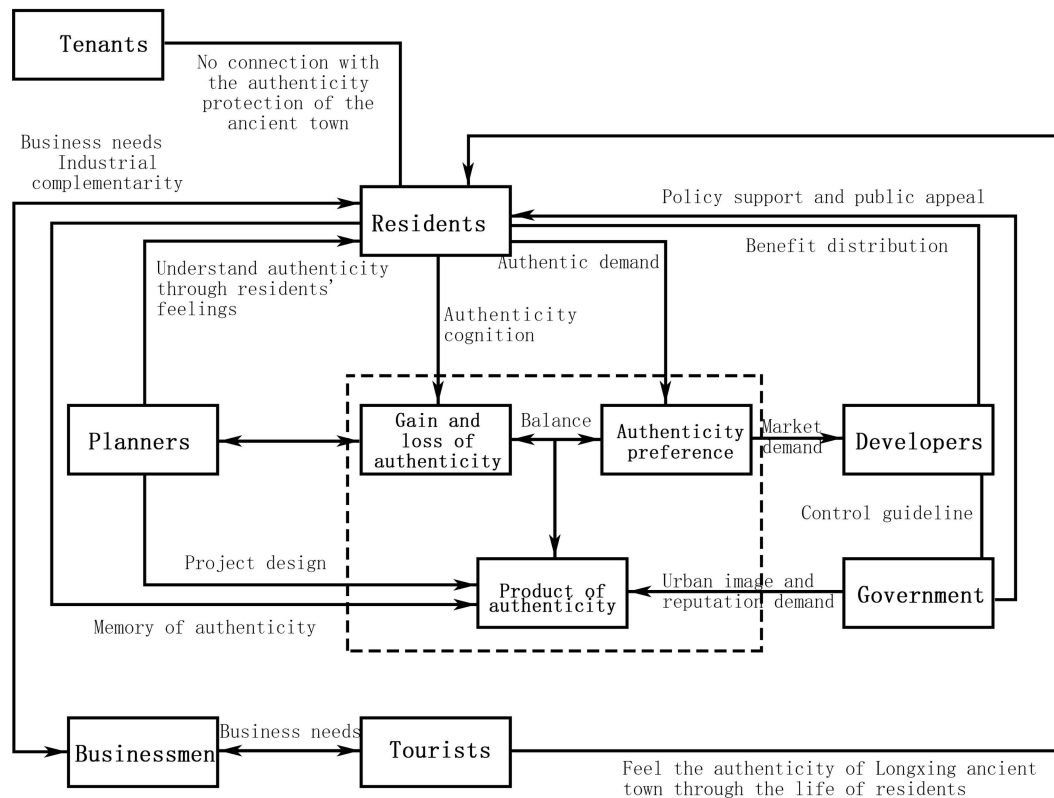
## 5. Protection strategy based on the authenticity of multiple subject and object

### 5.1. Orientation

As the most important window for the foreign exchange of traditional Bayu culture in Chongqing Longsheng New Area, the thinking about the future of Longxing ancient town should be different from that of "all the old towns" with excessive commercial development. The town should be built into an urban renewal demonstration area in the northeast of the main city of Chongqing, where historical and cultural heritage and contemporary urban life are integrated. The cultural connotation and regeneration value of the ancient town should be fully explored so as to ensure the high-quality development of tourism economy while the authenticity of the ancient town is protected. High quality ecological cultural landscape community should also be created by community governance mechanism. It will contribute to the construction of "open development highland, natural and beautiful land" and "high quality development and high quality life" of Chongqing.

### 5.2. Establishment of "authenticity" protection mechanism

Planners should work with government officials and set up mechanisms for participation. After the logical frameworks among different subjects and between subjects and objects are systematically sorted out and concluded, a joint participation mode should be established in which the government takes the lead, planners and functional departments cooperate in the design, and representatives of various subjects (residents, businesses, etc.) participate in the discussion (Fig. 6). The preservation of the town's authenticity must be ensured as a first principle. When there is a relative balance between the benefit distribution and the quality of life of all people in the town, it is very important to understand the needs of various subjects for carrying the original memory of Longxing ancient town that will become the production capital of the experience space and orientation of the market development. Finally, the planners and decision makers design the project based on the analysis and conclusion of the residents' original memory and preference based on the comprehensive needs of various subjects. This authenticity arises from the subject preference and is based on the object too, balances the interests of the various subjects and is accepted by all. While the collective memory of the ancient city is preserved, it embodies the cultural characteristics and achieves the "authenticity effect" jointly constructed by various interest groups. (Heping Li, Xilin X, 2013)



**Figure 6. The interaction and cooperation path with the participation of various subjects in Longxing ancient town**

The second point is that feedback should always be paid attention to, and the whole process of planning conservation should be actively communicated with all subjects to ensure that "planning is known to the public and their opinions can be taken into account", which enables planners and decision-makers to truly understand the ancient town from the perspective of multiple subjects in the ancient town, thus ensuring that the authenticity of the subject and object in the planning and design of Longxing ancient town is real and reliable.

The third point is to study and build up a safeguard mechanism to ensure the feasibility of the renewal plan. Through thematic meetings with the simultaneous participation of various departments and subjects: In the implementation process, the planning update process guided by the "plan-node-project" mode should be followed. That is, the planner first considers the overall planning investigation and the protection planning scheme. Subsequently, the renewal planning committee of the ancient town will examine and approve the renewal content and arrange the renewal projects. Then, the plan will be discussed by the designer with the subjects of the ancient town, and the detailed design will be carried out again after the approval of the plan is confirmed, and then the plan will be determined through communication with the residents for the second time. In addition, residents need to evaluate the existing space they own and timely feedback their opinions on the construction of the authenticity (Figure 7).

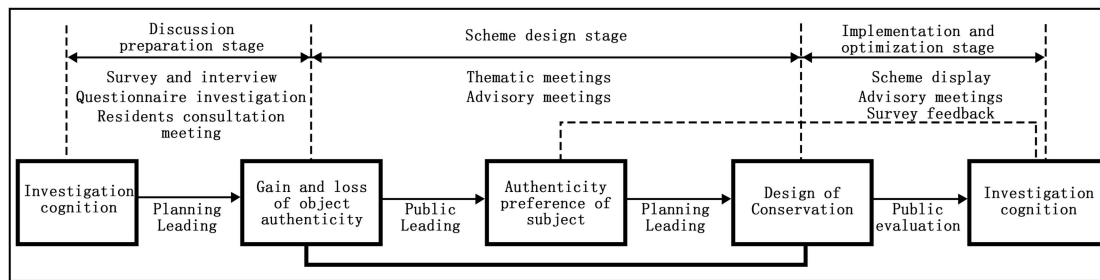


Figure 7. Implementation process and participation mechanism of investigation in Longxing ancient town

### 5.3. Planning strategy of Longxing ancient town

#### Protection and renewal strategy of cultural ecology

Preserve the landscape pattern and landscape features of the ancient town of Longxing: The site selection of the gentle hills at the foot of the mountain and the pattern with "heavy rock" as the control point (the highest point and the scenic spot) reflect the mountain site selection and planning principle of the ancestors of the ancient town of "not occupying the flat land that can be planted with good fields, taking production first", which shows the ancients' demand for cultivated land and respect for nature, and also imperceptibly contributed to the industrious and pragmatic personality characteristics in the residential culture of the ancient town (Lin Deng.) Therefore, the natural elements such as chongshiyan hills, ponds, farmland and forests close to the ancient town should be taken into account as a whole, and the formed control points and features should not be changed. In conclusion, the pattern and characteristics are the constraints to guide the protection and renewal of traditional buildings.

Protecting traditional Longxing culture and customs: The ancient town has rich folk culture, such as Longxing Yinmi (A kind of rice made by a special way), palm weaving, dough sculpture, etc. Provide places for these folk cultures to display their cultural characteristics, guide these folk cultures to establish modern and efficient publicity methods, and build a material carrier of folk culture with folk exhibition hall and Longxing market as the core.

#### Conserving and renewal strategy of traditional buildings

Conserve the original features of the building unit: Conserve the original characteristics of individual buildings: because the traditional buildings in Longxing ancient town have experienced self-renewal by those residents and presented architectural styles of different ages, including brick and wood Chuandou residential buildings in the Ming and Qing Dynasties, brick Catholic churches built in the 1940s, brick hospital buildings in the 1950s, etc. Be cautious about the age restoration of buildings, and try to maintain the existing plane shape, building orientation and building color. Whether to restore the traditional or replace the modern building structure, building technology and building materials needs to be comprehensively considered according to the building function, utilization value and preservation.

Restore the original scale of the building: Most of the buildings in the site are rebuilt by residents without permission, resulting in the distortion of the authentic scale of the building. Cancel the construction of color steel shed, steel structure storage room and wooden attic to restore the original height and volume of the building.

Respect the demands of the building owner: Due to the unique original authenticity of the multiple population subjects in Longxing ancient town, in order to meet the practical living and psychological needs of the residents, the architectural transformation needs to investigate the problems and feelings of the residents in detail. Try to solve the individual house problems such as imperfect internal supporting facilities and serious roof leakage, so that residents can better live in the ancient town and avoid the loss of authenticity caused by the loss of aborigines.

#### **Conserving and update strategy of unit site**

Maintain the spatial pattern and unit texture: While preserving the overall landscape pattern of Longxing ancient town, preserve the structure with Canglong street, Citang street and Mahao street as the skeleton, and don't add additional channels in the ancient town. Maintain the current road width, length and elevation height along the street. And also, remain the current situation of the layout of each building groups and node in the town.

Improve the quality of public space: Improve the quality of existing public spaces such as Longxing Temple Square and huilongqiao square. Add landscape space and leisure space for tourists to stop and play. Design and activate the partially unused space, open up the large step space and create a small landscape with shade and cool. Ensure that the public space in Longxing ancient town will not destroy the authenticity and improve the comfort.

#### **5.4. Development strategy**

After systematic research and analysis of Longxing ancient town, its development strategy can be summarized into the following three aspects:

##### **Industrial activation strategy**

As there are different spatial types and ownership relations in Longxing ancient town, it is necessary to refine the spatial development type and development mode, and reasonably give different planning directions to each space. At the same time, planners and government departments need to guide the ancient town residents to start their own businesses in a planned and systematic way, and intervene in the introduction of foreign businesses in a controlled way, so as to make the balanced development of domestic and foreign industries.

Improve the quality of intangible cultural industries, provide appropriate places and publicity media, combine intangible cultural industries with traditional buildings, form the cultural characteristics of ancient towns and create characteristic cultural brands; Create characteristic cultural brand; Eliminate unreasonable and unnecessary industries; Guide the commercial upgrading of non characteristic industries; Introduce characteristic home stay, coffee shop, cultural and creative industries, strengthen complementarity with local tourism and cultural industries, and increase the tourism vitality of the town. At the same time, restrict the free entry of foreign industries and avoid the loss of the authenticity of subject and object caused by the excessive development of modern commerce.

##### **Cultural revival strategy**



Longxing ancient town contains Buddhist culture represented by Longxing Temple, Taoist culture represented by Longzang palace and immigrant culture represented by Liu family courtyard. At the same time, it also has modern architectural culture during the third line construction period. Therefore, it is very important to protect its spatial physical form, restore its representative cultural characteristics, and develop internal space to carry its cultural value. The interior will be used as an exhibition place to display the corresponding culture, and experience facilities will be added. So that tourists can experience the authenticity of the ancient town and increase the fun of experience.

### **Community building strategy**

Build complete public service facilities and municipal infrastructure; Build community activity centers serving residents and tourist reception centers serving tourists. Create corresponding posts for residents to make them have a sense of belonging and value in the ancient town. Through the independent publicity and communication between residents and volunteers to tourists, effectively convey the authenticity between multiple subjects and objects.

At the same time, establish an ancient town tourism system and an ancient town living system suitable for residents' life. Try to reduce the impact of external forces on aborigines as much as possible and transform them into the production and living power of residents, so as to avoid the loss of collective memory and dating caused by excessive loss of aborigines.

### **5.5.Construction strategy**

At the same time, establish an ancient town tourism system and an ancient town living system suitable for residents' life. Try to reduce the impact of external forces on aborigines as much as possible and transform them into the production and living power of residents, so as to avoid the loss of collective memory and dating caused by excessive loss of aborigines.

### **Acupuncture strategy**

Design and conserve the cultural relics protection units and well preserved public property buildings with clear property rights in Longxing ancient town at first, So that its function can effectively improve the quality of life of residents or enhance the fun of tourists. So as to enhance the transformation willingness of residents around the node, and then drive the transformation and upgrading of the whole area (Fig. 8).



Figure 8. Update process diagram in sequence

### Framework priority strategy

Canglong street, Citang street and Mahao street in the town constitute the skeleton network structure of the ancient town and the framework of the texture of the ancient town, of which authenticity is true and reliable. Therefore, protection and planning of these streets can effectively control and limit the degree and scale of renewal of buildings and public space in the ancient town. Improve the quality of existing roads, By removing some courtyard walls and blocked spaces, open the south gate, the north side of Longxing Temple, the south side of longzang palace and the end of banbian street, connect the ancient town with mountain parks, increase tour paths, enrich space levels and improve tourists' tour experience.

### Infrastructure priority strategy

Without damaging the original spatial interface of Longxing ancient town, the municipal pipe network and public service facilities in Longxing ancient town are designed in advance to improve the overall quality of residents' life and tourists' experience. So as to enhance the enthusiasm of residents' protection planning and enhance the tourism reputation of Longxing ancient town. So as to make the implementation of the architectural transformation of the ancient town more smooth.

## 6. Concluding remarks

With more and more extensive and in-depth attention and research on the authenticity of multiple subjects and objects, the thinking based on the authenticity between multiple subjects and objects has more practical application value and practical significance in the protection of ancient towns. In order to protect Longxing ancient town, an excellent ancient town carrying historical memory and place spirit, it is a correct idea to take "multi subject and object authenticity" as the core and analyze and study it from a multi-disciplinary perspective. Since the concept of authenticity from different perspectives is diverse, complex and dynamic, and the relationship between heritage protection and social sciences is also developing in interactive evolution, the protection of the authenticity of ancient towns is also a process of continuous progress and revision. Researchers should carefully study the relationship between objects, subjects and subjects when protecting different ancient towns, So as to better protect the ancient town and the people who belong to it.

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