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# Research on landscape reproduction of ancient city historic blocks

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## ABSTRACT

Ancient city is an important carrier of urban historical landscape development, with the development of urbanization, the protection and development of ancient city landscape has become a hot topic. Taking Taierzhuang ancient city in Shandong province and Quanzhou ancient city in Fujian province as investigated examples. This paper discusses the different characteristics and problems of the derivation landscape reproduction and “airborne” landscape reproduction. It further discusses the necessity of historical landscape reproduction and the complexity of landscape reproduction.

## KEYWORDS

landscape reproduction, ancient city, historic district, reproduction

## 1. INTRODUCTION

Production and reproduction are interrelated whole, reproduction is the transition stage of production or can be said to be Refinement and modification stage of production. This paper holds that social sustainable development depends on reproduction mechanism, reproduction is the driving force of production development, and reproduction includes production organization elements. Reproduction is a repetitive process, as opposed to the previous process, the latter process is reproduction. Reproduction is the necessary supplement after social consumption, and the different social production mode forms the different reproduction content. The renewal of ancient cities in China is a typical state of “building new cities in cities”, mainly in three ways. One is the commercial street-oriented approach, second, real estate development, third, cultural tourism as the leading resource development. This paper intends to discuss another landscape reproduction mode besides the three modes.

## 2. THE RECONSTRUCTION OF HISTORIC DISTRICT BASED ON TWO CASE STUDIES

### 2.1. Landscape reproduction of Taierzhuang Ancient City historic block

Taierzhuang is located in Zaozhuang city in the south of Shandong Province. It covers an area of 538.5 square kilometers and has a population of 310,000. The survey of Taierzhuang has 2 square kilometers, 11 functional areas, 8 scenic area and 29 scenic spots of Taierzhuang ancient city scenic area. In 2016, Taierzhuang was listed as one of the first batch of national all-area tourism demonstration zone founding units. Strictly speaking, Taierzhuang District is a newly-built ancient city. It took 4 years from August 2009 to 2013 to complete the comprehensive reconstruction of the ancient city.

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**2.1.1. The necessity of landscape reproduction of Taierzhuang Ancient City.** Taierzhuang District, under the jurisdiction of Zaozhuang City, is a typical coal resource-based city. According to the current coal mining rate, Taierzhuang District will fall into the same economic dilemma as the old industrial base in northeast China in 20–30 years, 200,000 coal miners need to find new jobs. The transformation and development of resource cities is imminent, from the postwar period in 1938 to the reconstruction. Taierzhuang has never undergone substantial urban transformation. The living environment of the residents is bad, and the household garbage is directly poured into the river, polluting the river and making it miserable to see. Local residents are eager to renovate the old city. Taierzhuang's environmental governance and residents' housing and reconstruction are also practical problems that the government urgently needs to solve.

At the same time, Taierzhuang's "Ancient City of Canal" and "site of war" have become the main body of cultural industry development. Zaozhuang city also has hot springs, wetlands, traditional tourism resources and so on, but there are not scale, need to deepen the overall development of the main project. Based on the status analysis of the above three points, the discussion meeting for professional scholars is conducted. Cultural relic experts and architectural scholars carry out historical and cultural research on the ancient city. 2006–2007 Zaozhuang City government conducted a one-year in-depth investigation of the ancient city, established the Taierzhuang Ancient City cultural tourism resources project.

**2.1.2. The government takes the lead in shaping and spreading the ancient city's cultural landscape.** Zaozhuang Municipal Party committee and the Municipal Government put forward the historic transformation development road from "selling resources" to "selling culture". The year 2009 played an important role in the transformation and development of culture and tourism industry in Taierzhuang. In March 2009, Zaozhuang was selected as the second batch of pilot cities for resource-exhausted transformation by The State Council, and the cultural and tourism transformation of Zaozhuang was recognized by the state and supported by policies and funds. On December 16, 2009, the Taiwan Affairs Office of the State Council issued the Reply on the Establishment of the "Cross-Straits Exchange Base" in Taierzhuang, which officially marked the landing of the country's first exchange base. The construction of Taierzhuang base accelerated the pace of tourism development, during which Taiwan businessmen invested and started business.

In the process of ancient city landscape reproduction, the government plays a leading role and adopts the government-led and market operation mode. From demolition to construction and then to operation, the government is responsible for planning, management and supervision, while the market is responsible for financing and operation. The government has set up the Ancient City Reconstruction Office and the Protection, Development and Construction Management Committee, focusing on overall planning and implementation

of management. In the process of investment promotion, the government selects state-owned enterprises to form investment companies, implements the principle of business access, and supervises the progress and quality of construction of the ancient city. Formulate management regulations to carry out reasonable layout and total control of the ancient city.

The quality of planning, design and construction affects the landscape quality of the whole cultural industry of Taierzhuang Ancient City. Related urban and rural planning management departments and industry associations held many planning and construction seminars, ancient city construction seminars, architectural design exchanges in the ancient city area and other forms of activities, leading domestic well-known planning and design groups to participate in the project. The Planning and Design Group implements the landscape scene design and construction through the industrial orientation of urban landscape. Through landscape re-creation, re-shaping and other ways to continue to write the cultural industry chain, the construction of diversified landscape cultural consumption scenes. First from the upgrading of Taierzhuang ancient city scenic area, gradually expand to the surrounding, the development of cultural industrial park.

**2.1.3. Long-term mechanism of reproduction of Taierzhuang Ancient City.** At the beginning of the operation of Taierzhuang Ancient City, the popularity of Taierzhuang Ancient City was expanded by means of official government marketing and media promotion. Established Taierzhuang Ancient City Tourism Development Co., Ltd. in 2010, the Company is mainly responsible for business management and tourism management, expanding its influence by holding traditional cultural entertainment activities and introducing western circus performances. Urban cultural landscape reproduction adopts large-scale, industrialized and integrated operation mode. The ancient city takes the historical landscape as the construction core, and the scale, and industrialization of cultural industry are the development mode. The integration of cultural industries ensures the development needs of supporting industries and improves the carrying capacity of population. The national-level cultural industrial park set up by Taierzhuang has attracted many cultural enterprises to settle in the park. The intervention of group capital has ensured the continuous cash flow of Taierzhuang, and the industrialization development has begun to take shape [1].

The protection management and sustainable operation of Taierzhuang Ancient City are combined. In 2014, Zaozhuang government set up special protection funds for Taierzhuang Ancient City to protect the ancient city and prevent excessive commercialization and entertainment. With the help of the government, it gradually went on the right track, and the government gradually moved from the front desk to supervision and management.

**2.1.4. Landscape reproduction efficiency of Taierzhuang Ancient City.** Through years of landscape production and construction, the development of tourism and consumption



is promoted. In 2021, Taierzhuang Ancient City will have a three-day qingming Festival holiday. According to incomplete statistics, the scenic spot has received 170,600 tourists [2], which has boosted the economic growth of Taierzhuang District. According to the feedback of Huang Xiaoli, deputy general manager of Taierzhuang Ancient City Tourism Development Co., Ltd., the comprehensive income of the ancient city in 2020 will exceed 100 million yuan. Since the trial operation in May 2010, Taierzhuang Ancient Town has received more than 6 million tourists. The industrial park has achieved a comprehensive output value of 1.9 billion yuan of cultural and creative industries, which accounts for 72% of the total output value of the park [3]. 163 enterprises have entered the park, and more than 30,000 people have been employed. It plays an important role in promoting the development of cultural tourism industry and leading the transformation of the city.

The ancient city landscape has become a landscape of scene, which was broadcast by TV all over the country, indirectly promoting the regional culture. During the activity, the network live broadcast by Xinhua net was watched by 300,000 people.

Taierzhuang Ancient City has gradually formed its characteristics in enterprise management, market regulation mechanism, cultural industrialization, large-scale operation and other aspects. Taierzhuang Ancient City is the reproduction of consumption scene, but also the reproduction of culture and education. The setting is the appearance, and the economy and employment rate are the internal demand drivers.

## 2.2. Reproduction of Quanzhou Ancient City landscape

The history of Quanzhou Ancient City can be examined from the Tang Dynasty to the Tang dynasty, the Five Dynasties, the Song Dynasty, the Yuan Dynasty, a total of four times of expansion, the Ming and Qing dynasties did not expand the city site, by the twenty-sixth year of the Republic of China (1937). Quanzhou Ancient City peripheral walls were all removed, however, the city gate buildings and street texture of the ancient city still remain unchanged. This paper explores historic districts with walled boundaries prior to 1937.

According to the evolution process of the environment background of China's urban construction, the landscape reproduction of Quanzhou Ancient City can be divided into several stages. The first stage is the early stage of the form of Quanzhou Ancient City. The second stage is the trade city landscape stage from song Dynasty to the end of Ming Dynasty. The third stage is the stage from the Westernization Movement to the founding of the People's Republic. The fourth stage is several stages of urban landscape reproduction since the 1980s. The 1980s to the present are the next sections.

Quanzhou Ancient City has a total land area of 6.41 square kilometers. Residential land accounts for 46%, public service and management land accounts for 17%, school land

accounts for 8.47%, and industrial land accounts for 6%. The ancient city area has a total population of 204,300, with 123,000 permanent residents, accounting for about 60.2% of the permanent population.

Unlike most Chinese cities, private property ownership in Quanzhou is on around 90 percent. Far from central China and close to Hong Kong, Macau and Taiwan, Quanzhou has had little to do with the construction of collective housing initiated by the government in 1950, allowing homeowners to rebuild freely with government approval. Thanks to this unique homeownership paradigm, Quanzhou neighborhoods today preserve a close urban and social organization that is soberly lacking in most parts of China. At the same time, it directly leads to the "informal housing" problem in Quanzhou. This is a unique cause of landscape form of Quanzhou Ancient City.

**2.2.1. Necessity of landscape reproduction of Quanzhou Ancient City.** The residential density of residents in the ancient city area is relatively low, and the public service distribution density is relatively high [4]. Public service facilities and fewer people living in contrast, a malformed supply phenomenon exists.

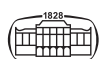
Large areas of land for industrial sites are left idle. Zhongqiao Group controls the right to use the land.

The landscape reproduction of historical blocks lags behind the needs of the existing urban cultural development. There are dilapidated houses in Quanzhou historic block. Due to the dilapidated houses, it has become the first choice of renters and a relatively concentrated living area for low-income people. The historical streets and alleys of Quanzhou Ancient City are messy, and the smell emitted by the discharged wastewater affects the experience of tourist landscape, which becomes an obstacle to the future image building of heritage city and the development of economic benefits of streets and alleys.

**2.2.2. Shaping and spreading of the ancient city's cultural landscape.** As a world heritage city, the ancient city of Quanzhou plays a role as a model. Search "Quanzhou Tourism" through the website of "aiqicha", a total of 845 enterprises are found, among which Licheng District (120, accounting for 14.2%) and Fengze District (217, accounting for 25.7%) have the largest number. The number of major tourism companies in Quanzhou City (Licheng District, Luojiang District, Quangan District, Taiwan Investment Zone) has reached 465.

During the period of rapid development of Quanzhou cultural and creative companies, cultural industry companies and cultural communication companies, the number of registered tourism companies almost doubled after 2012, and the development of cultural and creative companies and cultural and creative industry companies also began in the few years.

There are 2,398 cultural communication companies in Quanzhou, including 2,169 mainly engaged in business services, which was founded in 1994. There are 114 cultural and creative enterprises in Quanzhou. The original company



was founded in 1993; Quanzhou Cultural and Creative Industry Company has 45 companies, The company's address is mainly concentrated in Fengze District and Licheng District, The company's address is mainly concentrated in Fengze District and Licheng District, mainly engaged in business services, was founded in 2009.

From "travel company", "cultural transmission company", "cultural creative enterprises", "cultural creative industry company" the number of statistical point of view, the ancient city and its surrounding city (carp) and adjacent to Quanzhou city Fengze area distribution is relatively dense, business to business service is given priority to, the reproduction of the Quanzhou historic landscape main body composition, the spread of culture play an important role, It plays an important role in promoting ancient city culture, driving cultural innovation and developing tourism image.

### 2.2.3. Long-term mechanism of ancient city landscape reproduction

**Protective strategies.** Quanzhou Ancient City is one of the first batch of historical and cultural cities announced by the state. All walks of life have realized the importance of protecting the features and features of the ancient city earlier. Since the early 1980s, relevant units and research institutions have been committed to the research and formulation of urban development and ancient city protection planning, in 1983, the protection and Creation of Quanzhou's Urban Characteristics, Protection Planning of Historic and cultural City, written by the Department of Architecture of Tianjin University, focused on the protection of historic and cultural cities from the concept of "Quanzhou historical and cultural circle", and proposed the proposal of establishing a new city across the river to solve the contradiction between the protection of ancient city and urban development. Moreover, in 1988, The Master Plan of Quanzhou City (1989–2010) was compiled by China Urban Planning and Design Institute. In 1993 and 1994, Jiangsu Urban and rural Planning and Design Institute and Quanzhou Planning and Design Institute jointly formulated "Quanzhou Ancient City Control detailed Planning" and "Quanzhou Historical and Cultural city (ancient city) zoning Planning" and so on. Quanzhou municipal government is directly responsible for the reconstruction and construction of the overall urban landscape of the ancient city.

**Micro update of street landscape.** In the first half of 2020, the transformation of streets and lanes in the core area of the ancient city in Licheng District of Quanzhou city began, involving 19 streets and lanes in the ancient city area, which is the protected section of "three area and one line", with a total length of 7.14 km. By June 2021, the transformation of underground comprehensive pipe network and ground pavement of 24 streets and lanes was completed. The rectification focuses on improving road lighting, pipeline aging, rain and sewage diversion, flood control and drainage and other practical municipal management problems.

The renovation of Flower Alley began in 2020 and is expected to be completed by 2022. Flower lane renovation length 200 m, involving more than 90 stores in the external façade renovation. This renovation respects for the original feature of the historic landscape and keep the original building height, through the epidermis structure and micro rectification work, the original white metope ceramic tile of Quanzhou, Fujian province region instead of red brick, kept in different periods of historic building symbols, restores former appearance, keep the original true contemporary.

In the process of production and development, respecting the format of business and the development needs of the owners, adjusting the format of business by the market, following the historical development process, co-existing with restoration and protection, respecting the performance characteristics of local materials, creating the "staring effect" of landscape from the height and texture of materials.

**2.2.4. Landscape reproduction efficiency of Quanzhou Ancient City.** In 2019 National Day holiday, Quanzhou received a total of 4.8644 million tourists, an increase of 16.6% year on year, realizing the tourism income of 4.616 billion yuan, an increase of 19.3% year on year. According to a report by [Quanzhou.com](http://Quanzhou.com) on October 10, 2020, the number of tourists in the ancient city was full during the National Day holiday, and local residents acted as tour guides. During the National Day of 2021, the accumulated flow of people on Xijie and Zhongshan Road in the historic district will reach nearly 350,000 people. In terms of the output value of cultural industry, in the first half of 2021, There are 665 cultural industry legal entities above designated size in Quanzhou City, with operating revenue of 77.4 billion yuan, ranking first in Fujian Province. In the first three quarters of 2021, the total tourism revenue of Quanzhou City is 59.855 billion yuan, and the development level of cultural tourism industry is in the forefront of Fujian Province.

### 2.3. The deductive model of landscape reproduction in historic blocks of ancient city: airborne way and derivative way

After 2000, the way of cultural landscape shaping was adopted successively, from heritage landscape to landscape industry, from story economy to innovative consumption of cultural landscape, heritage landscape consumption became the main goal of urban landscape reproduction [5].

Taierhchuang ancient aboriginal moved out, taking the closed management of scenic spots, marketization of investment into the way, in terms of business development, make the ancient city of a pure traveling scenic area, emphasize the construction of regional cultural value scenarios, include mainly the pattern of tourist attractions and business format, attraction more mode of performance for museums, memorial halls, Commercial forms are concentrated in hotels, inns and tourism commodity sales. Weakening the construction of life-like scenes will inevitably affect



the development of non-material culture and the experience of living culture, and the solitude during non-festivals will become an embarrassing situation after the reproduction of the ancient city.

Ancient city of Quanzhou co-existence, gradual development pattern of communion, from passive industrial site to independent innovation, relying on the landscape of historic site scene background function, the path of cultural innovation industry incubation, although the height of the ancient city of Quanzhou property using privatization, the land, the contradiction of the economical but slow down the speed of the ancient city of big demolition, to build. The government and enterprises involved in the construction of the ancient city reflect on the reproduction and development of the ancient city landscape. The development of Quanzhou Ancient City has the sustainability and vitality of local culture. The reproduction of ancient city landscape drives the reproduction of life and the industrialization transformation of heritage culture.

From the perspective of urban landscape construction, there is a sharp contrast between the industrial exhibition area and the daily life hall. Two examples vividly illustrate that the endogenous force of the reproduction of ancient city landscape comes from people's ability to produce cultural capital. Different cultural landscape capital and internal organization and management form different ways of reproduction of ancient city landscape.

The two historic blocks face the competition of cultural industry landscape homogeneity. For example, there are multiple cultural industrial parks around Taierzhuang Ancient City, while the cultural industrial park reconstructed from the original site in Quanzhou Ancient City lacks features and has similar patterns.

### 3. DISCUSSION BASED ON THE BACKGROUND OF TWO CASES

#### 3.1. Landscape reproduction conditions and internal driving factors in historic blocks of ancient city

There are three main driving factors of the ancient city's historic blocks for the landscape reproduction: first, the combination of new interests and new ways of economic development, taking resource integration and compliance management as the premise, and taking the landscape reproduction of the ancient city's historic blocks as the content. For example, Taierzhuang Ancient City and Quanzhou Ancient City are in the same period of economic transformation and development. One is to activate the value of the ancient city's cultural industry through "individual operation", the other is to play its own advantages of heritage resources through "livelihood management". Second, the development of new technologies in the new era needs to be constantly adjusted to adapt to market development. Third, the new demands of daily life, cultural progress and consumption behavior are constantly derived developed, and the inherent guidance of cultural background

and the imbalance of demand promote the development of reproduction [6].

#### 3.2. Main body and relationship of landscape reproduction in historic blocks of ancient city

When the reproduction of production conditions is guaranteed, a mode of production can continue to exist, and in the reproduction of production conditions, the reproduction of production relations plays a decisive role. The subjects and service objects of the ancient city's landscape reproduction can be classified into four categories, including local residents, tourists, governments, intermediary marketers and many others.

Intermediary marketers are the new force to boost the reproduction of landscape, including cultural industry group companies, professional managers, private enterprises, cultural exhibition curators, all kinds of marketing business legal person, creative industry managers, investment companies, media companies and so on. Intermediary marketers are the main economic benefit groups of the capitalized operation of cultural landscape and to some extent affect the overall cultural image shaping and dissemination of ancient city landscape.

The landscape reproduction relations of the ancient city historic blocks are established with the tertiary industry as the magnetic field to attract the participation of relevant industrial groups. There are complementary and mutually beneficial relations between each other, and the positive development of the industrial chain is actively constructed. The four interest subjects of landscape reproduction, namely government, intermediary marketers, community residents and tourists, constitute the landscape consumption scene base on cultural construction. Consumption landscape in the practice of ancient city landscape, consumption landscape has become the goal of landscape reproduction, which is manifested as street and lane format and street and lane landscape. The relationship of landscape reproduction has changed from the supervision and management relationship between the government, the public and enterprises to the cooperative relationship of "stakeholders" under the interest game (see Fig. 1).

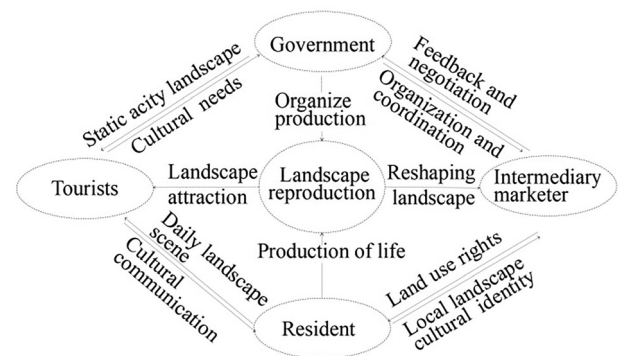
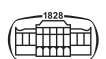


Fig. 1. Schematic diagram of reproduction relations based on interest subjects



Residents are the main body of landscape reproduction [7, 8]. The early development of ancient cities was often regarded as real estate development, ignoring the value of cultural landscape and the recognition of “authenticity” in cultural heritage. If no residents participate in the production of daily life, the productive labor between residents and the ancient city weakens the local dependence, and the benefit of reproduction declines with the weakening of the local dependence of the people.

#### 4. CONCLUSION

The landscape reproduction of the historic district of ancient city is the inevitable development of historical change. The landscape reproduction of the historic district of ancient city is a kind of regeneration as well as a kind of landscape economic efficiency. The original keywords of “renewal”, “reuse” and “regeneration” are not enough to explain the sociological attribute of the concept of “landscape”. When the landscape is produced, indirect economic benefits and production relations need to be considered. With the participation of new production factors and new production subjects, a new landscape will be formed, that is, the process of landscape reproduction. Open and inclusive derivative landscape reproduction mode is sustainable.

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