

# Inheritance and activation of Old Streets in the new media environment – A case study of Chikan

Meijian Pan, Yaoting Chen, Zihong Peng, Jiayi Lin, Yipeng He  
Guangdong Ocean University, Zhanjiang, Guangdong 524003

**Abstract:** Chikan Old Town is the oldest region in Zhanjiang, Guangdong Province, and was once one of the most developed regions in Zhanjiang. With the development of Chikan, the conflict between the transformation of the original appearance of the old street and the pursuit of commercialization is inevitable. Therefore, in the new media environment, Chikan Old Street should be properly updated and activated to achieve the highest utilization value.

**Key words:** New media; Cheekham Street; Renewal and activation

## (1) Some old buildings in Chek Kham Street have not been properly maintained.

In our visit to the old street, we found some old buildings, in addition to being affixed with the protection of the label, did not do more proper and maintenance work. Chikan Old Street is a cluster of ancient buildings with a long history, so for Chikan Old Street, the protection and maintenance of these ancient buildings is an important project, but also an important measure to inherit its historical and cultural symbols.

## (2) In the construction of Chikan Old Street, the connection with new media is not very close.

In our investigation with Lingnan Xintiandi, we found that the local area strengthened its connection with the new media platform during the renovation, so that people can search a lot of information through the public account when exploring the local area, such as maps, famous local shops, activity information and so on. However, in Chikan Old Street, the reconstruction does not pay attention to the setting of this aspect. In some places, the signs of local public accounts are added, and the related tourism information is difficult to find. It is likely to deter tourists from visiting the region, whether they have heard of the name for a long time, or from making pilgrimages through TV dramas. For the newly arrived tourists, this information is very important for them to understand and explore Chikan Old Street. If this is not done, it will be difficult for them to explore.

## (3) Commercialisation of old houses in Cheekham Street

During our interview, we found quite a few local residents. Acquaintances or other channels to open shops here, there are many people here as their second career. Their store settlement not only adds new vitality to the local old street, so that the old house is properly used, but also attracts tourists who play in the old street to stop and consume for them.

## Second, people's views on Laojie culture in the new media environment at the present stage

The author distributed more than 30 questionnaires to explore people's understanding of Chikan Old Street culture and other old street culture under the new media environment, so as to better promote the development of Chikan Old Street. After investigation and research, the following conclusions are reached:

### (1) Attractiveness and features

The main attraction of tourists in Chikan Street is food, which accounts for 33.30%, and the enjoyment of tourism spirit, which accounts for the highest proportion of all options. It can be seen from the comparison of the two tables that the development of old street culture should mainly focus on shaping characteristic culture and maintaining and developing characteristic buildings.

### (2) The application of new media

According to the investigation on the media and channels of Chikan Old Street, the largest part is introduced by others, accounting for up to 50.00%, followed by the driving role of new media. The new media publicity and interpersonal publicity are equal, which proves that the advantages of new media are not obvious and there are still many deficiencies.

In addition to the survey report, the author also investigated and collected the data of Chikan Old Street on all media platforms. Among them, the government and society pay more attention to the operation of public accounts related to Chikan Old Street. The public account platform -- Cultural Tourism Chikan, which is certified by Chikan District Culture, Tourism and Sports Bureau of Zhanjiang City, provides relatively mature and perfect services, but the reading volume of each article is low. Considering that only 11.10% of people know Chikan through public accounts, it can be seen that although the government and society pay some attention to public accounts related to Chikan, there are still large deficiencies.

In addition to the public accounts, the author also started from the aspects of Douyin, Weibo, XiaoHongshu, etc. Through the data, it is

known that Chikan Old Street still has deficiencies in new media publicity.

### **iii. Suggestions on the development strategy of Chikan Old Street in the new media environment**

#### **(I) Constructing the cultural industry chain of Chikan Old Street, creating cultural brands and promoting local culture**

##### 1. Strengthen the local historical and cultural identity, combine the characteristics, and Orient the development direction

No matter the customs of the old street, residential old houses, or business history, folk culture, have a high value of protection and promotion. However, at present, the cultural propaganda of the Old Street is still insufficient. According to the information from the we-media channels, the historical and cultural color of Chikan Old Street is not clear enough, and the cultural resources of Chikan Old Street are not fully utilized. Therefore, we should first position our own cultural brand, build the name card of Zhanjiang culture according to our Lingnan and French architecture and environmental atmosphere, and make the historical sense of Chikan Old Street become an outstanding part of Zhanjiang culture.

##### 2. Strengthen personnel training

The development of Chikan Old Street is inseparable from the construction, development and innovation of the ancient town. Therefore, Chikan people's government should pay attention to talent training, provide corresponding policies, incentives and activities for all kinds of talents, and provide technical and intellectual support for the development of Old Street. Governments, schools and enterprises can build cooperation platforms and set up related activities. The government can make full use of the "Internet Plus" platform to bid for tourism enterprises, so as to strengthen the cooperation between enterprises and schools. In terms of local schools, professional courses, optional courses and entrepreneurship and innovation competitions of tourism schemes can be set up to enrich students' learning life and improve their abilities while promoting the development of tourism in Chikan Old Street

#### **(2) Integrate the "we media" environment and pay attention to the development of Chikan Ancient Town and the integration of "Internet +" technology**

##### 1. Improve the interaction of new media platforms and enhance the stickiness of fans

At present, the official accounts of Chikan Old Street are distributed on wechat public account and the official website of Chikan Old Street, but there is no record of registration on Weibo and Douyin. In fact, each software has different user groups, and multi-platform promotion is more conducive to sharing the information of Chikan Old Street among a wider audience. Therefore, Chikan Old Street can set up special accounts for each platform to realize real-time interaction between officials and tourists. Actively respond to fans' questions and comments, and in the process, use humorous language and have regular conversations. In addition, uploading videos during the time when users are more concentrated (such as 12:00, 18:00, 20:00 to 1:00, Friday night to weekend, etc.) can also improve the chances of getting user feedback and enabling interactive activities.

##### 2. Strengthen marketing efforts and increase the richness of publicity methods

Although some public platform accounts of Chikan Old Street have provided certain convenience for tourists who are ready to travel, there is still a blank in terms of attracting more potential tourists and expanding the popularity of the scenic spot. The form of promotion should no longer be limited to direct push, but the use of platform related attachment functions for promotion. Theme activities can be set up according to different seasons and festivals, and topics such as "# Old Street in my eyes" and "# I'm waiting for you in Chikan Old Street" can be set up, so that users can directly participate in them and further promote them with the help of topic popularity. We can use the form of forwarding lottery to broaden the spread of information, increase the number of fans and improve the participation of the audience. We can look for celebrity spokespersons, shoot tourism publicity videos, push relevant topics, bring goods to the ancient town and boost the tourism development of Chikan Old Street.

##### Integrate resources to build brand culture, research and development of network products

Chikan Old Street can be modeled after the cultural and creative Palace Museum, Suzhou Museum, Dunhuang Academy, etc., and combine the characteristics of the old street (architecture, food, folk customs) to develop cultural and creative products, and attach an official Taobao shop to the Taobao mall. On this basis, it can link with other scenic spots in Nanjing and exert greater influence through publicity, so as to attract public attention and expand its influence.

##### 3. Strengthen their own maintenance and transformation of the old street itself

Chikan Old Street retains a large number of cultural relics, but also leaves many facilities that cannot be used or have low utilization value. Some facilities are basically old, dilapidated, and even affect the tourist experience. Should be on the basis of maintenance and update, enhance the details of the old street image. At the same time, more convenient new facilities can be introduced, such as road signs, shared bikes, buses to and from the old street, etc., so that tourists can improve the personal experience of travelling in Chikan Old Street. It is also convenient for tourists to give real-time feedback on Chikan Old Street on the "We media", so as to enhance the popularity and flow of the Old Street on various platforms.

Some houses in Chikan Old Street are dilapidated and uninhabited for a long time, which affects the safety of tourists and the surrounding health environment. The old houses in the old street have a certain historical and cultural value and should be preserved, but

also need reasonable planning and maintenance. It is an important embodiment of the responsibility of visitors to the old Street to carry out the sightseeing and learning of history on the premise of ensuring the safety of personal life.

### **Conclusion:**

This paper systematically analyzes the disadvantages and defects of Chikan Old Street, a historic site located in Zhanjiang, under the new media era. Nowadays, the development of the ancient town should be good at integrating the new and convenient new media technology, integrating the information channels familiar to people, using the old Street's own resources and media environment to develop a more public oriented, more open, cooperative, balanced, innovative and win-win business model and cultural road. Development and transformation should be carried out according to the actual strategy to popularize the culture and history of the Old Street. Explore the value of old street pluralism.

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