

# Attrac tion of Pedestrian Street in Tourism Spots

Case Study: Tunghai Arts Street manager perspectives

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**Abstract:** The history of the Arts Street in Longjing District, Taichung City, can be divided into four stages: initial formation (1976), rebirth (1987), growth(1994) and regeneration and continuation (1999 and after). This study observed the actual behavior in the pedestrian spaces on the street in order to understand the activities and behavior patterns of pedestrians in this environment at different times or under different weathers. The investigation on the actual behavior established an understanding of the needs and expectations of users in the pedestrian street. In-depth interviews were performed with managers in order to establish the list of attraction factors for the region characteristics and validate the general rules concerning the creation of such characteristics and attractions.

**Key words:** *pedestrian street, regional characteristics, attraction factors, art street*

## 1. Introduction

Taiwan has been one of the countries with the longest working hours. However, since the government implemented weekend holiday in 2000, number of tourists in Taiwan and foreign countries has been increasing. The public gradually accepts tourism and recreation and their consumption increases. Thus, many well-known tourist commercial circles are developed. Under the impact of globalization, in order to satisfy the public, the unique local tourist attraction is transformed into similar types of stores. It reduces the attraction factors for tourists' revisit intention. With the spirit of ideal kingdom and artistic living environment, "Tunghai Art Street" of Longjing District, Taichung City becomes the first model in Taiwan with local residents' and the stores' voluntary participation in integrated community development. Currently, it still has enchanting pedestrian streets of European style which are extended to alleys on two sides as tessellated block. With various featured handicraft shops and restaurants. It becomes the well-known tourist spot in Taichung City. In order to attract tourists, it is necessary to integrate local transportation information, tourist information system and use the public and private space in order to effectively create of characteristics of the innovative areas. Thus, tourism industry in daily lives

can be integrated with local environment, local managers and the residents. It will increase tourism value and opportunity of sustainable development. In this study, we interview the architect of street construction and two managers who are planning and promoting different activities in cultural and creative association in order to analyze their views on regional characteristics. The result will function as the criterion to distribute questionnaires to tourists.

## **2. Literature Review**

### **2.1 Art X community**

The term “Art Village” is translated from “Artists Communities” or “Artists Colonies” in English. Literally speaking, they mean that a group of creators gather in a specific place and form artists community. As to the functions, Artists Communities are different from space of exhibitions, such as art museums, art galleries or alternative space. They provide time and environment for creators’ gathering and exchange. Creators can also independently think, study and explore the creation. In other words, Artists Communities develop professional creation place for artists. By living in the communities, creators exchange with each other and break through historic bias, racial myth, class consciousness and cultural barriers to carry out more tolerant and democratic “global society” [1]. In 1994, the government launched integrated community construction policy. In 1998, it announced “public art installation regulations”. Although two measures were similar, they did not have the interaction. Community constructors continued concerning about the way to establish community public space and artists constantly installed public art in public space of cities and villages. In recent five years, there is interaction between community construction and public art. Community constructors try to introduce artists to help reconstruct art space. Artists also recognize the value of community public space, develop the ideas of creation and treat it as creation base [2]. Tseng (2009) suggested that production of public space should be treated specially since the production is not only related to the output of physical space, but also associated with construction of abstract “public sphere”. Thus, in tradition, public space has been treated as the extension of general space extension and designers were the main decision makers in the process. The view should be reviewed. “Users’ participation” can be treated as the practice of the reflection. However, it is based on designer orientation and “independent construction”. Thus, DIY becomes the significant symbol to return space dominance to the people who can thus operate their own public space [3]. By introducing art in communities, the residents’ imagination can be integrated as common consensus and extended as environmental identification in practice. It will be turned into local style and sense of belonging in communities. However, the issues related to integrated community construction are broad. Regarding people, culture, place, production and landscape suggested by Professor Kiyoshi Miyazaki or life, production and ecology indicated by three Sheng concept, in reality, the software and hardware should be planned according to real situations in communities. They should be properly

adjusted according to growth of communities [4].

## 2.2 Pedestrian space

Good tourist commercial circles should be supported by complete pedestrian space. Thus, when walking on the streets, tourists can have sense of security and moving comfort by keeping the distance from the vehicles (Figure.1). Allan B. Jacobs (2006) suggested that sidewalks are the best way to separate people and vehicles. When we are on crowded and narrow streets, distance between people and vehicles can be disordered [5]. Thus, sidewalks play complicated roles to support the use of pedestrians and resist traffic of automobiles. They require two areas: one central area for pedestrians' activities and buffer area to separate them from traffic. Width of pedestrians' activity space must be suitable for pedestrians' walking. Between pedestrians' walking and traffic, there should be comfortable area (Figure.2) [6]. Although railings and sidewalks are the most common measures to separate and prevent pedestrians from the thread of vehicles, it is simply the separation of form and cannot totally allow people to have sense of comfort and security. If the shade trees along the roads can be increased, it will create a safer waling area [5].



Figure.1 Motomachi Shopping Street Kanagawa, Japan  
《Environmental design best selection》

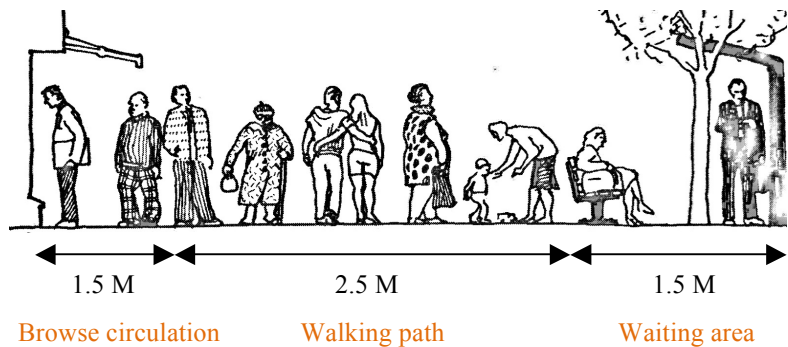


Figure.2 Proper pedestrian space  
《Responsive Environments》

By walking, we will see and feel the streets. The public lives and communication in daily lives are approachable. By walking, we can be close to urban environment, including stores, houses, common environment or people [5]. Thus, besides allowing people to walk everywhere and have accessibility by transportation, the streets should provide more services, including gathering people, connection among buildings, triggering interaction among people and avoiding sense of isolation. Thus, community residents can be socialized and have participation by street activities and exchange [5].

Walking area is the space developed for human beings' needs. Walking, walking up and down and seeing and being seen demonstrate the sense, social contact and needs of consumption. Thus, walking area not only

functions as connection, but also can enhance public communities. Therefore, it relies on the most essential density of pedestrians and traffic in order to function. For the purpose, walking area should have strong places to frequently hold the activities, such as church and coffee shop, tree and statue, goods and restaurant and museum and bridge. When these places are more dense and varied, people in walking area will be diverse and more. They can be local spots [7]. Thus, for an area, for urban planners, sidewalks full of people are simply the best. However, it will also cause local residents' complaints. The narrow sidewalks become more crowded by the street vendors or cars parked along the road. The pedestrians cannot move rapidly. Spatial sidewalks are positive things; however, it seems that the street vendors will have more free and legal space [7]. Thus, control and full use of limited public space becomes an urgent issue for design and management units.

### **2.3 Traffic of vehicles**

Accessibility of vehicles significantly influences the sustainable development of tourist spots. However, from the perspectives of community residents, the roads in the area must allow them to go home and extension in all directions should be avoided [8]. Single-way traffic can help release the crowded street and maintain living quality of local residents [7].

It seems that there is strong interaction between parking space to satisfy basic traffic demand and pedestrian density. On streets with high density of pedestrians, parking space is usually eliminated. The reasons are below. First, there is direct ratio between value of real estate and stream of people. The profit of parking space is lower. In addition, in order to support ideal urban image, it is a pressure to hide the cars in the space between the buildings. Noticeably, for the popularity of an area, parking space in the neighborhood plays significant role. Thus, how to put the most cars in the least space becomes an important issue [7].

### **2.4 Environmental attraction factors**

Regarding development of street community space, the most critical conditions include the following. The function and space of the place are for pedestrians instead of vehicles, there is dense network of social interfaces, it is the environment constructed for human beings' needs, it provides seats for people, it has sunshine and shade, it is tranquil, people can interact with others, there is subtle balance between expectation and surprise, etc. Thus, on the street, there are various activities at the same time [7]. As long as an area can keep growing, the central place will become dense and energetic spot and turn into the focus of business strategy. The prior factor of the cluster of stores is their influence on the stream of people. The cluster will have multiple developments to enhance the attraction of the area. In addition, harmony among the diverse industries will change the impression of the area on the public. Thus, urban image resembles a screen and it reflects the business marketing concept of the area [7].

Streets need the people since they are designed for people. Energy of streets is based on people. Streets are places for people's exchange [5]. Thus, people's attraction to each other is considered as a kind of organizational cycle. Once a place becomes attractive with the gathering of people, the cycle will be developed [7]. The best

streets are comfortable as the familiar environments. The streets provide reasonable contacts with natural environment instead of preventing or forbidding people to approach nature [5].

### **3. Research Content**

#### **3.1 Interview with managers**

In order to probe into views of the leaders on attraction factors in the area in early stage of the design and construction of art street and current renewal and extension stage, the researcher interviews the architect who designs the street and supervisors of local cultural and creative association. Based on the related factors, this study establishes future tourist questionnaire.

#### **3.2 Purposes and methods of survey**

By in-depth interview, the researcher tried to find the views of the architect and local creative and cultural supervisors on operation of art street. It was reorganized by Verbal Protocol Analysis and before tourist questionnaire, this study aimed to develop the optimal questionnaire in order to validate views of tourists and managers on attraction factors of the area.

##### **(1) Punctuation principle and encoding**

By in-depth interview, the researcher collected great amount of data and recorded the respondents' sound of opinions in the interview. This study reminded respondents to have active thinking and properly inquired about respondents' feelings. The original verbal data acquired were transcribed into characters for the following analysis. The researcher analyzed the verbal content, probed into and conceptualized respondents' information in the interview and transformed the verbal content into formal encoding. In the process of encoding, according to punctuation principle, the researcher punctuated and encoded verbal data and conducted encoding according to verbal content. Original transcription was first reorganized. The researcher's inquiry and reminder and dialogues unrelated to experimental content were skipped. The rest verbal data of respondents' active thinking were the main content of analysis.

##### **(2) Definitions and classification of encoding items**

By literature review and collection and in-depth interview, the researcher realized the importance of managers' views and tried to explore the respondents' views and cognition of the street. After reorganization, verbal data content can be generalized into the following four categories:

1. Ideal value: spirit and ideal, objectives and social contribution.
2. Communication and interaction: interaction among managers, residents, stores and tourists.
3. Local resources: public facilities, history and culture, life style, manpower support, types of stores and geographic conditions .

4. Subjective image: environmental image and atmosphere construction.

Finally, the researcher generalizes four categories from managers' perspectives into two categories, "street construction" and "environmental cognition" for the discussion, as shown in Table 1.

Table 1. Encoding system from perspective of managers

Category	Classification	Factors
Street construction	Ideal value	Spirit and ideal , objectives and social contribution
	Communication and interaction	Exchange among managers, residents, stores and tourists
Environmental cognition	Local resources	Public facilities, history and culture, life style manpower support , types of stores and geographic conditions
	Subjective image	Environmental image and atmosphere construction

## 4. Research Results

### 4.1 Encoding discussion result

From verbal data, according to encoding system constructed, the researcher conducts encoding. The finding is shown below. The researcher compares total number of punctuations in different categories. As shown in Table 2, numbers of respondents' punctuations are counted. The researcher compiles statistics of each respondent's total punctuations and compares them according to categories. Based on the figures, total numbers of punctuations of "local resources" and "ideal value" are more. "Local resources" includes 127 sentences (76%), "ideal value" includes 88 sentences (53%), "communication and interaction" includes 40 sentences (24%) and "subjective image" only includes 30 sentences (18%). Thus, there is significant difference.

It shows that regarding "ideal value", managers suggest the values and ideas on the street and expect to accomplish the content and execution of the goals. As to "local resources", they suggest that worry about the resource advantages, unbalance or even shortage on art street.

Table 2. Comparison of total number of punctuations of interview codes with managers

Category	Classification	A. the architect (82)		B. cultural and creative association (85)		Total (167)	
Street construction	Ideal value	56	68%	32	38%	88	53%
	Communication and interaction	18	22%	22	26%	40	24%
Environmental cognition	Local resources	55	67%	72	85%	127	76%
	Subjective image	10	12%	20	24%	30	18%

## 4.2 Individual discussion

The researcher analyzes the percentages of punctuation of the managers and interprets the views and perception emphasized by managers according to their opinions in order to compare their views on the same encoding factor in the next phase.

### 4.2.1 The architect's perspective

According to analysis on punctuation content, the architect who designed the street shares certain degree of descriptions on “ideal value” and “local resources”. Regarding “ideal value” (68%), in particular, the architect suggests the difficulties at the time when constructing the street and the beliefs to overcome the obstacles. The purpose is to allow the residents or tourists to experience artistic ideal community. Tourists can recognize overall environmental atmosphere and it will enhance the attraction of the street.

Regarding “local resources” (67%), the architect suggests that sufficient and proper public facilities play critical roles. For instance, the square can gather and diffuse people and it also provides the main space for the public's recreation and activities. As to transportation, the architect suggests releasing the traffic by one-way street to protect the pedestrians. One-way street is necessary for immediate rescue in urgent situations. In addition, as to history and culture, he suggests that “culture exists in economic industry” and “history is its important value”. It suggests that economic industry of the region can trigger cultural development. Cultural progress can become historic content. Thus, in order to increase cultural resources, artists are introduced to strengthen the community atmosphere. Local residents and stores can experience the various art forms. Thus, they will develop the identification and sense of belonging to the environment.

As to “communication and interaction” (22%), the architect mostly suggests the interaction with consumers and the residents at the time. He suggests that since ideal value at the time was avant-garde, most of the people could not understand and the consumers did not trust him. However, the residents and the stores were optimistic, supported his idea and provided assistance.

As to “subjective image” (12%), it is rarely mentioned and mostly supplemented in the opinions regarding

“local resources”. For instance, “the street should have an engine, as a motor” suggests the image of the hardware resources of the street.

#### **4.2.2 Perspective of cultural and creative association**

According to punctuation content analysis, cultural and creative association suggests the most about “local resources” (85%). It includes (1) public facilities (2) life style (3) types of stores. As to (1) public facilities, it suggests that regarding current traffic, pedestrians are still in unfriendly environment. Due to rough sidewalks or the blocking by objects, pedestrians prefer walking on driveway. They fight with cars for the space and it lowers the attraction of the area. Besides, parking space is not satisfying. For instance, tourists visit the place by riding their motorcycles. It lacks complete parking space for motorcycles and tourists thus randomly park their vehicles along the street. It shows that incompleteness of public facilities will lead to disorder of street and lower tourists’ satisfaction. It becomes an urgent problem. As to (2) life style, it suggests that art street has unique relaxing atmosphere and life style which are the intangible resources of the area. Besides, in fashion market held monthly, the residents and the stores select and cooperate with the suitable vendors to sell “handmade” goods and organic agricultural products upon different themes every month. It effectively attracts many tourists from other places and increases the attraction of art street. Finally, as to (3) types of stores, it suggests that regarding living functions, although there are many options of restaurants, they are mostly expensive and it lacks of common food. There is the shortage of the stores with entertainment and the hotels for tourists to stay longer. Thus, most of tourists come for visiting the street or food. The stores lack the diversity of experience content.

Regarding “ideal value”(38%), it indicates the constructive ideas and future goals of the fashion market in early stage. As to transportation, it suggests effective improvement of current sidewalks and parking space.

As to “communication and interaction” (26%), although it is significant in punctuation, it is ambitious to communicate with the stores, fight for parking space and make efforts to introduce the stores and markets to tourists. It can immediately and effectively connect and exchange with different communities.

As to “subjective image” (24%), from tourists’ perspective, it considers the completeness of different dimensions to increase tourists’ revisit intention.

### **5. Conclusions and Future Studies**

- (1) “Ideal value”: two parties aim to attract visitors by different measures. Square planned by the architect or weekend fashion market held by cultural and creative association both intend to create attractive local characteristics.
- (2) “Communication and interaction”: designer has more frequent communication and interaction with the residents. In early stage of street construction, various ideas should be conveyed to the public for their understanding and cooperation. As to cultural and creative association, it has more communication and

interaction with the stores and tourists. It aims to enhance regional economic development and establish the bridge between the stores and tourists. Thus, tourists can trust it and acquire information about the stores and activities. The unit resembles the marketing headquarters and tourist center of art street.

- (3) “Local resources”: two parties suggest that life style established in the community has become the attraction for tourists. Thus, humanity and history are the attraction factors for tourists to experience art and the atmosphere. However, regarding public facilities, they suggest traffic jam. The sidewalks should be flatter and the obstacles must be removed in order to maintain comfort and safety of walking. Complete parking space should be planned to develop more walking space and demonstrate the relaxing environmental image.
- (4) “Subjective image”: subjective impression of environmental atmosphere is mostly from others’ perspectives. For instance, the architect describes the residential conditions from the residents’ views. Cultural and creative association suggests environmental atmosphere or types of the stores from tourists’ perspectives.

By interviewing managers and Verbal Protocol Analysis, the researcher develops the conclusions above. In the next phase, the researcher will interview the visitors and local residents (the stores) and conduct cross-comparison with the findings of this study in order to find if managers’ ideal value and execution result can effectively be passed to users and accomplish the goals as follows.

- (1) Complete pedestrian space and transportation are the bases to create attractive tourist commercial circles.
- (2) By managers’ efforts and cooperation of the stores and the residents, ideals can be transformed into resources.
- (3) Regular diverse activities in the block can enhance tourists’ revisit intention.
- (4) The square can not only be the residents’ regular activity space, but also the place to gather the tourists.
- (5) Diversity of types of the stores can enhance tourists’ intention to stay.

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