Research on the Innovation Strategy of Beijing Night Culture Tourist Area Based on Tourist Survey

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Abstract.-With the diversified trend of tourism demand in Beijing and the rising tide of night economic development in recent years, the famous cultural tourism scenic spots in Beijing have gradually become the hot spot of night tourism development, and night cultural tourism is more and more favored by tourists. At the same time, the night tourism market of Beijing cultural tourism destination is affected by such reasons as insufficient planning perfection, low level of employees, imperfect supply of environmental facilities and so on, and there are still many problems in the development of tourism market in the area. This paper uses the method of network text analysis to obtain the tourists' feedback information from the tourism online platform, and analyzes the collected data by using the rose data software, and then studies the consumption demand of Beijing night cultural tourism destinations and the tourism perception image of night tourism destinations. It is found that there are passenger congestion, low service quality and strict commercialization in Beijing's famous cultural tourism destinations. This kind of problem has a real impact on tourists' perception and willingness to revisit. Based on the findings of the above problems, combined with the domestic research on the development of night economy, this paper puts forward relevant suggestions on the development and improvement of tourism products in Beijing cultural tourism destinations, so as to better identify the quality of destinations and tourists' needs, and analyze the opportunities and challenges that may be faced in the development process of Beijing night tourism destinations, providing reference for the development of Beijing night tourism in the future.

1 INTRODUCTION

In recent years, night tourism has become an important form of public leisure and relaxation. In Beijing, Wangfujing even had a peak passenger flow of more than 1 million people at night. The unique cultural experience under the night, especially the garden culture under the night, is becoming more and more popular among tourists. Many cities have emerged new consumption hot spots, which has become a new idea for the development of tourism. Therefore, the development of night tour products is in line with the market, consumer psychology and the law of economic development.

The rapid development of modern tourism gave birth to urban night tourism, and then became a new form of tourism, which filled the gap of tourists' demand for night tourism, enriched the night life of tourists, improved the quality of life of local residents and increased their income.

At present, China's night tourism has formed four typical development models: performance, landscape, participation and comprehensive. The performance type mainly focuses on performing arts activities, mainly including live performance and folk performance. The landscape type mainly focuses on watching the night landscape, while the participation type mainly focuses on tasting snacks, shopping and entertainment, while the

comprehensive type focuses on the design of comprehensive night tour tourism routes.

Before that, many Chinese and Western scholars have studied the development of night tourism. Roberts Marion explained that night economy has a positive impact on British cities and towns. Isabelle and David first introduced observation technology into night tourism [1]. Domestic scholars mainly focus on empirical research, through the analysis of the current situation of urban night tourism development in Shijiazhuang, points out its development problems and countermeasures [2]. Yang Zhen analyzes the phenomenon of night tourism in Chengdu, and points out that night tourism can promote the spread of local traditional culture [3]. It can be seen that the development of urban night tourism products has a huge market space.

As for the selection of research methods, ROST content mining 6 is a kind of content mining system software developed by Professor Shenyang, School of information management, Wuhan University. It can perform word segmentation, word frequency statistics, clustering, emotional tendency, correlation and other analysis operations for the network text content from web pages, forums and other platforms, so as to realize the organic combination of qualitative and quantitative. Before that, some scholars have applied this software to study tourism. Xiao Liangguo analyzed the contents of the

comprehensive tourism websites, travel agency websites and official websites of Taiwan's tourism on both sides of the Taiwan Strait, and extracted the theme of the image of Taiwan's tourism destination spread on the Internet [4]. Wang Yongming and others analyzed the image perception characteristics and image structure of the ancient city of Phoenix through the ROST software[5]. Therefore, this paper uses the content mining software of ROST content mining 6 to conduct quantitative analysis of text data, and uses the word frequency analysis function to extract the high-frequency feature words in the sample of tourists' comments in the network, which shows that the application of the software in tourism academic research has a certain scientific nature, and further obtains tourists' perception of Beijing night travel.

However, at this stage, the research on the development of night tourism in special cultural and historical tourism blocks by Chinese and foreign scholars is still less, and the theoretical basis is relatively lacking. Therefore, this paper focuses on the improvement of night tourism products of Beijing Cultural and historical blocks, discusses the problems existing in the tourism development of famous historical blocks from the perspective of tourists, and strives to fill in the vacancy of relevant research on night economic development of cultural and historical blocks in China.

2 RESEARCH DESIGN

2.1 Study options

In order to understand the popular destinations of night cultural tourism in Beijing, the members of the research group, based on the relevant Q & A comments and other network texts of Ma honeycomb tourism website, used the ROST data analysis software to segment the 179 relevant data collected and extract the word frequency to get the top 20 related keywords and their word frequency. Among them, 11 keywords are specific tourism destinations, and the specific data information is shown in Table 1.

Table1. Frequency of the target words of the popular night tour in Beijing

Nouns	Word frequency	Nouns	Word frequency
Hou Hai	128	Sanlitun	106
Wangfujing	55	"Bird's Nest"	54
World Trade Plaza	51	South Luogu Lane	50
Water Cube	49	Tiananmen Square	44
Blue Bay	43	GuiJie Street	38
Qianmen	33		

According to the above data, the members of the research group decided to select Hou Hai, South Luogu Lane, which has the highest word frequency, South Luogu Lane, which has the lowest word frequency, and Qianmen, which has the lowest word frequency. However, since Hou Hai is a part of Shichahai lake, Hou Hai and Shichahai lake are regarded as research destinations. After determining the research destination, the members of the research

group carried out field research to understand the general situation of popular night tour destinations in Beijing.

2.1.1 Qianmen: Zhengyang gate, commonly known as Qianmen, Qianmen louzi and Daqianmen, was originally called Lizhengmen. It was the South Gate of the inner city of Beijing in the Ming and Qing Dynasties. It is located at the southernmost end of Tian'anmen Square on the north-south axis of Beijing city. It is one of the "nine gates of the capital" in old Beijing, and the only well preserved gate in Beijing. There is Beijing folk custom exhibition hall on the tower. In 1988, it was announced by the State Council as the third batch of national key cultural relics protection units.

Qianmen district is the most prosperous business district in the Ming and Qing Dynasties, and it is also the key area for the protection of Beijing's ancient capital. Since the completion of the renovation in 2008, Qianmen Street from Qianmen to Zhushikou has become a pedestrian street. It reproduces the architectural style of Qianmen Street in the late Qing Dynasty and the early Republic of China, attracting many tourists to visit here.

2.1.2 Near Drum Tower:

a) South Luogu Lane:

South Luogu Lane is one of the oldest streets in Beijing, and it is also listed in the planning of 25 old city reserves. However, in recent years, it has become a hot spot reported by many fashion magazines. Many TV dramas are filmed here, and many foreign tourists have listed it as a must see spot in Beijing. In fact, since the Ming and Qing Dynasties, it has been a "rich people's area". Many dignitaries and celebrities have lived here. From the general of the Ming Dynasty to the prince of the Qing Dynasty, from the president of the Beiyang government to the president of the Kuomintang, from the literary masters to the painters, every alley here has left traces of history.

Now South Luogu Lane has been developed into a bustling commercial street with eye-catching shops such as all kinds of special food, traditional handicrafts and online shops. Therefore, many tourists come to visit at night.

b) Shichahai lake: Shichahai lake, including Qianhai, Hou Hai and Xihai, is a historical and cultural tourist scenic spot and a historical and cultural protection zone in Beijing. It is located in the Xicheng District of the central urban area, adjacent to the central axis of Beijing, with a water area of 336000 square meters, and connected with Zhongnanhai water area. It is the only open scenic spot with open water surface in the inner city of Beijing. It is also a historical block with the largest area and the most complete landscape preservation in Beijing. It occupies a unique position in the history of planning and construction of Beijing city.

Now Shichahai lake Scenic Area has beautiful scenery, known as "the northern water town". With the increase of tourists, there are some ancient cultural shops, snack streets and bars, etc. Therefore, it has become one of the

cultural streets in the capital city, and tourists are also in an endless stream at night.

2.2 Research ideas

The author will extract and describe the high-frequency feature words and frequencies of South Luogu Lane, Qianmen and Shichahai lake destinations by using the content mining software ROST-Content Mining based on the website text of tourists' comments. In order to understand the tourism image characteristics and specific attractions of popular night tourism destinations in Beijing. Secondly, the members of the research group will use content analysis method to construct the analysis category based on the six elements of tourism, and code the relevant research samples to test the reliability of the coding results. Through descriptive statistical analysis on the coding results of tourism attributes of popular night tourism destinations in Beijing, this paper aims to understand the different attention degree of tourists to the tourism elements of relevant tourist destinations, and to know the satisfaction degree and frequency distribution of tourists in relevant categories. In addition, through the comparative analysis of the popular night tourism destinations in Beijing, this paper provides a scientific basis for further understanding tourists' demand for Beijing night tourism and improving the planning, development and construction of Beijing night tourism destinations.

2.3 Research methods and steps

2.3.1 Sample selection and extraction

After the discussion of group members, this study will extract effective comments based on the online reviews of night tours of famous tourism OTAs such as Ctrip, mafengwo and lvmama. After eliminating the invalid comments, such as repetitions, irrelevant to the theme, simply introducing scenic spots, asking for tourism information and inviting others to travel with them, the relevant comments related to night cultural tourism in Beijing were extracted again through the information of comment date and time, and comments with pictures. A total of 202 valid comments were extracted from Hou Hai, 122 from South Luogu Lane and 72 from Qianmen.

2.3.2 Analysis of high frequency feature words

First, the author sorted the sample data, removed the

invalid punctuation, and imported it into the text document. It is convenient to use the high frequency word recognition software to extract the high frequency words and phrases. Secondly, the high frequency words and their frequency are extracted by using the software of ROST data analysis. Based on the above-mentioned high-frequency words, this paper summarizes the image characteristics of popular tourist destinations in Beijing and makes a descriptive analysis.

2.3.3 Content analysis

In this paper, the theory of six elements of tourism is used as the basic framework to construct the framework of six analysis categories of "food, housing, transportation, tourism, shopping and entertainment", and encode the text and its satisfaction degree involving the above six elements. Through the coding results to understand the tourists to Beijing popular night tour destination tourism elements focus and satisfaction. The specific coding principle is that if the comment involves six elements, it encodes "1" under the relevant elements, and "0" without the relevant elements; the satisfaction degree of the relevant elements is coded by reference to the Richter scale, the satisfaction is coded by "3", the general is coded by "2", and the dissatisfaction is coded by "1".

It is worth mentioning that coding reliability is a consistent test of data validity and reliability of research results. In the process of coding, the research group trained three coders according to each of the three different research destinations, so that the coders could deeply understand the research purpose, the general situation of the research destination, the research methods and their related professional knowledge. reliability test of coded data after coding. Reliability test formula: $R = \frac{n \times K}{1 + (n - 1) \times K}$.

In this formula, R is interactive discriminant reliability, n is the number of coders, K is the average degree of mutual consent between coders. The formula for calculating the average mutual consent of two coders: $KAB = \frac{2 \times MAB}{NA + KB}$; Of which, MAB is the same number of analysis units as the two-bit coders, NA is the number of analysis units encoded A the coder, NB is the number of analysis units that coders B coded. Average mutual consent of 3 coders KAB、KAC、KBC,. Formula for calculating the average degree of mutual consent between three persons: $KABC = \frac{KAB + KAC + KBC}{3}$.. The interactive discriminant reliability is more than 0.80 acceptable, Better [5] above 0.90. In accordance with the appropriate procedures, The result was as follows.

Table2. Analysis on the Satisfaction of South Luogu Lane

Food	Satisfaction	Line	Satisfaction	Travel	Satisfaction	Purchase	Satisfaction	Entertainment	Satisfaction
0.965	0.854	0.944	0.93	0.948	0.81	0.842	0.836	0.873	0.904

Table3. Analysis on the Satisfaction of Shichahai lake and Hou Hai

Food	Satisfaction	Line	Satisfaction	Travel	Satisfaction	Purchase	Satisfaction	Entertainment	Satisfaction
0.883	0.895	0.979	0.976	0.876	0.7	0.953	0.952	0.834	0.674

Table4. Analysis on the Satisfaction of Qianmen

Food	Satisfaction	Line	Satisfaction	Travel	Satisfaction	Purchase	Satisfaction	Entertainment	Satisfaction
0.898	0.822	0.875	0.574	0.759	0.876	0.855	0.726	0.552	0.938

In this study, except for the interactive discriminant reliability of the satisfaction degree of "traveling" and "entertainment ", the interactive discriminant reliability values of each main category and sub-class were above 0.80.

3 RESULTS AND ANALYSIS

3.1 South Luogu Lane

Table5. High frequency feature words of tourism image in South Luogu Lane

Feature words (frequency)	Part of speech	Feature words (frequency)	Part of speech
South Luogu Lane (127)	Nouns	Attraction (10)	Verbals
Beijing (78)	Nouns	Creativity (10)	Adjectives, nouns
Hutong (59)	Nouns	Near (10)	Nouns
Snack (57)	Nouns	Feeling (10)	Verbals
Features (47)	Nouns	Shichahai lake (9)	Nouns
Evening (46)	Nouns	Streets (9)	Nouns
Local (37)	Nouns	Tradition (9)	Adjectives
Business (33)	Nouns	Afternoon (9)	Nouns
Night (30)	Nouns	Central Academy of Drama (8)	Nouns
Shop (27)	Nouns	Experience (8)	Verbals
Old Beijing (27)	Nouns	Courtyard Dwellings(8)	Nouns
Bar (23)	Nouns	Photo taken (8)	Verbals
Arts (23)	Nouns	Shanghai (8)	Nouns
Visit (20)	Verbals	Beautiful (7)	Adjectives
Delicious (18)	Adjectives	Perimeter (7)	Nouns
Lively (18)	Adjectives	Souvenirs (7)	Nouns
Shop (17)	Nouns	Postcards (7)	Nouns
Population (16)	Adjectives	Outsiders (7)	Nouns
Attractions (16)	Nouns	Smoke Bag Sloping Street (7)	Nouns
Fun (14)	Adjectives	Coffee shop (7)	Nouns
Tourism (14)	Nouns	Wen Yu Cheese (7)	Nouns
Visitors (14)	Nouns	Construction (6)	Nouns
Internet Red (13)	Nouns	noodles soybean paste (6)	Nouns
Minor (12)	Nouns	Drum Tower (6)	Nouns
Subway (12)	Nouns	Young people (5)	Nouns
Punch (12)	Verbals	Convenience (6)	Adjectives
Play (12)	Verbals	Environment (5)	Nouns
Pedestrian Street (11)	Nouns	Alley (5)	Nouns
Night view (11)	Nouns	Friends (5)	Nouns
Taste (11)	Nouns	Culture (5)	Nouns
Suitable (11)	Adjectives	General (5)	Adjectives
Comfort (10)	Adjectives	Crafts (5)	Nouns

Decoration (10)

Nouns

Atmosphere (5)

Nouns

Most of the high-frequency words about the night tour in the south gongs and drums lane are nouns related to the characteristics of scenic spots, followed by adjectives that can reflect the characteristics of scenic spots to reflect the image of the destination. Among them, can reflect the south gongs and drums lane night tour attraction high-frequency words are hutongs, snacks, small shops. In snacks, the specific mention of Wenyu cheese, fried noodles. In the small shop, the specific items mentioned are decoration, souvenirs, postcards, handicrafts. The high frequency words that can reflect the tourists' impression of the night tour south gongs and drums lane are characteristic, fun, network red person, small money, cozy, creative, traditional, beautiful and convenient.

According to the coded data, "food "was mentioned 70 times," line "14 times," tour "69 times," shopping "53 times," entertainment "9 times. It can be seen that the tourists pay most attention to "food ", followed by" tour "and" purchase ", and the least attention to "line" and "entertainment ".

South Luogu Lane has been widely recognized by different groups in food, transportation, tourism, shopping and entertainment, with high tourist satisfaction and high

tourism attraction. However, with the increase of the number of visits, the satisfaction of tourists shows a downward trend. Tourists prefer the cultural characteristics of old Beijing, and prefer those shops with certain cultural atmosphere and atmosphere. For the first time visitors to South Luogu Lane and even Beijing, the old Beijing courtyard Hutong represented by South Luogu Lane has a strong attraction. Scenic area managers should take preventive measures to control the number of tourists, so as not to exceed the carrying capacity of scenic spots, ensure service level and product quality, and improve the satisfaction of tourists. Tourists value the cultural characteristics and creativity of historical blocks most, hoping to experience the ancient city blocks with cultural history. In the text analysis, tourists' attention to the ancient buildings is also very considerable, so the storefront planning can not destroy the most characteristic lane of NanLuoGu lane, nor can it affect the surrounding environment.

3.2 Shichahai lake and Hou Hai

Table6. High frequency feature words of tourism image in Shichahai lake and Hou Hai

Characteristics (frequency)	Part of speech	Feature words (frequency)	Part of speech
Bar (195)	Nouns	Consumption (10)	Verbals
Evening (95)	Nouns	Listen (10)	Verbals
Beijing (55)	Nouns	Quiet (10)	Adjectives
Lively (48)	Adjectives	Commercialization (9)	Nouns
Shichahai lake (46)	Nouns	Feeling (9)	Verbals
Night view (40)	Nouns	Lights (9)	Nouns
Singers (38)	Nouns	Smoke Bag Sloping Street (8)	Nouns
Local (31)	Nouns	Leisure (8)	Adjectives
Features (27)	Adjectives	Taste (8)	Nouns
Lakeside (22)	Nouns	Emotional (8)	Nouns
Famous (21)	Adjectives	Enter (8)	Verbals
Tourism (18)	Verbals	Fun (8)	Adjectives
Visit (18)	Verbals	Shop (8)	Verbals
Snack (17)	Nouns	Experience (7)	Verbals
Singing (17)	Nouns	Friends (7)	Nouns
Arts (16)	Adjectives	Street (7)	Nouns
Young people (16)	No place	Modern (6)	Nouns
Enthusiasm (15)	Adjectives	Population (6)	Adjectives
Comfort (15)	Adjectives	Chat (6)	Verbals
Atmosphere (15)	Nouns	Lighting (6)	Nouns
Singing (15)	Verbals	Performance (6)	Verbals
Worthy (13)	Adjectives	Slaughter (5)	Verbals
Minor (12)	Nouns	Cruise ship (5)	Nouns

Guest (12)	Verbals	Comfortable (5)	Adjectives
Hutong (12)	Nouns	Dreams (5)	Nouns
Prosperity (12)	Adjectives	Vane (5)	Adjectives
Appreciation (11)	Verbals	Drinking (5)	Verbals
Culture (11)	Nouns	Former Residence (5)	Nouns
Beautiful (11)	Adjectives	Bright and Bright (5)	Adjectives
Door (11)	Nouns	weeping willow (5)	Nouns
Old Beijing (11)	Nouns	North Drift (5)	Nouns

In Shichahai lake, Hou Hai night tour about high-frequency words, most of the nouns related to the characteristics of scenic spots, followed by the characteristics of scenic spots can reflect the image of the destination adjective. Among them, the most mentioned is the noun "bar ", and the high-frequency words that can reflect the characteristics of scenic spots are also based on bars and combined with night view, lakeside, snacks, resident singers, hutongs, old Beijing and other nouns. In addition, can reflect the Shichahai lake, Hou Hai night tour tourist destination image of adjectives have characteristics, enthusiasm, cozy, small capital, bustling, beautiful, quiet, leisure and so on.

According to the coded data, "food "was mentioned 34 times," line "15 times," tour "137 times," shopping "34 times," entertainment "123 times. It can be seen that tourists pay most attention to "travel ", followed by" entertainment ", and the least attention to "purchase ", "food" and "travel ", among which, " food "," travel" and "entertainment" three elements get more praise, more can make tourists satisfied. And the "purchase" elements get

most of the evaluation is poor, difficult to make tourists satisfied.

Shichahai lake and Hou Hai are very attractive in terms of amusement and entertainment, which are their main features and have won the praise of most people. Most of the first-time visitors come under the name "bar street with Chinese characteristics ", including foreign visitors. And the bar culture is more popular abroad, so foreign tourists are more willing to see their familiar things in the exotic customs, and here just meet this demand, is a potential place to attract foreign tourists. As the bar street that only starts business at night, very accord with the definition of night tour, and after Hou Hai has a certain reputation, the dense flow of people will not reduce the satisfaction of tourists, lively, bustling is the characteristics of Hou Hai. Here the bar has its own strengths, can basically meet the needs of visitors to the bar to spend more entertainment.

3.3 Qianmen

Table7. High frequency feature words of tourism image in Qianmen

Feature words (frequency)	Part of speech	Feature words (frequency)	Part of speech
Pedestrian Street (67)	Nouns	Worthful (6)	Adjectives
Beijing (64)	Nouns	Interesting (6)	Adjectives
Front Gate (53)	Nouns	Popularity (6)	Adjectives
Commercial (30)	Nouns	Quanjude (6)	Nouns
Old Brand (25)	Nouns	Hutong (6)	Nouns
Shop (24)	Nouns	Plaza (6)	Nouns
Famous (23)	Adjectives	Shopping (6)	Verbals
Local (18)	Nouns	Leisure (5)	Adjectives
Visit (13)	Verbals	Cross talk (5)	Nouns
Taste (12)	Nouns	Bustling (5)	Adjectives
Food (12)	Nouns	Field (5)	Nouns
Delicious (12)	Adjectives	Features (5)	Nouns
Tourism (10)	Nouns	Slowly (5)	Adjectives
Beijing flavor (10)	Nouns	Orbit (5)	Nouns
Authentic (9)	Adjectives	antique (5)	Adjectives
Tiananmen (9)	Nouns	Prosperity (5)	Adjectives
Lively (8)	Adjectives	Tram (5)	Nouns

Atmosphere (8)	Nouns	Subway (5)	Nouns
Landscape (8)	Nouns	Punch (5)	Verbals
Culture (7)	Nouns	Central axis (4)	Nouns
Attractions (7)	Nouns	Zhengyang Gate (4)	Nouns
Construction (7)	Nouns	Tasting (4)	Verbals
Large fence (7)	Nouns	Delicious (4)	Adjectives

Most of the high-frequency words about the Qianmen night tour are nouns related to the characteristics of scenic spots, followed by adjectives that can reflect the characteristics of scenic spots to reflect the image of the destination. Among them, the most high-frequency words that can reflect the characteristics of Qianmen night tour are pedestrian street, old brand, food and so on. And in the Qianmen near Tiananmen, the central axis, Zhengyang Gate and other tourist destinations or attractions. In addition, the high frequency words that can reflect the image of the night tourist destination of Qianmen are famous, delicious, lively, interesting, leisure, bustling, antique and so on.

Through the coded data, it can be seen that in the analysis category of the six elements of tourism, "food" was mentioned 47 times, "line" was mentioned 82 times, "tour" was mentioned 38 times, "shopping" was mentioned 46 times, and "entertainment" was mentioned 32 times. It can be seen that among the tourism elements of Qianmen, tourists pay the most attention to "travel", followed by "food" and "purchase", and the least attention is "entertainment".

Qianmen as Beijing's No. 1 old street, in food, travel, shopping has a strong appeal to tourists. As the old Beijing style street, which has been famous for a long time in Beijing, in the architectural style of the late Qing and early Republic of China, there are the most authentic kinds of "old brands", which have great attraction for tourists who like the old Beijing culture. However, due to commercialization is too serious, more people will be slightly crowded, reduce the experience of tourists, and almost all are dense shops, in the flow of people can not experience the culture of old Beijing, will be more disappointing. And in the survey, many tourists respond to the high level of consumption here, unbearable, see so many of the most authentic old brands, but are touchable and inaccessible, will inevitably make people feel dissatisfied.

4 SUGGESTION

This paper investigates and summarizes several landmark scenic spots of Beijing night tour, and finally draws the following conclusions. The hot spots of night tour in Beijing all have the characteristics of old Beijing and the representative cultural atmosphere of Beijing. They have their own characteristics and emphases, and the needs of tourists vary from place to place.

It can be seen from the above that Hou Hai scenic spot has the highest tourism popularity. With its excellent lively and prosperous atmosphere, as well as the well-known

"Beijing Bar Street", Hou Hai scenic spot is the most suitable and the best development for night tourism at present. This place focuses on the needs of customers for entertainment and tourism. Most of the new visitors to Beijing will choose to come here for sightseeing and experience. The local residents in Beijing also have a lot of frequent customers from bars and those who are willing to come here to enjoy the night scenery and enjoy the lively atmosphere are the more successful cases of night tour. It is suggested that the order of soliciting customers in the bar should be regulated a little, and the tourists who experience the bar culture and enjoy the night view of the lake should be taken care of as far as possible. So as to expand the scope of its attraction, form a variety of complementary advantages of night tourism spots, to achieve better and more healthy development.

South Luogu Lane in the middle level of tourism attention. It aims to meet the needs of tourists for food and shopping. It has obvious advantages and obvious disadvantages. The advantage lies in the convenient transportation, which is very convenient for tourists to come here, and the store features obvious, cost-effective and has a strong attraction. The disadvantage is that the excessive commercialization leads to the loss of the cultural characteristics of the old Beijing Hutong and the crowding with the dense flow of people. Scenic area managers should take preventive measures to control the number of tourists, so as to avoid the number of tourists exceeding the carrying capacity of the scenic area, ensure the service level and product quality, improve the satisfaction of tourists, pay attention to the cultural characteristics and creativity of historical blocks, and help tourists experience the ancient city blocks with cultural history. When tourists go to South Luogu Lane, they can not only shop, but also look at the ancient buildings. Therefore, the shop planning should not destroy the most distinctive Hutong in South Luogu Lane, nor affect the surrounding environment.

Qianmen, a cultural street with relatively low popularity in Beijing, is indeed a low-temperature scenic spot today. The development of its old Beijing cultural atmosphere and Beijing time-honored brand street is not obvious, but its disadvantages are obvious. The lack of cultural atmosphere caused by commercialization and the high price of time-honored brand goods reduce the shopping behavior in the process of sightseeing. It is difficult to form a market advantage. Therefore, this paper suggests that it should add more facilities that can reflect the cultural atmosphere, as well as some cost-effective and civilian shops, so that the first-time visitors will not be too disappointed.

5 CONCLUSION

It can be seen from the above study that the main problems in the development of night tourism in Beijing's famous cultural and historical blocks are still heavy commercial atmosphere, and the expression of local specific cultural elements is not obvious and unclear. Based on the problems existing in Beijing cultural tourism destination, the theoretical research on tourism development in the future should focus on the revival of local cultural elements, so as to make it become the core competitiveness of the tourism development of the tourist destination.

In this paper, there are still some deficiencies in the collection and classification of network text. For example, this paper can be more diversified in the collection and classification of network text, which is one of the directions worthy of improvement.

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