

UNDERSTANDING THE MULTI-DIMENSIONAL NATURE OF CULTURAL IDENTITY IN HISTORIC URBAN LANDSCAPES: A STUDY OF JIAXIULOU IN GUIYANG, CHINA

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Abstract: The conservation and sustainable development of historic urban landscapes (HUL) are imperative in the face of rapid urbanisation. This study, based on Jiaxiulou in Guiyang City, China, examines the dimensions of cultural identity (CI) in HUL. Using a mixed qualitative and quantitative approach, a three-dimensional model of CI is validated, comprising cognitive, emotional, and behavioural aspects. Results show that while cognitive understanding of HUL is essential, it alone does not directly influence the residents' emotions and behaviours. Pride in cultural heritage emerges as a significant driver of CI, impacting the residents' perceptions and behaviours. Conversation behaviour is identified as a primary expression of CI. Recommendations are proposed to integrate local values into urban planning, to enhance public participation, and to provide diverse cultural activities for the residents, highlighting the importance of social engagement in shaping CI. This study contributes to understanding the complexity of CI and its role in HUL conservation and sustainable development

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Introduction

Uncontrolled changes in urban density and growth pose a threat to the integrity of local identity, urban fabric, and cultural affiliation (UNESCO 2011). Particularly, historic urban landscapes (HUL) are at risk of losing their functions, traditional roles, and populations (UNESCO 2011). Scholars argue that these HULs play a crucial role in shaping the cultural identity (CI) of the local residents and in fostering a sense of connection with the past (Rodwell 2008). Strengthening the CI can, in turn, promote the conservation and sustainable development of these historic urban landscapes (WHITRAP Shanghai 2023). Despite the growing recognition of the importance of understanding CI for urban heritage preservation, research on its internal influence mechanism remains fragmented (Pan et al. 2020).

In the current research, CI is determined by race, cultural background, social class, religion and other factors (Urrieta and Noblit 2018, Boruah 2020), formed by combining various dimensions such as cognition, attitude, emotional attachment, and behaviour (Klerides 2009, Pan et al. 2020). Most studies hold that the dimensions of CI mainly include cognition, emotion and behaviour (Ibrahim and Heuer 2016, Pan et al. 2020, Fu and Luo 2023). Among the few relevant studies, the main object of concern is the factors that generate the CI of local tourists in urban heritage sites, among which there are relatively few studies on the HUL for the residents. In addition, although some scholars have measured and verified different dimensions of CI (Pan et al. 2020, Fu and Luo 2023), a more internal mechanism of research is still in its infancy (Pan et al. 2020). Therefore, it is necessary to continue to study the relational models for measuring and verifying the various dimensions of CI.

Based on UNESCO's definition of historical urban landscape (UNESCO 2011), this study selects the Jiaxiulou landscape in Guiyang City, China as a case study. The analysis employs a combination of quantitative and qualitative methods to validate the three-dimensional theoretical model of CI based on prior research (Pan et al. 2020, Fu and Luo 2023), and to elucidate the interplay between these dimensions. The primary focus of this paper is to examine the significance and interconnectedness of various dimensions in the CI of HUL, while also outlining the specifics and the underlying reasons behind the residents' CI.

The study makes three main contributions. Firstly, it presents a three-dimensional scale for measuring CI in HUL and it validates its reliability. This scale includes cognitive, emotional, and behavioural dimensions and it can assess the general CI perception. This provides a dimensional model and scale reference for future research in this area. Secondly, the study conducts a joint analysis of the functions and interactions of the three dimensions of CI using both a quantitative analysis and a qualitative interpretation. This integrated approach offers a more comprehensive and insightful understanding of the dimensions and nuances of CI. Thirdly, the study integrates the

field of urban heritage conservation to underscore the importance of understanding the residents' CI within the context of HUL. This discussion provides valuable insights for the future urban historic area renewal and planning efforts.

Literature review and hypothesis

Cultural identity of HUL

Cultural identity (CI) encompasses an individual's recognition and identification with the unique culture of a place (Clark 1990). According to Phinney (1990), belonging to a specific ethnic group constitutes a key aspect of CI. It is not only an individual's self-perception within a cultural setting (Padilla and Perez 2003, Schwartz et al. 2006) but also a collective identity within a shared cultural and historical heritage environment (Chattalas and Harper 2007, He and Wang 2015). Ethnic identity or national identity often influences CI (Pan et al. 2020). Thoughts, emotions, and behaviours rooted in the common customs and values of a particular ethnic group (Phinney and Ong 2007) and national society (Nakata and Sivakumar 2001) play a significant role in shaping CI.

McIlvenny et al. (2009) demonstrated that CI and place attachment play crucial roles in the individuals' social and psychological empowerment. They influence each other and together they shape social and behavioural decisions. Numerous studies have also confirmed that CI significantly impacts place attachment (Freeman et al. 2023, Chan et al. 2024). Even when different cultural backgrounds within the same place led to multiple CIs, they still contribute to fostering place attachment (Ujang and Zakariya 2015). Targeted urban renewal driven by place attachment and CI is sustainable (Hwang 2014, Chan et al. 2024). The CI of residents can impact the local cultural representation (Lu and Lu 2014), with cultural heritage typically serving as the primary medium through which CI is expressed (Zhang et al. 2018).

According to UNESCO (2011), the concept of HUL encompasses the intricate fusion of cultural and natural elements that have evolved within a city over time. Encompassing both historical and contemporary architectural and landscaped areas, alongside the topography and natural surroundings, HUL encapsulates the tangible and intangible facets of cultural heritage. This composite entity serves as a tangible manifestation of a city's distinctiveness and local culture, acting as a crucial conduit for the expression of behavioural experiences and cultural sentiments among its inhabitants (UNESCO 2011). Acknowledged as a public domain with unique cultural characteristics, HUL warrants thorough investigation to elucidate the perceptions and acknowledgments of its residents (Ziyae 2018). Furthermore, spaces within HUL distinguished by their CIs play a crucial role in fostering the residents' sense of belonging and attachment to their surroundings (Ziyae 2018). The residents enhance their CI through the community atmosphere and environmental quality created by the HUL (Jackson 2008, Wang 2023). Revitalising historic urban landscapes helps strengthen the locals' CI (Cittati et al. 2022)

and place attachment (Lee and Jeong 2021), while also better preserving the collective memory (Cittati et al. 2022) and the attachment to one's hometown (Chan et al. 2024). Consequently, research focusing on HUL can provide valuable insights to inform urban planning and design initiatives aimed at creating culturally rich and socially vibrant urban environments (UNESCO 2011, Ziyae 2018).

Scholarly research commonly defines CI as comprising dimensions such as cognitive judgement, attitude, emotional attachment, and behavioural intention (Klerides 2009). Despite the construction of CI scales in some studies, there remains a notable lack of research investigating their application and validation within contexts like HUL (Pan et al. 2020). Studies focusing on subjects akin to HUL, such as cultural heritage and historical landscapes, advocate for the inclusion of (1)cognitive, (2) emotional, and (3) behavioural dimensions within the construct of CI (Pan et al. 2020, Fu and Luo 2023). Therefore, the present study is designed to formulate hypotheses and to conduct research specifically targeting these three dimensions.

Cognitive dimension in CI

The cognitive dimension of CI refers to the people's thoughts and beliefs about place (Pan et al. 2020). It encompasses the people's understanding and perception of places, which form the emotional bond between individuals and their surroundings (Altman and Low 1992). This cognitive aspect is influenced by the individuals' memory and knowledge of a place, contributing to their sense of place and CI (Scannell and Gifford 2010, Pan and Cobbinah 2023). The individuals' cognition of places and the significance that they attribute to them are also shaped by their emotions and experiences (Tuan 1977, Manzo and Perkins 2006), particularly the emotions and behaviours that are formed through memories and experiences (Markus 1977). The emotional connection that individuals feel toward places is related to the cognitive significance that they assign to those places (Casakin and Kreitler 2008). People's cognitions of local culture and its significance can motivate them to act (Manzo and Perkins 2006).

While the current perspective suggests a strong relationship between the cognitive dimension and the emotional and behavioural dimensions, it is not entirely clear whether the cognitive dimension directly influences the emotional and behavioural dimensions. Therefore, we propose the following hypotheses regarding the cognitive dimensions of CI: (H1) *The cognitive dimension of CI affects the emotional dimension;* (H2) *The cognitive dimension of CI affects the behavioural dimension.*

Emotional dimension in CI

The emotional dimension of CI refers to the positive and negative emotions evoked by the local culture (Pan et al. 2020). In the emotional bond between individuals and places, this dimension is reflected in the people's satisfaction and attachment to a place (Altman

and Low 1992). Various studies have used different emotional terms to describe the emotional connections between individuals and places, such as “love of place” (Tuan 1990), “pride of place” (Brown et al. 2003), and “sense of happiness” (Fullilove 1996, Giuliani 2003, Manzo 2005). These diverse feelings and emotions represent the individuals' attitudes and emotions toward places (Breckler 1984), serving as an important basis for their perception of these places (Jiang and Wang 2006).

Some studies assess the quality of places based on data regarding the individuals' emotional responses to them (Jiang and Wang 2006). People's emotions about places are affected by their interactions with the physical and social environment (Zhang 2023), as well as by behaviour and cognition (Bow and Buys 2003, Moulay and Ujang 2021). On the other hand, emotions can also influence individuals' perception, cognition, behaviour, and activities related to a place (Zhang 2023). Among these factors, positive emotional interactions are crucial in the formation of CI and local identity (Manzo 2003). Therefore, we propose the following hypotheses regarding the emotional dimension of CI: (H3) *The emotional dimension of CI affects the cognitive dimension*; (H4) *The emotional dimension of CI affects the behavioural dimension*.

Behavioural dimension in CI

The behavioural dimension of CI pertains to the actions and behaviours of individuals in a place that are influenced by culture (Pan et al. 2020). Within the emotional bond between individuals and places, these actions encompass the activities and functional relationships between individuals and places (Altman and Low 1992). Behavioural participation is related to relevant events and activities (Preusche and Göbel 2022). Behaviour is also associated with familiarity, as individuals maintain connections to a place by adopting habits and activities similar to those in the past (Michelson 1976). The physical environment impacts the individuals' behaviour, which in turn influences their emotional attachment to the place (Ujang and Zakariya 2015, Pan and Cobbinah 2023). Additionally, individuals' emotions (Hashemnezhad et al. 2013, Zhang 2023) and perceptions of a place are influenced by their behaviour in that place (Tuan 1977, Manzo and Perkins 2006). Emotional investment affects the individuals' active participation in behaviours (Preusche and Göbel 2022). Therefore, we propose the following hypotheses regarding the behavioural dimensions of CI: (H5) *The behavioural dimension of CI affects the cognitive dimension*; (H6) *The behavioural dimension of CI affects the emotional dimension*.

Methodology

Study area

This study focuses on the historic urban landscape area of Jiaxiulou (Figure 1), situated in the urban centre of Guiyang, Guizhou Province in southwest China. Guiyang is an

underdeveloped city with a rich history, where the urban landscape steeped in history and culture carry the memories and identity of its residents (Guiyang Municipal People's Government 2023). However, to achieve rapid economic growth, the city has seen rapid development and renewal focused on tourism and real estate around its historic urban landscapes (Yang and Peng 2024), posing a threat to the residents' place of identity and belonging. Exploring the city's historic urban landscapes and the residents' CI and responses to them is therefore of great importance.

Jiaxiulou comprises the landscape and plaza area surrounding Jiaxiu Tower, a structure constructed during the Ming Dynasty in 1598 (Guiyang Municipal People's Government 2023). Designated as a national key cultural relic protection unit in May 2006, Jiaxiu Tower serves as a prominent landmark, and it embodies the cultural history of Guiyang (Guiyang Municipal People's Government 2023). Adjacent to the Nanming River, Jiaxiu Plaza derives its name from its connection to the cultural landscape of Jiaxiulou (ECPH Editorial Board 2018). Constructed in October 2001, the plaza consists of two parts: a plaza characterised by national and historical features, and a greenway reflecting the Han cultural and historical characteristics. Renowned as a well-known leisure and historical landscape in the old city, Jiaxiu Plaza embodies both intangible historical and cultural significance, and tangible cultural appearance (ECPH Editorial Board 2018, Guiyang Municipal People's Government 2023).



Figure 1. Historic urban landscape area of Jiaxiulou. Source: Linfeng (December 2023)

Perception assessment

This research designed a questionnaire by modifying and drawing on previous research scales. Questions regarding the residents' CI were formulated to be quantifiable and easily understood. To ensure the reliability and validity of the research content, the CI scale primarily referenced the scale summarised by Fu and Luo (2023), with questions in the questionnaire also drawing from previous related research (Phinney 1992, Pan et al. 2019, Tian et al. 2020, Fu and Luo 2023). In order to make the scale more consistent with the topic of this research, we adjusted the three dimensions in the scale more appropriately. Among them, the cognitive dimension mainly refers to the residents' understanding of the culture of the research site. The emotional dimension mainly refers to the residents' feelings about the cultural aspects of the landscape. The behavioural dimension refers to the residents' cultural behaviours and activities.

The questionnaire content consists of three parts. The first part collects the personal information of the participants. The second part gathers measurement data on the cognitive, behavioural, and emotional aspects of the CI scale. The third part collects other factors influencing CI. A seven-point Likert scale was used for all questions in the second part to ensure the accuracy and reliability of results (Lietz 2010), with response options ranging from 1 (Strongly disagree) to 7 (Strongly agree).

To ensure the reliability and clarity of the questionnaire, experts in cultural landscape and CI, along with a group of local residents (not part of the formal survey population), were consulted to review the questions in the scale and questionnaire. Since the scale was originally designed for tourists, adjustments were made to some questions to make them more relevant for the residents (Table 1). The final questionnaire for this study was formed after these modifications were completed.

Table 1. Measurement scale of CI

Dimension	Question	Keyword
<i>Cognitive dimension</i>	CD 1. I understand the culture of this landscape	Cultural knowledge
	CD 2. I know the value of this cultural landscape	Cultural value
	CD 3. I know the history of this cultural landscape	History
	CD 4. I know the location of important culture	Cultural location
<i>Emotional dimension</i>	ED 1. I am proud of the culture landscape here	Cultural pride
	ED 2. I am deeply attracted by the cultural landscape here	Cultural attraction
	ED 3. I am interested in understanding culture within the landscape	Cultural interest
	ED 4. I expect this place to be protected and developed	Cultural expectation
<i>Behavioural dimension</i>	BD 1. I come here often	Intention to come
	BD 2. I will stay here for a while and enjoy here	Enjoyment
	BD 3. I will participate in cultural activities here	Activity
	BD 4. I will talk to others about the culture here	Conservation

A pilot test was conducted with 80 questionnaires distributed and 77 valid responses collected to ensure the questionnaire's reliability and validity. The results showed a Cronbach's α coefficient exceeding 0.8, indicating good internal consistency. In addition, all factor loading coefficients were greater than 0.8, and the common factor variances exceeded 0.6, demonstrating a good construct validity. Overall, the scale demonstrated satisfactory reliability and validity.

Data collection

This study employed a mixed qualitative and quantitative approach to data collection, recognising its value in accurately elucidating the relationship between people and places (Lewicka 2011). Initially, on-site random sampling was used to distribute the questionnaires to the local residents on December 20 and 22, 2023, in the historic urban landscape of Jiaxiulou. This location was chosen due to the residents' likely cultural identification with the area. A total of 300 questionnaires were distributed, with 275 valid responses received. The participants, predominantly from Guiyang, included 48.8% male and 51.2% female population, with the majority aged between 21-40 (29.45%) and 41-60 years old (29.09%).

To further explore the dimensions of CI, semi-structured interviews were conducted with 12 local residents, including 5 males and 7 females, selected randomly from the questionnaire respondents. The interviews, conducted online from December 24, 2023, to January 2, 2024, aimed to gather data on the relationship between the different dimensions of CI. Each interview lasted between 30 to 60 minutes, and data saturation determined the interview endpoint. Recordings of the interviews were transcribed and analysed alongside the quantitative data to comprehensively examine the relationship among dimensions and the reasons for their formation.

Results

The data collected from the questionnaire was initially processed using SPSS ver. 27. Subsequently, the confirmatory factor analysis was employed to assess the reliability and validity of the three-dimensional model of CI. The relationship and strength between dimensions were then examined through the collinearity analysis, correlation analysis, and path analysis to validate the hypothesis. Finally, the findings regarding the relationship between dimensions were elucidated based on the interview data.

Confirmatory factor analysis

The confirmatory factor analysis (CFA) of the CI model using AMOS 24.0 showed strong correlations between the first order and the second-order factors of the model, as indicated by the standardised loading values exceeding 0.6 (Table 2). The model's fit indices were within acceptable ranges, with a χ^2/df value of 1.323, NFI of 0.976, AGFI

of 0.941, GFI of 0.961, RMSEA of 0.034, and CFI of 0.994, meeting the model fitting criteria (Hair et al. 2013). The second-order factor composite reliability (CR) for CI in HUL was good, with values all above 0.7, indicating a good reliability (Hoyle 1995). Additionally, the average variances (AVE) were all above 0.5, suggesting a reasonable structure of the second-order model. The reliability of the questionnaire was further confirmed by the Cronbach’s α values ranging from 0.898 to 0.905, and the CR values ranging from 0.900 to 0.909, both exceeding the benchmark of 0.70 (Fornell and Larcker 1981), indicating the high reliability of the model dimensions.

Table 2. Measurement of model evaluation results

First-ordered Factor (latent variable)	Measurement items (manifest variables)	Std. Estimate	VIF	Cronbach’s α	CR	AVE
<i>Cognitive dimension</i>	CD 1 (Cultural knowledge)	0.860	3.157	0.909	0.909	0.714
	CD 2 (Cultural value)	0.839	2.836			
	CD 3 (History)	0.847	2.986			
	CD 4 (Cultural location)	0.834	2.857			
<i>Emotional dimension</i>	ED 1 (Cultural pride)	0.858	3.364	0.905	0.907	0.709
	ED 2 (Cultural attraction)	0.818	2.790			
	ED 3 (Cultural interest)	0.857	3.398			
	ED 4 (Cultural expectation)	0.834	3.127			
<i>Behavioural dimension</i>	BD 1 (Intention to come)	0.845	3.152	0.898	0.900	0.692
	BD 2 (Enjoyment)	0.797	2.556			
	BD 3 (Activity)	0.828	3.033			
	BD 4 (Conservation)	0.856	3.408			

VIF = variance inflation factor, CR = composite reliability, AVE = average variance extracted

The CI model demonstrated a good convergent validity, with standard estimates and AVE values exceeding the threshold of 0.60. Additionally, all AVE values were above 0.5, indicating a good scale convergent validity (Fornell and Larcker 1981). Discriminant validity was confirmed by comparing the square root of AVE with the correlation coefficients (Table 3), where all square root values of diagonal AVE exceeded the coefficients between other constructs, indicating a good discriminant validity (Fornell and Larcker 1981).

Table 3. Discriminant validity results

	Cognitive	Emotional	Behavioural
<i>Cognitive</i>	0.845		
<i>Emotional</i>	0.662	0.842	
<i>Behavioural</i>	0.674	0.710	0.832

To assess the potential collinearity interference, we conducted the collinearity analysis on the model. A VIF value of 5 or greater typically indicates the presence of collinearity (Bricker and Kerstetter 2000). In our analysis of the model, the VIF values ranged from 2.556 to 3.408, indicating no significant collinearity in the model.

Analysis of CI dimensions

After confirming the structural validity of the CI model, we proceeded to test the relationships between its three dimensions through the correlation analysis and the path coefficient analysis to verify the hypotheses. First, the Pearson correlation coefficients were calculated for the cognitive dimension with the affective dimension, the cognitive dimension with the behavioural dimension, and the affective dimension with the behavioural dimension. The results revealed significant positive correlations among all the three dimensions. The further detailed correlation analysis among the 12 test subjects across the three dimensions also indicated significant positive correlations, reinforcing the strong interrelation between the dimensions of the CI model. Additionally, to elucidate the influence relationships between the dimensions and to validate the research hypotheses, we conducted the path analysis for each dimension. The fit indices demonstrated a well-fitting model, with values of $\chi^2/df < 5$, $TLI > 0.9$, $CFI > 0.9$, $GFI > 0.9$, $IFI > 0.9$, and $NFI > 0.9$, meeting the criteria (Hu and Bentler 1999).

The path analysis results (Table 4) indicate that the cognitive dimensions did not significantly influence the emotional dimensions ($z = -0.946$, $p = 0.344 > 0.05$) or behavioural dimensions ($z = -1.937$, $p = 0.053 > 0.05$). In contrast, emotional dimensions significantly influenced cognitive dimensions ($\beta = 0.324$, $p = 0.009 < 0.01$), and behavioural dimensions ($\beta = 0.842$, $p = 0.000 < 0.01$). Similarly, behavioural dimensions significantly influenced cognitive dimensions ($\beta = 0.549$, $p = 0.000 < 0.01$), and emotional dimensions ($\beta = 0.513$, $p = 0.000 < 0.01$). These findings (Figure 2) suggest a strong interplay between emotional and behavioural dimensions, with both significantly influencing cognitive dimensions.

Table 4. Model regression coefficients and hypothesis verification

Hypothesis	X	→ Y	Path Coefficients	SE	z (CR)	p	Decisions
H1	Cognitive	→ Emotional	-0.138	0.142	-0.946	0.344	Not valid
H2	Cognitive	→ Behavioural	-0.129	0.048	-1.937	0.053	Not valid
H3	Emotional	→ Cognitive	0.324**	0.128	2.599	0.009	Valid
H4	Emotional	→ Behavioural	0.842**	0.037	16.620	0.000	Valid
H5	Behavioural	→ Cognitive	0.549**	0.105	7.243	0.000	Valid
H6	Behavioural	→ Emotional	0.513**	0.196	3.537	0.000	Valid

→ The arrow indicates the path influence relationship

* $p < 0.05$, ** $p < 0.01$

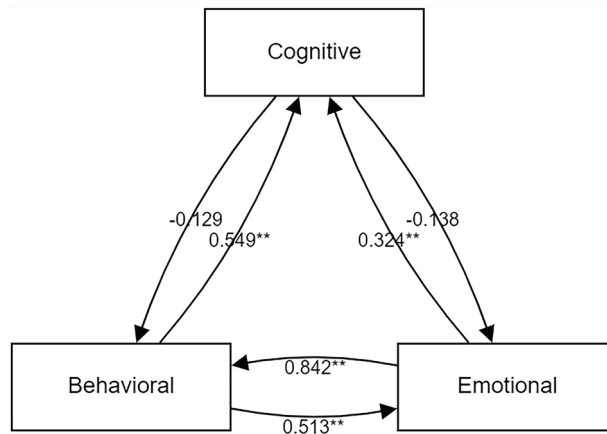


Figure 2. Model results of the path analysis

As the cognitive dimension does not have a significant impact on the emotional and behavioural dimensions, hypotheses 1 and 2 are invalid. However, the hypotheses 3, 4, 5, and 6 are supported, indicating that the emotional dimension and the behavioural dimension exhibit significant mutual influence, and both significantly affect the cognitive dimension. The interview results of this study verified and supplemented the hypothesised outcomes derived from the variables and path analysis within the three dimensions.

Cognitive dimensions

Among the four variables in the cognitive dimension, the average score for cultural value was the highest, indicating that residents generally place greater importance on the cultural value of the HUL in the study. This aspect also predominantly influences the residents' cognitive perceptions of HUL. One interviewee remarked: "I grew up here and I heard from a very young age that the landscape here is famous and valuable, so I really recognise the cultural connotation of the landscape here, and I also consider myself a local who has been influenced by this culture".

Conversely, the variables of history and cultural location have a relatively minor impact on the residents' cognition. For instance, one interviewee stated: "I know that the landscape here has a lot of history, but I only understand the history of it from others, and I am not particularly clear about the specific places with a lot of culture and history, but these do not affect my feeling that this place is very valuable, and I have always identified myself with and I was attached to it".

In terms of the interaction of dimensions, the interview results support hypothesis 1 and 2, as respondents expressed deep emotional connections to the HUL and they frequently engage in activities there, irrespective of their understanding of its history

and culture. Some interviewees, born and raised in the area, simply acknowledge its status as a city landmark with significant value. Their lack of detailed knowledge about the history and specific cultural aspects of the HUL does not diminish their emotional attachment or their tendency to participate in activities there.

These findings from the interviews align with the results of the path analysis, reinforcing that the cognitive dimension of CI does not significantly impact the emotional and behavioural dimensions. However, the interview results also revealed views that were not entirely consistent with the hypothesised outcomes. Some respondents believed that personal cognition, shaped by culture and education, can also influence behaviour to some extent. For instance, one interviewee, influenced by the Confucian cultural education from a young age, believed that children should live as close to their parents as possible, to care for them, and to be ready to respond to their needs. Although she recognised that leaving might lead to better career opportunities, her cognition led her to choose to stay.

This shows that while the overall trend in the survey data and most of the interview data confirmed the hypotheses, some individual interviews expressed differing opinions. This adds significant value to understanding CI more deeply, both from a collective and an individual perspective.

Emotional dimension

Cultural pride emerged as the dominant sentiment among the residents, reflecting the highest score in the emotional dimension. Respondents expressed a strong sense of pride in living near such a renowned HUL. One interviewee remarked: "Sometimes when I talk to people from the county and I mention that I have lived next to Jiaxiu Tower since childhood, it makes me feel very proud". Another interviewee echoed this sentiment, stating: "This is Guiyang city's best business card, and since I grew up here, I am proud of this place".

However, the results also indicated relatively low expectations among the residents for the HUL. Respondents expressed satisfaction with the current state of the HUL, indicating a lack of strong expectations for its future. One interviewee commented: "I think the architecture and landscape here are very beautiful, and the ecological environment is also very good. The government has restored the place very well, so there is not much more to expect". Another respondent noted: "We hope it will be well protected, but we don't particularly expect it, because it's all the government's responsibility, not ours". These findings suggest that the residents' satisfaction with the current condition of the HUL and their perception of the government's role in its protection contribute to their low expectations for the site.

Clearly, the emotional dimension has a significant impact on both the cognitive and behavioural dimensions of residents' CI with the HUL. Specifically, the residents'

emotional connection to the HUL, particularly their pride in the culture, influences their understanding of the site's knowledge and history. This supports the validity of hypothesis 3. In the interview results, respondents of different ages and backgrounds expressed how emotions affected their cognition. For example, an older respondent said: "I am a local, and every time I mention it, I feel proud. When I was younger, I didn't understand much about this place's cultural significance, but now I'm very interested in learning about the history of its construction and the cultural meaning behind each element". A younger respondent expressed that due to their sense of pride, they particularly hope to pursue work and careers that resonate with the culture of this place. Additionally, most respondents indicated that the deep emotional connection and place attachment they have with the HUL and their community helped them to appreciate and to embrace the local culture.

The interview results also confirmed the validity of hypothesis 4, showing that emotions strongly influence the residents' behaviour. For long-term residents, especially the elderly, behaviours such as walking, socialising, and relaxing near the Jiaxiu Tower in their spare time are attributed to the deep emotional connection and attachment that they have developed over time. One respondent shared: "Although I am getting older and my health isn't great, I have a strong emotional bond with this place. It's where I feel most familiar, and I come here almost every day to rest and to chat with the people I know". Moreover, most resident respondents mentioned that their pride in and interest in the site's culture motivate them to participate in the cultural activities held there. For instance, one respondent expressed that their deep emotion for HUL makes them very eager to participate in cultural events and that they hope their children will also join and learn about the culture that makes them proud. Some respondents also noted that this emotional connection influences their choice of workplace and career, with some residents being keen to stay in the area and to contribute to HUL-related initiatives. Thus, it is evident that the emotional dimension of the residents' CI with the HUL is closely linked to place attachment, and it significantly influences both cognitive and behavioural dimensions.

Behavioural dimension

In the behavioural dimension, the residents' conversation behaviour regarding the culture of the HUL received the highest average score, indicating that conversation is the predominant behaviour related to the HUL and a key expression of CI. This finding was supported by the interview results, with most interviewees expressing a propensity to discuss the place with others due to their strong identification with it. They exhibit a keen interest in elaborating on various aspects of the place during such discussions.

Conversely, the average score for participating in activities was relatively low. According to the interviews, this is primarily attributed to two factors. Firstly, many residents have limited spare time to engage in cultural activities, particularly those

who are employed and that have not yet retired. They often cite busyness as a reason for their inability to participate. Secondly, many activities are tailored to specific demographics, limiting the universal appeal. For instance, activities such as tai chi and choral singing in the mornings are primarily attended by the elderly residents; while painting and calligraphy classes cater exclusively to children and parents.

Regarding the interaction of the dimensions, the interview results confirmed hypothesis 5, showing that the residents' behaviour dimension significantly influences their cognitive dimension. The interviews also revealed that while respondents reached similar conclusions, the reasons varied across different groups. Older residents who have lived in the area for a long time have developed attachment and familiarity with the local culture and lifestyle through their daily activities. This place attachment extends to how they describe their friends and family. For example, one interviewee stated: "I often go there to walk and exercise. I've gotten to know others who go there regularly, and I often chat with them. So, this is my usual way of life. I've always been fully immersed in this culture, and I feel like a true local. It's not just me living here; my family and friends are here too". But, younger or newly relocated respondents indicated that because they hadn't formed strong social circles yet, their daily behaviours made it challenging to integrate into the local culture. For them, activities like participating in community events helped them gradually enhance their understanding of the area.

The interview results also confirmed hypothesis 6, showing that behaviour can significantly influence emotions. Regardless of how long they had lived there, most respondents felt that long-term activities and behaviours in the area not only brought them happiness and emotional attachment but also helped them to alleviate the negative emotions and to boost cultural pride. For instance, one interviewee mentioned: "Regularly visiting places for rest and relaxation really helps with my emotional adjustment. The positive emotions I get from walking and resting here every day make me gradually become attached to it". Furthermore, most respondents believed that local activities could increase their sense of attraction and pride.

However, the residents from different backgrounds expressed varying impacts of behaviour on their emotions. Those who had lived there since childhood emphasised the importance of daily gatherings and conversations with lifelong friends in enhancing feelings of anticipation and happiness. Conversely, some newly relocated residents or those less inclined to participate in social activities mentioned that certain activities and behaviours of others led to negative emotional experiences. For example, events that were too commercialised or lacked diversity made them feel disappointed and angry. This was especially true for newer residents, who, due to these negative feelings, might be less likely to participate in community activities and interactions. Thus, both individual and collective behaviours have a diverse and rich impact on the cognitive and emotional dimensions of the residents.

Other factors influencing CI

Through the open-ended questions in the questionnaire's final section, this study gathered information on additional factors affecting CI as perceived by the interviewees. Given the diverse responses, we categorised them into 10 groups and we conducted the proportional analysis. These categories included cultural sites, beliefs, personal experiences, environment, social networks, lifestyle, spatial patterns, familiarity, visual beauty, and others. The varying proportions highlighted the different impacts that these aspects have on CI formation. Notably, spatial patterns had the highest proportion at 81.09%, emphasising the significant influence of the urban layout on CI. Beliefs accounted for 65.82%, social networks for 59.27%, and familiarity for 55.27%. These findings offer valuable insights for a comprehensive understanding of CI construction.

Discussion

Dimensions of CI

Through the confirmatory factor analysis and the reliability analysis, we thoroughly validated the CI model's rationality and reliability. The fitting index further confirmed the model's good adaptability and fit. Collinearity analysis results indicated the overall model's high reliability, demonstrating that the model's three dimensions were suitable for measuring and analysing the residents' CI of the HUL. The correlation analysis revealed a significant correlation between the model's dimensions. The path analysis confirmed that the emotional and behavioural dimensions significantly influence each other as well as the cognitive dimension.

While the cognition of HUL cannot directly influence the residents' emotions and behaviours, this study provides additional insights into the relationship between the cognitive dimension of CI and its emotional and behavioural dimensions. These findings underscore the multidimensional complexity of CI.

The results indicated that cultural value predominantly influences the residents' CI at the cognitive level, affirming the notion that CI is fundamentally a form of value identity (Zuo and Wen 2017). Although most residents' cognition did not significantly influence their emotions and behaviour, some individuals' choices, such as where to live and how to live, were affected by the knowledge that they gained through education. This suggests that each resident's cognition and how it is formed deserve attention, as this can lead to a deeper understanding of the processes and reasons behind how different residents develop CI.

Within the emotional dimension, residents' pride in their culture emerges as a significant emotional experience, reflecting their affirmation and affection for the local HUL cultural

values. This pride serves as the foundation for cultural evaluation (Wang 2011). Moreover, the positive emotions that HUL brings to the residents not only foster emotional attachment but also influence their cognition and behaviour. Feelings of pride and anticipation increase the residents' willingness to understand and to engage with the local culture. A strong emotional attachment can lead the residents to engage more frequently in activities like socialising and participating in events, and it can even impact their career choices. Therefore, gaining a deep understanding of the emotional dimension of the residents' CI is a crucial prerequisite for understanding their motivations and behaviour.

Notably, conversation behaviour emerges as the primary expression of the residents' cultural identification with HUL, representing they're most willing and with an effortless behaviour post-identification. Through behavioural engagement, the residents develop cognitive and emotional ties to the HUL's culture, with conversation behaviour continually reinforcing pride and value identification in the HUL. This process plays a pivotal role in shaping CI. Additionally, various behaviours, both from oneself and others, can have different effects on the residents. Themed activities can influence the residents' perception and understanding of a place, while unpleasant behaviours may even lead to negative emotions. This helps in understanding the emotional and cognitive shifts behind the residents' behaviour within the HUL.

Conservation and the sustainable development of HUL according to the dimensions of CI

Based on the findings regarding the three dimensions of CI, this study delves into the conservation and sustainable development of the HUL.

The cognitive dimension involves the residents' understanding of the city's HUL. The study reveals that the residents prioritise the actual value of the HUL. Deep understanding of the historical and cultural background leads the residents to recognise the value and cultural significance of these landscapes. This awareness fosters a CI with the HUL, instilling a sense of responsibility for its conservation. Therefore, decision-makers should emphasise the local values in urban planning and design, integrating the cultural and heritage values of landscapes (UNESCO 2011). Additionally, it's important to pay attention to the varying levels of cognition among different residents and to provide them with more tailored cultural education and outreach to enhance their cultural awareness and identity.

Secondly, the emotional dimension involves the residents' emotional experiences with the HUL. Emotional connections with the HUL often lead the residents to support and to participate in its preservation and inheritance, thus fostering a more participatory community in sustainable development. The study found that strong pride positively influences CI, whereas the residents' low sense of expectation poses a potential threat.

This is attributed to a general lack of public participation, as the residents have become accustomed to the government unilaterally deciding on preservation and development. Therefore, policymakers can enhance the residents' sense of responsibility and expectation through conservation practices for HUL that encourage public involvement. This inclusive approach, involving all stakeholders, helps identify the true value of the HUL and to develop diverse visions and coherent actions for conservation and sustainable development (UNESCO 2011).

Finally, the behavioural dimension indicates that conversation behaviour is a primary form of CI expression. When individuals identify culturally with the HUL, they are more likely to engage in practical actions, such as advocating for the HUL and actively participating in protection activities. However, besides conversation behaviour, active participation in cultural activities is limited. This limitation stems from the lack of cultural activities for all age groups and busy work schedules. Therefore, decision-makers should consider expanding and promoting cultural activities across various time periods and age groups. Spatial planning and design should provide the residents with spaces for interaction and social engagement, enhancing the diversity and accessibility of cultural activities. This approach better meets the residents' cultural needs, it promotes their CI, and it supports the conservation and sustainable development of the HUL.

The comprehensive impact of other factors on CI

Among the various factors influencing CI, the spatial pattern, belief, social network, and others were found to have a significant impact. The high proportion attributed to the spatial pattern highlights its substantial influence on CI, affirming urban planning as a crucial tool for preserving the authenticity of the HUL and for enhancing the quality of life and space (UNESCO 2011). Contemporary planning and design should prioritise HUL's public spaces to foster the residents' CI.

Additionally, the high proportions for belief, social network, and other factors indicate that CI is influenced at both individual and societal levels, suggesting that changes in individuals and society contribute to the dynamic nature of CI. It can be seen that CI is the result of interaction of many factors. Therefore, it is necessary for future research to continue to explore the complex relationship between these factors from different dimensions, and given the diversity of the influencing factors, interdisciplinary research is necessary.

However, the study has some limitations. Firstly, it focused on a single representative HUL in one city without comparing the commonalities and differences with other sites. Future research could conduct comparative studies across different cultures and regions to further explore similarities and differences. Secondly, in addition to the three-dimensional model of CI verified in this study, CI is also affected by many other factors at multiple levels. Therefore, future research should explore other influencing factors

and dimensions of CI to more comprehensively understand its formation mechanism and to provide more targeted guidance for urban planning decisions.

Conclusions

The study results affirm the pivotal role and the intricate interrelationships among the three dimensions of residents' CI within the HUL. These findings unveil both primary and ancillary influencing factors. They hold significant implications for the conservation and sustainable development of the HUL.

Urban policies should prioritise the protection and development of the HUL to prevent and to mitigate potential threats to the CI of the local residents. At the same time, an in-depth understanding of CI is essential for making informed planning and to design decisions. Recommendations are proposed across three dimensions: cognition, emotion, and behaviour. In terms of residents' cognition, the government should integrate local values into urban planning and enhance the residents' cultural awareness. Emotionally, city managers can enhance the residents' pride by highlighting historical values and to promote the residents' sense of community and responsibility through public participation. To encourage positive behaviour, urban planners can organise cultural activities and they can provide spaces for social interaction, thereby enhancing the residents' CI while promoting their active participation in the HUL conservation and sustainable development practices.

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