Public Perception of the Revitalizing Value of Linear Cultural Heritage- An Empirical Study Based on the South China Historical Trails

Jin, Xuanyu (School: Guandong Experimental High School)

Public perception plays a crucial role in the revitalization of the linear cultural heritage. The purpose of this research is to investigate the public perception of the linear cultural heritage's revitalization value, focusing on the South China Historical Trails. Questionnaire was employed to gather data from residents in villages and communities along the Trails (N=446) from March 6, 2023 to February 28, 2024. Building on this, a three-dimensional evaluation index system was developed to measure the public perception, which included cultural, use, and economic value. Utilizing a multi-variable linear regression model and a Likert scale, the research quantitatively measured these dimensions, providing a detailed evaluation of the public perception. The statistics revealed that respondents highly favor the cultural value dimension, with an average score of 4.32, while the economic value dimension has a relatively low score of 3.67. Descriptive statistics and reliability tests were processed via IBM SPSS Statistic 26 and Excel, indicating a significant correlation between public perception and overall satisfaction scores, with the use value exerting positive influence on overall satisfaction (r=0.536). However, the perceived value of cultural (r=0.419) and economic values (r=0.384) were relatively lower, which impacted the evaluation of overall satisfaction. Consequently, there is a need for increased investment in both cultural and economic aspects of the Trails to enhance public satisfaction. This research represents a pioneering effort in examining the public perception of the rejuvenation of linear cultural heritage. Results provide practical insights for the policymakers, marketers and researchers engaged in the stewardship of linear cultural heritage sites.

Awards Won: