A Study on the Narrative Type and Construction Mechanism of Cultural and Creative District

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Abstract—**With the development of tourism and tourism industry, people are more and more dissatisfied with the tourism products at that time. The development of cultural and creative blocks has brought new tourism direction or destination for the tourists. Many scholars are more and more comprehensive in the research of cultural and creative block, but there is little research on the narrative of cultural and creative block. Taking the pictures of 22 cultural and creative blocks as an example, this paper studies the narrative types and construction mechanism of cultural and creative blocks, and concludes that the current narrative types of cultural and creative blocks mostly focus on nostalgia, which still has a great space for the future development of cultural and creative blocks.**

Keywords—cultural and creative blocks; narrative; construction mechanism; nostalgia

I. INTRODUCTION

With the changes of science and technology and the times in China, the development of tourism is becoming better and better. People's consumption concept gradually changed, and began to pay more attention to cultural consumption. At this time, cultural and Creative Park entered the vision of tourists.

Nowadays, there is no unified definition of cultural and creative industry park at home and abroad. There are many kinds of names of cultural and Creative Park, such as cultural and creative block, cultural industry park, cultural and creative block, historical and cultural block, old block, urban old block and so on. There are many kinds of cultural and creative blocks in this paper, such as the cultural and creative park transformed from the old industrial zone, the new generation of cultural and Art Zone, and the cultural and creative products gathering and entrepreneurship Park.

In recent years, there are many researches on cultural and creative block. Chen Hanxin analyzed the general situation of cultural and creative industries in China at that time, and came to the conclusion that to develop the cultural and creative industries in China healthily, it is necessary to pay attention to talents, respect intellectual property rights and cultivate innovation consciousness [1]. From the perspective of "one-stop experience", Zheng bin, Liu Jiaming and Yang Zhaoping summed up the existing mainstream mode of cultural tourism creative industry park development, and put forward the development countermeasures of cultural tourism creative industry park from the perspective of tourism destination construction[2].By analyzing the spatial distribution characteristics and formation mechanism of Shanghai Creative Industry Cluster Park, Chu Jinfeng studies the temporal and spatial change law of Shanghai Creative Industry Cluster and reflects the development path of Shanghai creative industry[3]. Based on the analysis of Hunan Cultural and Creative Industry Park, Wang Yi and Liao Zhuoxian put forward six feasible path suggestions for upgrading the cultural industry park [4].

In the same way, narrative research is also a lot in media, communication, art, literature and other professional research. For example, Liang Jiasheng and Dong Yuhong expressed their aesthetic views on folk standpoint based on Folk Narrative [5]. Jing Wendong interprets the two novels, the invisibility cloak and the temple of the moon from the perspective of fate narration [6]. However, there are few studies on the narrative types of cultural and creative blocks.

From the perspective of narrative, this paper analyzes the pictures of cultural and creative blocks, so as to analyze the narrative types and construction mechanism of cultural and creative blocks.

II. RESEARCH METHOD

A. Visualization Method

1) Visualization method: The visualization method is used to explore the construction of social reality through some visual forms, such as video, photo, painting, chart, map or other visual forms [7] [8] [9]. In the definition of visual research method, architectural landscape and natural landscape as well as printing and network media are defined as the symbolic environment to convey any number of denotative (literal) and connotative (implied) meanings[10] [11]. In tourism research, many methods can be used to determine the characteristics of a place or multiple places [12], Quantitative and interpretative methods, such as psychoanalysis, discourse analysis, content analysis, semiotics analysis, psychoanalysis or other visual analysis methods, are either alone or combined [10][11] can be used to explore the characteristics of tourism destinations or to understand the visual forms in some publishing media[13]. In the past tourism research, the visual expression "type" in

the picture promoted by tourism destination is reflected by content analysis [14], not only is this study, but other studies are based on printed travel brochures and photographs accompanying Travel Guides[15],In the same way, Jenkins also uses a research method similar to this research method - combined content analysis - semiotic analysis method [16]. There are other studies on images, which are more focused on the collection and analysis of plain text [17], Samples were taken from 212 websites [18] or 81 websites [19]. There are also online studies that use phenomenology to focus on oral qualitative data [17]. Although unstructured and semi-structured methods [20] are more popular, but in tourism research, visualization research methods still have more space and potential [21]. The purpose of this paper is to make a contribution to tourism research by using the visualization method.

2) Photos as forms of expression: Photos are indispensable in people's life nowadays. Many tourists in the process of travel, in order to prove their footprints, often choose to take photos to commemorate their journey. In the tourism industry, photos are a form of expression related to tourism choice [22], social construction of public culture [23]and residents' influence on their attitudes or views [24]. Photos represent a kind of real experience, from which we can see the description of experience objects and real phenomena [25][26][27]. The real traces of reality are recorded in the photos, just like "sketching". But sometimes you can deceive people. Tourists or other people just choose their own satisfied or needed scenes according to their own ideas. That is to say, the information of photos is based on social customs or life needs [28], with some hidden intentions or connotations [29].

In this study, 22 cultural and creative blocks were collected through online and field research.

B. Sample and Data Collection

The purpose sampling method [30] is used to collect the most commonly used online photography forms related to cultural and creative block images [31]. Purposeful sampling is a non-probabilistic and non-random sampling method [32]. Different from other sampling methods, this kind of sampling method allows researchers to jump out of the theoretical framework and select how to collect and collect specific or comprehensive basic data only according to the research needs [33]. Through field research and online search engine, researchers conducted online keyword

(cultural and creative block name) search to find more images of cultural and creative blocks. Using keyword search and search engine is a typical search method [19], which is mainly used to find online research data for tourism research.

After the basic investigation, it was decided to classify the main visual attractions of cultural and creative blocks into nine categories, including shops, sculpture technology, buildings, street devices, wall tiles, commodity painting, roadways, leisure activities and signs. To find the images of cultural and creative blocks based on these nine types of visual attractors, because these nine categories are obviously the main representatives related to cultural and creative blocks, which can better reflect the characteristics and characteristics of cultural and creative blocks.

Finally, a total of 3880 pictures were collected from 280 websites, and 1980 valid pictures were obtained by eliminating the pictures that did not meet the requirements of cultural and creative block categories. There are 10 pictures in each category and 90 pictures in each cultural and creative block.

C. Research Process

1) Picture preparation: All the pictures were scrambled so that the subjects could not know the origin of the pictures, but the pictures of each block would be put in a folder.

Please randomly select different kinds of pictures for each of the descriptors. Each of them will select 5 pictures to cover the icons of cultural and creative blocks or related words on the pictures, so that the descriptors can only see the subject part of the pictures. For example, the pictures of sculpture technology only show the part of sculpture technology, so as to avoid the preconceptions of the descriptors. Read.

For each type, 220 pictures (10 pictures for each cultural and creative block) will be prepared, and each picture will be numbered for subsequent statistics. The number of pictures in each type is 1-220.

2) Describe people's choice: In order to ensure the objectivity of the evaluation, a total of 99 people were selected as descriptors, including 90 college students and 9 teachers. Describe the sex ratio, age distribution and the number of pictures read by each person, as shown in "Table I":

TABLE I. DESCRIPTORS SELECTION TABLE

Category	College student		teacher	
Sex ratio	male	female	male	female
	40	50	6	3
Age distribution (years)	18-25		30-50	
Number of pictures read per person	20		20	

3) Perceptual description: Ask each subject to say three descriptive words (noun or adjective) for each picture according to their first intuition or first impression, such as

"nostalgic, scary, industrial style" and other words (do not give words to be chosen by the subject, but describe the real feelings of people). At the end of every 20 pictures, the 20

pictures will be put into another folder to avoid the possibility of being selected repeatedly.

After many experiments, 5940 valid words were obtained. "Table II" is a screenshot of some words:

TABLE II.   LIST OF VALID WORDS (PART)

	1.shop				2.Sculpture technology		3.Architecture		
1	European style	Cartoon	romantic	1	serious	earnest	team	1	
2	Christmas	Comfortable	Cozy	2	strange	leisurely and carefree	Free and easy	2	Originality
3	fresh	beautiful	like	3	Sense of weight	Sense of the times	Relaxed	3	sense of modernity
4	Restoring ancient ways	Cold and cheerless	grace	4	Meticulous	Hard	Industrial wind	4	Restoring ancient ways
5	Adorable	Comfortable	Lovely	5	Dilapidated	Disgraceful	strange	5	obsolete
6	Dilapidated	Boring	Dim	6	Restoring ancient ways	Art	Nostalgia	6	complex
7	Restoring ancient ways	Restoring ancient ways	Originality	7	Lovely	funny	Music	7	sense of modernity
8	sense of modernity	Western style	Young people	8	Restoring ancient ways	rust	lively	8	Industrial wind
9	chaos	innovate	resource utilization	9	Strange	Grotesque	abstract	9	Industrial wind
10	Restoring ancient ways	Life	Sentiment	10	Personal independence of conduct	Faith	Rock	10	Dilapidated
11	leisure	warm	Originality	11	vent	labour	Resign oneself to one's fate	11	Interesting
12	small	regular	Restoring ancient ways	12	Art	distinct	Fear	12	Industrial wind
13	Age sense	Color collision	old and worn-out	13	fashion	Art	Lovely	13	Dilapidated
14	Leisure time	Relaxed	Interesting	14	Art	Humor	distinct	14	sense of modernity
15	old and worn-out	Artistic sense	Gloomy	15	nausea	Disorder	monotonous	15	neat
16	Restoring ancient ways	style	atmosphere	16	justice	simple	Rural	16	Rules
17	Simplicity	Cold and cheerless	concise	17	Dark tone	Rugged	ordinary	17	Magical
18	Restoring ancient ways	Nostalgia	Low-key	18	abstract	concise	Do not understand	18	Dilapidated
19	Unique	Art	like	19	vivid	absolutely lifelike	Crowding	19	strange
20	Originality	distinct	environmental protection	20	texture	Lovely	sexy	20	Rusty
21	pink	girl	youth	21	Pain	Life	greasy	21	Restoring ancient ways

D. Semantic Analysis and Classification

1) Classification of descriptors of visual attraction in cultural and creative district: 5940 words obtained from the experiment were summarized by category according to the serial number. Words with the same meaning or similar meaning are replaced by one word, such as nostalgia, sense of history, sense of time, retro and other words are used to refer to nostalgia, quiet, quiet and other words are used to refer to quiet.

The description and classification results are as shown in "Table III":

TABLE III.   CLASSIFICATION OF DESCRIPTIVE WORDS (PART)

	1.Shop			2.Sculpture technology	
1					
2	Originality 9	innovate 8/novel		Originality 13	Originality12/innovate2/novel
3	Nostalgia 75	Restoring ancient ways 21/Age sense 13/tradition8/Nostalgia 8/Sense of history 7/classical 4/To fake something antique/ancient /Having an antique flavour /archaic rhyme /Primitive simplicity 10		Life 22	Life 6/Home Furnishing /warm6/Have love3/real4/Feeling/Care for
4	Special 27	Special6/characteristic4/unique3/unique2/ peculiar2/Have style6/Out of the ordinary/Have ideas/different styles /characteristic		Special 15	Special2/characteristic5/Have great originality2/Personal independence of conduct/unique/Characteristic/Totally different /Different in manner /unique
5	Leisure time 29	Leisure time6/Leisurely and carefree9/Relax5/Relaxed4/free/comfortable/leisure/Leisure /Holiday		Care for 20	Ugly7/Disgraceful4/Ugly/Care for/rough7
6	Cozy 35	Cozy14/Comfortable16/comfortable5		great momentum 15	great momentum3/Free and easy3/Unruly2/Imposing manner/Rugged/Domineering/momentum /Bold and unconstrained /Heroic /Rivers and lakes
7	Industrial wind 5	Industrial wind 5		Nostalgia 38	Restoring ancient ways9/Age sense7/tradition6/Nostalgia4Sense of history3/Antiquity 2/inherit 2/History /Primitive simplicity 4

2) Frequency analysis of descriptors: The word frequency of each type of descriptors of different types of visual attractors is counted, and the word frequency table of visual experience of cultural and creative block is obtained ("Table IV").

TABLE IV. VISUAL EXPERIENCE WORD FREQUENCY TABLE OF CULTURAL AND CREATIVE BLOCK (PART)

	1. Shop		2. Sculpture		3. Architecture		4. Street device		5. Wall tile	
2	Nostalgia75	75	Nostalgia38	38	Nostalgia100	100	Nostalgia68	68	Nostalgia92	92
3	Cozy35	35	vivid35	35	great momentum38	38	industrialization48	48	obsolete59	59
4	Sentiment34	34	Life 22	22	modern33	33	Originality36	36	Special25	25
5	literature33	33	Interesting21	21	commonly31	31	distinct27	27	literature25	25
6	Leisure time29	29	ugly20	20	Special27	27	Special26	26	Art24	24
7	Special27	27	Lovely18	18	obsolete25	25	Colorful25	25	commonly20	20
8	quiet20	20	Good-looking17	17	neat22	22	Interesting16	16	Originality19	19
9	commonly17	17	abstract17	17	Industrial wind22	22	Art15	15	vitality18	18
10	Comfort17	17	strange16	16	simple18	18	literature15	15	Colorful17	17
11	Life 17	17	Special15	15	Good-looking17	17	Life 14	14	Good-looking15	15
12	modern16	16	great momentum15	15	Western style14	14	commonly14	14	neat15	15
13	Elegant16	16	Art14	14	Cozy14	14	Tall and big12	12	monotonous13	13
14	dark14	14	Frightening14	14	Life 14	14	strange12	12	modern12	12
15	Simplicity12	12	Originality13	13	Elegant12	12	obsolete11	11	great momentum12	12
16	obsolete12	12	Industrial wind12	12	Cold and cheerless12	12	abstract11	11	simple11	11

III. RESULT ANALYSIS

All word frequencies are collected in one table, and according to different research needs, different kinds of statistics can be made, thus different research results can be obtained. Each kind of classification will get a different word frequency record. However, from the word frequency record obtained, we can see that no matter according to the classification and induction of visual attractors or according to the classification and induction of cultural and creative blocks, there are always several particularly obvious characteristic words in the first place.

A. Classification by Block

In this paper, we collect 22 pictures of cultural and creative blocks and the description words of pictures. Through the description results of the descriptors, we get the word frequency of pictures of all cultural and creative blocks. From the word frequency table of cultural and creative block, we can see that the word frequency of each visual attraction in 22 cultural and creative blocks is different. From the first cultural and creative block to the 22nd cultural and creative block, the high frequency of word frequency can be seen at a glance.

TABLE V. 22 BLOCK WORD FREQUENCY TABLE(PART)

	Block	Word	Freq	Block	Word	Freq	Block	Word	Freq	Block	Word	Freq	Block	Word	Freq
1	1. the eastern suburb of Chengdu	Nostalgia 29	29		Nostalgia45	45		Nostalgia20	20	10. Yunnan Lijiang Dayan Huaxiang	Nostalgia41	41		Nostalgia27	27
2		commonly 18	18		literature13	13		commonly19	19		Special13	13		Special10	10
3		Cozy12	12		Good-looking10	10		Special11	11		Colorful9	9	13. the 699 factory of Nanchang	distinct7	7
4		Art10	10		Special8	8	7. Tianjin Mians an	Industrial wind8	8		Leisure time7	7		literature7	7
5		Industrial wind 7	7		Originality8	8		Interesting6	6		Good-looking6	6		Originality6	6
6		Originality 7	7	4. Tianzifang of Shanghai	obsolete6	6		Originality5	5		Sentiment4	4		commonly6	6
7		Sentiment4	4		Cozy6	6		spacious5	5		Cheerful4	4		Colorful5	5
8		obsolete 4	4		distinct5	5		Frightening4	4	11. the old factory of Xi'an	Nostalgia22	22		Sentiment5	5
9	2. the 798 Art District of Beijing	Originality15	15		Comfort5	5		neat4	4		commonly17	17		Life4	4
10		Nostalgia15	15		Life5	5	8. Shanghai Hongfang	commonly13	13		Special8	8		Cozy4	4
11		literature10	10		Cheerful5	5		Special10	10		sense of modernity8	8	14. overseas Chinese town of Shenzhen	Special18	18
12		commonly10	10		Crowding5	5		Nostalgia9	9		simple6	6		commonly12	12
13		Art10	10		Interesting5	5		style7	7		distinct5	5		literature9	9
14		Cozy9	9		Art4	4		Originality7	7		Cozy5	5		Comfort7	7
15		Special8	8		quiet4	4		Colorful6	6		quiet5	5		Leisure time7	7
16		Industrial wind7	7	5. Shanghai M50	commonly18	18		Leisure time6	6		Cold and cheerless4	4		Nostalgia7	7
17		Interesting7	7		Nostalgia14	14		Comfort6	6		obsolete4	4		Originality6	6
18		distinct4	4		Elegant12	12		literature6	6		literature4	4		Sense of design4	4
19		lively4	4		Interesting10	10		simple6	6		Frightening4	4		Interesting4	4
20		Good-looking4	4		obsolete8	8		Cozy5	5		Industrial wind4	4		Cozy4	4
21		Nostalgia25	25		simple7	7		Elegant5	5		Nostalgia30	30		abstract4	4
22		Good-looking13	13		Originality7	7		To make clear4	4		obsolete8	8		Colorful4	4

The "Table V" is part of the chart of word frequency in 22 cultural and creative districts. Because many words only appear once, only the word frequency classification with high number of word frequency is sorted out. Through sorting out the word frequency table, we can get the word frequency number of each cultural and creative block. In the eastern suburb of Chengdu, the number of words with high frequency is nostalgia, general, warmth and art; in the 798 Art District of Beijing, the number of words with high frequency is creativity, nostalgia, literature and art; in Wuhan 824, the number of words with high frequency is nostalgia, good looking, warmth and creativity; in Tianzifang of Shanghai, the number of words with high frequency is nostalgia, literature and art. Art, good-looking, special; The high frequency of Shanghai M50 is general, nostalgic, elegant and interesting; the high frequency of Chongqing

BeiCang is nostalgic, warm, distinctive and leisure; the high frequency of Tianjin Miansan is nostalgic, general, special and industrial; the high frequency of Shanghai Hongfang is general, special, nostalgic and industrial. Style: Fuzhou Rongdu 318 has a high frequency of nostalgia, good-looking, quiet and special; Yunnan Lijiang Dayan Huaxiang has a high frequency of nostalgia, special, bright and leisure; The high frequency of words in the old factory of Xi'an is nostalgia, general, special and modern sense; the high frequency of words in the red brick factory of Guangzhou is nostalgia, antiquity, industrial style and literature and art; the high frequency of words in the 699 factory of Nanchang is nostalgia, special, distinct and Literature and art; The high frequency of words in overseas Chinese town of Shenzhen is special, general, distinctive and artistic; the high frequency of words in Changzhou canal 5 is nostalgic, special, general and obsolete; the high frequency of words in Shanghai 2577 is nostalgic, general, obsolete and atmospheric; the high frequency of words in Shanghai old wharf is distinctive and nostalgic. Shenyang Tiexi 1905 has a high number of word frequencies: nostalgia, industrial style, creativity, and special; The word frequency of Guangdong tit creative park is higher: nostalgia, quiet, leisure, fashion; the word frequency of Guangdong Yangcheng creative park is higher: simple, general, nostalgia, clear; the word frequency of Guangdong 1850 creative park is higher: nostalgia, special, leisure, art; the word frequency of Xi'an Banpo International Art Zone is higher: nostalgia, antiquity, art, harmony.

The word frequency order of each visual attraction may be different, but the word frequency occupying high frequency mainly includes nostalgia, creativity and literature and art.

B. Classification by Visual Attraction

There are nine categories of visual attractors. According to the classification of visual attractors, the number of word frequencies is sorted, as shown in "Table VI":

TABLE VI.   VISUAL ATTRACTOR CLASSIFICATION WORD FREQUENCY TABLE (PART)

	1. Shop		2. Sculpture		3. Architecture		4. Street device		5. Wall tile	
1										
2	Nostalgia75	75	Nostalgia38	38	Nostalgia100	100	Nostalgia68	68	Nostalgia92	92
3	Cozy35	35	vivid35	35	great momentum38	38	industrialization48	48	obsolete59	59
4	Sentiment34	34	Life 22	22	modern33	33	Originality36	36	Special25	25
5	literature33	33	Interesting21	21	commonly31	31	distinct27	27	literature25	25
6	Leisure time29	29	ugly20	20	Special27	27	Special26	26	Art24	24
7	Special27	27	Lovely18	18	obsolete25	25	Colorful25	25	commonly20	20
8	quiet20	20	Good-looking17	17	neat22	22	Interesting16	16	Originality19	19
9	commonly17	17	abstract17	17	Industrial wind22	22	Art15	15	vitality18	18
10	Comfort17	17	strange16	16	simple18	18	literature15	15	Colorful17	17
11	Life 17	17	Special15	15	Good-looking17	17	Life 14	14	Good-looking15	15
12	modern16	16	great momentum15	15	Western style14	14	commonly14	14	neat15	15
13	Elegant16	16	Art14	14	Cozy14	14	Tall and big12	12	monotonous13	13
14	dark14	14	Frightening14	14	Life 14	14	strange12	12	modern12	12
15	Simplicity12	12	Originality13	13	Elegant12	12	obsolete11	11	great momentum12	12
16	obsolete12	12	Industrial wind12	12	Cold and cheerless12	12	abstract11	11	simple11	11

As shown in "Table VI", there are nine categories of visual attractors. The word frequency of each visual attractor is arranged in the order of more to less. It can be seen from the figure that the word frequency of the visual attractor of the shop is higher: nostalgia, warmth, sentiment, literature and art; the word frequency of the visual attractor of sculpture technology is higher: nostalgia, vividness, Life, fun; the word frequency of architectural visual attraction is higher: nostalgia, atmosphere, modern, general; the word frequency of street device visual attraction is higher: nostalgia, industrialization, creativity, bright; the word frequency of wall brick visual attraction is higher: nostalgia, old, special, literature and art; commodity The frequency of words with high number of color painting visual attractors are nostalgia, general, good-looking and interesting; the frequency of words with high number of lane visual attractors are general, nostalgia, quiet and lonely; the frequency of words with high number of leisure activities visual attractors are leisure, ease, joy and interesting; the frequency of words with high number of signboard visual attractors The high number of words are: distinctive, special, general, nostalgic.

C. Classification According to the Visual Attraction of the Block

Each block contains nine kinds of visual attractions, and the table of word frequency is also sorted out.

TABLE VII.   WORD FREQUENCY TABLE OF VISUAL ATTRACTION OF CULTURAL AND CREATIVE BLOCK (PART)

1	1. the eastern suburb of Chengdu												
2	1. Shop							2. Sculpture technology						
3	Originality2	Nostalgia2	literature3	Lovely2	Cozy3	Sentiment2	Other16	Nostalgia3	Industrial wind2	Art3	strange 3	Cozy2	serious 2	Grotesque 2
4	Originality/innovate	Restoring ancient ways2/fresh	literature 2/fresh	Lovely/Adorable	Cozy/Comfortable2	Sentiment/romantic	Cartoon/Dim/Beautiful/ Cold and cheerless/Young people/chaos/European style /Dilapidated/Life /Christmas/grace/ resource utilization/ Western style/sense of modernity/like/Boring	Restoring ancient ways2/Nostalgia	Industrial wind/ rust	Art/Rock /Music	strange2 /queer	Relaxed/Leisurely and carefree	serious/ earnest	Grotesque/funny

The word frequency of the visual attractors in cultural and creative blocks is too many, only part of the content is simply intercepted. Based on the word frequency table of the visual attractors in cultural and creative blocks, such data can be obtained. The word frequency composition of the visual attractors in each cultural and creative block is also diverse, but the differences also exist, such as the highest word frequency of the visual attractors in Dayan Huaxiang, Lijiang, Yunnan Province. It is nostalgia. The highest word frequency of visual attraction of sculpture technology is nostalgia. The highest word frequency of visual attraction of architecture is nostalgia. The highest word frequency of visual attraction of street installation is nostalgia. The highest word frequency of visual attraction of wall brick is nostalgia. The highest word frequency of visual attraction of commodity color painting is general. The highest word frequency of visual attraction of roadway is nostalgia. The highest word frequency of visual attraction of leisure activities is nostalgia. The highest frequency of words is joyful, and the highest frequency of words for the visual attraction of signboards is nostalgia; for example, the frequency of words in Shenzhen Overseas Chinese town will be different, and the highest frequency in turn is literature and art, creativity, general, bright, general, art, literature and art, ease and special.

According to "Table VII", it can be seen that many words of word frequency in cultural and creative blocks may have different expressions, but after induction, the coincidence rate is very high. The high frequency word frequency of the visual attraction of 22 cultural and creative blocks is mainly composed of nostalgia, creativity and literature and art, while the high frequency word frequency of the visual attraction of only a few cultural and creative blocks is different from that of most cultural and creative blocks.

IV.   CONCLUSION

Through the collation and analysis of the image word frequency of 22 cultural and creative blocks, we can get a conclusion that nostalgia is an indispensable theme no matter what type of cultural and creative blocks. With the change of China's era, social culture is also changing imperceptibly: many old cities in the city have undergone major transformation, and some old places or old buildings with many years of history or traditional culture are gradually disappearing [34]. But on the other hand, with the disappearance of these traditional cultural representatives, people are looking back to these things with nostalgic culture, so there are more and more archaize and retro phenomenon.

Taking 22 cultural and creative districts as examples, this paper proves that at present, the main internal component of most cultural and creative districts in China is nostalgia, supplemented by other cultural and creative districts.

The general secretary also pointed out in face-to-face discussions with the masses of all ethnic groups and grassroots leaders on the development and construction: "we can keep the green mountains and green waters, and remember the homesickness." In the sustainable development of tourism, nostalgia will also be an important trend in the future. Nowadays, the tourism market, not only cultural and creative blocks tends to be nostalgic, but also more tourism products or scenic spots in other aspects begin to attach importance to the important role of nostalgia.

According to the needs of tourists and the exploration of tourists' psychological process, tourism designers show a kind of "old atmosphere" when designing tourism products, and make use of traditional cultural elements or old objects to create an "old charm" and stimulate tourists' feelings [35].The same is true for cultural and creative blocks. In order to attract more tourists, a sense of vicissitudes and history is created in the color matching of visual attractions or objects. It can be seen that nostalgia will still be a mainstream for a long time in the future. On the road of sustainable development of tourism, it will contribute an unlimited power to the tourism industry.

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