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**| RESEARCH ARTICLE**

## **From Clone Town to University Town: A Case Study of Xianlin University Town**

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**| ABSTRACT**

This study investigates the economic development of Nanjing Xianlin University Town under the influence of the clone town effect. The objective of the study is to analyze the impact of urban management and commercial property management on the economic interchanges between university towns and city centers. Quantitative research methods and SPSS data analysis were used, and 80 valid questionnaires were collected and analyzed. The study's findings reveal that opening the Xianlin Bus Rapid Transit system to other urban areas in Nanjing and adjusting the rental policy are crucial methods to foster economic interactions between university towns and city centers. Furthermore, the satisfaction survey data highlight disparities in merchandise satisfaction levels between university towns and shopping districts, indicating untapped development potential in the university town market. The study emphasizes the importance of resource sharing, preserving cultural heritage, and creating a humanistic atmosphere in university towns. Additionally, optimizing planning and construction, mitigating the over-commercialization and the clone town effect, and enhancing transportation systems are identified as crucial factors for the economic development of Xianlin University Town. This study provides practical suggestions and guidance for the future development of university towns, serving as a valuable reference for enhancing the economic development of Xianlin University Town in Nanjing.

**| KEYWORDS**

Urban development, the clone town effect, economic development, university town, resource sharing, cultural heritage, transport systems.

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### **1. Introduction**

Along with the high economic development of global cities, many multinational branded companies have emerged. Economists have called the clone town effect on the concentration of national and international brands in one neighborhood and one area. This impact means that there is a lack of products or brands with local characteristics in the area and that residents are less selective in the products they buy. In Nanjing, Jiangsu Province, China, at the end of the last century, the development of university education and the consolidation of university buildings resulted in the formation of an independent business district with university-based economic development. The development of this area was mainly focused on the needs of university students and local residents, and after it opened in 2005, it has continued to invite large shops and brands from home and abroad to move into the area and built a direct underground from the city center to the university town. The expansion of brands and shops has reduced the complexity of purchasing goods for users in the area, from the need to go to the city center to buy products to obtaining products and services provided by multinational brands in the area, the development of the university town is gradually moving towards commercial independence. However, in the process of the continuous emergence of products in university towns, the unique local brands of university towns have also been squeezed and withdrawn from the development of university towns. Due to the lack of large-scale marketing and capital accumulation, these local brands have been forced to withdraw from the competitive market in the face of competition from international brands, even though they have a large number of local consumers. The emergence of

this situation is also in line with the logic underlying the clone town effect, and this study is dedicated to analyzing the impact of the clone town effect on the ecological development of university towns. The main research method used in this study is quantitative research, in which 80 questionnaires were collected over a period of 1 month, of which 80 were valid and analyzed using spss data. Although some previous studies have pointed out the independence of ecological development in university towns, this study will analyze the ecological development of Nanjing Xianlin University Town in conjunction with the impact of the clone town effect and provide suggestions for the future development of the university town.

## 2. Methodology

### 2.1 Overview of Regional Studies

Nanjing Xianlin University Town is located in the central part of Qixia District, Nanjing, Jiangsu Province, 15 kilometers away from Xinjiekou, a busy business district in the city centre. The university town was planned in 1995, and construction began in January 2002. By the end of 2010, the total population of the area had exceeded 260,000 people (Ye et al., 2014). By the end of 2013, the area had concentrated 8 percent of the university towns, including Jiangsu Province. Nineteen schools, led by Nanjing University, have set up their main campuses and student dormitory buildings in Xianlin University Town.

The area is set up with a fusion of bus and metro transport routes, including Xinjiekou, the city's core, which is a 20-30-minute drive away (Ye et al., 2014). Metro Line 2 and Metro Line 4 enter Xianlin University Town from both sides of Zijinshan Mountain, respectively, and form the rail transport network of the area after intersecting on the south side of Xianlin University Town. While the area is an important site for the higher education industry, Starbucks and Pizza Hut have been introduced to the area, as well as internationally renowned brands. The Xianlin University Town management body provides nearly 40,000 square meters of commercial facilities in the university town, including China Mobile, Apple, Huawei, and KFC shops that have been in the area for many years.

### 2.2 Research Method

Questionnaire Response Age Group Number

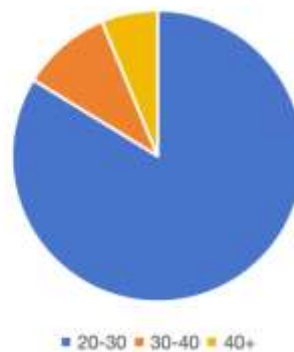


Figure 1: Questionnaire response age group number

In order to analyze the impact of the clone town effect on the economic and ecological development of Nanjing Xianlin University City and based on the large size of the research object, this study adopts the Likert scale questionnaire survey (Taherdoost, 2019) and interview method to assess the commercial development of Xianlin University City from the perspectives of the living habits of the university students, their consumption patterns and consumption preferences. It also puts forward suggestions for the economic and ecological development of Xianlin University Town, taking into account the development characteristics of the clone town city.

The questionnaire collection of this study mainly adopts the online way, through the questionnaire star software to create the questionnaire, and from the living habits, purchase product preferences, travel frequency and other ten questions through WeChat, Xiaohongshu and microblogging and other social media software,, questionnaire dissemination, and after a month of a total of 80 copies of the questionnaire collection, valid questionnaires a total of 80, the questionnaire collection of the effectiveness of this questionnaire is 100%. The interviews for this study were mainly conducted by posting interview posters on social platforms and calling for volunteers to be interviewed. Due to the fear of consistent willingness to spend answers because of too similar living habits, this interview did not use acquaintance recommendations (Allwood, 2012). After the questionnaire was collected, spss data analysis was used to integrate the collection results again.

**3. Literature Review**

**3.1 Situation**

**3.1.1 Nudge theory**



**Figure 2: Nudge theory in Xianlin University town**

Nudge theory is a theoretical model proposed by behavioural economists when studying the relationship between brands and consumers (Kosters & Van der Heijden, 2015). The model proposes adaptive design in decision-making environments as a way to influence behaviour and decision making. The model theory also makes the same more realistic assumption view that people do not always make the perfect decisions (ibid.). Therefore, in reality, most consumer decisions are made because of the product or brand marketing mechanisms around them, which are constantly pushing consumers to make purchasing decisions.

Nudge theory is also a decision-making framework proposed by economists Richard Thaler and Cass Sunstein, and the main function of the framework is to help people make better decisions that lead to desirable outcomes. In the brand competition in Xianlin University Town, international brands continue to gain the attention of local consumers with their abundant capital strength and skilful marketing methods. For example, international brands such as KFC and Pizza Hut also introduce products that suit local tastes as they enter the competitive market in the area. For example, KFC in Nanjing and Shanghai introduced Xiao Long Bao breakfast. This kind of breakfast is very much in line with the breakfast habits of the people on the south-east coast, which makes KFC easier to be accepted by the public. According to Cronbach's analysis of the reliability data, the total correlation of the corrected term (CITC) for the word response of Xianlin University City with more international brands is 0.901. Rooted in the quantitative data analysis, when the value of CITC is higher than 0.8, it means that the data is credible and high. Therefore, along with the acceptance of international brands by local residents, more and more international brands are gradually occupying the main commercial development of Xianlin University Town.

**3.1.2 Politics and Economics**

**Politics:** The policy development of Xianlin University Town first requires an analysis of the transport plan for the area. As Xianlin University Town is close to the Lukou International Airport on the outskirts of the city, the airport has set up free buses for university students to help them travel and commute. However, due to the development trend of Xianlin University Town as an independent business district, the metro line 4 and buses are unable to meet the huge student traffic and pressure. According to Cronbach's analysis, the total correlation of transport convenience from Xianlin University City to other Nanjing business districts is 0.44, and its overall value is lower than 0.8, indicating that the reliability of the term is low. The feedback based on the data indicates that the questionnaire respondents are generally dissatisfied with the traffic in Xianlin University City, Nanjing. During our information collection process there were also college students who indicated that because the local school also intends to carry out campus tourism business. Therefore, the number of campus tourists increases dramatically every winter and summer holidays, which brings trouble to students' travelling despite the increase in the school's financial income. For the development of tourism in Xianlin University Town, it is also a reason to promote the commercial independence of the area. Based on the concern for children's education of parents in most Chinese families, school trips have become very popular during holidays in recent years. The programme means that children can be accompanied by their parents to visit university campuses and experience the campus learning atmosphere. In order to assist the development of local study tours, transport lines have been set up for travellers. However, this type of bus transport policy does not facilitate the travelling of local students and residents.

**Economics:** In the accompanying post-pandemic era, economic recovery has also become the mainstay of urban development today. After the ups and downs of the epidemic, shops in university towns have also introduced a policy of lowering rents to attract shop investment. Based on the above, there are constantly international brands such as Starbucks, Pizza Hut and other food and beverage giants choosing to redevelop in the area.

According to the latest information, Nanjing Xianlin University Town is creating Wisdom Valley, an area that incubates the innovation economy in the Nanjing Student Science and Technology Park. While opening up the recovery of the real economy to drive the development of regional scientific and technological forces.

Cronbach Reliability Analysis			
Name	Correction item total correlation(CITC)	Deleted alpha coefficients for items	Cronbach $\alpha$
Xianlin University Town has more international brands.	0.901	0.861	0.891
Xianlin University Town has the ability to buy products from independent business districts	0.608	0.882	
Xianlin University Town and Xinjiekou and other business districts have the same shop traffic.	0.653	0.879	
Xianlin University Town has comprehensive merchandising facilities.	0.621	0.881	
Xianlin University Town has a high product service attitude and philosophy	0.743	0.871	
Convenient transport links from Xianlin University Town to other Nanjing business districts	0.444	0.890	
Xianlin University Town offers products to meet the basic needs of daily life.	0.690	0.876	
Xianlin University Town offers products in line with shopping areas such as Xinjiekou	0.586	0.883	
The buying product in the Xinjiekou shopping area is very different from that of Xianlin University Town.	0.634	0.880	

Cronbach  $\alpha$  = 0.894

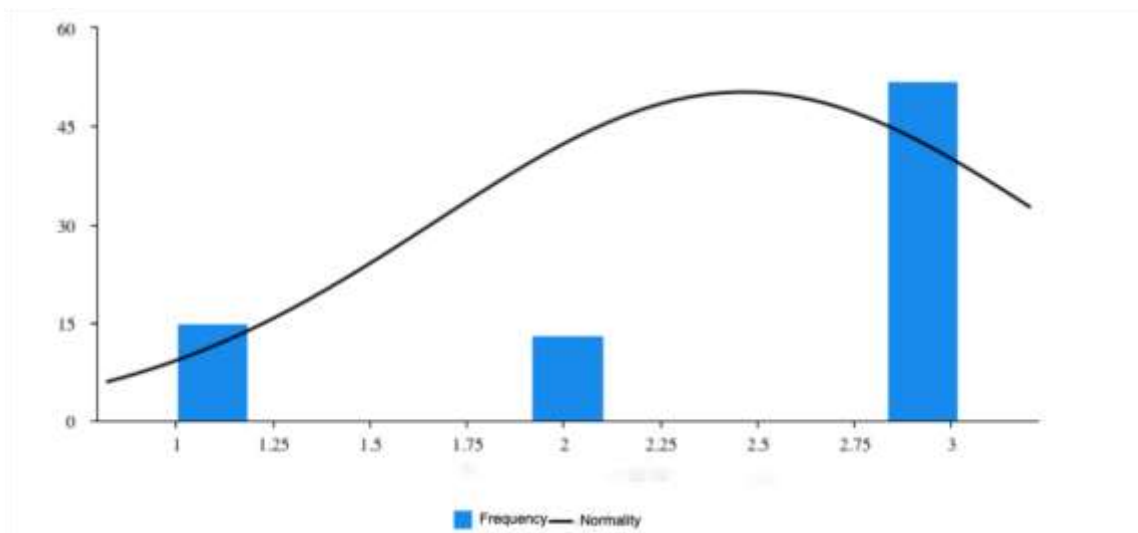
**Figure 3: Cronbach Reliability analysis data**

**3.2 Problems**

Although Xianlin University City has made impressive developmental achievements during recent decades, this rapid growth has also brought forth a series of typical problems and challenges.

**3.2.1 Resistance to Sharing Resources**

Zhao and Ye (2005) assert that resource sharing ought to be at the heart of a university city. A university city should not be a mere concentration of universities but rather a convergence of universities and research institutes, a blending of universities and research institutes, and, most importantly, a collaboration (Dong, 2005). As shown in the histogram below, the histogram drawn according to the SPSS model intuitively reflects that Xianlin University Town can satisfy the needs of some students for basic living products to a certain extent, but the coverage of such needs is still too narrow. However, in comparison to other countries, the history of university cities in China is relatively brief, and the mechanisms for internal and external openness, as well as resource sharing and collaboration, require improvement. Presently, numerous universities are involved in competitive hardware acquisitions, such as constructing facilities and entertainment venues. For instance, Xiasha University City in Hangzhou boasts 14 universities yet lacks a large-scale, multipurpose stadium (Zhao & Ye, 2005). Furthermore, the universities remain geographically separated, prioritizing their own interests and managing themselves independently, resulting in a simple aggregation approach (Li, 2007). According to Zhou and Liu (2005), universities retain strong cohesion and a centripetal force, which can result in difficulties in sharing and exchanging resources due to the exclusivity of this culture.



**Figure 4: The products offered by Xianlin University Town can meet daily needs**

In contrast, Oxford and Cambridge have a strong tradition of resource sharing, boasting 104 libraries and 8 museums in Oxford and almost 100 libraries and 7 museums in Cambridge. With a library card, one can access over 100 libraries in these areas without hindrance (Yu, 2002). In terms of openness and resource sharing, there is still ample opportunity for the development of university towns in China.

### ***3.2.2 Cultural Deposits and Humanistic Feelings Need to be Improved***

According to Yao and Mei (2005), the institutional culture of a university is the external expression of its inner spirit and philosophy. This institutional culture largely influences the atmosphere and characteristics of the university and conveys its values to the outside world. However, Shi et al. (2021) pointed out that the construction of university cities in China often focuses on the title of “university” but ignores the meaning of “city” and lacks attention to the humanistic feelings within the university and the interaction between the school and the social space. Ye et al. (2014) also argue that local governments, the main promoters and beneficiaries of university city planning, pay little attention to the spatial needs of universities and the social groups they are involved in. These can lead to a significant sense of social isolation between the university and the city.

At present, numerous universities are keen to enlarge their operational area and hence establish sub-campuses to alleviate the burden on the primary campus. The outcome of this, as stated by Liu (2007), is a proliferation of economical and practical “factory-style” mass-produced buildings. However, these lack adherence to cultural connotations and spiritual values. Moreover, according to Huang (2004), the development of the new “university city” has resulted in the disconnection of its original culture and the challenge of cultivating a new one. The geographical shift has artificially severed the original university culture, and the construction of the new campus risks breaking the original cultural tradition. However, the cultivation of a new culture takes time and poses obstacles to enriching the university city’s culture. However, establishing a new culture is a time-consuming process, posing a significant challenge for university cities looking to enhance their cultural legacy and promote a more inclusive and varied society.

### ***3.2.3. Planning and Construction Deficiencies***

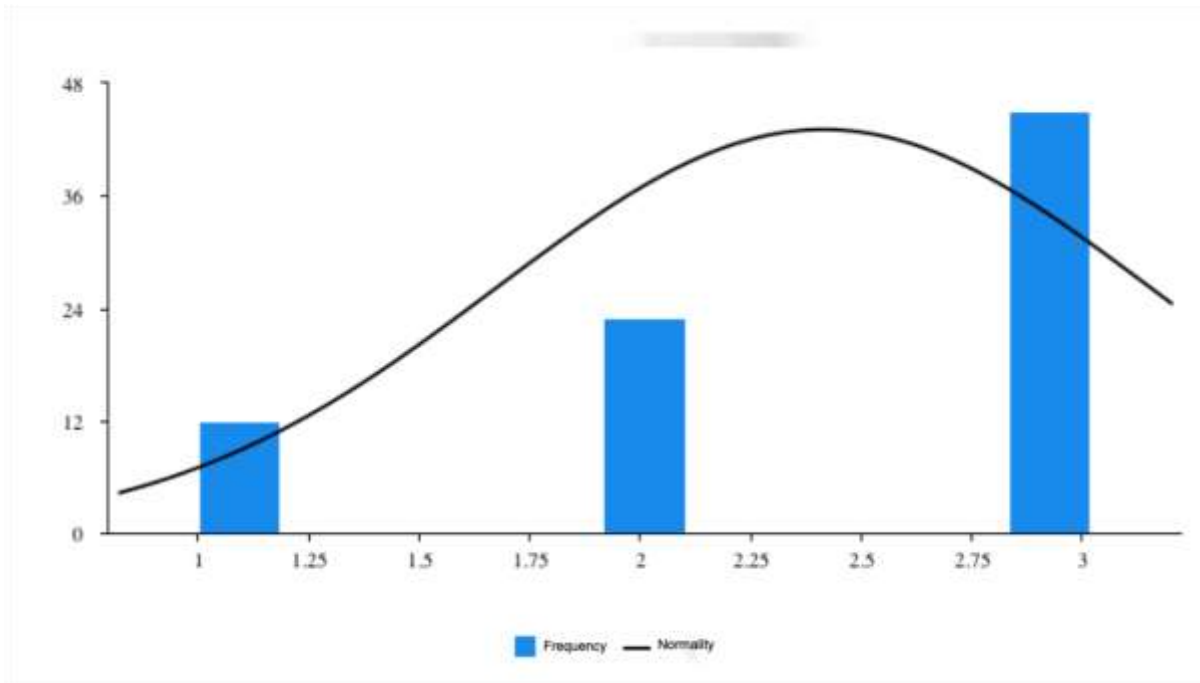
Li (2007) contends that objective scientific evidence is insufficiently considered in the planning and construction of university cities. Current university cities frequently suffer from overdevelopment and excessive investment; for example, Nanjing Xianlin University City plans to occupy 7,000 hectares, equivalent to the area of 26 Peking Universities, and cost 5 billion yuan (Qiu, 2003). Furthermore, there is inadequate coordinated planning for the development of university towns. Nanjing alone has five university towns, including Xianlin University City, which results in the dispersion of educational resources and significantly increases investment and management costs. At the same time, most university towns in China lack long-term planning, which could result in the “empty nest phenomenon” of colleges and universities withdrawing. Li’s (2007) study shows that the majority of China’s university towns are constructed in the countryside, mainly on agricultural land. For example, in Liaoning Province, the majority of land (543 ha) in university towns has been expropriated. In Zhejiang Province, five university towns, including Xianlin, are spread across five cities. More than 70 percent of the proposed 2,240 ha area in five university cities in Zhejiang Province consists of cultivable land. This not only leads to a significant waste of land resources but also aggravates the conflict between the populace and land, ultimately impacting social equilibrium.

### ***3.2.4. Over-commercialisation and the Crisis of the Cloning Bazaar Effect***

The significant number of scholars and staff and the high demand for goods and services in the university city have given rise to extensive commercial growth. Cheng (2022) found that, in university towns, the most significant correlation existed between data on sales and rentals of houses and hotels or guesthouses. Additionally, the average price of houses in these areas was 200-1000 RMB/m<sup>2</sup> higher compared to the same location, with monthly rents being 50-200 RMB/month more expensive than in other areas. The majority of houses in these areas were also in short supply. As Zhang (2006), some developers have engaged in property development under the guise of education. This trend has provided an opportunity for speculative urbanism to thrive, resulting in the construction of numerous commercial buildings and institutions. Such developments have affected the academic environment, diverting attention away from academic and educational requirements. According to Cheng (2022), there is a concern that colleges and universities may become tools for generating profits driven by economic interests. For instance, Nanjing University and Nanjing Normal University, situated in Xianlin University City, frequently organize educational trips, which intensify the touristification of the university city. This trend adversely impacts the campus milieu and the quality of learning for students. Additionally, it fuels the proliferation of commercial establishments, thereby aggravating the risk of over-commercialization in the university city.

Duignan (2019) proposes the emerging economic phenomenon of the clonal bazaar effect, which simply means that a large number of well-known domestic and international brands are located in an area and dominate the local business environment, making it difficult to develop local speciality shops, products, etc., and bringing about a negative impact on the diversity of the local economy and culture. For example, there are many famous brands similar to Starbucks, Pizza Hut, Adidas, etc., in commercial

areas such as Elite Plaza and Wanda Plaza in Xianlin University City (Figure 1), which take away the customer traffic of local shops, restrict the survival and development of local enterprises, and affect the diversity and innovation of the commercial area.



**Figure 5: Xianlin University Town has a large number of international brands**

### **3.2.5 The Transportation System Requires Enhancement**

According to Li's (2007) research, most university towns are constructed on the periphery of the city, as deduced from the authorized and pending land applications around the country. University towns on the outskirts of cities can be situated within a range of ten kilometers to tens of kilometers from the city center. These locations may suffer from inadequate transportation and a lack of supporting amenities, as identified by Zhao and Ye (2005). This can result in inconvenience for students and faculty in terms of their studies, work, leisure, and daily lives. Ye et al. (2014) noted that although most teaching activities at Xianlin University City take place on campus, a large number of faculty members still live in the city center of Nanjing. This results in at least an hour-long commute by bus, which negatively impacts both teaching and communication between teachers and students. At the same time, a current Nanjing University student reports in an interview that the metro trip from Xianlin University City to Nanjing University City takes approximately 40 to 50 minutes. This presents a challenge for communication and resource sharing between universities. While there are special lines connecting Xianlin University City to major business districts like Xinjiekou, long travel times still arise to include as many residential areas as possible.

### **3.3 Trends**

#### **3.3.1. Emphasis on Resource Sharing and Cooperation**

Numerous resources such as laboratories, libraries, museums, hospitals, and other facilities in foreign university cities are shared with community members, including faculty, library materials, and infrastructure (Dong, 2005). The future development of Xianlin University Town should prioritise promoting the establishment of mechanisms and platforms for resource sharing and collaboration. Sharing of spare resources, communal amenities, and information can take place amongst residents, communities and businesses. Furthermore, among institutions of learning, given the varied types of colleges and universities within the city, each should leverage its own disciplinary aptitudes, accounting for its strengths and limitations (Yao & Mei, 2005), and foster increased exchanges, cooperation, and knowledge-sharing. This could be achieved through cross-college and cross-discipline minors, enhancing the utilization of local resources, and raising the standard of education.

#### **3.3.2 Enhancing Cultural Heritage and Humanistic Atmosphere**

Zhang and Hu (2013) note that the cultural traits of a region significantly influence its sustainability. University-City Interaction Study Group (2007) posits that several university cities in China have strayed from the people-centered approach and overlooked the growth and development of individuals. Therefore, it is crucial to preserve and enhance the distinctive local culture and cultivate a humanistic environment.

On a cultural level, Xianlin University City's universities and the government ought to reinforce their collaboration, abstain from being influenced by the fast-paced and scattered modern culture, and center their efforts on the defensive advancement of prevailing cultural resources. Thereby, they can merge the generation of an academic environment with the conservation of the region's exclusive culture, improving the university's historical heritage. Hangzhou Normal University collaborated with the Zhang Taiyan Memorial Hall to establish the "Zhang Taiyan National Learning Centre" in the former residence of Zhang Taiyan in Cangqian Town (Zhang & Hu, 2013). Furthermore, universities may organise routine cultural festivals and relevant lectures, conduct cultural education and research, and incorporate culture into innovative industries.

At the humanistic level, the management, development, and services offered by a university town should always prioritize the needs of its community, encouraging their involvement, sense of belonging, and accountability. For instance, the project should involve teachers, students, and stakeholders in making decisions while taking into account the views of city residents. Prioritise the development of safety and medical protection and show concern for the physical and mental health of residents. Establish an efficient communication channel and feedback mechanism to enable residents' needs to be understood in a timely manner and corresponding adjustments made.

### ***3.3.3 Optimisation and Innovation in Planning and Construction***

The primary objective in planning and constructing university towns in China is to create a scientifically formulated, long-term land use plan (Li, 2007). The focus should be on ensuring adequate land reserves for future development and avoiding the misconception of the "land enclosure movement," where the large commercial enclosure is blindly pursued. It is essential to maintain the "university nature" and the non-profit-making nature of these towns (Liu, 2007). It is important to avoid misconceptions about the "enclosure movement", to avoid blindly pursuing large size and commercial encirclement, and to uphold its "university nature" and non-profit-making nature (Liu, 2007). Xintiandi Plaza, formerly the most popular first business district in Xianlin University Town, has now deteriorated in popularity and become dilapidated. One of the key factors contributing to this decline is the unclear planning and positioning of the shopping center (Ren, 2023).

The emergence of smart city technology, as well as RS and other emerging science and technologies, can offer an impartial and thorough evaluation of the built environment of university towns in accordance with the principles of sustainable development. This facilitates the integration of university town development with ecological preservation, resource utilization, and social equality. Measures such as enhancing the physical environment design (He et al., 2006), utilizing energy-saving and ecological technologies, and preserving habitats and landscapes can be implemented. It is possible to learn from Shenzhen's "neighborhood development model", which considers the university innovation circle as the fundamental element and aligns it with the neighboring communities and tourist attractions to coordinate the basic structure (Shi et al., 2021).

### ***3.3.4. Developing a Diverse Business Environment and Adjusting Market Positioning in a Timely Manner***

In terms of diversification, Xianlin University City aims to provide policy support, cultivate local characteristic industries, and promote entrepreneurship and innovation. This entails fostering a synergistic development between local enterprises and globalized brands and introducing commercial enterprises of varying scales and characteristics. Additionally, diversified business and marketing models like e-commerce and the sharing economy are encouraged. To support local enterprises, Xianlin University City also provides entrepreneurial support in terms of capital and technology. University cities can also enhance financing channels, with development funds being shared between the government and local inhabitants (Dong, 2005). This reduces the risk of homogenisation in the business district, which is currently dominated by property developers and enterprises prioritizing economic interests while also preserving the diverse and distinct business environment.

Wu (2017) highlighted the diverse requirements of university students, including catering, tourism, arts, culture, and other fields. Enterprises located in university cities should conduct thorough market research and demand analysis. They must implement distinct business strategies and enhance their products and services to cater to varying needs. Regarding the unattended business district in Xianlin University City during summer and winter holidays, Fu (2016) suggests that businesses should quickly and flexibly reposition their market to nearby residents as the main customers. This allows for timely adjustments to the marketing strategy.

### ***3.3.5 Sound Transportation Systems***

The principle of prioritising people remains central to transportation development, whether in constructing roads and buildings or operating public transport, with the aim of maximising convenience for university town residents in their daily lives. Initially, it is essential to undertake comprehensive transport planning, encompassing various modes of transportation, including cycle paths and pedestrian areas, to ensure interconnectivity and convenient travel. To tackle the congestion issues facing university town buses, a potential solution is to increase the number of buses and underground departures, extend the length of the vehicles, and provide additional seating. This feedback was provided by Ye et al. (2014). The implementation of real-time monitoring of both human and vehicle traffic through a combination of technology and big data could be considered. Intelligent navigation systems

can amalgamate road conditions to modify routes, and intelligent signals can analyze human and vehicle traffic to automatically adjust waiting times. University cities may introduce more shared transportation options and establish a unified platform for traffic information and travel advice.

### 3.4 Suggestion

#### 3.4.1 Policy Perspective

From the perspective of urban management, this study suggests that Nanjing Xianlin University Town should open express buses from Xianlin to other urban areas in Nanjing to increase economic exchanges between Xianlin University Town and other main urban areas. According to Bain & Company's consumer report released in 2020, Generation Z is the main consumer (Cho et al., 2022). Therefore, the establishment of faster transport can help Gen Z consumers to circulate within the city. According to the questionnaire data formed by the satisfaction Xianlin University Town provides products consistent with the Xinjiekou and other business districts, the satisfaction in the data analysis of this information is -0.73, which indicates that most of the groups who completed the questionnaire still believe that other business districts such as Xinjiekou and other Nanjing business districts still have differentiated goods from Xianlin University Town, which also indicates that the university students' purchasing for the goods has a strong potential value. Therefore, the construction of express buses from Xianlin University Town to Nanjing City not only breaks the independent business circle situation of Xianlin University Town affected by the clone town effect but also can increase the profit growth of economic flow in the city to a certain extent. From a commercial property management point of view, this study recommends higher rental prices for international non-local brands and lower rental prices for local brands. Based on the study, 79 per cent of the questionnaire respondents agreed that university towns offer products that are too similar to those purchased in other shopping areas. The excessive presence of the same products will reduce the consumers' willingness to buy the products. Therefore, this study suggests that with the rational development of shops in university cities, local brands should be given lower rents and should be supported to develop within the city.

#### 3.4.2 Tourism Perspective

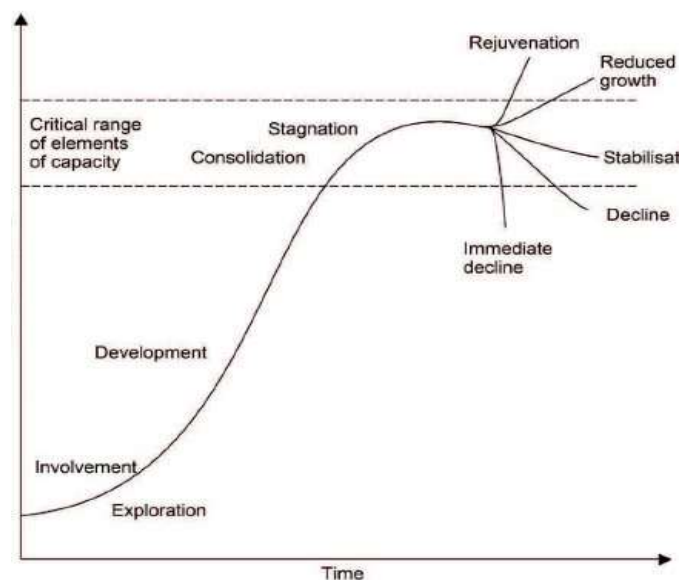


Figure 6: Butler's tourism life cycle

Along with the gradual development of university towns, tourism has gradually become one of the channels to increase economic income. This kind of tourism industry does not refer to programmes that target specific tourist attractions but rather to the experiential tourism that has emerged in China in recent years, such as visits to university campuses and libraries. These tourists include but are not limited to parents, children, and some college students who are willing to visit campuses and experience different school atmospheres. According to Bartlett's tourism life cycle (McKercher, 2005), the tourism industry of Nanjing Xianlin University Town should be in the development stage at the present time. Although vigorous tourism development can bring large economic benefits to the local economy and the development of shops. However, the overdevelopment of the tourism industry can also lead to the development of the area tilted, for example, traffic travelling due to the influx of a large number of tourists, which will bring greater travelling pressure and living pressure to the aboriginal people and university students in the area. Therefore, this study suggests that, under the rational planning of the tourism industry, a special travelling line for tourists should be planned. Dedicated lines can include dedicated bus lines and, taxis, etc. Help the metro line in the area to reduce the passenger



load pressure. This study also suggests that the region plans more reasonable travel time periods to help stagger travel for tourists and college students. Reduce the high pressure of travelling traffic caused by too many people.

#### **4. Conclusion**

In this study, project members conducted a case study on the economic development of Xianlin University Town under the influence of the clone town effect. The study covers three aspects: economic, policy and social. The preferential policies for new enterprises in the university town strengthened the presence of more domestic and foreign brands, thus creating a self-sufficient economic model for the area. Economically, the region's economic consumption value is rising based on the rebound in consumption efforts of the post epidemic Generation Z consumer group. Socially, the development of tourism projects in the staged university town is also increasing the economic benefits of the university town, but at the same time consolidating the mode of operation of the university town as an independent business district. This study mainly adopts quantitative research, using SPSS research methods to collect data from university students' purchases of university city products, product and service evaluations, and university city traffic, and to integrate and analyse the data from the perspectives of reliability and satisfaction. Although we try to avoid the errors brought by data collection parsing in the process of data collection, we cannot avoid the inaccuracies in data analysis. From the perspective of university town planning, the study proposes the construction of rapid transport routes to promote the connection between university towns and the city centre and also proposes that university towns should increase the price of shops to reduce the appearance of homogeneous products. This study also only analyses the current economic development of Nanjing Xianlin University City, and in the future, the group will also combine with other cities in the province to conduct comparative studies to help the economic development of university cities further.

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