

The Influence of Cultural Level is the Core Competitiveness of City Brand Construction

-- Take Xi 'an City as an Example

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Abstract: With the advent of global economy, cities cannot be satisfied with the status quo. If a city wants to stand out nationally or even globally, it must rethink and renew. This article takes the cultural level as the core of the city brand construction to discuss, and explains the importance of various cultures in the city construction. And searched for some strong evidence and investigation. The hope is to give some direction to the builders of urban development.

Keywords: Cultural Level; City Brand; City Brand Construction; Social Media Communication; Music Culture.

1. Introduction

With the acceleration of the urbanization process, the competition between cities is becoming more and more fierce, the traditional urban construction and design concepts have changed, and people have put forward a higher level of needs for urban brand image design. China has many famous historical cities with strong cultural heritage and cultural heritage, as well as many successful cities of reform and opening up, which have gained certain influence in the international community. For example, foreigners know that modern China looks at Beijing, economic China looks at Shanghai, ancient China looks at Xi 'an, and reform and opening up look at Shenzhen. Knowing that complex promotion is not always effective, it is necessary to carefully study the law of international communication, adopt the best communication content and strategy, tell a vivid story, and show the city style. [1] Some cities of our country have made changes in urban brand building in recent years, but the problems such as mutual imitation, plagiarism and lack of individuation between cities are common.[2] Nowadays, contemporary urban shaping has achieved rapid development. The city looks very different from before. The unique features of the city are important factors to attract people, which will indirectly affect the economic income and development of the city. Then, what factors can maximize the competitiveness of a city, and what factors can greatly increase the visibility and influence of a city? It is certain that culture, as the most indispensable feature of a city, is the core competitiveness of a city. The main body of the city brand is the city, and the city brand marketing must adopt appropriate strategies to meet the needs of multiple subjects, so as to achieve better communication effects.[3]

2. Discussion

So, what is the definition of culture? Most people may think that culture is tradition. Traditional crafts, traditional snacks, traditional customs. In fact, this is just a stereotype of the past culture, and the definition of culture is actually very broad. Culture is a complex and diverse concept that usually includes the knowledge, beliefs, arts, morals, laws, customs,

and other abilities and habits created, transmitted, and developed by a group of people in a particular environment. Culture reflects the values, beliefs, behaviors and ways of interacting with a community, and is the characteristic of a society or group. Many people's impression of culture mostly comes from the past. In fact, culture is constantly innovating and developing after multiple influences such as globalization and digitalization. Nowadays, urban brands are facing challenges such as insufficient brand characteristics, unspecific brand impression and insufficient brand communication degree. The essence of all this is that the city brand has not been built successfully. Culture can help city brands make up for the lack of characteristics. By studying and understanding the culture of the city, we can better protect and pass on these unique cultures. This will not only help preserve our cultural heritage, but also help future generations to understand and respect their cultural roots. The brand image of a city plays a key role in attracting investment, increasing awareness and competitiveness. Studying urban culture can help us identify and highlight these characteristics in order to create a unique and attractive city brand image. A strong city brand can drive tourism, increase employment, attract more investment and promote economic development. Studying urban culture can help us discover these possibilities and provide strategies for realizing them. Studying and understanding a city's culture can help community members better understand their shared history and inspire a sense of belonging and participation. It is very beneficial to build a harmonious community environment, improve the quality of life of residents, and enhance the cohesion of the community. In today's globalization, the competition between cities is becoming more and more fierce. Studying and understanding urban culture can help cities find their own characteristics and advantages to stand out in the global competition. Therefore, the topic of culture and city brand is a subject of great practical significance. Whether it is to protect and pass on our cultural heritage, to drive economic development, to increase community participation, or to stand out in the global competition, this is a very important subject. What a city needs most is a rich culture and cultural activities to polish its brand.

Of course, there are some successful city brands that are

built because of culture. As the ancient capital of thirteen dynasties, Xi'an has a profound historical heritage. In recent years, Xi'an has caught up with the city brand building. Through a series of integrated marketing communication methods, Xi'an has actively shaped the city brand and achieved the expected integrated marketing communication effect of the city brand. Make the city brand communication effect and influence greatly increased. So how does Xi'an enhance its brand influence through culture?

When it comes to Xi'an culture, people may subconsciously think of the terracotta warriors. The Terracotta warriors are indeed a symbol of Xi'an culture, but in fact, Xi'an's culture is much more than that. There is a Qinqiang opera club in Xi'an, which was founded in 1912 and has a history of more than 100 years. In July 1921, more than 160 well-known people from all walks of life, such as Li Tongxuan and Sun Renyu, members of the Shaanxi Tongmeng Association, founded the Qinqiang Opera and Drama Club with the local Qinqiang art as the carrier, to change customs and customs, assist education and develop people's wisdom. In the 37 years before liberation alone, they created and adapted more than 560 kinds of plays, big and small, to promote patriotism, democracy and science; More than 600 students have been trained in 13 periods. Yi Society has launched a large number of excellent works such as realistic theme 1 play "Daughter of the Party", "Dream Weaver", historical theme play "Li Bai Chang'an Trip", "Cheng Ying Rescue Orphan", Silk Road theme play "Li Ling Monument" and "Zhaojun Trip", which have won more than 200 provincial and ministerial awards. In addition, she has also performed in more than a dozen countries and regions in Asia, Africa and Europe, and carried out cultural exchanges with international students from Peking University, Tsinghua University and other universities, which has been covered by many foreign media. At the end of 2021, the Yisusha Cultural Block was officially unveiled, combining the two "traffic" of the century-old Qinqiang Theater and the new Internet red block, so that citizens and tourists can experience the unique charm of the ancient Qinqiang art, but also feel the fashion style of the modern cultural block. As a new attempt of the integration of opera art and cultural tourism, the new consumption scene and interactive consumption experience presented by the construction of the Yi Vulgar society cultural block have formed a new model of cultural and tourism integration, which has become popular throughout the country.

Secondly, culture is not just something left over from the past, of course, there are also emerging cultural trends. Music culture has also brought huge attention and income to Xi'an. The 10th anniversary concert of Chinese mainland boy band TFBOYS was held at Xi'an Olympic Sports Center Stadium on August 6, 2023. During the concert, TFBOYS fans come not only to watch the concert, but also to feel the culture and history of the city. Outside the concert, they visited Xi'an's famous monuments and attractions, tasted local food and bought local souvenirs. The arrival of these tourists has not only brought considerable income to the local tourism industry, but also injected new impetus into the local economic development. In addition, TFBOYS' 10th anniversary concert also made an important contribution to Xi'an's cultural exchanges. Their musical style combines elements of China and the West, showing the fashion and vitality of Chinese youth. Such cultural exchanges can not only promote mutual understanding and exchanges between different regions, but also contribute to the spread of Chinese

culture in the world. In short, TFBOYS' 10th anniversary concert in Xi'an is not only a musical feast, but also a grand event for cultural exchange and tourism promotion. Their arrival has not only brought economic benefits to the local area, but also contributed to the spread of Chinese culture. After this concert in Xi'an, the revenue reached a staggering 416 million yuan. According to the third-party sampling survey statistics, before and after the performance, the advance bookings of Xi'an accommodation online increased significantly compared with the same period last year, especially the total bookings from August 6 to 7 increased by 738% year-on-year; Ticket revenue was 35.76 million yuan, directly driving tourism revenue of 416 million yuan. Among them, overnight tourists accounted for 79.73% of the total number of visitors, and the average length of stay was 2.36 days. People from outside the province accounted for 81%, in addition to concert tickets, transportation + accommodation + catering accounted for 76%, shopping + cultural entertainment + tourist attractions accounted for 24%; 48.34% of tourists said that in addition to watching concerts, they also visited other scenic spots, and the average number of visits was 2.81. This is undoubtedly a major success of cultural exchange and urban development.

In 2019, Xi'an Municipal Party Committee and Municipal Government issued the Action Plan for Xi'an to Implement the Positioning of "Catching Up and Surpassing" and Accelerate the Construction of the National Central City (2019), assigning nearly 60 specific tasks and highlighting special actions in seven aspects. In 2020, the relevant departments issued the Action Plan for Accelerating the Construction of National Central Cities (2020), once again proposing six major construction points. In 2019, Xi'an City issued the "Implementation Opinions on Strengthening Urban Planning and Construction Management for the 14th National Games and Accelerating the Pace of National Central City Construction", issued 25 specific tasks, and pressed the "shortcut key" for the construction of Xi'an National Central City. The intensive planning of the municipal Party committee and the municipal government in the macro policy of the construction of the national central city fully reflects the importance of Xi'an to the construction of the national central city. Cultural and artistic exchanges can also be laid out through macro-level planning. For example, implementing the goal plan of "Building a Silk Road Cultural Highland highlighting the heritage of Chinese civilization" in the Action Plan for Accelerating the Construction of the National Central City (2020), establishing the macro goal of building a new national cultural city with a very modern flavor, and leading the cultural and art exchange activities in Xi'an to develop positively through macro guidance. If Xi'an wants to become an important gateway hub of the country, it needs a modern cultural exchange place and comprehensive transportation hub. At the same time, if Xi'an wants to become a foreign exchange center with global influence, it needs better hardware and software facilities. In terms of software, we can strengthen the construction of the "Belt and Road" consulate concentration area, the Silk Road International talent Education cooperation center, and increase the introduction of "Belt and Road" international talent, especially the international top talent in music. In addition, by actively holding international music, instrument art exchange activities, to create a strong international artistic atmosphere. In terms of hardware, through the construction of a high-level Silk Road cultural exchange base and the world's

leading museum city, to create a new urban landscape of Han and Tang ancient rhyme. In recent years, Xi 'an has built the largest music fountain in Asia, made great efforts to build seven music cultural districts, and actively carried out free outdoor performances of Xi 'an Symphony Orchestra, which are all manifestations of Xi 'an's active efforts to build a "music city". Based on this, further strengthening the construction of internationalized and nationalized hardware and software facilities can further create a loose and free exchange environment for cultural and artistic exchange activities at home and abroad. If Xi 'an wants to become a national central city with its own advantages, it can further strengthen the international musical cultural exchanges and become a "music capital" with strong musical charm. Xi 'an actively promotes international musical exchanges, lets Xi 'an ancient music and other intangible cultural heritage go global, and attracts high-level international groups to exchange and perform in Xi 'an. Specifically, it can form a positive effect by supporting key activities, such as holding an international music festival and creating a "Belt and Road" global music performance project. At the same time, it is necessary to pay attention to music academic exchanges, Xi 'an music university as the leading, run international music academic exchanges, in addition to Xi 'an music groups, music companies and music artists as the lead, integrate the "Belt and Road" music performances, form a relatively fixed brand of music alliance, carry out world tour performances, and form a strong "music city" influence. Xi 'an should build a national new cultural city with a very modern atmosphere and constantly stimulate the cultural and creative potential of the city. The source of these cultural creativity is a variety of cultural and artistic exchange activities, such as the international art festival to enhance the influence of the national central city, while enhancing the charm of Xi 'an as a "city of music", to attract more musical talents. Through the national central city construction planning layout to promote the development of culture and art, let Xi 'an become the window of Chinese culture and art to the world, thus driving the development of China's culture and art field. [4]To sum up, this paper discusses the construction of Xi 'an National Central City from the perspective of cultural and artistic exchange, and analyzes the construction strategy of Xi 'an National Central city from the perspective of music exchange, so as to realize the coupling between cultural and artistic exchange activities and the construction of national central city, and realize the multiple value of cultural and artistic exchange activities to help the construction of national central city.

In China's many cultural brand promotions, there are many cities under the innovative marketing mode, forming a unique city brand.[5] After a questionnaire survey, the data shows that 58.78% of the 131 people have a good understanding of urban culture. This shows that nearly half of the people will learn about culture, and in-depth understanding. Those who had some understanding accounted for 32.82%, while those who had no understanding at all accounted for only 8.4%. Taking Beijing, Guiyang, Xi 'an, Chongqing, Nanjing and Shijiazhuang as examples, I surveyed people's impressions of them. The data show that among the six cities, Xi 'an is the most impressive city for people, accounting for 52.67%, and nearly half of the people choose Xi 'an. At the same time, I also investigated the reasons why people were impressed by Xi 'an, and 66.41% chose music concerts and exhibitions. It can be seen that the culture of a city is a very important factor

in whether people can leave a deep impression. Figure 1 and Figure 2 are shown

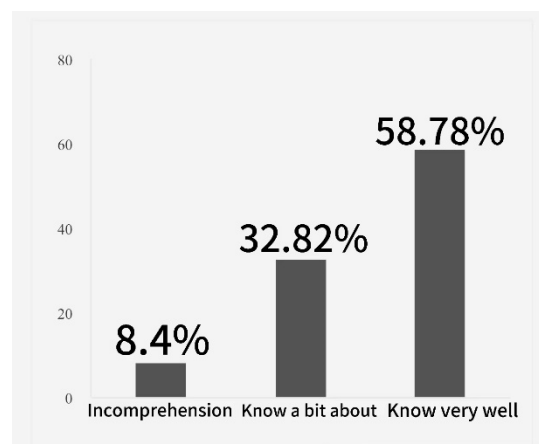


Figure 1. People's understanding of urban culture

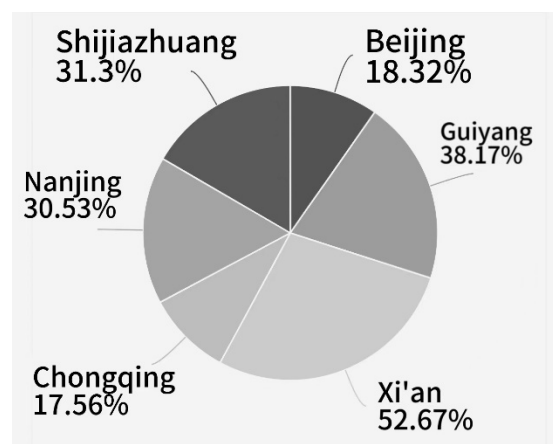


Figure 2. Xi 'an is the most impressive city for people

3. Conclusion

A lot of evidence and facts emphasize the importance of culture to the construction of city brand. Culture is the foundation of a city. With the continuous improvement of modernization level, China's urbanization process has entered a stage of rapid development, digital and artificial intelligence technology has brought convenience to life, and has an impact on urban brand construction to a certain extent.[2] With the development of science and technology, the Internet becomes more and more convenient. And more people are beginning to pay attention to the cultural information on the Internet. Both men and women, young and old, have the habit of swiping their phones and checking social apps in their spare time. We can use the spread of the Internet to enhance the influence of urban culture. Use social media platforms (such as Weibo, wechat, Douyin, Instagram, etc.) to publish content about culture, including pictures, videos, articles, etc. Attract fans' attention and retweets through regular updates and interactions. It is also possible to establish an official website or blog: create an official website or blog that details the cultural background, history, related activities and other information to provide visitors with a one-stop platform to understand the culture. Network broadcast is also an effective way. Use live broadcasting platforms (such as Bilibili, Douyu, Huya, etc.) to carry out cultural promotion activities, such as online lectures, interviews, interactive experiences, etc., to attract audience participation. Of course, a unique image is also crucial. We can create a unique visual image for cultural

products, activities, etc., to enhance their recognition and attractiveness on the Internet. In short, through multi-channel and multi-form Internet publicity, more people can understand, contact and inherit culture. At the same time, it pays attention to content quality, communication strategies and interactivity to make culture more dynamic and influential on the Internet. The key to the success of a city brand is definitely not only to have a single cultural system, it must develop in many aspects and make the culture diversified.

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