

The Building of Foshan Culture-oriented City Brand from the Perspective of "the Belt and Road Initiative"

Minglei Jiang

Neusoft Institute Guangdong
Foshan, China

Abstract—From the perspective of "the Belt and Road Initiative", the city brand building of Foshan is facing difficulties, such as the lack of cognition of city image, the cognitive breakdown of city image, and the convergence of city brand positioning. Based on the predicament and the construction strategy of Foshan culture-oriented city, this paper puts forward the relevant theories, paths and methods of brand building of Foshan culture-oriented city.

Keywords—the Belt and Road Initiative; cultural oriented; city brand; Foshan; Guangdong-Hong Kong-Macao Greater Bay Area

I. INTRODUCTION

The proposal of the "the Belt and Road Initiative" has provided broader space for domestic economic transformation and upgrading, regional economy and urban development. Foshan, as the starting point of the Maritime Silk Road Economic Belt in twenty-first Century, is the core city of Guangdong-Hong Kong-Macao Greater Bay Area. It will inevitably participate in the exchanges, competition and cooperation among cities along the route. With the development of world economic integration, the competition among countries and cities is becoming increasingly fierce, and the key link of competition among cities is the competition of city brand. Therefore, carrying forward the characteristic culture of Foshan and building culture-oriented city brand is an inevitable requirement for Foshan to participate in the construction of "the Belt and Road Initiative".

II. THE DILEMMA OF FOSHAN CITY BRAND BUILDING

A. Lack of Recognition of City Image

The city brand is the symbolization of the city image. It condenses the city spirit, condenses the city culture, and publicizes the city personality. It is the overall characteristic of the city that can be identified and disseminated. The city brand is based on the city image. The city brand achieves the value-added of the city in the dissemination of city symbols.

Studying foreign cities, the author finds that many cities strive to keep in line with the city image in the process of brand building, such as Paris as a romantic capital, whose visual symbols include the famous Eiffel Tower, Notre Dame de Paris, Arc de Triomphe, Louvre, etc. The Eiffel

Tower is the representative of the aesthetics of the Industrial Revolution; Notre Dame de Paris is the combination of religion, literature and art; the Arc de Triomphe is the symbol of Paris heroism; and the Louvre forever displays the Romantic culture... Correspondingly, among the products that influence the world, Paris is famous for its products in the world, such as perfume, cosmetics, fashion, and jewelry and so on. The visual symbols, city culture and leading industries of Paris interact with the city image, forming the overall city brand image of Paris as a metropolis.

Studying Chinese cities, the author finds that the image of some cities is closely related to the visual symbols, and that the image of some cities fits well with the leading industries. For example, Beijing is the capital of emperors; and Forbidden City, Front Gate, Summer Palace, and Great Wall are its main visual symbols; Beijing Opera, glazed tiles, and historical relics are its cultural symbols. Correspondingly, its leading industries, such as tourism and cultural industry, have provided strong support for city brand.

So, what is the city image of Foshan? In the process of investigation, the author finds that the local people's perception of Foshan city image mainly concentrates on four directions: the first is cultural orientation, such as Lingnan culture, Yongchun, Lion Dance and Top-ranking culture; the second is industrial orientation, such as Chi-made capital, pottery capital, furniture capital, white appliances capital, financial new city; the third is landmark orientation, such as Zumiao, Qiandenghu, Tongji Bridge, Foshan New City, Foshan TV Tower, etc.; and the fourth is the capital of brands, such as Midea, Haitian, Lesso, Dongpeng, Country Garden, etc.

With so many image descriptions in Foshan City, it is difficult for the audience to form complete image recognition of Foshan, resulting in a certain degree of communication difficulties. So, how can realize the city brand building?

B. The Cognitive Fracture of City Image Between Tradition and Modernity

In the study of the description and orientation of city image in China, the author finds that some cities have successfully completed the connection between tradition and modernity. For example, Dalian has changed from the coastal city to the romantic city; Hangzhou has changed from the paradise on earth to the eastern leisure capital, etc.

However, the traditional city image shows the regional or natural characteristics. In the transformation of modern city image, they intend to endow it with certain industrial connotation of the city. The audience's perception of the city image is broken. For example, Chongqing has changed from the fog capital, and mountain city to the car capital and motorcycle capital; Nanjing has changed from the ancient capital of the Six Dynasties to the capital of love and so on.

It should be said that the transformation of city image from the tradition to modern is inevitable. However, it is fractured for Foshan City to change from traditional image (Lingnan culture) to modern image (modern industry). What is the relationship between the two? What is the position of support transformation? Indeed, it is necessary to deeply think about it. After all, the communication effect of city brand has certain continuity. Therefore, finding the fit positioning between traditional city image and modern city image is the key to reduce the cost of city brand communication and maximize the effect of brand communication.

C. The Convergence of City Brand Positioning

Brand positioning is the core and soul of the whole brand strategy. The so-called city brand positioning is the refinement of the core values of the city, which makes it have irreplaceable personality and characteristics different from other city brands. It is the foundation of establishing the whole city brand. Whether the city brand positioning is accurate or not directly determines whether the city brand can effectively carry out the brand function, and convey the correct information to consumers, so as to get the brand premium.

China's city brand positioning has a tendency to converge. At present, almost every city emphasizes "building city brand". However, it is not clear that what a city brand is; what the purpose of building a city brand is; and how to locate a city brand. The result is to imitate the "image project" deliberately. The "image project" among cities mostly focuses on city planning, greening, and the development of tourism resources. What's more, if a city becomes famous in some way, it will quickly set off a wave of learning from all parts of the country. From Zhangjiagang in the 1990s to Hangzhou now, the result of watching and learning among the cities is the similarity of the brand, and the brand positioning of Foshan City has the same problem.

The similarity of industrial structure is another reason for the convergence of city brand. According to relevant national estimates, the similarity rate of industrial structure between central and eastern cities in China is 90%. For example, the first pillar industries developed by Chongqing, Hubei, Zhejiang, Anhui, Jiangsu and Shanghai in the Yangtze River Basin are all automobiles, and many cities regard tourism as their own pillar industries.

Although brand is an intangible asset, its spiritual and cultural attributes are very obvious. It must be attached to specific carriers to realize its value. That is to say, its spiritual culture must be supported by economic basis, and

the similarity of industrial structure undoubtedly weakens the individualized differences and characteristics of city brand.

Foshan City Master Plan (2011-2020) (hereinafter referred to as "Master Plan") was approved by the State Council. In accordance with the development goals of Foshan to build a first-tier manufacturing city, a national manufacturing innovation center and a modern international metropolis with high quality, livable, professional and innovative, Foshan is generally designated as "an important manufacturing base, a famous national historical and cultural city, a west-wing economic and trade center, and a comprehensive transportation hub in the Pearl River Delta region". The promulgation of the position is a good opportunity for Foshan city brand positioning, which is beneficial to stand out from the convergence of the city brand positioning in Greater Bay Area.

III. PROPOSAL OF THE CONSTRUCTION STRATEGY OF FOSHAN "CULTURE-ORIENTED CITY"

Two-Year Plan of Action for Cultural Upgrading in Foshan City (2015-2016) (hereinafter referred to as the Plan of Action), puts forward the goal of building a culture-oriented city, striving to make cultural soft power an important urban competitiveness. It is reported that this is the first time that Foshan has systematically, thoroughly and comprehensively formulated its cultural development strategy, answering the question of how and where Foshan culture will go in the future.

The Plan of Action aims to build a culture-oriented city with "active innovation, outstanding Lingnan charm, equal service between urban and rural areas, and distinct city image", so as to make cultural soft power become an important city competitiveness of Foshan. From the perspective of the future construction of the whole city, during the 13th Five-Year Plan period, Foshan will gradually form a humanistic environment that advocates culture and respects innovation. Innovation will become the most distinctive cultural phenomenon in Foshan City. Culture will become the ideological support of Foshan creation. Citizens' right to enjoy cultural achievements will be fully embodied. Cultural guidance for urban development will become a consensus in the context of the whole city. Soft power will become important city competitiveness for Foshan City.

IV. THE THEORY OF FOSHAN CITY BRAND BUILDING

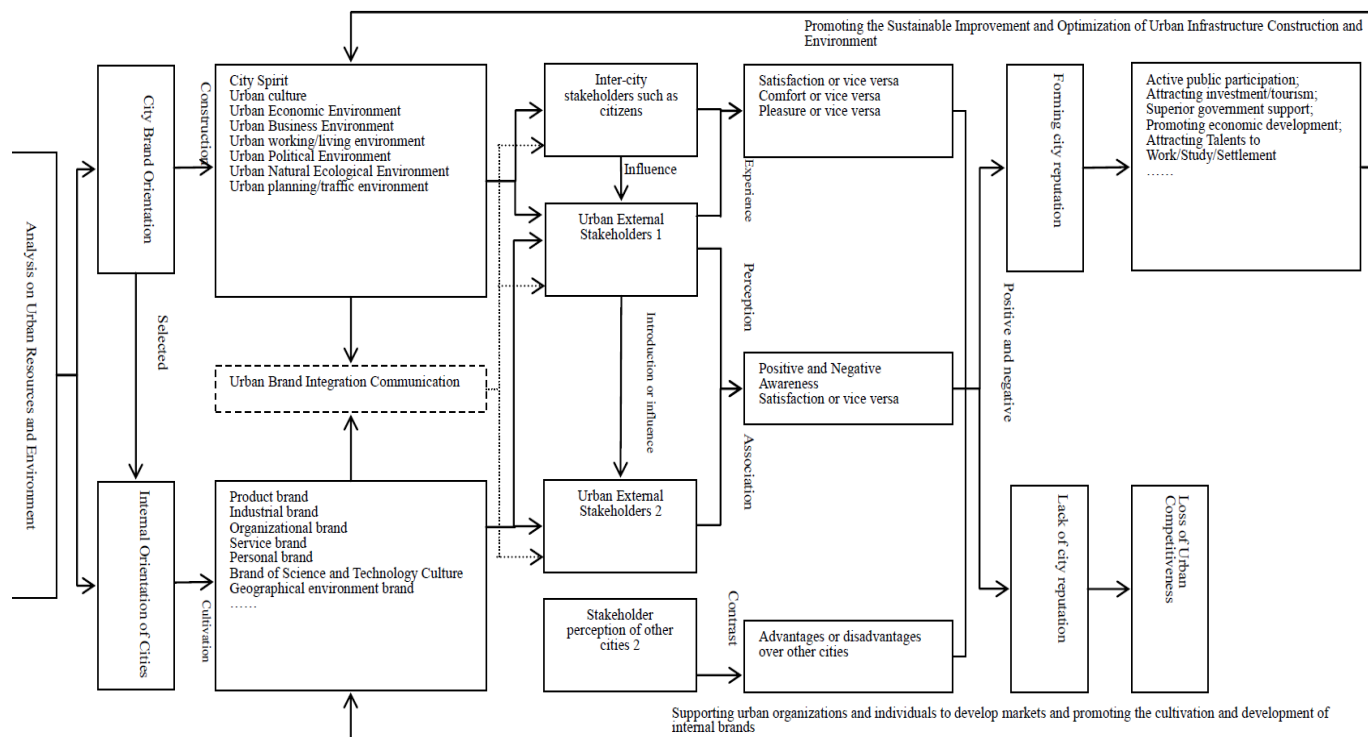


Fig. 1. City Brand Building Process and Method Model.

A. Internal Brand Driving Mechanism of City Brand Building

Urban internal brand refers to the product brand, service brand, personal brand, organizational brand (enterprise brand, government brand, non-profit organization brand, such as university brand, international organization, consulate, etc.), cultural brand, industrial brand (mineral deposit brand, tourism brand, industrial brand, commercial brand, education brand), geographical environment brand, classical story brand, etc.

Internal brand has two main driving effects on the formation of city brand (see "Fig. 1"):

These internal brands have a strong driving effect, which can greatly enhance the popularity of city brands. For example, the city of Los Angeles in the United States is famous for its "international film capital" and is dominated by the film industry. It is related to the development of film-related industries such as performing arts, landscaping, film stunts, leisure tourism, film distribution and audio-visual products. Shenzhen has famous national brands such as Tencent, Huawei, Kangjia, Sanjiu, ZTE, Xianke and so on. These famous brands of enterprises have enhanced the influence and popularity of Shenzhen as a "science and technology city". Therefore, striving to cultivate "business cards" within the city should become an important way to shape the city brand.

Stakeholders get some associations of the city from the consumption experience of the brand within the city. Many

external stakeholders were not familiar with the city, but they often consumed products or services from the city, which generated interest and positive associations with the city. Therefore, in the process of building city brand, besides cultivating internal city brand as "business card" which can represent the city, relevant industry organizations, enterprises and institutions should also be mobilized to formulate regulations to regulate the industry behavior of enterprises, institutions and staff (such as service norms, good faith and friendliness, model compliance with business ethics, actively fulfilling social responsibilities), so as to purify city businessmen environment. The stakeholders will be willing to consume the products or services of the city, invest in the city, and have a travelling in the city, and so on.

It can be said that the internal brand of famous city is the "business card" of shaping the city brand. In order to build the city's internal brand, it must carry out scientific and rational brand positioning according to the resource advantages and management capabilities, including brand industry positioning, brand enterprise positioning, brand environment positioning, brand service positioning, brand image positioning, brand resource positioning, brand location characteristics positioning, etc. Also, it can concentrate on the advantages of resources. Then, it gradually becomes a "business card" supporting city brand.

B. The Cognitive Driving Mechanism of Stakeholders of City Brand Formation

The real city brand exists in the heart of the city stakeholders, that is, the final formation of the city brand is

driven by the satisfaction of the stakeholders within the city and the positive perception of the stakeholders outside the city (see "Fig. 1"). Of course, in a sense, the development of city brand can also be regarded as a system of social overall satisfaction, that is, urban citizen satisfaction, urban tourist satisfaction, investor satisfaction, viewer satisfaction, manager satisfaction, community satisfaction, individual difference satisfaction, urban concept satisfaction and behavior satisfaction. Different stakeholders have different ways and elements to perceive the city because of their different interaction and close degree with the city. Specific performances are shown in two fields (see "Fig. 1"):

Internal stakeholders' satisfaction is mainly formed by "personal experience" of the urban software and hardware environment because they live in the city. Therefore, to improve the satisfaction of the urban internal stakeholders is necessary to strengthen and improve the urban software and hardware environment (such as the urban economic environment, the learning and working and living environment in the city, the spiritual and cultural features of the city, science and technology development environment of the city, government image, city appearance, natural environment and traffic conditions, etc.).

The image of the city in the eyes of external stakeholders mainly comes from two groups. One is the group of external stakeholders who have lived, invested, worked, studied, traveled or visited the city. Their perception of the city mainly comes from the short-term "experience", the city's internal brand, and the city publicity. The other is the group of external stakeholders who have never been to the city. Their perception of the city mainly comes from the introduction or influence of the city's internal brand, city propaganda, and stakeholders.

Therefore, the satisfaction and awareness of urban stakeholders should become an important goal of formulating city brand development strategies. Different stakeholders have different expectations and perceptions of the city. City brand building must first orientate the city brand according to the city's own resource advantages and conditions, and start with the system, strengthen the construction of the city's software and hardware environment, and improve the satisfaction and pleasure that the city brings to stakeholders. It can be said that the cognitive driving mechanism of stakeholders in the formation of city brand determines the construction of urban software and hardware environment, the integrated dissemination of urban image, and the direction of efforts in the cultivation of urban internal brand. Of course, different connotations of city brand attract different objects. Some focus on attracting employment and entrepreneurs; some focus on attracting leisure tourists; and some focus on attracting scholars and other scholars.

The above-mentioned research on driving mechanism is only framework, and it puts forward the basic hypothesis for further research. For example, the influencing factors and empirical analysis of city brand formation, the formation mechanism of city brand based on internal brand driving effect, the formation mechanism of city brand based on stakeholder perception, the construction of city brand

building model based on the formation mechanism of city brand, and the integrated communication and organizational management innovation of city brand need to be further discussed. This will be research emphasis in the next step.

V. PATH AND METHOD OF CITY BRAND BUILDING

A. Path of City Brand Building

In order to effectively avoid the misunderstanding of city brand and let city brand really play its role, it is necessary to follow certain principles and use scientific methods and procedures in the process of building city brand. Generally speaking, the general path of city brand building is shown in "Fig. 2".

First is to integrate resources and plan scientifically.

Through adequate market research, it can recognize the advantages and disadvantages of the city's resources, identify the threats and competition opportunities compared with other cities of the same nature, and integrate various data to lay a solid foundation for the city brand building.

Second is to excavate personality and make the positioning accurately.

Any product and service competition in the market can't be separated from the unique market positioning, and the cities are no exception. The essence of city brand positioning is to place the city in the mind of the target audience and give it a unique position, thus forming its distinct brand personality. City brand building is a complex system engineering, in which the unique city brand positioning is the core and soul. The city brand positioning should reflect and extend to the city's functional positioning, industrial qualitative, cultural positioning, image positioning and so on.

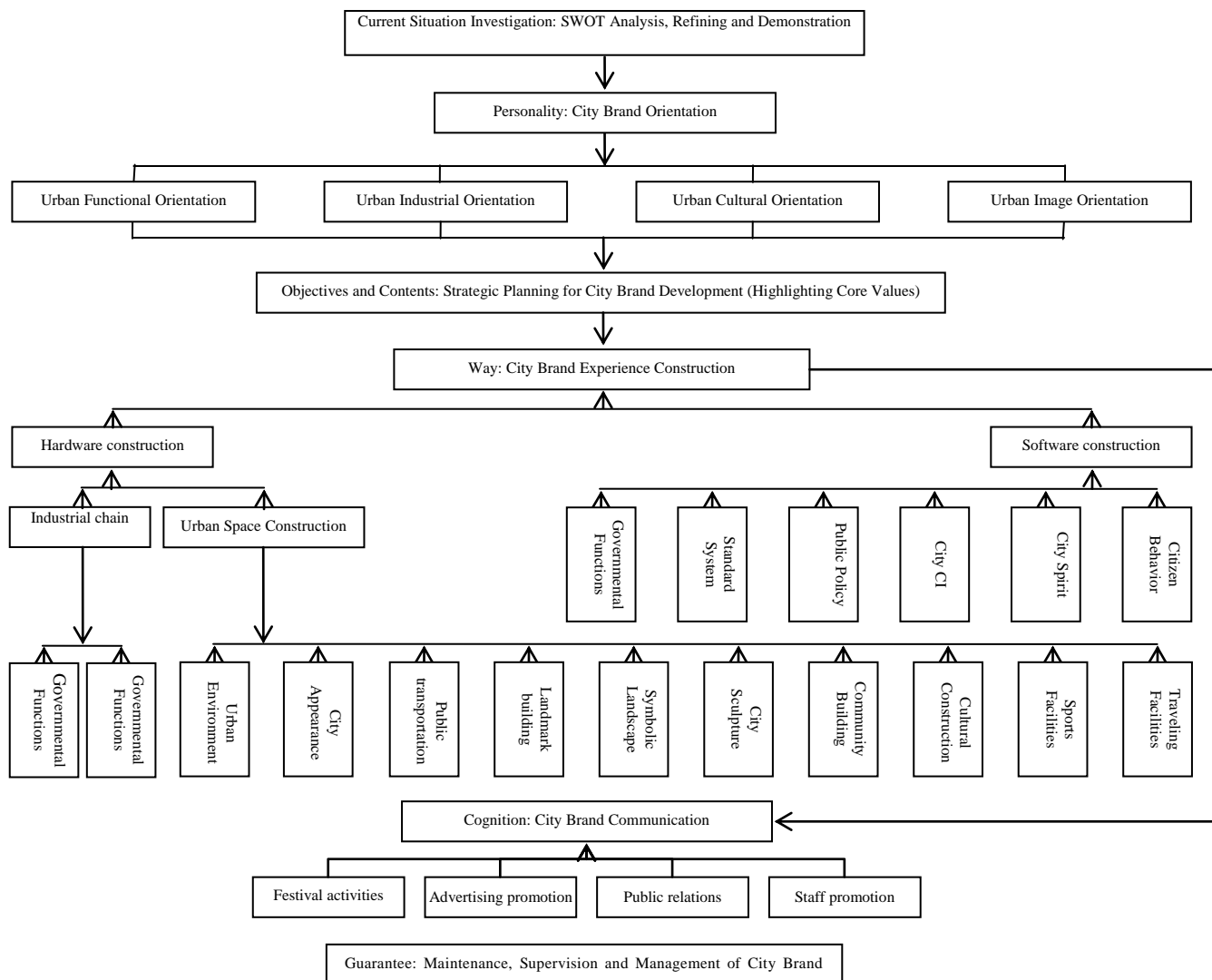


Fig. 2. Basic content and path of city brand building.

The third is to determine the objectives and contents and formulate the development strategic plan.

This is the foundation of city brand building. Only with clear objectives and content can we have the direction and driving force of efforts. City brand development planning includes long-term planning, and recent planning. Planning should also be subdivided into various regions, and the departments should have specific indicators in different stages. In the formulation of development strategy planning, it involves all aspects of the urban system. The most important thing is to highlight the core of the city brand and its value, that is, the significance of the existence and development of a city, which contains visible and tangible things, but also permeates many complex and diverse intangible values. The core value of the city brand comes from the clear understanding and analysis of its own city resources, the accurate positioning of the city brand, and the comprehensive refinement of the organizational elements of the city brand.

The fourth is to choose ways to build city brand experience.

After defining the goal and content of city brand, it must adopt reasonable and effective ways to carry out all-round, multi-level, unique, and powerful brand experience construction according to scientific development strategic planning, and permeate the city brand and its core value into all aspects of the city, including not only hardware construction, such as urban architecture, urban environment, urban industrial chain building, but also software construction, such as government function, public policy, city spirit, city CI, citizen behavior, etc.

The fifth is to expand awareness and effectively disseminate city brand.

In order to give full play to the value of city brand, it should carry out all-round, three-dimensional, sustained and effective communication of city brand. There are various means of communication, such as festival activities, advertising and promotion, public relations, personnel promotion and so on. Different means of communication and

different forms of media should be unified in relatively consistent themes, elements, styles and tones in order to achieve diversified unification.

The sixth is to guarantee, maintain, supervise and manage the city brand in an all-round way.

For Chinese cities, to create a good brand for themselves is equal to build a spiritual building, which is not only a continuous investment, but also a never-ending competition. City brand is valuable, but also carries rich urban cultural connotations. In order to keep and increase the value of city brand, it should set up special institutions to daily supervise and maintain city brand, so as to enrich the connotation of city brand and increase the competitiveness of city brand.

B. The Way of City Brand Building

Based on the connotation, essential characteristics and driving mechanism of city brand formation, the process and method model of city brand building can be drawn up (see "Fig. 2"). The author will make a brief description of the city brand building methods from five aspects. City brand orientation and urban spirit is based on the advantage and characteristics of urban resources.

1) *Analysis of urban resources and environment*: The key to building a city brand is to have its own characteristics, which must be based on the unique resources and environment of the city. Therefore, a comprehensive and in-depth analysis of urban resources, urban environment and existing internal brands will help to determine the brand positioning of Foshan City (i.e. the type or mode of urban brand development); help to determine which kinds of resources, especially culture-oriented resources, can become the main selling point of Foshan City brand building and make the promotion through packaging; and help to understand the relative advantages and disadvantages of the resources of Foshan City (i.e. history, culture, nature, economy, society, location, etc.), so as to make up for the shortcomings that may seriously affect stakeholders' perception in the process of building Foshan city brand, and fully excavate the superior resources; help to understand Foshan city brand building, urban public relations awareness, and the main problems existing; and help to understand the image, feeling and satisfaction of Foshan city brand in the mind of all stakeholders, so as to help to understand the gap between urban construction and urban management of Foshan City.

2) *City brand orientation*: This is the core of city brand building. The orientation of city brand should first reflect on and summarize the original history, function and development policy of Foshan City, make a scientific and forward-looking evaluation of the current and future urban development conditions, environment and domestic demand, put forward the corresponding development goals of Foshan City, and finally determine the main brand of Foshan City in the future.

Foshan city brand positioning is actually to determine the type of city brand, such as historical and cultural type or industrial economic type. On this basis, it also need to combine the advantages and disadvantages of Foshan city, make a comprehensive analysis of the needs of urban stakeholders, and subdivide the types of city brands. When subdividing, it should pay attention to the differences among the internal market (local residents), the external market (external residents), the tourism market, the investment market, the economic market, the political market, and the cultural market.

3) *City spirit and core value*: The city spirit is the comprehensive reflection of the city quality, the concentration of the will of the city citizens, and the important symbol of the brand image of the culture-oriented city. Foshan city spirit should be constructed from four aspects: the spirit of public morality, the spirit of citizenship, the spirit of the times, and the spirit of humanism.

The core value of city brand not only reflects the reason why Foshan city exists in the competitive commercial society, but also more importantly, it represents that Foshan city can bring the greatest benefits to all citizens. For the target audience, it includes the maximization of their interests, and for investors, it means the greatest return on investment.

The core value of a city brand is the soul of a city. Environment, resources, culture, history, economy and people are the elements that determine the value of a city brand. They need to be refined, which will be used to guide the city brand building.

C. City Card Project

Internal brand is one of the key links in the construction of city image and the improvement of city's overall core competitiveness. Obviously, famous brand products are an important manifestation of the economic development of Foshan City. People will naturally associate a famous brand product with its origin and regard it as a symbol of the region, such as domestic brand familiar with Foshan City, including Country Garden, Midea, Dongpeng and so on. These famous brand products not only strengthen Foshan's economic strength, but also improve its image and popularity. At the same time, because of the rich cultural factors contained in these famous brand products, they also become a reflection of the excellent cultural image of Foshan City.

Through the influence of stakeholders' cognition, the so-called "city card" project is to select service brand, personal brand, organizational brand, cultural brand, industrial brand, commodity brand, geographic environment brand, classic story brand and so on based on the city brand positioning, which can represent the city, and then focus on cultivation. Taking "product brand" as an example, Foshan should vigorously support the production of local famous brand products. In view of its own conditions, Foshan should select products (industries) with prospects for development, focus on building them, gradually cultivate them into famous brand products with high visibility throughout the country and even

the world, increase Foshan's viability, and enhance Foshan's brand image.

D. Stakeholder Experience and Satisfaction Project

The real field where city brand exists is in the minds of the audiences, whose whole experience of a city is the brand. Propaganda or communication is to influence the target audience's cognition, so as to play a certain role in promoting the formation of the overall experience. Under the guidance of city brand strategy, Foshan city brand building process is a process of forming the whole experience by managing every link of city and audience contact. It must embody the uniqueness of city brand experience, and maintain the overall consistency and unity. Stakeholder experience and satisfaction project must pay close attention to the overall construction of the city and the comprehensive renovation of the environment. The main contents include the following aspects: first, satisfaction projects for urban economic development, such as openness, economic development level, opportunities for making money, investment environment; second, satisfaction projects for urban functions, such as service satisfaction of window units, satisfaction with residence, study, work and rest, leisure, etc. in the city; third, satisfaction with citizens' literacy and urban culture, such as pioneering spirit, keeping promises, no excluding, being helpful, etc; fourth, satisfaction with urban science and technology and education development, such as advanced science and technology, high-level cultural and educational undertakings, long history, preservation and renovation of historic sites, etc.; fifth, satisfaction with the image of the government, such as the work efficiency of government agencies, innovation, strict law enforcement, democratization and social security; sixth, satisfaction projects for city appearance, environment and transportation, such as urban planning, city appearance, air and water quality, fast transportation, public transport or travel convenience, etc. In a word, the city government should start from the details, work in line with the concept of "people-oriented", and start from all aspects of urban construction. The government departments at all levels, enterprises, institutions and individuals (citizens) can fully participate in, understand, start from the dribs and drabs, highlight the humanization, and truly build a modern city of integrity, friendship, mutual assistance, harmony, beauty, health, comfort, pleasure, rapidity and efficiency. Stakeholders can achieve satisfaction from their own experience. It can generate a strong attraction for stakeholders, making it a yearning and exciting city.

E. City Brand Culture-oriented Integrated Communication

The dissemination of city brand is an important bridge connecting city, city managers and all stakeholders. In fact, the city brand communication is the city image propaganda, which helps stakeholders to timely understand the "bright spots" in urban construction, thus helping to quickly establish stakeholders' awareness of the city. Therefore, the integrated communication of city brand with personality plays an important role in brand building. The main methods are as follows:

Developing a clear and far-sighted communication strategy include the dissemination of Foshan's good products, projects, history and culture, enterprises, people, influential events, investment environment, economic development potential and so on. These should always become the focus of publicity work and attract the attention of people at home and abroad. The strategy to implement this focus is to require relevant government departments to integrate various news and propaganda forces and channels, regularly report or introduce various aspects of Foshan City, especially focusing on planning "cultural city information" with national and international influence, such as the Golden Rooster and Hundred Flowers Film Festival held in Foshan in 2018, so as to promote the overall image of the city to the outside world.

The internal dissemination goal of city brand is to disseminate Foshan's development direction, city spirit, values, and codes of conduct, laws and policies to all citizens, so as to enhance their sense of identity and promote their participation in the construction of city brand. From the perspective of social participation, all citizens are the main body of brand communication in Foshan City. Therefore, strengthening the publicity and education of the citizens, striving to improve the urban awareness of all citizens, and arousing the citizens to contribute to the construction of their own cities are the basic work of doing well in brand communication in Foshan City. The main means of internal communication is to make full use of the main channels of news media such as newspapers, radio and television stations to strengthen civilized education for citizens.

The objective of city brand external communication is to promote excellent talents, investors, tourists, outsiders, central government or local government to form a well-known to complete understanding of Foshan, create desired associations, generate city preferences, accumulate and strengthen the pull of Foshan city brand, enhance the original brand experience, so as to achieve the goal of Foshan city brand building. The main way of external communication is to use integrated means of communication, and comprehensively adopt large-scale activities, conferences, exhibitions, advertisements, public relations, direct sales and other means. In addition, the public relations awareness of government agencies, officials and all citizens should be raised. It should actively participate in the exchange activities of international and domestic political, economic, and cultural, sports and social development in order to expand the influence and popularity of the city.

F. Organization and Management of City Brand Building

It is necessary to give full play to the functions of Foshan Municipal Government, deepen the reform of urban management system, and improve the efficiency of urban management. Foshan Municipal Government undertakes many urban management functions, such as urban economy, urban planning, social security, cultural education, social welfare, municipal services, environmental protection, and urban transportation and so on. In order to fulfill the broad management responsibilities under the limited resources, the Foshan Municipal Government must shorten the front and devote the main energy of the administrative departments to

policy research (screening the comparative advantages of urban development, defining the priority objectives of urban development) and strengthening the service, guidance, coordination and supervision functions of the municipal government. At the same time, the government should actively explore the mechanism of cooperation with the market and integrate the social resources within the urban area, so as to enable cities to develop in accordance with the direction of government planning.

It is necessary to establish an effective mechanism to mobilize urban stakeholders to actively participate in the construction of Foshan City. All citizens condense and disseminate the brand information of their city. It can be said that the brand building process of a city requires the overall efforts of the city. Without the active participation of the broad masses of citizens, it is difficult to achieve the goal of city brand building. Foshan Municipal Government should attach great importance to the role of urban stakeholders, especially the general public, and mobilize stakeholders to participate in the whole process of city brand building through a set of participation mechanism. Common ways include: government officials visiting citizens, public opinion, hearings, mayors (district governors) reception day, civic ethics awards, courage for the sake of justice awards, honor awards, etc.

It is necessary to comprehensively use economic, legal and technological means to improve the efficiency of urban management and level. It can be shown as follows: firstly, using economic means to influence the interests of actors and induce their behavior to be standardized and rationalized; secondly, using legal means to establish a relatively complete legal system of urban governance according to law, strictly enforcing the law, and strengthening the supervision of law enforcement; thirdly, from the community to the city government, it often carries out some recreational activities and service activities, while making full use of the role of public media, and carrying out a variety of educational activities, cultivating good habits of social compliance and discipline; fourth, attention should be paid to the use of modern advanced scientific and technological means for urban management. In the actual process of urban management, the above management means are often used comprehensively to achieve the best results.

Foshan City Brand Construction Committee should be set up to integrate the work of all levels of city departments and coordinate the operation of city brand construction. Ultimately, all functional departments of the government must implement the construction. Without the support and cooperation of all functional departments and their staff, city brand will lose its necessary organizational guarantee. At the same time, city brand involves many fields and departments, which is a systematic project. Therefore, it is suggested that a city brand building committee should be established, with the secretary or mayor as the director. Its permanent establishment can be placed in the propaganda department of the municipal committee or the relevant government departments to coordinate the work of departments at all levels. At the same time, it is necessary to implement "all-staff public relations" within the government, so that

government staff can change their ideas, start from their daily work, attach importance to their image building, and establish a "clean, democratic, scientific and efficient" government image. In addition, it should formulate rules and regulations conducive to the construction of city brand, and improve the corresponding operating mechanism, communication mechanism, information feedback mechanism, etc.

It is necessary to regularly inspect and evaluate the effect of city brand building. Periodic evaluation of the effect of city brand building is usually carried out every 2-3 years to check the perception of Foshan City stakeholders and find out the gaps. At the same time, it should check the implementation and effect of Foshan city brand building, such as stakeholder satisfaction project, urban integrated communication project, "city card" project, urban soft environment construction project, urban hard environment construction project and so on. In order to improve the relevant work, the government urban brand building committee should take various forms, such as periodic investigation, questionnaire to stakeholders, expert evaluation and so on, to evaluate the effectiveness of the work of city brand building.

VI. CONCLUSION

The "Belt and Road Initiative" has established a new framework for international cooperation, and China has actively developed the economic cooperation partnership with the countries along the line with the principle of co-operation, co-construction and sharing. Foshan inevitably participates in exchanges, competition and cooperation among cities along the route. Foshan needs an original, distinct, clear and international city brand.

Foshan has a long history, and is one of the important birthplaces of Lingnan culture. History and culture are the manifestation of Foshan's traditional city image. Finding the fit point between the traditional city image and the modern city positioning, defining the type of Foshan city brand, cohering the city spirit, promoting the construction of Foshan city image and the core competitiveness of the city as a whole, optimizing the city experience, strengthening the dissemination of city image, giving full play to the functions of Foshan Municipal Government, deepening the reform of city management system, and actively mobilizing citizens to participate in the construction of city brand are the key to build the culture-oriented city brand.

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