

Horse racing lead the construction of Wuhan city culture brand

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Abstract - This paper from the concept and great significance of city culture brand analyze the effect of horse racing on cultural heritage protection and the excavation and enhance the image of city, expand the visibility of the city and other aspects of the role of race horses. Discuss the practicability of the sport of Horse racing lead to creating Wuhan cultural brand

Index Terms - Horse racing City Culture Brand Wuhan

I. The concept of city culture brand and its significance

City culture is a cultural patterns which with the city's own characteristics and created by the city's citizens in the long-term production, life, work together. Is the sum of city living environment, way of life and customs. City culture brand is the distinctive characteristics formed by a city historical and cultural traditions, social and cultural activities, cultural products, cultural atmosphere, easy to represent the city at home and abroad, and the public mind form an over all impression and evaluation, to identify people image representation. Every city should have it's distinctive cultural brand. Because brand is the life force, and competitive power in the condition of market economy. It is no exception for a city. To shape the brand, create a "selling point", is the route one must take that a city want to win the competition and the development .Culture is one of the important reasons for the formation of city brand. Different city always resulting in the attraction of the city is different, resulting in the competitive power is different. This is because that the formation of the difference of the culture of the city image is different.

II. Problems and ideas in the construction of Wuhan city culture brand

In the famous city of China, such as Shanghai have the Shanghai Culture, Beijing have the Beijing culture, and Guangzhou have the ningnan culture. There are other cities such as Dalian football culture, Qingdao beer culture, and Weifang kite culture and so on. The distinctive feature of the city culture brand make people to have a deep impression on the city, and the city will have increased the attractiveness and competitiveness of intangible, promoted the development of the city.

Wuhan will to show what kind of culture this is the Wuhan has been constantly exploring. but has yet to find a satisfactory answer. Wuhan as the fulcrum of the rise of central China, Not only to achieve growth in economy, but also create the cultural brand of Wuhan city. The culture is a country's "soft power" to reflect, also is the integration of agent between various kinds of "hard power", once the "soft power" development, all aspects will better and faster

development. Wuhan is a historical and cultural city with a long cultural heritage, At the same time it is the capital of Hubei province and the political, economic, and cultural center, and the middle reaches of the Yangtze River, the north-south traffic hub.

Wuhan culture as a part of the Chu culture, has a long history of the 3500 years, Accumulated a rich cultural background such as Wuhan is Panlong City, Huang Village, Shouyi shrine, a king Yu combating the flood, Qu Yuan's troubadour, Boya guqin, Li Bai sang and Chu opera, Han Opera, shadow play, Han Embroidery.....But perhaps the culture resource is too rich, but difficult to focus, cause we have no representative of Wuhan cultural card of a city, can not build Wuhan city culture brand. For a long time Wuhan try to build the Chu culture as city culture brand, but the effect is not satisfactory. This is because, compared to other types of regional culture, Chu culture independent development period as early as 2000 years ago, The lack of other regional culture, such as culture in south of the Five Ridges has a good historical continuity, This greatly weakened the Chu culture brand. Therefore, Wuhan must explore other attractive characteristic culture, strive to build the city culture brand, Horse racing, as the representative of the horse culture as part of Wuhan culture, has its own distinctive features and great influence. Therefore, should take the horse racing as a foundation of city culture brand, leading the Wuhan city culture brand construction.

A. Horse racing introduction

Horse racing is called "the king's sports" was the noble sport that only a few people can participate in many years ago. With the development of society, the modern horse racing sport has become a popular leisure activity. Horse racing is a sport horses for human control, is the world's traditional sports activities.

In the history of human race, each time racing activities both before and after the lineage, and constantly bring forth the new through the old. At present of horse racing in the world, the countries and regions is Australia, the United States, Britain, France and China's Hongkong region. Horse racing is obviously characterized by welfare, from the micro perspective, Horse racing can directly pull the leisure tourism, the local hotel industry, cultural entertainment, dining and leisure industry and transportation industry. Held the race can increase tourism income, boosting the development of the surrounding tourism. Horse racing is a powerful means of raising funds, has become a pillar industry of modern

economy, show a great role in the economic and social development, prosperity of sports.

B . The horse racing promote the city characteristic culture heritage protection and excavation

Wuhan cultural orientation before too numerous and lack of Wuhan characteristics. Culture is a regional characteristics is the so-called "the more national, the more global" So on the characteristics of cultural heritage protection, development and promotion is one of the important measures to promote city culture brand construction. For example, Xi'an feature is the ancient city, Chengdu feature is the leisure city, the characteristic is "the scenery in Guilin", So, what are the characteristics of Wuhan?

As the capital and the political, economic, and cultural center of Hubei province, Wuhan is the middle reaches of the Yangtze River, and the north-south traffic hub. Not only an important industrial city and the merchants convergence of the country, but also is one of China's 6 major center city, has a rich historical and cultural heritage, "horse culture" is a brilliant. Because of Wuhan is a profound "horse culture" heritage of the city, as a thoroughfare of nine provinces of North and South blend, "South-North horse" are evident in here. The horse was the Wuhan people's indispensable partner, Three towns of Wuhan also left a lot of regions with horses names, such as Yuemachang, Racecourse angle and so on .Wuhan modern racing begins to appear from 1902, 100 years ago, the "xishang" Racecourse built and put into use, Wuhan racing movement starts. Since then, "xishang", "huashang", "wanguo" three Racecourse lead the Wuhan horseracing is leading the country, promoting the development of Wuhan economic, but also cultivate a strong "horse culture" vibe.

Entering the new century, as the protection and excavation of Wuhan city characteristic culture- the "horse culture," Since 2003, Wuhan has been successfully held Ten Session of "China Wuhan International Horse Racing festival". The purpose of horse racing festival is to build the Wuhan city culture brand , speed horse and equestrian events for the pilot with "horse" as the theme, Chu culture and the horse culture complement each other, Sports, tourism, cultural com, high level sports events and national art collection in a body. Not only enrich the sports and cultural needs of the people, meet the people's love of equestrian and horse racing speed, but also the promotion speed horse racing, horse culture, the revitalization of China communication industry have profound effects. More important is the protection and excavation of Wuhan City Cultural heritage, that the horse culture come into the category of Wuhan City culture.

C . horse racing to promote the city image construction

Wuhan has a long history, the ancient architecture, civil culture special; Wuhan is also emerging, In the continuous advance: Hankou marshland is becoming more and more beautiful, Beijing-Guangzhou high-speed rail smooth traffic hub Wuhan is more prominent, a broader range of radiation, The national fifth "Happy Valley" ,Wanda Chu Hehan street also have built.....We must use horse sports brand contact

Wuhan various cultural resources, Support the overall image of Wuhan, realize the scale of cultural resources, rational allocation of resources to promote the development of Wuhan related industries, It is conducive to the development of Wuhan Economic and cultural.

Since 2003, Wuhan has been successfully held Ten Session of "China Wuhan International Horse Racing festival". The annual horse racing festival and horse racing game from a certain extent, is the city culture construction results no cover to show to "foreign". The city is beautiful or not, the quality is high or not, the social order is good or not, air is fresh or not, and so on must have been tested. It is important to establish the image of the city, City image is the key content of the city culture brand construction. In recent years, in the preparation and holding process of the "China Wuhan International Horse Racing Festival" Wuhan actively carry out the construction of spiritual civilization of the city, To speed up the "innovation Wuhan " harmonious Wuhan " construction and speed up Wuhan City Circle "two type society" comprehensive reform pilot area construction. Insist and striving for national civilized city target, Adhere to the guidelines of "for the people to create", "create for the people", "creating and sharing", and vigorously promote the work to create a civilized city. Strive to do practical things for the people, so that the public get benefits.

Through unremitting efforts, the city function has constantly improve, city has undergone profound changes, the city image is greatly improved, people get real benefits. Wuhan won two consecutive "national civilized city to create work advanced city" title ,Has been rated as "China Excellent Tourism City", "National City environmental comprehensive treatment of advanced city", "national community construction demonstration city" The image of the city has been greatly improved, and city culture brand construction to make substantial progress.

D . Horse racing expand to promote city popularity

Horse racing on the expansion of Wuhan city visibility can play an important role in promoting. Because of Wuhan is a profound "horse culture" heritage of the city, The horse was the Wuhan people's indispensable partner. In the history of Wuhan, the original "xishang", "huashang", "wanguo" are certain scale racecourse and ranked first in the country for fifty years, Bold horse racing history and solid foundation created the Wuhan strong "horse culture", Wuhan once became the "horse racing", its economy is to get a good pushing. Since 2003, Wuhan has been successfully held Ten Session of "China Wuhan International Horse Racing festival". The purpose of horse racing festival is to build the Wuhan city culture brand , speed horse and equestrian events for the pilot with "horse" as the theme, Chu culture and the horse culture complement each other, Sports, tourism, cultural com, high level sports events and national art collection in a body. Wuhan used Horse Racing Festival to build city business and expanding the visibility of the city, The Wuhan become the "horse racing city" These years, throw the International Horse Racing Festival, Especially from 2010 November began, with Wuhan annual racing events began to

normalization, Officially launched every Saturday (except in exceptional circumstances) racing tourism project, Wuhan horse racing has been an unprecedented attention of domestic and foreign counterparts, More and more people understand Wuhan horseracing, interflow the Wuhan characteristic culture . At the same time, "the first horse Cultural Carnival" activities in October 23, 2010 to 24 in Wuhan Tianxingzhou, The main activities include: Always prancing horse, beautiful dynamic city -- China, Wuhan horse model contest; The first China, Wuhan Tianxingzhou wild ride; The first China, Wuhan chariot racing contest .These are significantly enlarged the influence of Wuhan as an inland city, The rising popularity of city, City culture brand has been formed.

III. summing-up

The culture is the soul of the city, is the city's core competitiveness, Every city must has its distinct characteristics of culture. As a modern city, Construction of

cultural images and cultural brand is a necessary means to increase its competitiveness, The horse racing can promote the city characteristic culture heritage protection and excavation , horse racing can promote the city image construction and horse racing can expand to promote city popularity To lead the construction of Wuhan city culture brand, Vigorously develop city culture, The Wuhan created as a profound culture of modern metropolis.

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