

Research on Dujiangyan City Brand Positioning and Image Construction

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Abstract: City brand positioning and image development are the strategic core of urban development. A distinct urban brand and image construction can guide the government in formulating plans, guiding citizens' activities, attracting external resources, and maximizing the competitiveness of the city's market. If the positioning of the city's image is not accurate, it will easily lose its development direction, lose its characteristics, and ultimately affect the development of the city. Based on this, this paper takes the brand positioning and image construction of Dujiangyan city as the research object, and explores the current status of Dujiangyan city brand positioning and image construction. Then, the paper carries out the city image construction from three aspects of image positioning, image design and image marketing, with a view to providing useful reference for relevant research.

Keywords: Dujiangyan; City Brand Positioning; Image Construction

1. Introduction

With the development and changes of the times, China's urban governance models have also undergone various development models. Among them, the emergence of urban brands has become an important channel for improving urban competitiveness and promoting sustainable development. As a famous historical city in China, Dujiangyan has its outstanding characteristics in culture and economy; Speeding up the excavation of Dujiangyan Irrigation Project resources is conducive to further enriching the connotation of the city brand, radiating the development of the city, and improving the core competitiveness of the city.

2. Dujiangyan City Brand Positioning

City brand positioning is a design based on the characteristics of the city itself, focusing on various factors such as the city's geography,

culture, and expectations for the future. A good urban brand can activate urban vitality, enhance urban competitiveness, and further enhance residents' sense of identification and satisfaction with the city, creating sustainable economic and social development. Specifically, the value of urban brands is mainly reflected in the following three aspects. The first is cohesiveness, which means that citizens are closely united, making them feel proud and proud, inspiring their sense of ownership, and consciously contributing to the development and construction of the city. The second is attractiveness, which refers to the attractiveness of a city to external resources, including residents, investors, and tourists. These external resources can bring considerable economic benefits to the development of the city and promote its sustainable development. The third is the radiation power, which is another external force acting on urban brands, and can help the economy of the city and its surrounding areas develop rapidly.

Dujiangyan is located at the northwest edge of Chengdu Plain and the mountain pass of the middle and upper reaches of Minjiang River, about 50 kilometers away from the urban area of Chengdu. The transportation in the city is convenient, and the seamless connection of Chengdu-Dujiangyan Railway has become the "half-hour living circle" of Chengdu; The maturity of M-TR tourist passenger dedicated line and the improvement of self driving traffic roads have promoted the comprehensive experience of "fast travel and slow tour" in Dujiangyan. In terms of tourism resources, Dujiangyan is a famous tourist city in China, with many good names such as "World Cultural Heritage Site", "National Historical and Cultural City", "China's Excellent Tourist City", etc. [1] With national 5A scenic spots such as Qingcheng Mountain and Dujiangyan, it has great development potential. In addition, Dujiangyan is also "National Advanced Greening City", and has honorary titles such as "China's First Habitat Environment Example

Award", "Dubai International Habitat Environment Demonstration Award". At the same time, Dujiangyan has also carried out urban environmental management in order to build a livable city, and has the reputation of "natural oxygen bar" and "hometown of longevity". In short, in the city brand positioning, Dujiangyan should rely on its rich geographical and human resources, based on its natural, transportation and other advantages, and clarify the brand positioning of tourism culture, so as to create a successful city brand image and attract many Chinese and foreign tourists.

3. Dujiangyan City Image Construction Strategy

The city image carries the historical and cultural connotations as well as spiritual values of a city, indicating the development concept and direction of the city, and is crucial for the overall development of the city. [2] Dujiangyan is a famous cultural city with a history of thousands of years, which shows a deep cultural heritage in the process of urban development, and gives rise to a strong sense of pride and identity of citizens. However, the language expression of its city image is relatively lacking, which to some extent weakens the city's competitiveness. Based on this, the government should accelerate the construction of urban image, starting from three aspects: urban image positioning, urban image design, and urban image marketing, to improve urban competitiveness and citizen cohesion, and promote coordinated economic and social development.

3.1 Urban Image Positioning Strategy

The city image is based on the development concept of the city by government departments. The paper summarizes the representative image of the city based on its cultural heritage and socio-economic development direction. This is not only a high-level summary of urban characteristics, but also a prospect for future development direction. [3]

The positioning of urban image indicates the future development concept and direction of the city, and occupies an important position in the construction of urban image. To achieve a good positioning of the city's image, we can start from three specific points. Firstly, it is necessary to reflect cultural connotations. Cultural connotation is the soul of a city's image, which can increase the cultural identity and sense of

belonging of urban residents, attract the influx of external population and resources, and promote the development and construction of the city. Therefore, in the positioning of the city image, Dujiangyan should clarify its spiritual characteristics, further explore and summarize the city's cultural history and spiritual heritage, to form a unique competitive advantage. It can enhance the city's recognition, create a city brand, and promote the sustainable development of the city with the help of the brand effect. Secondly, it is necessary to have a distinct personality. The urban image must have a distinct personality and irreplaceability, only in this way can it further improve the city's recognition and attract external resources. Therefore, in the construction of Dujiangyan city image, we should clearly define the requirement of distinctive personality, deeply tap Dujiangyan local natural and cultural resources, and integrate them into the urban cultural construction and architectural planning to show the beauty of the city, thus creating Dujiangyan's unique brand culture and creating dividends for urban development. Thirdly, it is necessary to have foresight. The urban image should fully showcase the development prospects of the city, highlight the development concept of the city, and therefore be forward-looking. We cannot be conservative, stagnant, or detached from reality. Therefore, in the construction of the city image, Dujiangyan should go deep into reality, take the city's cultural heritage as the basis, look into the future, pay attention to improving the city's quality, and further promote the modernization of the city.

3.2 City Image Design Strategy

The design of city image aims to highlight the unique social and cultural environment of the city, improve the ideological and moral qualities of all the people in the city, and is an organic component of socialist spiritual civilization construction. Conducting research on urban image design can concretize and standardize the construction of spiritual civilization, forming an important support for spiritual civilization construction. On the other hand, through urban image design, it is beneficial to shape the cultural connotations of a city with unique characteristics. In this way, forming cohesion internally and promoting the dissemination and exchange of the city externally is beneficial for improving the city's visibility, thereby providing

a good external environment for economic development.

After clarifying the image positioning of the city, it is necessary to design and transform the city image, which can be carried out from two aspects: urban planning and urban culture. Firstly, urban planning should be improved to create a high-quality environment. Urban planning cannot be separated from the established image of the city and requires continuous development momentum, which requires the city to consider both the city image construction and the trend of modern development. Dujiangyan should define the position of historical, cultural and tourist city, fully tap the city's culture, and improve the city's living quality and image connotation; Secondly, the cultural connotation of the city should be enhanced. The cultural image of a city should retain the unique cultural personality of the local area and endow the city with vivid and distinctive characteristics. For example, the red culture in Yan'an City. Therefore, Dujiangyan should fully tap its own cultural resources in urban design, improve the city's recognition, add a sense of history to the modern development of Dujiangyan, and endow it with an identifiable cultural brand. At the same time, the urban image design of Dujiangyan should also fully combine with the needs of urban residents, constantly enrich the space for all age healthy sports, humanistic social space, leisure and recreation space, create a happy and livable environment of "mountains, water, scenery, emotion, adjustment and life", so that the city is full of humanistic care, improve the sense of heroism and happiness of urban residents, and let culture highlight the city and serve the people. [4]

3.3 City Image Marketing Strategy

Domestic and international practices have shown that urban marketing has become an important component of urban competition strategy in the era of economic globalization, and is one of the effective ways to attract external development resources. Urban image marketing can better enhance the city's visibility and expand its influence. Specifically, we can start from the following points. Firstly, we must adhere to holding city specific activities. These urban activities should align with the city's image and integrate into local and social culture. At the same time, the holding of characteristic cultural

activities should also have a certain scale, and should not be limited to provinces, cities, and counties, but should go out and establish influence and visibility nationwide and even worldwide. Secondly, we should strengthen cooperation with the media. In the information age, in order to achieve effective urban image marketing, it is necessary to engage in strong cooperation with the media and create efficient and smooth communication channels. [5] Through rich and efficient communication channels, the city's publicity and influence can be further expanded. Government departments should also actively cooperate with major media platforms to launch Dujiangyan exclusive cultural and tourism IP project. It should also rely on the platform to establish a high-level creative team, rely on activities to carry out topic marketing, matrix publicity, and accurate streaming, to create a sample of Dujiangyan cultural tourism, and help Dujiangyan city image to break the circle of communication. [6] Thirdly, efforts should be made to promote the natural and cultural landscapes of cities. The natural and cultural landscape of a city is a valuable asset that carries the cultural connotations and spiritual characteristics of the city, and is an important aspect that distinguishes the city from other cities. It can not only attract foreign populations and resources to settle in, but also maintain the nostalgia and attachment of urban residents, thereby better enhancing people's sense of identification and attraction to urban culture.

4. Conclusion

In the new era, most cities face the problem of insufficient development potential. Therefore, the construction of urban branding is urgent. The government of Dujiangyan should start from a strategic point of view, base itself on the current situation, combine the characteristics of the times to carry out a scientific brand positioning of the city, dig deeply into the urban geography and human resources, and build a systematic image of it, so as to create a successful city brand and endow Dujiangyan with strong development momentum and vitality.

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