

Analysis on the Building of Chengdu's City Brand as "Three Cities and Three Capitals" – Taking Jiezi Ancient Town as an Example

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Abstract: "Three Cities and Three Capitals" is a city brand that Chengdu has been vigorously building. Based on the analysis of the brand construction background, the brand building of Jiezi Ancient Town, and the problems existing in the current brand building of Jiezi Ancient Town, this paper puts forward suggestions, including reconstruction of cultural resources, building an industrial framework, and giving full play to the role of market entities, so as to provide guidance for the cultivation of the brand characteristics in the ancient town and better shape the city brand of "Three Cities and Three Capitals" in Chengdu.

Keywords: Jiezi Ancient Town; Chengdu; Three Cities and Three Capitals; City brand

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1. Introduction

The report at the 19th National Congress stressed that we should always adhere to cultural self-confidence and form a strong impetus toward cultural prosperity and the prosperity of China's socialism. The lack of high cultural self-confidence would lead to the lack of cultural prosperity and flourish. As a result, the great rejuvenation of the Chinese nation would not be achieved^[1]. Facing the question of opportunity in the new era, new orientation, and new action, Chengdu should strengthen the construction of "Three Cities and Three Capitals," constantly speed up the construction process, as well as comprehensively improve and enhance its popularity and influence in the global urban system. Taking Jiezi Ancient Town as an example, this paper explores the shaping of the urban brand, "Three Cities and Three Capitals," in Chengdu.

2. Construction background of "Three Cities and Three Capitals" in Chengdu and the brand building of Jiezi Ancient Town

The construction of "Three Cities and Three Capitals" implies building the World-Famous Cultural City, the Famous Tourism City, the Famous Competition City, the International Food City, the Music City, and the Exhibition City. In September 2018, the World Cultural City Construction Conference was held in Chengdu. The meeting emphasized the goal of achieving the global fame of "Three Cities and Three Capitals" by 2035 and build Chengdu into an emerging cultural city in the world. In addition to that, in the middle of this century, Tianfu culture should have achieved global reputation, where the unique cultural charm of the world city construction should be completed^[2].

Jiezi Ancient Town in Chongzhou, Chengdu is located at the foot of Fengqi Mountain and connected to the back hill of Qingcheng. It does not only enjoy the benefits of beautiful mountains and waters, but also has more than 20 cultural relics and historical sites. As an ancient town with a long historical

background, Jiezi Ancient Town was named “Hengqu Town” during the Five Dynasties because it lies beside Weijiang River. After more than 20 years of construction and development, Jiezi Ancient Town has now become a national 4A scenic attraction and is famous for being the best health and leisure resort town in China. It is also one of the five ancient Tianfu towns in Chengdu. At present, the local tourism industry has achieved rapid development, and the number of tourists has shown an increasing trend along the years. In the important opportunity period of Chengdu’s brand building of “Three Cities and Three Capitals,” Jiezi Ancient Town takes the cultivation of its own characteristics in the upgrading and development of the ancient town as the foothold, carries on the deep excavation of ancient piano production, poetry creation, as well as other historical and cultural accumulation, locates its own strategic implementation in the “folk music culture valley and music health land,” and strives to walk in the development path of “health, music, and culture.” In the current situation, Jiezi Ancient Town uses the construction of Chengdu, as a music town, as the focus and impetus, while engaging diversified elements, such as “music + culture and creativity,” as the support to explore a new development path of integrating culture, commerce, tourism, and sports. Jiezi Ancient Town has become an exemplar and a leading town in Chengdu to a certain extent.

3. Brand building of Jiezi Ancient Town in regard to the concept “Three Cities and Three Capitals”

Although Jiezi Ancient Town has achieved creative development achievements and is in the stage of accelerated development, from the overall perspective, the theme and low-level development of the local sightseeing ancient town have not only caused inefficient operation of resources to a certain extent, but also the lack of staying power in regard to its quality and structure, which is obviously not conducive to the shaping of its own brand. Therefore, it is extremely necessary to conceive of a path of innovative development for upgrading and improvement.

3.1. Reconstruction of cultural resources

In a long-term perspective, Jiezi Ancient Town should have rich cultural resources to support the development of music, culture, and innovation, in addition to realize the agglomeration of popularity, resources, and projects in terms of culture. First of all, it is necessary to create and implement a sound and formal system along with strengthening and improving the functions of the management department, the construction of the brand system, and the supporting services of the industry. A closed loop of interactive integration and development of the three elements – tourism, healthcare, and music should be formed. In particular, the road traffic system between scenic spots should be improved while a close relationship between cultural tourism and health tourism should be established. The integration process of tourism resources should be accelerated from the spatial level. Furthermore, there is a need to strengthen the construction of the core area of the ancient town, the music maintenance, as well as the tea and music cultural creation. A tourism service system should also be established with the characteristics of the small town and the integration of various functions. Secondly, the auxiliary role of informal institutions should be better played. The formulation and implementation of rural regulations and conventions should be carried out while cultivating public spirit. With an in-depth analysis of the town’s natural ecology as well as its cultural and historical resources, the uniqueness of its culture should be defined, and the culture, resources, and healthcare industry of Guangyan Monastery should be integrated with emphasis so that the participation in the rituals of Buddhism would become a cultural appeal. In regard to that, meditation and healthcare have become industrial approaches to cater to various concepts: green, health, minimalist, and other living concepts of today’s people. Using these, a life logo with the characteristics of Jiezi Ancient Town can be created.

3.2. Building an industrial framework

The characteristics of a successful town can be appreciated in the ability to integrate, explore, innovate, and mix various favorable resources. In regard to this, Jiezi Ancient Town should fully develop its resource elements to maximize the advantages of its resources. First of all, the potential of the main players should be better tapped and brought into play, while their development goals should be based on the idea of “identifying a feature, focusing on an industry, and forming a brand.” Closely around the core of health tourism, resources should be integrated in addition to the excellent construction of relevant supporting infrastructures in building an industrial framework with ancient temples, ancient towns, and ancient colors as the cultural core. Secondly, it is necessary to cultivate various weak links, integrate projects with prominent influence, such as music activities with Shennong Wugu, and form new innovative forms of tourism. In view of tourists’ needs, it is necessary to plan a diversified system, establish core tourism products and signs, strengthen the dissemination of information, provide service guarantees by the government, and formulate innovative incentive mechanisms.

3.3. Giving full play to the role of market entities

The brand shaping of towns should fully respect the market laws. With the support of the “government guidance, social participation, and government-enterprise cooperation” concept, the role of the market as the core should be maximized, and a market-oriented development path should be formed. First of all, the government should provide guidance in terms of special investment attraction, urge well-known and influential enterprises to participate in the brand cultivation of ancient towns, and leave the business aspects to the market. Secondly, it is necessary to continuously improve the management system in order to create a department-led, multi-department coordination management structure, rationally allocate rights and responsibilities, as well as form a joint force for development. Finally, it is necessary to build a multifunctional service database for Jiezi Ancient Town, and sort out its resources, environment, as well as its potential with the support of big data technology to facilitate the formulation of brand building strategies.

Disclosure statement

The author declares that there is no conflict of interest.

References

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