

Study on the Selection of Paths for Constructing New Cultural Cities: A Case Study of Jinniu District, Chengdu, China

Xuehang Liu¹, Huayu Yin², Qin Yang²

¹School of Economics, Sichuan University Jinjiang College, Meishan, Sichuan Province, China

²Office on the Promotion of New City Construction in the North of Jinniu District, Chengdu, Sichuan Province, China

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Abstract: In the new era, the cultural supply should be improved to meet people's new demands. From this angle and based on the strategic layout of urban development, this paper takes the Jinniu District of Chengdu as the research object. Centering on the goal of constructing “the north Jinniu District with scientific advantages, developed trade systems and cultural industries”, this paper analyses the advantages of Jinniu District in building a new cultural city: the resource endowment, the industrial efficiency and the supporting systems, and discusses difficulties in that process from the perspectives of market supply and demand. Then methods of new cultural city construction are put forward, which integrates stimulating management vitality, building industrial thickness and shaping brands into the construction process. This paper aims to provide a feasible reference and support for the construction of new cultural cities in different places of China.

1. Introduction

In March 2016, the State Council adopted the Chengdu-Chongqing Urban Agglomeration Development Plan, which clearly put forward the goal of building Chengdu as a national central city and the functional orientation of Chengdu as “four centers and one hub”. The Jinniu District is located in the north central axis of Chengdu's “urban central axis”. It covers an area of 108 square kilometers, and has a total of 1.21 million population. The total economic output of this region reached 119.69 billion yuan, ranking first in the five urban areas of Chengdu for 29 consecutive years. In the five urban areas of Chengdu, Jinniu is the district with the largest area, the largest population, the highest total economic output, the richest land resources as well as the highest density of metro planning. With the development goal of constructing “the north Jinniu District with scientific advantages, developed trade systems and cultural industries”, the area puts forward the overall idea of building a new cultural city. Through the spatial structure of “three centers, two districts and one area”, excellent cultural resources in the Jinniu District can be organically linked with the industrial gene, so as to explore a new road of cultural city construction and meet the needs of the new era.

2. Favorable Conditions for Building a New Cultural City in Jinniu District of Chengdu

2.1 Relatively rich and highly recognizable cultural resources

Both Geographic Records and Chorography of Huayang Kingdom contain the record of “Qin Kingdom cleared the way to Sichuan and established the Jinniu District”. The history of Jinniu District originated from the war between Qin and Shu (the Sichuan Province). As the hometown of Jiaozi (the earliest paper-money in China), the Jinniu District of Chengdu enjoys terracotta warriors of Han Dynasty, the Happy Valley amusement park as well as the Yi Pin Tian Xia Food Street. Traditional and modern cultures blended here to provide cultural supports of building a new cultural city. There are 91 non-movable cultural relics resources in the area, including 19 cultural relics protection units at all levels and 9 museums, mainly distributed in the space layout of the Jinniu Road and the Tianhui ancient town. These relics run through historical periods of Shang, Zhou, Han,

Tang, Song, Ming and Qing Dynasties. The “Laoguanshan Han Tomb in Tianhui Town” was named as one of the top ten archaeological discoveries in China in 2013; the “Yue-lian Zhu's Tomb” in Phoenix Mountain was listed as a key cultural relic protection unit in China.

2.2 The benefits of cultural and creative industries are beginning to show; the development potential is enormous

Under the background of the developing cultural industry, cultural industries in Jinniu District grow steadily and show great potentials of development. According to the Thirteenth Five-Year Plan for the Development of Urban Cultural Tourism in Jinniu District, 119 market players were included in the statistics in 2016. The output value of cultural and creative industries was about 19.5 billion yuan, which increased nearly seven times compared with the 2.47 billion yuan in 2010. The average annual growth rate reached more than 40%, which was much higher than the GDP growth rate of Jinniu District in the same period. The total revenue of tourism was about 20.1 billion yuan with the annual growth rate of 18.9%. The Happy Valley in Overseas Chinese Town and the Yi Pin Tian Xia have been built as representative brands of cultural industries. Among them, the Happy Valley receives an average of 2.6 million visitors annually; the Phoenix Mountain Park receives more than 200,000 visitors annually. The Yi Pin Tian Xia Street is one of the seven characteristic commercial streets in Chengdu. In addition, the largest open-air music venue in Asia, Chengdu Open-air Music Park, has been completed and put into operation. The Phoenix Mountain Sports Center project, which undertakes A level international sports events, has started construction. The Jinniu District has initially built an industrial cluster integrating culture, tourism, food, shopping, leisure and entertainment industries.

2.3 Abundant industrial development carriers and outstanding late-developing advantages

According to the overall layout of building a new cultural city in Jinniu District of Chengdu, the region is committed to the development of leading industries such as scientific and technological services, modern commerce and cultural tourism. The thickness of industrial development continues to increase, and the scale of industrial carriers continues to expand. According to the layout of major industrial projects of “Three Gardens, Two Cities and One Center”, the Chengdu Open-air Music Park, the China Railway Industrial Park, the West Geographic Information Industrial Park and the Chengdu International Trade Center have been preliminarily completed. The construction of the Phoenix Mountain Sports Center has been started. The construction of the Phoenix Mountain International Food Center is about to begin. The industrial capacity continues to expand.

2.4 The increasingly perfect supporting system and the improving urban vitality

Located at the junction of the North and South Silk Roads, Jinniu District has unique geographical advantages. Under the guidance of the “ten word principle” of Chengdu, the Jinniu District shifts its development focus to the north, and puts forward the spatial pattern of “one core, three axes and six pieces”. It highlights the building of a new industrial center led by the scientific and technological services, supported by modern business and trades, and driven by cultural and sports functions. The district conforms to the “medium excellent” strategy and seizes the opportunity of the great adjustment of Chengdu's development pattern. The traffic system with “7 horizontal lines, 7 vertical lines and 2 stations” is planned; 9 metro lines include line 1, line 3 and line 5 run through the district. The three-dimensional traffic system has initially formed. Educational and medical facilities are becoming more and more perfect, with more than 200 educational institutions and 11 medical institutions built in this area. There are nearly 60 kindergartens, primary and secondary schools, as well as 1 general hospital and 27 public service complexes planned for the new cultural city.

3. Difficulties in Building a New Cultural City in Jinniu District of Chengdu

3.1 Insufficient supply of cultural products and the lack of brand projects

The government is the leader of new cultural city construction. The methods, modes and paths of

government participation determine the direction of the new cultural city construction. It is objectively required to build an appropriate management system. However, the problem of imperfect management system is still prominent; the overall orientation is not clear, which results in the phenomenon of disordered management. There are still differences in the methods of new cultural city construction and relevant management modes. It is difficult to coordinate and unify the development methods, which deeply restricts the construction process. At the same time, brand projects in the district are inadequate, and the construction is still in its initial stage. Brands with strong innovation, high recognition and wide consumer bases have not yet been established. Compared with other urban areas, experiential programs which can be participated by consumers are scarce in Jinniu; the interaction with consumers is very rare. Moreover, the Jinniu District has not fully utilized resources like the Phoenix Mountain and the Pihe River. The district does not effectively combine the unique natural resources, location advantages and industrial sciences; it is not attractive to tourists.

3.2 A large number of competitors with merits in the industry

From the perspective of competition, the Jinniu District is facing the competition from cultural brands of the Wuhou District, the Jinjiang District and the Chenghua District in the process of building a new cultural city. Some urban areas create favorable conditions for constructing new cultural cities by virtue of their traditional high-quality cultural resources, such as the Three Kingdoms Culture and the Giant Panda Base. On one hand, these competitors have relatively reasonable management system, which can provide high product identification. On the other hand, they have relatively perfect infrastructure and high quality clothing, food, housing and transportation services.

4. The Selection of Paths for Constructing a New Cultural City in Jinniu District of Chengdu

Guided by Jin-ping Xi's socialist ideology with Chinese characteristics in the new era, we should grasp the city's overall goal which fully embodies new development concepts, integrate the development orientation of constructing “the north Jinniu District with scientific advantages, developed trade systems and cultural industries”, highlight the advantages of Jinniu District in cultural resources, promote the integration of production and city, and build Jinniu District as a new leading city in the central and western regions of China with distinct themes, diversified elements, shared resources as well as the peaceful and satisfactory living and working environment.

4.1 Enhance the supply power and stimulate the management vitality of building a new cultural city

First, we should improve the organizational system of the new cultural city, coordinate the macro-guidance and policy research of construction, give full play to the role of industry authorities, industrial functional zones and communities, and establish a leading committee for the new cultural city construction. The committee should be consisted of officials from municipal and district governments as well as third-party operating agencies; it mainly undertakes the functions of planning, designing, constructing and developing the new cultural city. The management team should also be organized to promote the construction process; third-party operation organizations should also be invited. Combining with cultural resources and the objectives of constructing a new cultural city in Jinniu District, we need to design targeted products, highlight cultural innovation and looking for the “blue sea” of value. Secondly, we should improve the policy system of new cultural city construction, make use of the research results of third-party advisory bodies, deeply grasp the connotation of relevant policies on national, provincial and municipal levels, and organically combine these policies with the project of constructing a new cultural city in Jinniu District. We should increase policy support in accordance with the orientation and key areas in construction, promote the landing and establishment of excellent programs, and create brands with high recognition and strong attraction. Third, we should optimize the external environment of new cultural city construction, deepen the project examination and approval process, strengthen the

protection of the intellectual property rights of high-quality brands, investigate and punish people who violate laws on intellectual property rights protection, severely crack down on all kinds of unfair competition, and establish a reward and punishment system in cooperation with other urban areas. At the same time, we should make full use of the existing credit system. We can introduce it into the new cultural city construction, and build a good development environment with other districts and counties to safeguard the legitimate rights and interests of high-quality brands in the new cultural city.

4.2 Strengthen competitiveness and build a new cultural city with industry thickness

Firstly, we should accelerate the development of the science and technology service industry. According to the overall layout of “one school, one headquarters and two bases”, as well as the “Chengdu Electronic Information Industry Planning”, we should vigorously promote the construction and development of the China Railway Industrial Park and the Western Geographic Information Industrial Park in the new cultural city of Jinniu District. On one hand, we should continue to expand the scale of industrial carriers. Now about 790,000 square meters of industrial carriers of the science and technology service industry have been built. 191 enterprises of the science and technology service have been introduced by agreement. To build a new cultural city, we need to speed up the construction progress, focus on promoting the construction of the second and third phases of the China Railway Industrial Park and the Western Geographic Information Industrial Park, and constantly enhance the physical capacity of industrial development. On the other hand, we should promote the transferring of research and development achievements in science and technology services. Relying on industry leaders such as the China Railway Eryuan Engineering Group, we need to build a platform for the transformation of research and development achievements as well as a platform for the incubation of innovation and entrepreneurship projects. In addition, we should expand the field of the science and technology service industry. Relying on the talent resources and policy advantages of the new cultural city, the Jinniu District can attract leading enterprises in rail traffic and electronic information from coastal areas. These companies are encouraged to set up headquarters as well as research and development bases in Chengdu, so as to undertake the western expansion of high-tech enterprises in coastal areas. Secondly, we should promote the transformation and upgrading of modern trade and commerce, promote the transformation and upgrading of the traditional wholesale and retail methods of Chengdu International Trade Center into international trade and service industries, and reshape the advantages of commodity trade and service industries. On one hand, we should enhance the adsorptive capacity of domestic trade. With the help of the “Sichuan Brand House”, the “Factory Direct Business Center”, the “Import Commodity Experience Exhibition” and other carriers, we can promote the cooperation with well-known domestic e-commerce enterprises such as Jingdong and Alibaba, so as to strengthen the integration of online and offline business development, and attract new and high-end retailers. On the other hand, we should enhance the attraction on foreign trade, actively integrate into the strategy of “Chengdu and Europe +”, and seize the development opportunity brought by “the Belt and Road Initiative“. Chengdu is the only pilot in the West on the trading mode of national market purchasing. We should use the functions of the new cultural city as the trade platform, and resort to the Chengdu Europe Express Railway to organize excellent companies and high-quality brands to go out of the country and publicize themselves in Southeast Asian and European countries along the belt. We should also strengthen cooperation with Qingbaijiang International Railway Logistics Port, build exhibition centers for imported goods, and guide foreign trade enterprises, purchasers and third-party service agencies from countries along the Chengdu-Europe Express Railway as well as Southeast Asian countries to set up headquarters and bases in the new cultural city of Jinniu, so as to open up foreign trade channels. Third, we need to cultivate and develop the cultural tourism industry, make full use of all kinds of resources in the new cultural city of Jinniu, guide the transformation of resources and capital, enhance financial support and stability, and innovatively cultivate and develop the cultural tourism industry.

4.3 Highlight the differentiation and shape a brand system for the new cultural city

In order to enhance the market competitiveness of the new cultural city in Jinniu, we should build a brand system. First, we should speed up the construction of a new economic highland to lead the new cultural city. New economy refers to a wisdom economic form dominated by innovative cultural knowledge and led by technological and creative industries. Afterwards, combining with the cultural and industrial resources of Jinniu District, we need to avoid the “confrontation of benefits”, and make effective use of the “cultural codes” of differentiation, so as to building a Science and Technology Museum Park with rail traffic, geographic information and other strategic emerging industries as the pillar industry. We need to give full play to the advantages of Jinniu District as well as the Southwest Jiaotong University. Taking the historical context as the main line, we need to build blocks with traditional cultural elements as well as cultural resources in Shang, Zhou, Han, Tang, Ming and Qing dynasties as well as modern times. The second is to build cultural and creative industrial parks. Combining with the cultural resources of Jinniu District, we need to focus on building a Science and Technology Industrial Park with the Kangyang Cultural Industrial Park, the China Railway Industrial Park and the Western Geographic Information Industrial Park as the core, as well as an Aerospace Creative Industrial Park with the Phoenix Mountain as the core, so as to enhance public participation and interaction, and enhance residents' sense of gain. Thirdly, we should speed up the construction of industrial ecosphere, establish a corridor of the coordinated development of the science and technology service industry, the business and trade industry and the urban tourism industry, scientifically lay out supporting facilities such as hospitals and schools, establish concepts of new economic development, earnestly build the characteristic industrial system for the new cultural city, and shape the industrial ecosphere with competitive advantages.

5. Conclusion

Creating a new cultural city is a systematic project involving suppliers, demanders, competitors and other subjects from multiple levels and multiple fields. It requires the integration of the government, the market and social resources, as well as the organic coordination of industrial resources, cultural resources, social resources and ecological resources. The goals are industry and city integration, as well as the construction of a livable city. The Jinniu District of Chengdu has relatively abundant cultural resources and high recognition degree. The benefits of cultural and creative industries are preliminarily revealed; the carriers of industrial development are rich; the supporting system is becoming increasingly perfect. All these are favorable conditions which promote the building of a new cultural city. However, the cultural and creative products are in short supply; there are numerous competitors and substitute goods in the industry. Consumers have strong bargaining powers; potential competitors still exist. All these affect the construction of a new cultural city in the Jinniu District. The government should fully integrate available resources, enhance the supply power, stimulate the management vitality, and enhance the competitiveness of this area, so as to build a new cultural city with industry thickness, unique features as well as the brand system.

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