

Research on Urban Image Promotion and Urban Cultural Communication Path in the Construction of "Belt and Road"

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Abstract: In the process of shaping and disseminating the city's external image, the requirements of the "Belt and Road" strategy have extremely important strategic significance for its multi-dimensional and multi-level expansion. However, the guiding role of the "Belt and Road" strategy on the important content of the city's external image and the promotion of the reputation of the city image also needs to be reflected through the integration of cultural communication and the external image of the city. Therefore, it is necessary to continuously strengthen the integration of the two and intensity, to assist the spread of the city's external image as soon as possible into a new pattern.

1. Introduction

The strategy of quickly docking the Silk Road in Shaanxi Province promoted the "Shanshui Humanities and Great Beauty Shaanxi" in an all-round way. While upgrading the Shaanxi brand, it also enhanced the international influence of the Silk Road strategy. As an important node of the Silk Road, Xi'an will do a good job in Xi'an city marketing under the background of The Belt and Road, expand the influence of Xi'an city image, promote the competitiveness of Xi'an city, build a brand of "Silk New Starting Point", and promote Xi'an. The steady development of the city plays an important role.

2. "The Belt and Road" Strategy Xi'an City Marketing SWOT Analysis

SWOT analysis is a kind of strategic analysis method commonly used in advertising. It is usually used to study the strengths, weaknesses, opportunities, threats, and S, W is an internal factor. And T is an external factor. The method is to analyze the data of the internal and external environment of the research object, to understand the advantages and disadvantages of the research object in the market context and the challenge of the objective external environment. Using this method can help the research object to use the advantage development strategy and plan to facilitate brand promotion in the market environment. As the starting point of the Silk Road, Xi'an has a unique mission. Along with the development of the "13th Five-Year Plan", cities along the Silk Road will usher in new opportunities for the development of the new era. Xi'an has formulated an implementation plan based on the promotion of the new starting point of the Silk Road Economic Belt, which further highlights the status and advantages of Shaanxi as the starting point of the ancient Silk Road. It aims to promote the image of Xi'an city in the global market with the strategy of "The Belt and Road". The promotion has enhanced the international influence of the Silk Road strategy while upgrading the Xi'an brand. As the starting point of the ancient Silk Road, Shaanxi has a strong tourism base and distinctive features. The "Cultural Relics of the World" presents the historical charm of Shaanxi's heavy and broad history. Its urban character can be summarized as "thick, ancient and culturally rich". After conducting research and data analysis on the status quo of Xi'an city image, it summarizes the SWOT of Xi'an city image analysis to analyze the strategy of Xi'an brand promotion.

The target orientation of the city image is the top priority of urban brand promotion. Under the background of the Silk Road construction, the target population has shown different changes. At present, Xi'an is in the midst of a major adjustment period for the re-distribution of domestic and

foreign industries, which provides an excellent development opportunity for the fast-growing Shaanxi economy. According to the "13th Five-Year Plan". In this industrial adjustment, the segmentation and integration of the tertiary industry is accelerating, and low-carbon green and innovative industries will gain new rapid development. The Xi'an government has made efforts to strengthen the "Xi'an brand" in the government and non-governmental exchanges with the countries along the Silk Road. After the opening of the "Changan" international freight line, Xi'an's own brand image and superior products will be promoted.

Urban tangible products are the core carrier of the city, that is, the external manifestation of the core value of the city. It is the appearance of the city that consumers can directly see or feel, including the city's logo, slogan, image spokesperson, and citizen quality. Tangible products give consumers a first impression of the brand. For urban brand promotion, it is the geographical environment image provided to the niche market. The geographical environment image includes three aspects: natural environment, economic environment and social and cultural environment. The natural environment refers to the natural features and climatic characteristics of the city. The economic environment includes the geographical allocation conditions of productivity entities, such as artificial environment, urban architecture, outdoor advertising and transportation facilities. Due to geographical environment, natural climate, cultural traditions, customs and economic development, people in different regions have formed different Consumption habits and preferences. Social culture includes regional culture and history and culture. Shaanxi has the oldest opera in China, Qin Qian, and the originator of the Chinese shadow play, Shaanxi Piedmont. At the same time, Xi'an has launched a large number of experiential cultural tourism projects, such as "The Song of Everlasting Sorrow" and "Dream Back to Changan" and other historical and cultural themes, let Xi'an Cultural tourism is more romantic.

3. Cultural communication and inheritance are the necessity of the integration of external image

The continuous promotion of "The Belt and Road" strategy has made urban cultural construction and image communication become an important evidence that the city can influence its image in the country and the world. As the core of the city image, urban culture is also the result of the overall impression of historical and cultural heritage. It is also the overall style of the city, architectural landscape, science and education culture, economic development, historical tradition, human environment, natural environment and other elements in the region and the country. The result of a comprehensive response in the international market. Therefore, it has an unpredictable effect on the innovation and dissemination of urban culture and the improvement of urban prosperity. With the increasing frequency of economic exchanges between cities and ethnic groups, the conflicts in exchanges have gradually become prominent and directly affect the shaping and inheritance of the city's external image. To re-interpret the image of the city, it is necessary to re-conclude the connotation and extension of urban culture. Under the guidance of the "The Belt and Road" strategy, the correlation between urban external image and cultural communication is magnified. Taking historical and cultural cities as an example, its unique natural scenery, the source of ecological civilization, and the characteristics of the region's culture can become important contents of its cultural communication, but it can also become the basis for shaping its external image. Under the background of promoting the construction of "The Belt and Road", strengthening the urban cultural construction to spread to the outside world can help the city fully tap the humanistic spirit, the urban cultural connotation with brand value, and the spirit of the times, so that it can compete in the city. Let out a personalized light.

4. Xi'an City Promotion Strategy in the Background of Silk Road

CIS, an abbreviation for English corporate identity system, is a corporate identity system. With the development of regional economy in the 1990s, as a weapon of market competition, CIS theory has been further applied. As a city identification system, its basic definition is: applying urban

philosophy and spiritual culture to a unified overall communication system, and making it A consistent sense of identity and values for urban brands. How to effectively promote urban CIS and increase the city's recognizability has become a problem that governments at all levels attach to, and has also been included in the key work of regional economic development and civilized construction. For the promotion of Xi'an CIS, innovation breakthroughs can be made in the marketing model. Combining traditional media with new media, event planning and network communication combine to achieve online and offline interaction, domestic and overseas communication. Actively launch new media marketing. Make Xi'an brand micro-movie, break through the traditional tourism promotional film form, and enhance the popularity of Xi'an tourism. Promote interactive marketing of traditional media and new media, and embed traditional TV variety shows into tourism elements, while spreading through the Internet and from the media. We will fully expand overseas marketing channels and cooperate with online platforms such as Google, YouTube and Facebook to build an overseas network marketing platform and channel system.

"Cultural discount" refers to the phenomenon that local cultural products are degraded in the cross-cultural promotion based on cultural differences between the two countries due to different cultural backgrounds and customs. The audience's contact and consumption of cultural products is based on cultural backgrounds such as values and customs. The culture of a nation cannot be industrialized. The huge market space industry vision tells us that culture can only be sustainable if it finds new impetus in the direction of development. While the cultural industry pays attention to improving the quality of development, it focuses on solving the problem of lack of cultural content creation. This is why the essence of the essence of traditional Chinese culture is difficult to be accepted by the target market. To reverse this situation and promote the influence of city brands along the Silk Road, cultural discounts must be reduced. Choose a branding type with less "cultural discounts". The cultural discount of popular culture is relatively small, and its dissemination is beneficial to the target audience to understand the local social life and local customs. On this basis, urban cross-cultural promotion can increase the reputation of the target group to the city brand. For example, mass entertainment activities such as music and dance satisfy the deeper psychological emotions and desires through fictional imagination, which plays an irreplaceable role in the output of the city image. Use localization strategies to reduce cultural discounts. For example, the United States often uses foreign culture to bring local products into the world, such as "Kung Fu Panda" and "Mulan", and the Western Film Studio's "Farewell My Concubine", "Red Sorghum" and "Tuya's Marriage" are common and common. The human condition and similar living conditions weaken the ideological differences of the target audience and dilute the possible political conflicts between cross-cultural communication. The combination of the two cultures can make the city's innovative ability and character characteristics permanent. Based on the cultural elements of the city, it integrates and absorbs the cultural elements of the target market, and creates cultural products with a combination of localization and international elements, such as the shadows, horse spoons, terracotta warriors and horses, and Shaanxi cuisine with Xi'an characteristics. And packaging design can add some international trend elements to promote urban characteristics. Through market research on target market groups, identify differences in behavioral concepts, cultural practices, and aesthetic values of countries along the Silk Road, collect feedback on suggestions for Xi'an brand promotion content strategy, and build a cultural assessment system for target groups to reduce culture. The negative impact of the discount.

In the cross-cultural promotion of urban brands, the medium is the carrying and disseminating tool for the three major components of urban brands, and it is also an important component of urban cross-cultural promotion. The promotion of city image can be based on the market life cycle (PLC) of the product for strategic analysis. In the introduction period, the city's image identity and image slogan are promoted through the medium with high target arrival rate of the target audience, so that the target group can recognize the brand symbol elements of Xi'an city, and use the medium to spread the cultural connotation of Xi'an city in the urban growth period to form a complete The regional and ethnic characteristics effectively guide the target audience to positively interpret the image of Xi'an city. At the maturity stage, report the inter-governmental and non-governmental

exchange examples to the target audience, especially based on the target market audience, triggering the cultural blending perception and the target audience. It senses the soft power of Xi'an city culture, and at the same time enables Xi'an citizens to understand the urban culture and customs of the target audience, to achieve the sense of aesthetic and cultural value, and to build a respected and respected third-party city image.

5. Conclusion

To further enhance the digitalization process of foreign cultural communication and image communication, it is also necessary to be included in the urban culture and image external communication strategy, to further strengthen the dissemination of the whole media with an open and positive attitude, and promote the worldwide image of the city image and culture under the overall media propaganda. The integration and innovation of nationality, modernity and tradition make it fully exert its due effectiveness in the construction and application of the urban cultural system.

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