Strategic Study on Culture Brand in Shijiazhuang

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ABSTRACT
Brand-driven cultural industry development was the inevitable requirement for coordinated development of regional economy and society. In order to create the culture brand of Shijiazhuang, the authors first analyzed its cultural resources, clear focus. Then created a culture brand with characteristic of Shijiazhuang by a number of strategies such as: Found a suitable site of the culture brand, cultivated spirit of the city, focus on creating superiority culture brand in Shijiazhuang, take measures to enlarge and strengthen the enterprises of culture, used modern media to multi-dimensional propaganda culture brand, implemented “Walk out” strategy of the culture brand, and strengthened human resources to support the creation of culture brand.

Keywords: Brand-Driven Cultural Industry, Culture Brand, Enterprises of Culture, Shijiazhuang, Strategic Study

1. INTRODUCTION
The culture brand has the improve ability, attractiveness and radiation, brand building of urban culture is an important means to improve comprehensive competitiveness of city. Urban culture brand not only can create a good public image and social prestige for the city, but also can continually bring more new value and new wealth to the city. Shijiazhuang, as the political, economic, culture and science center of Hebei Province, want to become a big economic and cultural city.

2. EXCAVATION THE CULTURAL RESOURCES OF SHIJIAZHUANG AND CLEAR FOCUS
Cultural resources are the basis for creating culture brand, the culture brand building process is turn cultural resource to cultural capital, cultural identity and cultural competence. The primary task of creating culture brand is to clearly recognize and use existed cultural characteristics and cultural connotation of Shijiazhuang, clear the advantages and focus.

Shijiazhuang has a long history and rich cultural heritages; all these have laid a solid foundation for the culture brand building. First, Shijiazhuang has rich historical and cultural
heritage such as Shang Dynasty sites in Gaocheng, Zhongshan counties GuDou sites in Pingshan, Long Xing temple of Sui dynasty in Zhengding, AnJi Bridge in Zhaozhou, and Yue, Zhao Tu, Zhao, Wei Zheng, etc. historical figures. At present, Shijiazhuang has 14 best of the World, 22 best in China, 25 national key cultural relics protection units, 105 province-level cultural relics protection units, more than 20,000 pieces of all kinds of collections heritage (“The new development strategy of,” 2006); Second, Shijiazhuang also has rich folk culture and intangible cultural heritage. the Folk culture in Shijiazhuang belongs to the Central Plains culture type, has distinctive characteristics in northern China (Cui, 2005), particularly in the “pasta culture,” “wine culture,” and “dress culture of women, children.” Shijiazhuang has many intangible cultural heritage, such as: “Shijiazhuang silk string,” “Jingxinglahua,” “gaocheng palace lantern,” and “gengcun folktales.” According to statistics, Shijiazhuang has 8 state-level non-material cultural heritage, 30 provincial level non-material cultural heritage, 148 city level non-material cultural heritage. In the meantime, the conservation of the non-material cultural heritage also walks in the front ranks of the country; Third, Shijiazhuang also has revolutionary culture resources and tourist resources. 50 scenic spots with a certain scale have been built, the “one center, eight eight scenic spots” tourism development pattern formed. AnJi Bridge in Zhaozhou, revolutionary situation Xibaipo, North China military area commands martyr cemetery has become the national patriotism education center. Red Xibaipo is the key point of Shijiazhuang tourism system; Fourth, Shijiazhuang also has the advantage of cultural festivals. All temple fairs, rallies around Shijiazhuang are the urban culture showcase stage, fully demonstrated the richness of their culture. Such as: Zhengding historical culture tourism Festival, Bao Duzhai temple fair, Zhaozhou Pear Festival, etc. Finally, Shijiazhuang shows its modern entrepreneurial culture, the unique progressive and pragmatism of Shijiazhuang is the unique charm of the city.

In a word, its rich history culture resources, the non-material cultural heritage, the folk festival cultural, red culture and the modern culture, are all the advantages, potential and hope to create the urban culture brand of Shijiazhuang.

3. STRATEGIES AND SUGGESTIONS OF BUILDING CULTURE BRAND IN SHIJIAZHUANG CITY

3.1. Found a Suitable Site of the Culture Brand, Cultivated Spirit of the City

Spirit of the city is an important part of urban culture, although Shijiazhuang has the development, advances, innovation, containing and opening spirits, it still did not put forward an individuality spirit of the city, which not only inherited the historical traditions and cultural, but also consistent with characteristic of the times. Suggested to begin a general discussion in Shijiazhuang, in order to attract the attention and participation of all the people, takes the forms of questionnaire surveys and expert discussions. It is necessary to refining the Shijiazhuang culture in the height of revolution and history, containing the Shijiazhuang resident’s ideals, beliefs, values and so on. It is also necessary to fully take into account how the urban spirit instructs Shijiazhuang full development (Wei, 2010).

3.2. Strengthen the Participation of the Parties

Culture brand building in Shijiazhuang is a system engineering; it requires government’s overall planning and policy guidance, needs every area, enterprises to play a principal role on brand-building, it also requires the active participation and support of the community (Liu, 2010).

First, set up a leading group of cultural industry with city leaders as head to work in full swing.

Second, the relevant departments, districts and counties should discharge its responsibi-
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