Research on the Innovation and Shaping of Urban Culture Brand Image from the Perspective of Regional Economy——Taking Guangzhou as an Example

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Abstract: The urban cultural brand image plays an important role in the long-term development of a city. As a kind of soft power of the city, it has become a key factor for urban planners in the current society. This paper explains the related concepts of urban cultural brand image. From the perspective of regional economy, this paper analyzes the constituent elements of Guangzhou urban cultural brand image design, and then demonstrates the path of Guangzhou urban cultural brand image innovation and shaping, in order to provide useful enlightenment for Guangzhou's urban cultural development.

1. Introduction
As China has become the world's second largest economy, China has increasingly become the focus of attention on the world stage. Let the world know China is not only reflected in the shaping of China's national brand image, but also in the urban appearance of the cities on the international stage. The study of urban cultural brands is of great significance to a modern city. A good city brand image will enhance the city's identity, the city's cohesiveness and drive, enhance the pride and honor of the citizens in the city, promote the upgrading of industrial structure, rapid economic development, and protect resources and the environment. Achieving sustainable development is very important. For Guangzhou, discovering its own advantages and potentials and carrying out urban cultural brand image design is crucial to the future development of the city. As a national central city, Guangzhou will represent China's participation in international competition and promote regional integration into globalization. The construction of a good urban cultural brand image will promote China's high-quality development on the world stage.

2. The concept of urban culture brand image

2.1. Urban Culture
Urban culture is an inevitable outcome of human development. It reflects the economic, social, scientific and technological, ethical, living customs and religious beliefs of the times. It is not only a city's spirit and soul, but also a city that is different from other cities. The main sign. Urban culture contains three main points: First, it belongs to a large culture, that is, the overall picture of the city's material culture, institutional culture and spiritual culture; second, the urban culture is recognized by the majority and can Reflects the common phenomenon reflected in specific phases of the region. Third, its ultimate goal is that people come here to meet the multi-ethnic, multi-level development needs, which is also its essence. In general, urban culture is a comprehensive expression of cultural
consciousness that has been formed by residents living here for a long time. It is a personalized expression of the city and a spatial expression of human life. Urban cultural construction should fully take into account historical traditions and historical and cultural resources.

Fig. 1. City Culture

2.2. City Culture Brand

The concept of urban culture brand is mainly composed of three parts: city, culture and brand. The city brand generally includes four aspects: city brand identity, city brand value, city brand image and city brand charm. Based on the definition of city brands by many scholars, the author tries to make the following definitions for urban cultural brands: the so-called urban cultural brand refers to the analysis, refinement and integration of urban unique cultural elements, such as historical and cultural accumulation, cultural industry advantages, and the formation of specific differences through the emergence of specific systematic, perceptible brand image with cultural factors as the main components. Creating a strong urban cultural brand enables the city to beat other cities in the market competition, and can become the first choice for the audience to invest, travel, choose, and employment, and also enable the city to have a broader development space.
3. The constituent elements of Guangzhou city culture brand image design
As far as the city is concerned, the image is not only a sign that can be recognized, but also a manifestation of the human spirit. It also refers to the sum of the public's impression of the spatial impression of a certain city and the impression of the human image. The image of the city is a visual reflection of the inner quality and cultural connotation of a city in the external form of the city. It is the overall impression that a city is different from other cities. The basic attributes of a city include not only historical evolution, natural features, geopolitical culture, spiritual inheritance, urban civilization, economic foundation, citizen quality, urban customs, regional specialties, etc., but also the scale of development, development level, development model and so on. The image of the city reflects the unique characteristics and temperament of a city. The continuous progress of the society has gradually removed the institutional barriers to the operation of the city, and various cities have launched the banner of building a city brand. In the context of increasingly homogenized products, competition is increasingly relying on intangible assets built by brands to achieve good association and value recognition. The process of commercial society has integrated the city into an open market platform. If a city does not want to be eliminated, it must operate the city like a brand. At present, the process of urbanization in China is the social foundation of urban brand strategy. The result of the industrialized society and the information age will inevitably lead the city's core value to the brand.

3.1. Analysis of Guangzhou City Brand Image and Guangzhou Natural Landscape Culture
The charm city of Guangzhou is located on the northern edge of the Pearl River Delta, backed by Baiyun Mountain, and the Pearl River passes through the city. As the most important background and framing elements of urban development, landscape is the unique urban form of Guangzhou and the most basic urban image. With the urban-rural integration and the rapid expansion of urban construction, the city's characteristic elements are more diverse and diverse, further strengthening the urban ecological environment. At the same time, through pollution control, clean energy, green transportation, resource recycling, cultural relics protection, etc., promote the virtuous circle of ecosystems, and build Guangzhou into a landscape-like ecology suitable for entrepreneurial development, living and natural landscapes and human landscapes. city. The open city facing the sea -
Guangzhou is located on the coast of the South China Sea. It has always been known for its openness, tolerance and non-exclusion. The interweaving of the ocean and the Pearl River water network has made Guangzhou a hub for economic and cultural exchanges between China and foreign countries. Since the Tang Dynasty, China's tea, silk, porcelain, Confucianism, and other four inventions have been transmitted to the rest of the world through the Guangzhou window. Foreign spices, tobacco, flowers, jewellery, Buddhism, and Islam have been introduced to Guangzhou, forming an inclusive atmosphere and unique Guangzhou humanity mentality. The complete Gothic-style Sacred Heart Cathedral of Yide Road and the different exotic-style sand-faced Western architectural complex in Tsuen Wan prove that the city's foreign culture is more inclusive than the ordinary city. The open atmosphere of Guangzhou is an important factor in the design of Guangzhou city brand.

3.2. Analysis of Guangzhou City Brand Image and Guangzhou Humanities Landscape Culture
Prosperous commercial civilization - Guangzhou is known as the "Millennium Commercial Capital". Since Tang Dynasty, it was the world famous international trade center. Today's Guangzhou commercial scale has been ranked among the top three cities in the country for more than 20 years. Guangzhou has formed the Tianhe Business Circle, the Beijing Road Commercial Circle, the Shangxiajiu Business Circle, and the high-end consumer district of Huanshi East Road represented by the Friendship Store. The four major business districts continue to mature and expand, echoing each other, making the commercial layout of the new old city coexist and co-prosperous, forming a strong shopping atmosphere, attracting domestic and foreign tourists to Guangzhou to consume shopping, and creating a leisure shopping paradise in South China.

The heroic city of Fengyunhui-Guangzhou is the birthplace of modern open-mindedness and the source of the modern revolution. The Taiping Heavenly Kingdom, the Opium War, the Revolution of 1911, the Northern Expedition, and the Guangzhou Uprising have left countless epic chapters in the city. Even the city's flower kapok in Guangzhou is also known as the hero flower. Guangzhou is worthy of being a heroic city. Nowadays, the modern revolutionary cultural relics are scattered throughout the streets and lanes of Yangcheng, such as the Pearl River Estuary, Xianlie Road, Changzhou Island, Guangzhou traditional central axis and other modern historical sites, including the former site of the Whampoa Military Academy, the Zhongshan Memorial Hall, and the Guangzhou Uprising Martyrs Cemetery. Huanghuagang 72 martyrs cemetery and so on.

The unique Lingnan Center—Guangzhou is the center of Lingnan culture, from Cantonese, Cantonese Opera, Cantonese Music, Lingnan Calligraphy, Lingnan Painting School, Lingnan Poetry, Lingnan Architecture, Lingnan Bonsai, Lingnan Craft to Lingnan Folk and Lingnan Food Culture. Can be traced in Guangzhou City. The unique Lingnan culture has a long history, such as the simplicity of the Nanhai Temple, the exquisiteness of Chenjiatun, the mystery of the tomb of Nanyue King, the majesty of Zhenhailou, the brilliance of Guangcai, the fineness of bone carving, the charm of Kung Fu Tea, and the flavor of Cantonese cuisine. It has created the unique Lingnan cultural character of this city in Guangzhou.

3.3. Analysis of Guangzhou City Brand Image and Urban Social Culture
Guangzhou is located in the subtropical zone. It is warm in the summer and warm in the winter. The grass is always green and the flowers are always open all year round. It has enjoyed the reputation of flower city since ancient times. Guangzhou has a long history of flowering, flowering, flower viewing and gift giving. Guangzhou people's pursuit of beauty and the pursuit of quality of life are also evident. In the middle of the Qing Dynasty, Guangzhou has formed the "Winter Spring Flower Market", which is the first in China and famous at home and abroad. There is a poem that describes Guangzhou Flower Street: “Xiang Street is a city full of ten miles, and laughter sings into the color gate. It is suspected that it is a layer of scented honey, and it is a million flowers.” The reputation of "China's first flower town" is also known by the industry as "Oriental Amsterdam."

A well-respected food culture - food in Guangzhou, is widely recognized, Guangzhou's food culture once again confirms the Guangzhou people's pursuit of quality of life. Cantonese cuisine is
well-received by Chinese and foreign tourists because of its long history, its versatility, its extensive use of materials and its exquisite craftsmanship. Domestic Sichuan, Lu cuisine and Huaiyang cuisine have already entered the Guangzhou food market. Western food lounges, Japanese food, Korean food, Southeast Asian flavors, and Chinese and Western fast food have also appeared in Yangcheng. Today, Yangcheng, a variety of cuisines coexist with multiple levels of common development. A diversified business structure has been formed. There are many restaurants in Guangzhou, and the scale is large or small, all over the streets. The custom of eating and the style of the restaurant also make the diners experience the charm of the food culture of Yangcheng.

Fig.3. The constituent elements of Guangzhou urban cultural brand design

4. The innovation and shaping path of Guangzhou urban cultural brand

4.1. Grasping the history of Guangzhou's cultural development

In order to build a national central city and cultivate a world famous cultural city, Guangzhou has become a top priority in shaping its urban spirit and urban character. Its core is to highlight the cultural-centered and cultural-led development policy and correctly understand the cultural development of Guangzhou. The history, so clearly grasp the relationship between urbanization and cultural development. Recognize the fact that Guangzhou culture is mature in modern times. To grasp the direction of Guangzhou's urban development, the first premise is to recognize the city's cultural truth in Guangzhou, and pay attention to the characteristics of the city, instead of blindly rendering some beautiful titles. As a city with a history of more than 2,000 years, Guangzhou focuses on its development with such a long historical stage. The focus is not on the historical status of Guangzhou and the accumulation of ancient cultural heritage. Guangzhou has not been before the Republic of China. China's political and cultural center. Guangzhou's real realization of the city's value is in modern times. Its profound influence on the whole of China began in modern times. The "one-stop trade" opened the door to economic and trade exchanges between Guangzhou and the world. The great significance of economy, thought and politics in modern times has made Guangzhou, a thousand-year-old city, truly mature at the beginning of the century, and made the city of Guangzhou heavy. The temperament and taste of business, pragmatism and change are basically fixed. The
revolutionary culture pioneered in modern Guangzhou, through the political movements of the Hundred Days Reform and the Revolution of 1911, has deepened the concept of democracy and science, and will have a lasting and far-reaching impact not only on the past but also on the present and the future. In this regard, the city is uniquely endowed, and modern civilization is the first to arrive in Guangzhou. This is an advantage and a tradition. The cultural tradition pioneered by democracy and science has contributed to the rapid development of innovation and development in Guangzhou over the past 30 years. It has also contributed to the transformation and upgrading of Guangzhou's new round of urban development. The historical feature of modern culture is the symbol of urban cultural identity about Guangzhou.

4.2. Establishing Guangzhou's status as a cultural center in Lingnan
The summary of Guangzhou's cultural spirit and urban characteristics, the most recognized and most accurate expression of authority, is "four said." For thousands of years, the city of Guangzhou has developed cohesiveness and appeal in the development. With the values of the city as the core, it has formed a wide range of cultural identity and cultural consensus. This is a necessary condition for the cultural center. As the center of Lingnan culture, Guangzhou focuses on the spiritual temperament of Guangzhou culture. It is a model and representative of Lingnan culture. It emphasizes that Guangzhou has always played a central role in cultural leadership, cultural influence and cultural radiation. Since ancient times, Guangzhou has been the undisputed political, economic and cultural center of South China. Guangzhou is the Lingnan Cultural Center, which emphasizes the positioning of its national central city. It does not focus on the cultural form and cultural content of Guangzhou, which encompasses Lingnan culture. As a proof of cultural height, Guangzhou's influence has already exceeded the geographical scope of Guangzhou. From a historical perspective, Guangzhou is the central position of Lingnan culture, which means that Guangzhou is a major town of Lingnan culture. All its flags and leading functions, whether in politics, economy, or ideology, or in the appeal and influence of culture. And radiation, Guangzhou as a center is a long-standing history. In the Chaoshan area, the Hakka area, and the western part of Guangdong, in the interaction with Guangzhou, it is inevitable to be influenced and infiltrated by Guangzhou culture. In the framework of Lingnan cultural diversification, Guangzhou's radiation and influence are not only limited to Guangzhou, the Pearl River Delta and Lingnan, but it has taken root along with the spread of immigration. From the perspective of actual needs, the establishment of Guangzhou's cultural center status should be the center and focus of Guangdong's new round of cultural construction and development strategy. Guangzhou is the center of Lingnan culture, and its new power and new ideas will drive the rapid development of other parts of Guangdong. Development, for Guangzhou's consensus and recognition as a cultural center in Lingnan, both in terms of the status quo and long-term development, it is not only conducive to the promotion of Guangzhou's urban culture, but also to the overall innovation and prosperity of Lingnan culture. Culture is the common rationality of mankind. To face Guangzhou as the center of Lingnan culture does not mean to exclude and devalue other regional cultures. As a "generalized" concept, Lingnan culture has a wide extension in application, and Guangzhou as a cultural center of Lingnan. The identity of the identity is also relatively inclusive, which can also reflect the characteristics of Lingnan culture's inclusive and rheological development.

4.3. Strengthening the value of Guangzhou from the mall as a commercial capital
The development of urban culture is not unprecedented, but the past and the future, along the traditional path. Guangzhou has always demonstrated its own development advantages with its unique business style. As a new target, it is a city of international business and trade center. Undoubtedly, it needs to further promote the trade tradition and historical accumulation. A hundred years ago, Guangzhou was famous for its business. After a hundred years, Guangzhou also shoulder the mission of making a name for business, and its scope was more extensive and far-reaching. Summarizing, summarizing, promoting and highlighting the urban culture of Guangzhou, one of the focuses is on the trade culture. This is the source of power for Guangzhou to lead the reform and
opening up 30 years ago, and it is also the economic strength of Guangzhou in the past 30 years. The core of the decline is the essential driving force for Guangzhou to build an international business center. First, we must grasp the relationship and interaction between Guangzhou's trade culture and traditional Confucian culture and Lingnan culture. Guangzhou's trade culture is a trade culture with Lingnan characteristics, and it is intertwined with the cultural core values of Confucianism. Only in this way can it be the essence of Lingnan culture's spirit of reciprocity and win-win, in order to attract the guests from all over the world. Second, we must grasp the relationship between Guangzhou's trade culture and modern culture. The trade culture is not self-sufficient and quick-minded. It must also have the social responsibility to keep pace with the times. Its business ethics and modern culture are in the same line of integrity and morality. It's the secret of development that is carried forward and promoted. Third, we must grasp the optimization effect of business culture on social spirit and social ecology. The unique living philosophy, unique social atmosphere and unique social atmosphere formed by Guangzhou urban culture are catalyzing the spread and penetration of business culture in life, which makes the city have different living space and environment, has a different social mentality and behavioral state. On this basis, the establishment of a cultural value consistent with the construction of “double-named city” will enable Guangzhou to maintain its leading edge in the new stage of development.

4.4. Pay attention to the historical factors and traditional values of Guangzhou culture

On the world stage, competition in cities is cultural competition. In the world cultural system, local governments as decision-makers in the value chain must fully recognize the importance of urban culture. In other words, we must pay attention to the historical precipitation of the place and the resource review, and we must consider the development of culture on this basis. Guangzhou should fully understand the inherent advantages of traditional culture beyond time, respect local cultural traditions, inherit cultural genes with strong vitality in planning, innovate the function and positioning of traditional culture in the process of protecting traditional culture, and realize the modernization of traditional culture. Looking back at the history of world civilization, it is not difficult to conclude that the history of the development of culture is fundamentally the history of human liberation, and the degree of human development is the degree of human civilization. Therefore, how to let historical experience illuminate the future of cultural development, how to dig out the true connotation of humanistic spirit from the tradition, as the foundation and stamina of sustainable development, this is not only the position of historical and cultural views, but also the attitude of cultural inheritance and development. Knowing history, we know where our culture is located, and when we define our goals, we know where to go. The inheritance and development of culture has never been a kind of easy and passive behavior. It contains choices, changes, old-fashioned and rediscovery of traditional positive and active. The connection between tradition and modernity is close. Tradition can only be a tradition of “contemporary” re-understanding, and this tradition is not solidified, rigid, and immutable. It always contains innovative factors, traditional "Inheritance" is actually a process of innovating the tradition, that is, "creatively" carrying forward. Tradition needs can only be discovered and characterized repeatedly by countless times now. It is precisely because we activate the tradition with some revolutionary and innovative impulses that tradition can continue to exist and continue to develop. The so-called re-creation is to activate the core values in the cultural tradition, to enrich the spiritual essence with the new expanded spiritual realm and humanistic care, to carry out reasonable interpretation and guidance, to awaken a wider range of identification. Therefore, the “inheritance” tradition actually includes new factors of development, including changes in the original traditional pattern, order change and recombination. Therefore, traditional life and vitality cannot be separated from the current enormous construction ability and The ability to expand in depth, the two-way interaction between tradition and modernity, exists in exploration and discovery, becomes an omnipresent revelation, becomes a qi, blood, and finally becomes a context. The fulcrum of inheriting culture should fall on the innovation, not to use the traditional name to make the essence and the dross together, but to preserve the valuable part in development and innovation, to wake up and
reactivate it with the new spirit of the times, so that Only then will the vitality and appeal of development continue.

4.5. Emphasis on the complementarity between business culture and urban civilization

As far as global commerce and international exchanges are concerned, Guangzhou has always had a historical tradition of opening up and trading, good geographical conditions, active exchange activities, frequent business contacts, and the unique cultural and commercial landscape here. With unconventional awareness of exploration and innovation, breakthroughs and seeking a path to life have become the code of conduct and spiritual philosophy here. The long-term accumulation has formed a unique business sense and business spirit of Guangzhou culture. At the beginning of the reform and opening up, the commercial society resumed its operation. Guangzhou played the role of heavy business in cultural genes, broke through many obstacles, and played a leading and leading role. This traditional and modern business culture adapts and promotes The development of international commerce under the conditions of a socialist market economy. As a cultural subject, the citizens are in a dominant position in the business culture. There is no hereditary and no inheritance of the imperial power. Therefore, the color of the civilians and the grassroots consciousness are popular. The commercial culture of Guangzhou is a secular culture of grounding and heavy fireworks. The prosperity of the citizens' economy has far-reaching influence on culture. It has created a calm and calm style, encouraged to stay away from the constraints of regulations, and maximize the flexibility and freedom of survival. Therefore, this open and changing living pattern creates vitality and brings vitality, which makes cultural concepts, customs and industry models are in a state of adaptability and new adaptation. The state and atmosphere are precisely in line with the modern consciousness, which also promotes the rapid development of the economy, and also makes the traditional business concept and the modern business culture reach a new exchange, thus making Guangzhou open without defense. The compatibility has become a kind of vitality mechanism that is full of tolerance and is used by me. In the acceptance and output of culture, we always maintain the normal freedom, self-confidence and self-reflection, presenting a kind of change and strong improvement. Human is both the creator of the mode of life and the creator of the cultural model. What kind of city is a civilized city or a barbaric city is a city with constant cultural values, or a city with utilitarian interests controlled by material interests? The choice of cultural subject is undoubtedly the most important choice. It can be seen that the relationship between Guangzhou's trade culture and urban civilization complements each other, interacts and promotes each other. Historical accumulation provides the foundation, and reality as a further development of advantages and characteristics. Therefore, on the one hand, we must pay attention to this foundation, we must pay attention to the induction and sublimation of its empirical value, and turn into our effective guidance and experience. On the other hand, the prosperity of commerce and international cultural exchanges cannot be ignored for the promotion of cities. Guangzhou has a rich historical heritage and long-term international experience, as an open and active city with a history of international exchanges. This is an indispensable background for Guangzhou to build a two-city city in an international metropolis. It is also the best foundation and a prerequisite for the development of stamina.

5. Conclusion

The speed of global urbanization and economicization is accelerating. Any new technology, new technology and business model may be imitated and surpassed in a short time. In the future, competition is more of a contest of urban cultural brand assets. Therefore, the innovation and shaping of urban cultural brand has important significance for the development of the city: First of all, the promotion of political development, the development of urban cultural brand is the integration of urban cultural resources, through the brand positioning and operation of the city, vigorously develop The city's cultural industry has shaped a system of urban cultural identity that distinguishes other cities. Through the establishment of the city concept recognition system to enhance the city's comprehensive competitiveness, tap the core competitiveness, enhance the city's image, and thus get the urban
concept that the society generally recognizes and reflects the city's own personality characteristics. For example, the United States, through the export of a large number of cultural products each year, not only earns high-value banknotes, but also loses the opportunity to transport its political ideas, values, ideology and morality together with cultural products, with the intention of ruling and controlling the world through culture. This is a cultural erosion with political ends. Secondly, for the promotion of urban economic development, the ultimate goal of urban cultural brand is to promote a new round of urban economic development through its emission effect. The development of the city must be scientific and innovative, and vigorously develop the urban cultural industry and business, and the cultural industry with the core of culture as the core content industry. The contribution of the development of cultural and creative industries to the economy is not only to provide spiritual impetus for economic development, to promote the transformation of economic growth mode, but also to improve the quality and added value of material products. The most important thing is that culture itself is the key to economic growth. Finally, from the perspective of culture and residents' sense of belonging, for many modern people, it is common for modern young people to find a sense of belonging to the city. The buildings are cold and cold, and the neighborhoods are not in contact with each other, even if they have lived for many years. I also feel that I am just a passenger in the city. Therefore, the development of urban cultural industry will help to protect the traditional characteristic culture, and at the same time, it can also awaken the memories and traces of the traditional culture of urban residents and enhance the sense of ownership of the citizens.

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