The Influence of Cultural Creativity on City Marketing: The Case of Quanzhou

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Abstract. With the slowly revive of the international economy. It is urgent for our government to try to popularizing their city to the world. It is known to us all, that culture is one of the most important elements in a nation’s development. It makes a nation be different from others, and can bring the vitality to a country. Therefore, marketing a city is essential to corporate with culture. In this research, the influencing factors of cultural creativity on city marketing has been analyzed by using the qualitative research and focus group interview. The sources of culture creativity is rich, however, the current situation of city marketing implementation was very limited. It is concluded that given culture a new form and new transmission channel is very essential in Quanzhou’s city marketing, especially in culture penetration, culture development, culture innovation and diversification.

Introduction

Nowadays, the world is having a complex and profound change. The world economic recover slowly and develop differently. International investment trade patterns and multilateral trade rules deeply adjust. National development problems are still griming. More and more scholars are curious about how to marketing the city to keep the economy get a stable development. It is considered that relying on the cultural creativity industry is the most valid methods. With the support of Chinese government to build up the Maritime Silk Road, Quanzhou, as the starting point of maritime silk road and a window of Haixi’s cultural exchange, playing an important role in the coastal trade and external exchanges. How to packing in Quanzhou and generalizing the city to the world through cultural creativity industry is a question need to think about. In this research, a literature review about the cultural creativity and city marketing was firstly made and then how to make an innovation on culture industry and marketing the Quanzhou city with the creative culture forms or transmit ways were analyzed. Finally, suggestions were provided for government and cultural industry works on marketing the city of Quanzhou.

Cultural Creativity

Cai defined that culture industry is based on the creativity and combines with the rich connotation, selling one’s copyrights. The style of corporate to work is the cultural merchandise produce and culture service [1]. Actually the authors from UK have firstly defined that creative industry is characterized by output of commercialized products with a high aesthetic and symbolic content, reflecting the tendency for creative production to be increasingly commoditized, while commodities themselves become increasingly invested with symbolic value. There also have people say that creative industry are come from personal creativity, technology and genius, through the way of exploiting and applying the intellectual property to create wealth and employment opportunities.

Although those concepts about culture industry and creative industry are appropriate in the past, they are not following the social development. Thinking and knowledge are changed by time and enriched to adapt to the society. It is considered that the mental culture resources are the basically
resources in cultural industry, though the form of production management and market operation. What makes culture industry different is all the culture industry activities are combine with the creativity [1]. However, culture and creativity industry are not limit to unite the two concepts, it also emphasize to make culture different not only in his content, but also in his transmit routes. The creativity should be the internal and external factors. Thus, the progress of city marketing should be a difference in culture and transmit or external forms.

City Marketing

City marketing is applying the methodology of marketing, planning and organizing a city’s policy, economy, environment, industry, agriculture and so on. After that, finding a route obeys the law of economic development and setting up a city brand to build up the competitive power of a city, increase social treasure, promote city development and satisfy people’s demand. Short and Kim stated that city management and city marketing was formed when marketing developed into a subject [2]. Kotler defined the concept of city marketing for the process of city planning to meet different target market requirements [3]. If this plan could satisfy the demand of enterprises and residents to the city product as well as the demand of potential target market, it would succeed. The generation of city marketing provided guidance and theoretical foundation to city construction and development. However, the concept just emphasized the importance of city planning, lacking of real marketing thoughts.

Analysis of the Influencing Factors

Sources of Cultural Creativity

It is considered that cultural creativity is necessary for building up a city’s brand and going international. Therefore, the culture activities should be creative.

Quanzhou is an area that full with different cultures. Quanzhou is one of the election capital of culture in East Asia and the United Nations regard it as the first exhibition center of the multi-culture in the world. Therefore, it is important to make an integration of different cultures and then enhance the relevance on the cultural creativity industry’s chains and links by combining the cultural creativity industry with high-technology and local resources. For example, Japan transmits their nation’s values and fashion style in their animation production. Thus, the diversity of culture can build up a unique brand for a city and the public can memory the city under its difference cultural form. The function of the high-technology is a more convenient way to advertise the intangible cultural heritages, and it is an open stage to communicate and discuss the culture. The culture can be more close to the public by using technical media.

Moreover, it is an effective way to make a difference in form of transmission. There are many communication media for culture spreading. Quanzhou is one of the assembly room in 2016 Spring Festival party. It is a good chance for the world to know the city, because it is a worldwide known event. It is necessary for us to rely on the abundant platform. Facebook, Twitter or TED, and local cultural documentary. Moreover, local festival marketing is also a good choice. Taking Germany an example, the annual festival of beer-Oktoberfest has over 200 year’s history. Most tourists are attracted by this activity and now the Oktoberfest become one essential tag for Germany. It is a good way for Quanzhou to organize a typical activity to attract the world’s attention by using its rich culture resources. The theme activity can make culture more interesting and competitive, pushing is as a singular symbol for Quanzhou.

Evaluation of Current City Marketing

City marketing as a new city management idea getting more attention. It is believed that a city marketing era of Quanzhou for promoting city image and enhancing city competitiveness has come. It will promote city brand and the urbanization development, attract more investors, talents, tourists and
achieve the purpose of city marketing itself. It is a good development opportunity for Quanzhou to improve competitiveness and comprehensive strength [4]. However, there are some problems in current city marketing.

From the perspective of branding, Quanzhou is lacking of brand building. Although there are many brands such as Septwolves, ANTA, Xtep and so on, there are little actions on integration, brand construction, unified leadership and system planning. Brand marketing activities are fragmented [5].

In recent years, the phenomenon that many private enterprises move to other provinces. ANTA, Septwolves have moved its headquarters to large cities like Xiamen, Shanghai. The Quanzhou industrial economy presented a potential risk of outsourcing. According to a survey, the private capital is at least 100 billion yuan in local economy [6]. However, because of lacking of investment motivation, the rich folk capital energy is still not fully released. Most enterprises choose to move to areas have regional advantages. Many enterprises appear brain drain to one degree or another [7].

With a long history, the United Nations Educational, Scientific and Cultural Organization addressed Quanzhou as ‘world multicultural exhibition center. The cultural resources of Quanzhou is the competitive advantage. However, most tourists don’t know the rich tourism resources of Quanzhou and the tourism industry cluster has not yet formed. Thus, the tourism transportation system and tourism service level is low and the satisfaction of tourists is poor.

Suggestions

Form the analysis above, it is clear that cultural creativity is essential for city marketing. A new Matrix is designed for city marketing to give suggestions on how to make culture more attractive and make the full use in city marketing to our government and the people who work in the field of culture.

Table 1. The resources based matrix for city marketing.

<table>
<thead>
<tr>
<th>Existing resources</th>
<th>New resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Culture penetration</td>
<td>Culture development</td>
</tr>
<tr>
<td>Culture innovation</td>
<td>Diversification</td>
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</tbody>
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Culture Penetration

Mobilizing citizens to participate in the city marketing. City marketing can enhance civic pride and satisfaction of life, improve the city cohesion and charisma and encourage citizens to build their hometown with higher enthusiasm. Citizens are the core and soul of the city. The city marketing of Quanzhou should absorb the citizens to participate in. It reflects the willing of citizens that they take it as their own subjective things. For example, make sure citizens fully understand the city planning and construction of in the future.

Culture Development

By setting a city brand based on the creative culture, it is the time to spread the culture and brand to the world. Firstly, the digital media are very efficacious to transmit messages. The government should open more terrace to supports and help the culture go to the international world and select the proper platform to show his amazing culture. Secondly, establish some activities to give the public more opportunities to get close to the local culture, because people are one of the best culture transmitters and city salesman.

Culture Innovation

City culture reflected a city’s spirit, which is a symbol character of the city. In the new economic era, the effect of city culture is not just on providing spiritual motive and intellectual support, but also embodied in creating economic value, enhancing city service function and improving the image of the city. These functions of city culture are achieved by cultural creativity.
In terms of culture content, injecting new ideas to traditional culture and trying to make traditional culture inherit and develop. Therefore, developing cultural creativity could absorb various advanced culture, realize the innovation and promote local culture.

In terms of culture form, with the help of technology progress, the cultural products and services appear to residents in different forms, promoting the innovation of city cultural form. Combining cultural creativity with technology progress, providing citizens with unprecedented new form of cultural experience.

In terms of culture carrier, with the development of economy, people’s spiritual and cultural demand growth rapidly. Consumers are no longer satisfied with the use value of goods itself, and more focus on the concept of value, which injected new cultural elements, such as ideas, feelings and taste.

In terms of culture transmission, the development of the technology not only provides a richer cultural creative form, but also provides more means of communication. Combining cultural creativity with the new technology, promote the innovation of cultural transmission means.

Diversification

The single culture do not have the plenty and permanent attraction. Therefore, keeping the diversification of culture is important. The government should encourage and support the communication with the international countries. In the process of culture communicate is the chance for us to learn the strength from each other. The more international cultural communication activities can make culture have a deep crash with other culture, though the bout of those culture, the features of the city marketing can enriched more innovative.

Conclusion

Considering all of those elements, it is clear that the cultural creativity is an essential point in Quanzhou’s marketing and popularizing. With the highly support from our government such as the president Xi’s propose. It is the proper time for Quanzhou to establish their own city brand. In order to market the city of Quanzhou, it is important to rely on the creative culture. How to makes a culture more attractive should do something not only on the culture’s content and external form, but also on the culture’s spread. The application of the resource based Matrix provides a special point to our government and culture works, especially in culture penetration, culture development, culture innovation and diversification. The business activities and government policies can reform from these aspects and motivate the citizens participate into the city reformulation. However, our research only provides the theory knowledge to the other scholar, and the function is still need to be practiced.

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