



The Scheme of Rizhao City Brand

Qingjun Wu

Operation and Management College, Qufu Normal University, Rizhao 276826, China

E-mail: wuqingjun@yahoo.com.cn

Abstract

Nowadays, the competition of cities essentially is a competition for city brands. In fact, it is necessary for each city to implement a city brand strategy on their developing road. Rizhao, a seaside city in China, has many fine resources such as the coastal deep harbor, the seashore sand beach and the University City, which, however, still are separated rather than combined together. By developing the nationwide theme, the following article associates resources fully in an attempt to build up the Rizhao city brand.

Keywords: City Brand, Sand-Beach Bathing Place, University City, Brand Scheme

1. Introduction

The city brand is gradually becoming the most precious and valuable intangible assets of the city. And its value lies not only in the fact that it can help city to set up a good image and high prestige for the city, but also that it can unceasingly create new values. A successful city brand will produce enormous cohesive, attractive and radiating power and can cause all kinds of productive elements to accumulate or spread, through which government's financial revenues will be so greatly increased and its economic growth can be greatly accelerated. On the contrary, the city which doesn't own its brand will lack charm and consequently will be in weak side in competitions.

The Rizhao city of China has successfully hosted the world sail match and the national aquatic meeting, with which the city's reputation accordingly has been getting around. However, the world sail match and the aquatic meeting are only aquatic projects and mainly for specialists while the majority of Chinese areas are inland. Therefore, not so many ordinary people would have paid much attention to them and moreover these games are not the ones that the common people can easily participate. So there was not a strong public basis. As a result, up to now the city of Rizhao still has a long way to go in terms of its popularity.

Rizhao's tourist resources are rich, but scattered and lack of the overall planning and brand strategy. The conformity and optimization of resources needs a platform and medium. If the platform has a nationwide theme, then the according city brand will be nationwide. It is also true of the worldwide theme whose city brand certainly will be worldwide.

China's sports are becoming more and more prosperous, but the male soccer, the most important game, in China is the biggest inferiority. So there is no wonder that one of the wishes for most Chinese is that one day the Chinese soccer can dominate the world like other sports games. This provides an exceedingly good nationwide theme for Rizhao to set up its nationwide brand.

We can organize mass soccer competition mainly for the elementary and middle schools so as to expand the mass base of the Chinese soccer by taking the Rizhao university city as the base, combining rich Rizhao seashore tourist resources and the university city resources that lay idle in summer vacation, taking advantage of the striking contrast between the prosperity of Chinese sports and the sag of Chinese man-soccer and making use of the great expectation held by the whole nation people of hoping Chinese soccer get great-leap-forward development. Rizhao's well-known city brand can be finally established by organizing national soccer summer camping activities for pupils of elementary and middle schools and holding the national teenagers extra-curricular soccer competition while enjoying the seashore scenery, taking vacation and enjoying the leisure.

2. Problems concerning the scheme of creating the Rizhao city brand

2.1 Only having a single city brand

At present the major brand of Rizhao is 'A city of aquatic sports'. Actually, Rizhao's rich resources can enable it to create far more than one city brand.

2.2 Exploring the cities' culture to mould a core city brand

One of the most urgent problems for Rizhao to conquer on its way of creating a city brand is to repack the entire city resources and reestablish the whole city image.

2.3 Utilizing various methods to market the city.

The city can be marketed through all kinds of media or other traveling advertising way to propagandize the city brand.

2.4 The city must have a unique localization, and its city brand must have the individuality which cannot be substituted, too.

The city brand represents a city's unique charm and its typical cultural characteristics, whose value lies in the unique localization and the irreplaceable individuality.

3. The specific ideas and Schemes on designing new Rizhao city brands

The good brand is not innate or a simple summary and induction, but a kind of overall plan for all resources via standing on the strategic height of the sustainable development. The key is how to mould the brand idea. Along with the fast development of Chinese economy in the latest 30 years, for the great majority, material demands have already been satisfied and now more and more demands are turning to a higher level. The pure sightseeing traveling is transforming to the fitness traveling. Rizhao has many advantages like the good deep coastal harbor, the fine clean seashore bathing place, the excellent human resources and convenient infrastructure in University City. Therefore, Rizhao certainly will be able to become a nationwide even worldwide well-known brand city, as long as we can seize this nationwide subject of contrast between the Chinese soccer's depression and other sports' prosperity, expand the mass base of the Chinese soccer by holding 'the national gold-sand-beach soccer- summer-camp for teenagers' which can later be made a yearly event even in the future become 'the permanent national young soccer base' and 'the worldwide golden-sand-beach soccer base'.

The concrete plans are as follows:

- (1) Establishing a committee which is responsible for preparation and organization.
- (2) Signing related agreements with the correlative interest body to obtain the law protection.
- (3) Putting necessary investment on essential places, for instance, constructing the sand- beach- soccer fields near the seashore and building symbolic constructions in the University City and so on.
- (4) Seeking for the support of influential media to expand propagandizing influence.
- (5) Taking travel agencies as the link and elementary and middle schools as the unit to organize the soccer- competition tourist group for elementary and middle schools graduate in summer vacation.
- (6) In summer vacation accommodating tourist groups of elementary and middle schools graduate in idle student dorms of the University City.
- (7) Organizing tourist groups of elementary and middle schools graduate to experience university life by visiting the environment and the facilities of the University City.
- (8) Holding competitions of various ranks between various elementary and middle schools teams in the University City's stadiums.
- (9) Holding sand-beach entertainment soccer competition on the beach and letting people enjoy the seashore scenery, take vacation and enjoy the leisure.

Therefore, the project is a new traveling product which combines the sports fitness and the traveling leisure and offers a precious chance for Rizhao to set up the city brand.

4. Anticipated effect of Rizhao city new brand

As far as Rizhao city is concerned, the activity can enhance Rizhao's popularity, accelerate its tourism development and create the city brand. The city brand can be a magnet which displays such formidable attraction as to attract huge funds, information flow, commodities and talented persons. And it can also lead to the development of other correlative industries such as the estate industry, the food and beverage industry, the trade and so on by which the city will realize its development in one leap. Besides that, it can create numerous employment posts and make the local farmers even richer by adding their financial revenues significantly.

Seen from the angle of the national physical commission and the Chinese Soccer association, it will raise interests of adolescents in soccer as hobby, who can do exercises for leisure and amusement, thus it will expand mass base of Chinese soccer and build a solid foundation of the Chinese soccer for long-term development,

Seen from the angle of the universities in the University City, it can enhance their popularity and their enrollment's quality and stability. As to elementary and middle schools, it can enhance their popularity and raise students' patriotism and collective spirit.

In terms of their parents, it can increase family emotion and enhance the familial harmony by providing a precious chance for parents and their children to travel together while enjoying the seashore scenery.

Considering students themselves, in the summer vacation it can relax their constrained nerves resulting from heavy study tasks, refresh their body as well as mind, develop their hobbies, improve their health and cultivate sentiments, meanwhile raise student's patriotism, collectivism, the team spirit as well as the spirit of striving for success.

Therefore, the city new brand created via the above mentioned ways holds rather high social value and achieves win-win situation for every involved sides.

References

Liu, Hantai. (2004). *Making the City Influence*, Marketing Cities(4).

Chen, Jingxin.(2005). *the strategy ponder of making the city brand* ,Industrial technology economy(6).

Tian, Xizhou. (2002). *Innovation of Tourist Market* , Productive Forces Research (3).