

The Discussion and Construction of Zhaoqing Livable City Image

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Abstract

The concept of green development is an important part of General Secretary Xi Jinping's ecological civilization thought. Correct interpretation of this concept is the key to accurately grasping General Secretary Xi Jinping's ecological civilization thought. Focusing on the goals and tasks of the Work Report for Zhaoqing Municipal Government in 2022: "Build a beautiful and livable happy homeland. Enhance the people's sense of gain, happiness and security". This paper puts forward the discussion and construction of Zhaoqing's livable city image from the perspective of green development concept, which will help promote the positioning and construction of Zhaoqing's new urban brand and play a positive role.

Keywords

Green Development; Livable City; City Image.

1. The Significance of Zhaoqing's Livable City Image

Livable city refers to the comprehensive evaluation of the livable degree of the city. No living environment, what talk about happiness? Zhaoqing as a rising star of the pearl river delta city, with unique natural landscape and geographical advantages, in the face of the pearl river delta city circle, to implement the policies of the provincial party committee and government, play their own advantages, good city construction, realize big turnaround, build livable city, create a happy city, has become an important topic in front of Zhaoqing city managers. In 2021, Guangdong tourism culture festival Zhaoqing mayor Xiaoxiong Xu mentioned: "standing at a new starting point, Zhaoqing will further promote a new round of tourism revitalization three years of action plan, actively build a big bay area kang resort, speed up the construction of the pearl river delta core western growth pole and Guangdong big bay area modern new city, efforts to achieve the total goal of Guangdong to make positive contribution to [3]." The brand recognition of Zhaoqing livable city image is related: "Promote high-quality development, industrial revitalization, famous cultural and tourism city, Fumei Zhaoqing, promote the economic development and comprehensive social progress of Zhaoqing, accelerate the construction of the western growth pole of the Pearl River Delta core area and the comprehensive layout of modern new city in the Guangdong-Hong Kong-Macao Greater Bay Area.[3]" Therefore, the research of building the image of livable city in Zhaoqing is an urgent significance and thinking at present, which is conducive to promoting the high-quality development of Zhaoqing economy, and is of great significance to the improvement and shaping of livable city brand in Zhaoqing.

2. Research Status of Livable Cities Abroad

Livable city refers to the city suitable for human living and living beings. The United States was the first country to put forward the concept of "livable" and evaluate a livable city. It has a history of more than 40 years since its first evaluation in 1975. In David L. Liveability and Urban Planning, Smith, in his book *Livable and Urban Planning*, proposed the concept of livability and advocated for the importance of livability, [4]. The United States and European people have also established a research organization on the nature of human livability. For example, Henry L. Lennard (1985) initiated the establishment of "The International Making Cities Livable Conference", where authoritative scholars on livable cities and relevant cities are invited to attend the seminar held by the conference, and researchers from different disciplines have put forward multiple concepts of livable cities. For example, the new urbanism thought, the concept of a healthy city, the construction of a garden city and other [6]. Since the end of the 20th century, with the rapid improvement of urbanization, countries around the world have paid more and more attention to the livability of cities. For example, Peter Smithson and others believe that the so-called "livability" of the city should be the basic facilities of the city. Envas (2002) said: "The 'livability' of cities includes being livable and meeting the requirements of ecological and sustainable development.[6]" Da Yo et al. (2018) emphasize the life concept of public space and sustainable transportation modes such as community parks, pedestrian streets and green space, which represents a spiritual and cultural [7][8] that integrates nature protection and urban development, traditional characteristics and modernization and ethnic differences, and the pursuit of livable and diversified and sustainable development. E. Salzano (1997) believes that livable cities are the hub between the past and the future: Livable cities respect all historical sites and are the local [9] s that preserve our historical markers. According to the selection results of the international authorities for livable city evaluation, Vancouver, Singapore, Vienna, Melbourne, Zurich, Geneva, Frankfurt and other cities have been rated as livable cities for many times with their pleasant natural environment, prosperous economic environment, efficient transportation network and perfect public facilities network. Among them, the Vancouver region has implemented the "Livable Regional Strategic Plan (LRSP)" since 1996, which has achieved great success and had a profound impact worldwide; Singapore has been named the most suitable city for Asian residents for 10 consecutive years for its "city built in a garden" greening construction and "resident house" housing plan; Melbourne has won the world's best living city in EUI awards for its modern urban prosperity and idyllic urban scenery.[10]

3. Research Status of Domestic Livable City and the Problem of Livable City in Zhaoqing

The introduction of the concept of livable in China and the selection and research of livable cities appeared late. The medium-term planning and construction goals of Beijing formulated in 2004 downplayed the "economic center", proposing the concept of "livable city" in the government's first important official planning documents. Livable cities are more concerned from the perspective of a single city, emphasizing the shaping of a livable urban environment through the reasonable organization of ecological space, living space, employment space and public space within the urban area, and to solve the living needs that can be met within a single city. Their focus is on the basic needs of people. And meet the needs of higher level development to expand the vision to the region. For example, clean air and water, safe food and other factors need to jointly protect the ecological environment, and higher education, history and culture, leisure and vacation, and cross-regional exchanges need to be met on a regional scale.

The existing research in the field of livable cities is mainly reflected in cultural livability, park-type livable, safe and livable, and urbanization livable.

First, in the field of cultural livability. Tong Shuai (2021) from the perspective of green livable, for the domain, interface and node style space is put forward to delimit the historical landscape associated circle, delimit the ideal section of landscape town, repair landmark nodes to solve, and hope that these strategy mode can provide some reference for the same type of traditional town and thinking [11].

Second, the park-type livable field. Hui Ouyang (2021) put forward several key points of one hour life circle construction, to "park capital" construction improve ecological environment quality, focusing on expanding quality supply to improve the quality of life demand, with "population-life service function" collaborative relief and reconstruction promote life circle layout optimization, to improve regional traffic efficiency, develop quality traffic to build convenient and comfortable travel support system, with space collaborative governance mechanism standard space development order [12].

Third, in the safe and livable areas. Lihu Pan et al (2021) on the change of urban safety and livability under various social factors, Under the Repast Symphony platform, Artificial social model (Urban Safety Livability-Artificial Social Model) was constructed, USL-ASM), The influence of the floating population, fertility policy and safety facilities on the change process of urban safety and the development trend of urban safety and livability is simulated, The results show that USL-ASM can analyze the dynamic changes in urban safety and livability under different scenarios, [13] can provide decision support for the construction of livable cities.

Fourth, urbanization is livable areas. Houguo Hu and Juan Su (2021) put forward the strategy of promoting high-quality development of urbanization with the construction of livable towns, including promoting the development of urban agglomeration, strengthening the weak links of urban construction, improving the quality of urban living environment, creating livable communities, and improving the whole life cycle management mechanism of urban suggestions [14].

In summary, the existing livable city research highlights the comprehensiveness of the construction. Such as, Haomin Chen and Penggen Cheng (2021) of Jiangxi province urban livable environment in Jiangxi province livable stage characteristics, the overall rising trend, spatial difference, with strong "northeast-central-southwest" orientation, its development by population, living, environment, public services, economic five system, and the system influence strength difference [15]. Emphasis is placed on comprehensive governance and high-quality development.

For example, Xiao Zhou & Chenghua Wang (2021) are based on the background of building a "beautiful China" and Jiangsu Province into the only "beautiful and livable pilot province" in China, Take Kunshan Zhonghua Park to create a provincial livable demonstration block as an example, According to the social and environmental characteristics of the highly dense migrant population in Zhonghua Garden Block, Based on the design concept of "people-centered", Put forward the four-in-one livable demonstration block creation idea of "people-environment-city-governance", From the perspective of meeting the needs of the block people for a better life, optimizing the environmental quality of public space, promoting the overall improvement of the urban function, and building a long-term autonomous alliance of the block, Refining and summarize the technical path of creating livable demonstration blocks in areas with highly dense migrant population, And to carry out the construction of beautiful and livable cities for similar areas, To achieve high-quality development to make a positive and beneficial exploration of [16]. Hangzhou adheres to the development orientation of "Digital wisdom Hangzhou·Livable Paradise", striving to be an urban example of Zhejiang high-quality development and construction of common prosperity demonstration area, and fully confirms the huge truth power of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era from the level of megacities (Fei Fan, 2021) [17]. However, a unified national standard for

livable communities has not yet been established in China, and all localities need to conduct standardized exploration according to their local characteristics (Renzhe Zhang, 2021)[18]; How to build the image of Zhaoqing as a livable city?Worth of further thinking.

4. Current Situation of Urban Research in Guangdong, Hong Kong and Macao and the Problem of Livable Cities in Zhaoqing

Liang Shan et al (2021) proposed active attempts to strengthen policy supply: to establish public housing and talent housing with "quantity and quality" system; optimize space supply: from human living demand; build "natural city", guide green, healthy, inclusive livable public lifestyle; strengthen history and characteristics, create diverse living space; all age-friendly community space building and social governance upgrading, and promote human-oriented "happy living"[19].

Sining Chen et al (2021) showed that①Zhuhai exploration went through four stages, leading the ecological bottom line, guiding the ecological environment construction with planning policies, improving ecological level with livable project system, and supporting ecological progress with governance;②Zhuhai ecological priority concept, group spatial structure, & quot; medium density & quot; forming pleasant urban space, & quot; explicit & quot; shaping coastal urban characteristics and rule;③Zhuhai exploring consistent value orientation and core value.[20]

Therefore, the research in the area is still focused on infrastructure construction and policy maker perspective. On the other hand, the lack of public participation in the city is on the other hand, especially on the integration of the Greater Bay Area and the Greater Bay Area. Therefore, it is necessary to focus on Zhaoqing as the research to discuss the construction of Zhaoqing livable city brand under the background of the concept of basic green development.

5. Construction Method of Livable City Image in Zhaoqing

Urban image construction can be constructed from the construction of a comprehensive urban image system including concept recognition, behavior recognition and visual recognition, to shape the new concept of urban management, to build a new brand of urban image, and to enhance the core competitiveness of the city.

5.1. Scientifically Identify the Image of Zhaoqing Livable City from the Unified System of Urban Concept

Concept recognition.Urban concept functions on the unification of urban concept, mission, goal, culture, characteristics, cultural spirit and strategic development in the process of management and operation activities.Among them, the urban concept is the guiding ideology and code of conduct of a city in the process of high-quality and high-level ecological development.It includes the high-quality and normal operation direction of the city, the vibrant city thought, the happy cultural atmosphere of the city, the good urban ecological style and the city style, etc.

5.2. Scientific Identification of the Image of Zhaoqing Livable City from the Urban Behavior Self-identity System

Behavior recognition.Internally, from the level of urban intelligent management planning, we will coordinate the overall urban planning and livable environment development planning at a higher position, strengthen the connection and balance of planning, and form a comprehensive spatial planning system with Self-identity and systematic coordination.Externally, macro external perspective, public expectation and survey evaluation; micro urban self-market survey and livable environment function.The behavior identification of cities can directly affect the public and form the public impression and evaluation factors.For example, Zhaoqing city livable

image, city atmosphere image, city future image, city overall image, city management policy image, etc.

5.3. Implement the Brand Strategy from the City Visual Identification to Zhaoqing Livable City Identification Strategy

Visual recognition. The visual recognition of a city mainly presents from the city a name card image of the city to the public. For example, city symbol signs and city propaganda slogans, city mascot, tourism, cultural experience, city external image, city brand publicity and communication display, etc.

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