

City Brand Marketing and Sustainable Development

-- Taking Zibo Barbecue as an Example

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Abstract

This paper takes Zibo Barbecue as an example to discuss the city brand marketing and sustainable development. Through questionnaire survey, this paper investigates the interest and views of tourists on Zibo barbecue. It is concluded that Zibo barbecue can only attract about 43.59% of people to eat barbecue. So, it can be concluded that Zibo barbecue does not attract most people to taste. Therefore, the author predicts that if Zibo launches other attractive cultural or natural attractions on the basis of barbecue, it can attract more tourists' interest in traveling to Zibo. Zibo Municipal Government can transfer the original city brand Zibo Barbecue to Barbecue Based Characteristics of Cultural Tourism City. This can attract tourists interested in barbecue as well as those interested in scenery and culture. Zibo tourism development will be faster and stronger. For example, the government could promote the Zibo Ceramics Museum to attract tourists interested in the traditional craft of making ceramics. It can also strengthen the promotion of Boshan scenic spot. Let the lovers of natural geography, especially karst caves and wetlands understand Zibo and promote Zibo. Finally, the author hopes to help more cities without good city brand planning through this paper, and put forward suggestions on sustainable development of urban tourism and marketing.

Keywords

City Brand Marketing; Sustainable Development; Seasonal.

1. Introduction

The studies before have provided important information on current situation of sustainable development of urban marketing in China. At present, the theoretical research on urban marketing is still fragmented and has not formed a complete independent system. Without the guidance of perfect theories, the practice of urban marketing in mainland China lacks overall consideration, the orientation of urban goals is vague and one-sided, and the sustainable development of urban economy has not been fully considered. Sustainable development is defined as development that meets the needs of the present of the jeopardizing the ability of future generations to meet their needs. It includes two important concepts: the concept of needs, in particular the basic needs of the people of the world, which should be taken into account with special priority; The concept of limitations, the limits imposed by technological conditions and social organizations on the ability of the environment to meet the present and future needs. This topic is related to urban development and construction, but there have been no studies and projects dedicated to this topic. So I chose it as my research topic. In this study, the questionnaire survey method is used. While the results are easy to quantify and statistics. The logic chain of skipping questions is used, so that the subjects do not have to answer all the questions to reaching the goal of saving time. The purpose of this study is to fill the gap in the research theory of urban sustainable development marketing, but there may be some problems

such as incomplete questionnaire. This study is expected to reach the conclusion that transforming Zibo Barbecue, the city brand of Zibo, into a Barbecue Based Cultural Tourism City will attract more tourists to Zibo.

2. Significance of the Research Topic and Overview of its Current Status Worldwide

Since the 1990s, deepening globalization has brought almost all urban development into a networked system, and competition between national cities has evolved from competition for development factors and capital to rejection of overall rules of behavior and growth patterns (such as a series of trade barriers encountered by China in recent years). And political pressure from Western countries on China to save energy and cut emissions). [1] As a result of urban management fever, urban marketing practices began to emerge from the end of the 20th century to the beginning of the 21st century, and the corresponding urban marketing theories have attracted the attention of scholars. [2] If urban marketing has the characteristics of "sustainability", it can drive the sustainable development of local economy, tourism and other industries. So we have to explore how cities can build sustainable brands to have a positive impact. Zibo barbecue is a popular food in Zibo city, Shandong Province, China. It is famous for its unique style of eating and cooking techniques. In 2023, Zibo Barbecue exploded on the Internet. Zibo Municipal government builds its urban brand of Zibo Barbecue with a series of services - focusing on quality and setting up "Golden Furnace Award"; Hundreds of thousands of yuan of barbecue vouchers; Plan barbecue theme special train special car; Distributing barbecue maps; Extra officers to keep order and so on. Moreover, through continuous marketing on the Internet, the government has attracted batches of tourists and diners. But at the same time, Zibo barbecue has another very serious defect - strong seasonality. The open-air format of Zibo Barbecue means that Zibo barbecue is more suitable for summer than winter.

2.1. Core concepts Used in this Topic

Sustainable development is defined as development that meets the needs of the present without jeopardizing the ability of future generations to meet their needs. It includes two important concepts: the concept of needs, in particular the basic needs of the peoples of the world, which should be taken into account with special priority; The concept of limitations, the limits imposed by technological conditions and social organization on the ability of the environment to meet present and future needs. [3] According to this definition, the sustainable development of urban brand marketing refers to making the city better known through the media without bringing urban disease to the city, and vigorously developing tourism to meet the tourism needs of tourists. City brand marketing refers to the strategies and efforts taken by a city to enhance its brand image and attract tourists, investors and residents. Sustainable development, on the other hand, focuses on meeting the needs of present generations without compromising the ability of future generations to meet their own needs. Urban disease refers to a series of social problems caused by the excessive concentration of population in big cities. Urban disease is a problem that almost all countries have faced or are facing in the process of urbanization. [4] City brand refers to the analysis, refinement and integration of the city's unique (geographical, man-made and natural) factor endowment, historical and cultural precipitation, industrial advantages and other differentiated brand elements. Marketing is the exchange relationship between research and management. In this study, we take Zibo Barbecue as the brand of Zibo city to explore the sustainable development of urban brand marketing.

2.2. Theoretical Basis of this Topic

Sustainable development emphasizes development and focuses on meeting the needs of present generations without compromising the ability of future generations to meet their own

needs; The city brand marketing is to provide an opportunity for the city to achieve sustainable development. It refers to the strategy and efforts taken by the city to enhance the city brand image and attract tourists, investors and residents. As a target system, sustainable city marketing is a comprehensive social management activity. It realizes the purpose of sustainable city marketing through a series of management activities such as urban planning, urban construction, urban governance and urban image communication. Its purpose can be summarized as follows: to achieve full coordination between city and environment, to achieve full consistency between city culture and city function, to achieve the highest integrated utilization rate of city resources, to create and maintain an efficient market, and at the same time to obtain more intentional external resources of the city. [5].

3. Research Objectives, Main Contents and Key Issues to be Solved

3.1. Research Objectives

This study will focus on Zibo's urban brand Zibo Barbecue and study how to realize the sustainable development of the brand. Zibo barbecue is an important part of Zibo food culture, Zibo barbecue retains an independent small stove pure charcoal smoke barbecue. The city brand of Zibo can be transferred from Zibo Barbecue to Barbecue Based Characteristic Cultural Tourism City to achieve sustainable development of the city brand.

3.2. Research Question

How to turn Zibo's city brand Zibo Barbecue into a more sustainable city brand Barbecue Based Characteristic Cultural Tourism City which is more attractive so can attracting more tourists of Zibo.

3.3. Specific Assumption

The author predicts that when hearing the word barbecue, it does not necessarily arouse the travel desire of all travelers, and Barbecue Based Characteristics Of Cultural Tourism City is a set of culture, travel, barbecue in one of the characteristics of the city brand, which can stimulate more travelers' travel willingness.

4. Research Methods, Technical Route, Experimental Scheme to Be Adopted and Feasibility Analysis

4.1. Research Design

Through the quantitative investigation method to study the attraction of the city brand Zibo barbecue and whether it can attract domestic (China) people to travel to Zibo; What attracts the respondents to the city brand; Rating the brand of the city, etc.

4.2. Research Process

The author completed the questionnaire collection from August 17, 2023 to August 22, 2023. Participants enter the survey through the link of the network test. Before the formal start, participants will be informed of the basic content of the questionnaire, and they can choose whether to continue to participate in the study. After the formal start, the subjects need to answer questions, including some basic information of the subjects, including whether they have been to Zibo, the reasons to attract them to Zibo, the proportion of people who choose to eat barbecue after going to Zibo, and the evaluation and scoring of Zibo barbecue.

4.3. Object of Research

People aged 15 to 55 who have lived in Chinese Mainland (mainly Shandong) for a long time and are healthy enough to take care of themselves. Compared to others, this group of people is more likely to go to Zibo to try barbecue, so it is more representative.

4.4. Sample Capacity

In order to ensure the validity of the study, there were 312 subjects in this study.

4.5. Research Materials and Results

(1) Which person or thing in Zibo has left a deep impression on you? According to Figure 1.

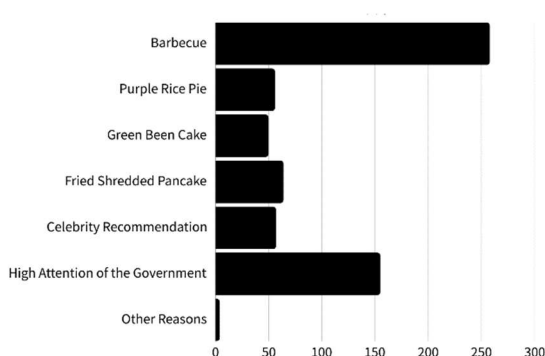


Figure 1. Which person or thing in Zibo has left a deep impression on you?

(2) Do you want to travel to Zibo after the fire? According to Figure 2.

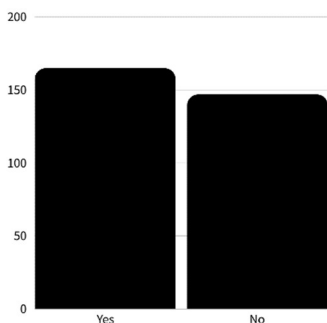


Figure 2. Do you want to travel to Zibo after the fire?

(3) Have you had barbecue since you arrived in Zibo? According to Figure 3.

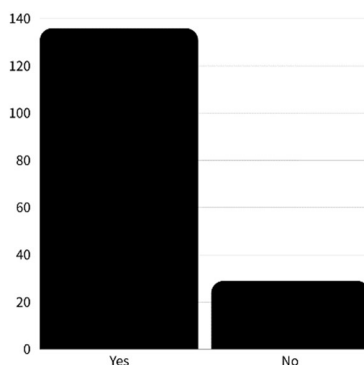


Figure 3. Have you had barbecue since you arrived in Zibo?

(4) How would you rate Zibo barbecue (5 points out of 5) ? According to Figure 4.

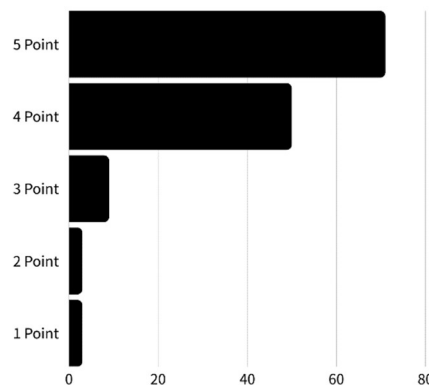


Figure 4. How would you rate Zibo barbecue (5 points out of 5) ?

(5) If you did not eat barbecue in Zibo, would you consider going to Zibo to eat barbecue in the future? According to Figure 5.

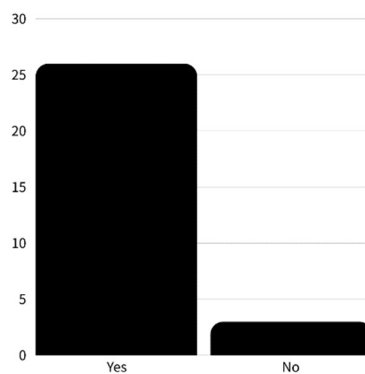


Figure 5. If you did not eat barbecue in Zibo, would you consider going to Zibo to eat barbecue in the future?

(6) If you have not been to Zibo, will you consider traveling in the future? According to Figure 6.

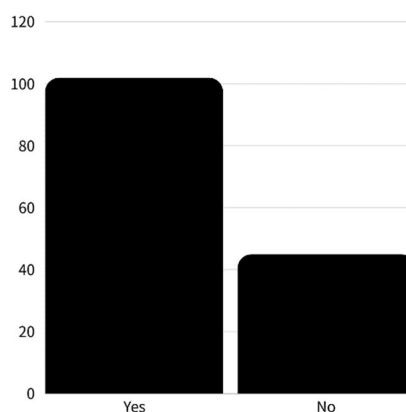


Figure 6. If you have not been to Zibo, will you consider traveling in the future?

Zibo government launched a series of measures after the "small pancake barbecue" in Zibo came out of the fire: barbecue theme train, half-price youth post house, barbecue festival, university students to distribute mineral water at the station gate. How much do you think you can give the Zibo government (5 points out of 5) ? According to Figure 7.

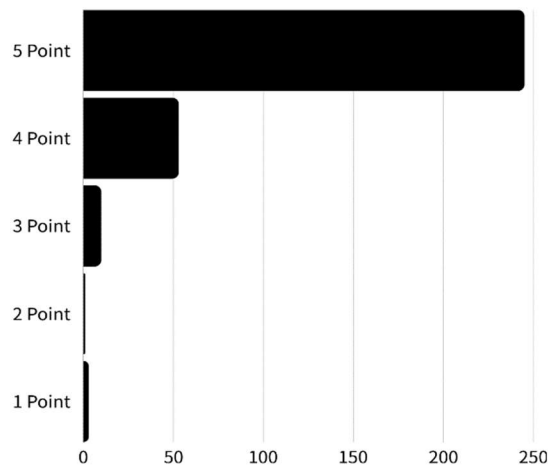


Figure 7. Zibo government launched a series of measures after the "small pancake barbecue" in Zibo came out of the fire: barbecue theme train, half-price youth post house, barbecue festival, university students to distribute mineral water at the station gate. How much do you think you can give the Zibo government (5 points out of 5) ?

5. Conclusion

Because the city brand of Zibo Barbecue is not enough to attract everyone, and the heat of Zibo barbecue is slowly weakening, which fully proves the importance of building a Barbecue Based Characteristics of Cultural Tourism City brand. Guided by the barbecue, old tourists are attracted to come to Zibo again and understand the cultural background and natural scenery of the city. At the same time, the launch of cultural tourism city continues to attract people who are not interested in barbecue and did not consider going to Zibo to enjoy the cultural scenery in Zibo.

This study draws the conclusion that "transforming Zibo barbecue, the city brand of Zibo, into a characteristic cultural tourism city with barbecue as the main feature, will attract more tourists to Zibo".

References

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