

Integration Strategies of Building the City Image of Hangzhou Asian Games

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Abstract: *The Asian Games is the largest international event in Asia. It can not only serve as an international organization, but also has a huge impact on the entire Chinese economy, culture and politics. In order to promote the development of the country and the improvement of comprehensive capabilities, it is essential to pay attention to the 2022 Hangzhou Asian Games. The purpose of this study is to contribute to the construction of Hangzhou city and improve the image of Hangzhou city and the charm of the country. This paper mainly uses the methods of investigation and expert interviews to analyse and discuss the construction of the city image of Hangzhou Asian Games. The survey data shows that more than 90% of the respondents believe that the methods of urban image construction and dissemination investigated in this paper are effective. Therefore, as the Asian Games are approaching, the image of Hangzhou needs to be well established.*

Keywords: *Hangzhou Asian Games; City Image; Integration Strategy; City Construction*

1. Introduction

The holding of the Asian Games is an international event for communication, mutual learning and continuous development between China and Asian countries. The hosting of the Asian Games has had a positive impact on both China and the city of Hangzhou. At the same time, this is also an important opportunity for my country's economic development, which is of great significance to the image of the city and the country.

There are many scholars who study the integration strategy of Hangzhou Asian Games to construct the city image. For example, Lu B stated that in preparation for the 2022 Asian Games, the 2016 International Summit hosted a number of major events in Hangzhou [1]. Feng R believes that Hangzhou is one of the most prosperous cities in China, and the atmosphere has deteriorated severely in recent years. Recurrent Neural Networks (RNN) and random forests are used to analyze air pollution in Hangzhou for the benefit of local residents and the future Asian Games [2]. In addition, some scholars said that the 19th Asian Games will be held in Hangzhou in 2022, which will affect all aspects of Hangzhou. It can create employment opportunities, strengthen the city's brand image, improve the quality of citizens and civilization, and promote the development of sports [3-4]. Therefore, this paper intends to conduct in-depth research on the integration strategy of the Hangzhou Asian Games to construct the city image, in order to provide reference in the city construction.

This article first studies the basic connotation of the city image and the image of Hangzhou. Secondly, the relevant theories of digital city management are expounded. Then the image dissemination strategy is described. Finally, through a questionnaire survey, it explores the integration strategy of Hangzhou Asian Games to build a city image, and draws relevant conclusions.

2. The Integration Strategy of Hangzhou Asian Games to Build the City Image

2.1 City Image

As one of the organic parts of the whole society, the city has always been in constant change in the course of history. In different historical periods, even in different periods of the same historical period, cities often play different roles at different levels such as economy, politics, and culture [5-6].

In the process of historical development, cities often form their own unique and solid images, and even science has established a rich theoretical pedigree in urban landscape research to cope with the ever-changing social reality. It is the connotation of urban landscape and the composition of urban

landscape. Due to the rapid development and change of today's cities, academia has not formed a unified and fixed urban landscape cognition at the theoretical level, which provides us with a discourse space of three-dimensional urban landscape [7-8].

Cities are very complex complexes of complex organic components. The same is true of city image, but in general, it consists of six important parts, mainly government image, economic image, cultural image, social image, environmental image and citizen image. In order to clarify the composition of the urban landscape and deepen the understanding of the Hangzhou urban landscape in the G20 report, we must theoretically consider these six important components of the urban landscape. The image of the government plays a central role in the construction of the image of the city, which is closely related to the irreplaceable role of the state in the historical development of the city. The formation and development of cities are inseparable from government planning and practice. Objectively speaking, the state plays a central role in the process of urban development, whether in urban planning, investment funds, education or cultural construction. In China's current historical context, the government has played a leading role in the continuous deepening of urban reforms [9-10].

Hangzhou is a famous historical and cultural city, which is a historical fact. Hangzhou is a foggy and rainy city in the south of the Yangtze River. Green literally means a color, and we emphasize that green is associated with green living and green cities. In today's serious pollution, people yearn for a greener life and a greener city life. Hangzhou's environmental protection is obvious to all, and Hangzhou is also one of the most dynamic cities [11-12].

(1) The main body of city image construction

The interpretation of the main part of urban landscape construction should clarify who and their groups are involved in urban landscape construction, because urban landscape construction is man-made. Generally speaking, urban landscape construction is a systematic and long-term project that requires the participation of all sectors of society.

(2) The function of city image construction

Constructivism theory originated from psychology and philosophy of science, showing the characteristics of complex system and diverse schools. There are many differences in the views of each school, but the commonality is also obvious, and there are many similarities: "cooperation", "dialogue" and "" meaning construction" is the four attributes of knowledge. And then it is specific to the finality of urban landscape construction, that is, to shape the image of the city through "situation", "cooperation" and "dialogue" to obtain public emotional recognition.

Cities all over the country will work hard to build and enhance their city image, whether it is building a city's landmark building, or building a city's trademark, or building a famous urban landscape, the above will happen. The reason why this happens is because the image of the city has many good characteristics.

To a certain extent, cities are commodities in the broadest sense. It requires managers to design, build, moderate and publish for far-reaching benefits, including of course political, economic, and cultural and other interests.

(3) The channel of urban image construction

The channels of city image building are related to the information dissemination media, and there are many kinds of information dissemination media. In a broad sense, a medium of conveying information refers to any medium, medium or technology that can be used to convey information, such as speech, text, images and other symbols. Information dissemination media in a narrow sense.

2.2 Digital City Management

As a new type of city management, digital city management realizes precise, efficient, collaborative management of cities, and refined management behaviors. A new way of dealing with and monitoring fully closed systems in urban management issues. The technology uses both "3S" and "2C" technology. The basic content is urban affairs, component management methods, and 10,000-meter network management methods. According to the standards issued by the Ministry of Construction, "six categories of urban management components" and "seven categories of urban management events" are included in digital urban management. During the flight, an information system was developed and an urban management information center was established, which was mainly responsible for the collection, acceptance, verification and evaluation of information. Supervision established a two-axis management

system of the central urban management supervision and command center, and re-established urban management procedures. Establish "first-level supervision, second-level command". Three-level responsibility and four-level network, division of labor to manage the "rent" part and rights. The management mechanism is based on ownership, and the competition is based on territory.

"Digital City Management" business process: The "Digital City Management" business process can be divided into six stages: collecting information, creating files, splitting tasks, editing tasks, editing comments, viewing and closing files.

Information collection stage: Street collectors inspect a series of grids of designated units, and report locations, pictures, records, etc. after discovering urban management problems. If there is a problem, notify the collector to review, and the collector will report the test of the processing result.

Case filing phase: The control center receives issues reported by collectors or the public and forwards them to the regulator after the case is submitted and reviewed.

Task distribution stage: The control center receives the document verified by the control center and forwards it to the responsible expert service for processing.

Task processing steps: The responsible specialist service handles the problem according to the instructions of the nursing center, and returns the information of the processing results to the nursing center.

Processing and feedback stage: The control center transmits the problem processing result information reported by the relevant expert service to the control center.

2.3 Image Communication Strategies

Integrated communication generally refers to the integration of communication topics, communication content, communication channels, communication methods and communication tools. Different areas acquire a coherent image of the city.

Now is the era of coexistence of different media forms, and it is also an era of high risk: traditional media such as newspapers, magazines, radio and television, websites, portals, blog forums, Weibo, WeChat, mobile media and smartphones at the same time, big changes are taking place. In such a mediated society, the social risks or the risks of being mediated have multiplied. With the explosive development of automobile media, there are more and more public crisis events, that is, "human source risks". Strengthen reform and innovation, and promote the accelerated development of media integration. The unique interactive nature of the media has mobilized the enthusiasm of the masses and attracted many enterprises and individuals in the city to participate in the dissemination of urban landscapes. Precise communication is to rely on modern information technology to deliver news and information to the public through the best communication channels. She can analyze the audience's media preferences, understand the communication points she is interested in, and communicate based on that. The purpose is to improve transmission efficiency. Planning literary and artistic works, using implicit advertising to promote the image of Hangzhou. Integrate online communication channels with offline event channels. It will not only publicize the city image of Hangzhou through mass media, but also plan to carry out a number of brand activities to enhance the city's cultural image through activities.

3. Research Objects and Methods

3.1 Research Objects

The object of this research and investigation is Hangzhou citizens' views on the Asian Games and their attitudes towards the construction of the city's image. The image of the city involved has not only its economic and political characteristics, but also its cultural and social advantages.

3.2 Research Methods

On the occasion of the arrival of the Asian Games, it is necessary to investigate related events such as its sports equipment.

(1) Field investigation method

Through on-the-spot investigations, field inspections were made to the stadiums in Hangzhou and surrounding cities, and the staff and managers of these stadiums were visited to learn the relevant information of the stadiums.

(2) Expert interview method

This article conducts one-on-one interviews with the Zhejiang Provincial Sports Bureau, the Hangzhou Municipal Sports Bureau, and the managers of the stadiums, and uses notes and recordings to obtain information about the current development status and future development trends of the stadiums in Hangzhou.

3.3 Questionnaire Survey Process

The questionnaire was filled out by Hangzhou residents. A total of 500 questionnaires were distributed. Questionnaire distribution time is one week, and the method of answering the questionnaire is online. The questionnaire involves multiple-choice and subjective questions, with more multiple-choice questions and fewer subjective questions. The questionnaires were collected and organized after the questionnaire survey time was over. 400 questionnaires were effectively recovered, and the effective recovery rate reached 80%.

The reliability of the questionnaire can be represented by X , which is defined as the proportion of the variance of the true value $\sigma(s)$ in the variance of the measured value $\sigma(a)$, namely:

$$X = \frac{\sigma(s)}{\sigma(a)} = 1 - \frac{\sigma(f)}{\sigma(a)} \quad (1)$$

$$\sigma(a) = \sigma(s) + \sigma(f) \quad (2)$$

The larger the X , the greater the credibility of the questionnaire. According to the calculation, the reliability value of the questionnaire design in this paper meets the requirements, and the content of the questionnaire is reliable.

4. Questionnaire Survey Results

4.1 Strategies and Suggestions for Disseminating the Image of Hangzhou City

The results of the questionnaire survey were sorted out, and the situation in Table 1 was obtained. Regarding the strategy of disseminating the image of Hangzhou city, some people proposed to improve the external communication environment and strengthen the response to negative issues. Others proposed to strengthen the interaction between city brand and city image. In addition, some people asked to improve the early warning mechanism for emergencies.

Table 1: Strategy and suggestions for spreading the city image of Hangzhou

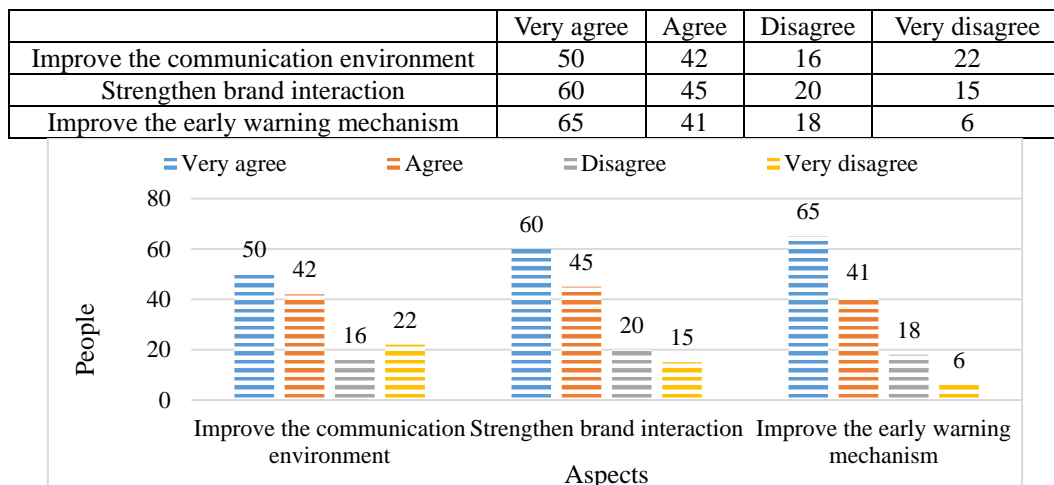


Figure 1: Strategy and suggestions for spreading the city image of Hangzhou

As shown in Figure 1, we can see that 30.7% of people agree to improve the external communication environment and strengthen the response to negative issues, and 35% of people believe that the interaction between city brand and city image needs to be strengthened. 35.3% of people think it is very important to improve the early warning mechanism of emergencies. In the Asian Games, chaos is prone to occur, so the ability to deal with emergencies needs to be strengthened.

4.2 International Communication Strategy of Hangzhou City Image

According to the survey, Hangzhou residents believe that the international dissemination of the city image should start with improving the dissemination structure, innovating localized dissemination strategies and improving the city image. The details are shown in Table 2:

Table 2: The International Communication Strategy of Hangzhou city Image

	Very agree	Agree	Disagree	Very disagree
Improve the communication structure	46	57	22	5
Innovate strategies for spreading local culture	39	61	25	15
Improve the image of the city	42	50	18	20

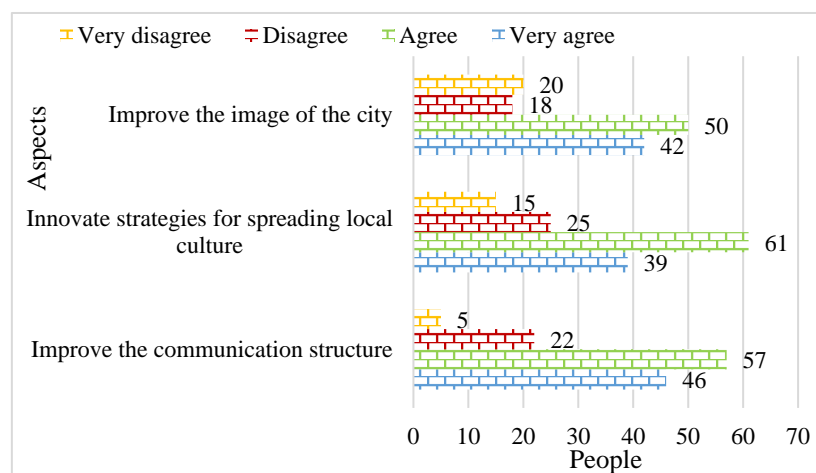


Figure 2: The international communication strategy of Hangzhou city image

As shown in Figure 2, we can see that 103 people agree that Hangzhou should establish a sound communication organization structure, and 100 people think that it is necessary to innovate the global communication strategy of local culture. In addition, a small number of people expressed disapproval of the method of international communication and construction of city image.

5. Conclusion

A city refers to a population-based geographical space with a certain scale and level, and within its scope a whole, stable and developing social and economic system is formed. This paper makes a systematic study of the Hangzhou Asian Games, discusses and summarizes the specific strategies adopted by various cities in my country for their images when holding events, and also puts forward suggestions and future development trends from a macro perspective. Hangzhou is a city with a century-old history, profound political and cultural heritage, great charm and high influence, and can attract the attention of many international attention. The holding of the Asian Games not only brings fame to Hangzhou, but also promotes the further development of the city. Therefore, it is particularly important for the construction of the city's image.

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