

# *Interactive Mechanism between Haikou's Urban Cultural Mission and Urban Image Building*

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**Abstract:** This article aims to explore the interactive mechanism between Haikou's urban cultural mission and urban image-building, with a view to providing theoretical support and practical reference for cultural construction and image-building of Haikou and other cities. This article deeply analyzes the historical origin, characteristics and connotation of Haikou city culture, as well as the present situation and problems of Haikou city image building. The results show that there is a close interactive relationship between Haikou's urban cultural mission and urban image building, and they promote and influence each other. On this basis, this article further discusses the future prospect of Haikou's urban cultural mission and urban image building, including opportunities and challenges under the background of globalization, innovative development paths driven by innovation, and the choice of sustainable development paths. The conclusion is that Haikou should continue to strengthen the interaction and integration of urban cultural construction and urban image building to promote the sustainable development of the city.

## **1. Introduction**

Under the background of globalization and urbanization, as an important carrier of human civilization, the city's cultural mission and the shaping of city image are particularly important [1-2]. As the capital city of Hainan Province, Haikou is rich in historical and cultural resources and unique geographical location, and its urban cultural mission and image building are of great significance for promoting urban development and enhancing urban competitiveness [3]. The purpose of this study is to explore the interactive mechanism between the cultural mission and the image-building of Haikou city, so as to provide theoretical support and practical reference for the cultural construction and image-building of Haikou and other cities.

This article focuses on the following questions: What is the specific content of Haikou's urban cultural mission? What is the status quo of image-building of Haikou city? What is the interaction mechanism between them? And what challenges and opportunities this interactive mechanism faces in the contemporary era? The research objectives include: analyzing the connotation and characteristics of Haikou's urban cultural mission; Analyze the present situation and problems of shaping the image of Haikou city; Explore the interactive mechanism between Haikou's urban cultural mission and urban image building; Put forward some strategic suggestions to optimize the

interactive mechanism between Haikou's urban cultural mission and urban image building.

## 2. Analysis of Haikou's urban cultural mission

Haikou city culture has a long history and is deeply influenced by Central Plains culture, Lingnan culture and Nanyang culture. Since ancient times, Haikou has been an important node of the Maritime Silk Road, which makes the urban culture of Haikou open and inclusive [4]. With the changes of history, the urban culture of Haikou has been continuously integrated and innovated, forming a unique cultural system [5]. Haikou urban culture is characterized by marine culture, tropical culture and overseas Chinese hometown culture, and these cultural elements are intertwined, which together constitute the rich connotation of Haikou urban culture, as shown in Table 1.

Table 1: Main Characteristics of Haikou City Culture

Cultural Element	Description	Aspects Embodied
Ocean Culture	Reflects the unique charm of Haikou as a coastal city	Coastal scenery, marine industry, marine customs, etc.
Tropical Culture	Demonstrates Haikou's uniquely favorable natural environment	Tropical vegetation, tropical climate, tropical lifestyle, etc.
Overseas Chinese Culture	Reflects the close connection between Haikou and overseas cultures	History of overseas Chinese, overseas Chinese architecture, overseas Chinese customs, etc.

Haikou's urban cultural mission refers to the cultural responsibilities and tasks that Haikou undertakes in the process of urban development. Specifically, it includes inheriting and carrying forward the excellent historical and cultural traditions of Haikou, promoting the innovation and development of Haikou urban culture, and enhancing the international influence of Haikou urban culture. The fulfillment of these missions is of great significance to the sustainable development and competitiveness improvement of Haikou city.

In contemporary society, the importance of Haikou's urban cultural mission is increasingly prominent. With the acceleration of globalization and the advancement of urbanization, the competition between cities is becoming more and more fierce, and culture, as one of the core competitiveness of cities, has a decisive impact on the development of cities [6]. Therefore, it is of great significance to fulfill the urban cultural mission of Haikou to enhance its urban image and competitiveness. However, the fulfillment of Haikou's urban cultural mission also faces many challenges [7]. On the one hand, with the rapid development of society and the trend of cultural diversification, Haikou urban culture is facing the dual pressure of inheritance and innovation; On the other hand, under the background of globalization and urbanization, the urban culture of Haikou needs dialogue and exchange with international culture, which puts forward higher requirements for the international development of the urban culture of Haikou. Therefore, how to effectively fulfill Haikou's urban cultural mission in contemporary society is an important issue that needs to be discussed in depth in this study.

## 3. The current situation and problems in shaping the urban image of Haikou

### 3.1. The constituent elements and historical evolution of Haikou's urban image

The city image of Haikou is a multi-dimensional concept, which covers many aspects such as natural environment, history and culture, economic development and social outlook [8]. Specifically, the natural environment of Haikou, such as blue sea, blue sky and tropical vegetation, is an important part of its city image. At the same time, the history and culture of Haikou, including

historical sites and folk customs, also constitute its unique urban charm; In addition, the economic development, urban planning and construction, residents' quality of life and social and cultural atmosphere of Haikou are all important factors in shaping the city image of Haikou.

The shaping of the city image of Haikou has experienced a long historical evolution process [9]. From the early fishing village town, to the later port city, and then to the modern city, the image of Haikou city has been constantly evolving with the development of the city and the progress of society. In different historical stages, the shaping of Haikou's city image was influenced by many factors such as politics, economy and culture at that time, and showed different characteristics and styles.

### 3.2. The main strategies and effects of shaping the image of Haikou city at present

At present, Haikou has adopted various strategies in shaping the city image, including strengthening urban planning and construction, improving the quality of urban environment, promoting the development of cultural industries, and building city brands, as shown in Table 2.

Table 2 Strategies for Shaping Haikou's City Image

Strategy No.	Strategy Content	Implementation Effect
1	Strengthen urban planning and construction	The city's appearance is brand new, with improved infrastructure
2	Enhance the quality of the urban environment	The environment is clean and beautiful, creating an ecological and livable city
3	Promote the development of cultural industries	A strong cultural atmosphere with a prosperous cultural industry
4	Build the city's brand	Increased city recognition, attracting tourists and investors

With the implementation of these strategies, the image of Haikou city has been significantly improved, and the city has a new look and a stronger cultural atmosphere, attracting the attention of a large number of tourists and investors.

### 3.3. Problems and challenges in shaping the image of Haikou city

However, the image-building of Haikou city also faces some problems and challenges. For example, with the acceleration of urbanization, Haikou is faced with "urban diseases" such as urban congestion and environmental pollution, which damages the image of the city to some extent. At the same time, Haikou still lacks enough features and highlights in the process of shaping the city image, so it is difficult to stand out among many cities. In addition, Haikou also has shortcomings in city image promotion and marketing, which leads to limited city visibility and influence.

## 4. The interactive mechanism between Haikou's urban cultural mission and urban image shaping

### 4.1. The leading role of urban cultural mission in shaping urban image

Haikou's urban cultural mission plays a leading role in shaping its urban image. The mission of urban culture embodies Haikou's responsibility and responsibility in cultural inheritance, innovation and development, which not only shapes Haikou's unique urban cultural character, but also provides rich cultural connotation and spiritual support for the shaping of urban image. In the process of shaping the city image, Haikou pays attention to integrating the city cultural mission into it, and promotes the cultural soft power and image charm of the city by inheriting and carrying forward the

excellent historical and cultural traditions and promoting the innovation and development of the city culture.

The shaping of Haikou's urban image has also had a feedback and strengthening effect on its urban cultural mission. A distinctive and attractive city image can enhance the visibility and reputation of the city, thus attracting more people, logistics and information flows into the city. The convergence of these resources provides a broader space and opportunity for the inheritance, innovation and development of Haikou urban culture. At the same time, the shaping of the city image also promotes the sense of identity and belonging of urban residents to urban culture, and further strengthens the fulfillment of Haikou's urban cultural mission.

#### 4.2. Successful cases and experience reference under the interactive mechanism

In many cities, there are cases of successful interaction between urban cultural mission and urban image building, as shown in Table 3.

Table 3: Successful Interaction Cases between City Cultural Mission and City Image Building

City	City Cultural Mission	City Image Building	Interaction Effect
Kyoto (Japan)	Preservation and Inheritance of Traditional Culture	"Ancient Capital, Cultural Sanctuary"	Kyoto has successfully preserved a wealth of historical and cultural heritage, such as ancient temples, shrines, and traditional buildings, which have become unique symbols of its city image, attracting a large number of domestic and international tourists to experience and learn about Japanese traditional culture.
Barcelona (Spain)	Modern Art and Design Capital	"City of Gaudi, Infinite Creativity"	Barcelona is renowned for its unique modernist architectural style, especially the works of Antoni Gaudi, such as the Sagrada Familia and Casa Mila, which have become cultural icons of the city. At the same time, Barcelona actively promotes the development of modern art and design industries, further strengthening its image as a creative capital.
Melbourne (Australia)	Cultural Diversity and Artistic Innovation	"City of Arts, Blend of Multiculturalism"	Melbourne hosts a rich array of cultural festivals and events, such as the Melbourne Festival and Moomba Festival, showcasing its multicultural charm. Melbourne is also dedicated to promoting artistic innovation and has numerous artistic institutions and creative industries, making it one of the artistic centers in Australia and globally.
Vienna (Austria)	World Music Capital	"City of Music, Symphony of Classical and Modern"	Vienna is renowned for its long musical tradition and numerous musical masters, such as Mozart and Beethoven. The city is filled with music halls, opera houses, and music schools, and hosts a large number of concerts and music festivals each year, attracting music enthusiasts and professionals from around the world to exchange and perform.
Hangzhou (China)	Oriental Leisure Capital, City of Quality Life	"Paradise on Earth, Smart City"	Hangzhou has successfully established its image as the Oriental Leisure Capital by leveraging its beautiful natural environment and rich cultural heritage. At the same time, Hangzhou actively promotes the development of smart cities, utilizing modern technology to enhance city management and service levels, providing a more convenient and comfortable living experience for citizens and tourists. This combination of tradition and modernity further enhances Hangzhou's city appeal.

These successful cases provide valuable experience for Haikou, that is, we should pay attention to the close combination with the urban cultural mission in the process of urban image building, inherit and carry forward urban culture through image building, and at the same time enhance the urban image through the inheritance and innovation of urban culture.

### 4.3. Obstacles and countermeasures in interactive mechanism

However, there are also some obstacles and challenges in the interactive mechanism between Haikou's urban cultural mission and urban image building. For example, the excavation and utilization of urban cultural resources are not sufficient, and the strategies and means of urban image building are relatively simple.

In order to overcome these obstacles, Haikou can take the following countermeasures and suggestions: dig and sort out urban cultural resources in depth, and build urban cultural brands with Haikou characteristics; Innovate the strategies and means of city image building, and pay attention to the use of new media and digital technology to enhance the communication and influence of city image; Strengthen cultural considerations in urban planning and construction to ensure the organic unity of urban image building and urban cultural mission.

## 5. Conclusions

Under the background of globalization, as an open and inclusive city, Haikou's urban cultural mission and image are facing new opportunities and challenges. Haikou needs to be more actively integrated into the global cultural system, enhance the international influence of urban culture through international exchanges and cooperation, and create a more distinctive and unique image of the city to attract more international attention and resources.

Through in-depth discussion on the interactive mechanism between Haikou's urban cultural mission and urban image building, this study draws a series of beneficial conclusions:

Innovation drive is an important strategy for the development of Haikou city. Driven by innovation, Haikou's urban cultural mission and urban image building also need constant innovation. Haikou should make full use of multiple innovative elements such as science and technology, culture and art to promote the innovative development of urban culture, and at the same time use modern scientific and technological means such as new media and digitalization to enhance the communication and influence of urban image.

The sustainable development of Haikou's urban cultural mission and urban image building needs to pay attention to the organic combination of ecological balance, cultural inheritance and innovation. Haikou should adhere to the concept of green development, protect the natural environment and cultural heritage of the city, and pay attention to the inheritance and innovation of urban culture, so as to create a brand and image of urban culture with Haikou characteristics.

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