

Research on the Core Competitiveness of Future Cities

Ying Gao

Zhengzhou University of Industrial Technology, Zhengzhou 451100, China.

Abstract: A city that has core competencies that cannot be replicated or imitated can take the lead in the new development landscape of the future. The key factors influencing the core competitiveness of a city are urban capacity and urban potential. How a city's policy makers and managers identify, apply and effectively integrate these core competitiveness issues is fundamental to whether a city can develop in the long run and attract development resources. This paper adopts a scientific and systematic analysis model from the perspective of city development strategies, taking the fundamentals of cities, city management capabilities, the overall national strategies and future development directions as the entry point, and provides an in-depth analysis of what core competencies cities possess at this stage, and the challenges and opportunities they must face. Through the study of the city's talent pool, production capacity and technological innovation development, the shortcomings in the city's development are identified and unearthed, and what core competitiveness elements should be possessed in the future development of the city are determined.

Keywords: City; Core Competitiveness; Layout of the Future; Measures

1. Introduction

1.1 Background of the selected topic

It seems like yesterday that China entered the Internet era, yet it will soon have to adapt to the 3.0 version of the era of big data and artificial intelligence. The digital economy is now becoming the focus of new national and regional development directions. With the epidemic raging and the economy in the doldrums in recent years, the future direction of cities in the context of the digital economy is an urgent issue for city policy makers and managers to address and consider. Whether a city has a strong cohesion depends largely on the recognition and happiness of its residents, and to achieve this, it is in fact a demonstration of the city's core competitiveness.

1.2 Current status of research

1.2.1 The concept of urban core competitiveness

The exact definition of urban core competitiveness has not yet been agreed upon by the academic community. According to Huang Lu, "City core competitiveness can be regarded as a comprehensive ability and quality that is unique to a city, difficult to be imitated, and capable of gathering more factors of production, achieving a more optimal allocation of resources and creating more social wealth compared with other cities." ^[1]

The study of what kind of core competitiveness a city possesses can be considered in three dimensions: density, width and breadth. According to Ding Xiaoqiang and Li Xuesong, "the core competitiveness of a city is created and maintained by the combination of several factors such as social and economic structure, values, culture and institutional policies, etc. A city has a greater competitive advantage over other cities in the optimal allocation of resources based on its unique comparative advantages and is not easily imitated by other cities." ^[2]

1.2.2 Core elements of city competitiveness

In his book "The Competitive Advantage of Nations", Michael Porter put forward the famous "Diamond Theory". ^[3] He pointed

out that there are four factors that determine the competitiveness of a certain industry in a country: demand conditions, production factors, industrial factors and competitive factors of enterprises. In addition, Porter added the variables of government and opportunity to the diamond model.

1.2.3. City Core Competitiveness Model

In determining the positioning of cities and the top-level design of urban planning, Chen Hongmei of Yanshan University set up a systemic analysis model of city core competitiveness based on the "uniqueness" and "integration" of the core competitiveness of the city itself^[4] as follows As follows:

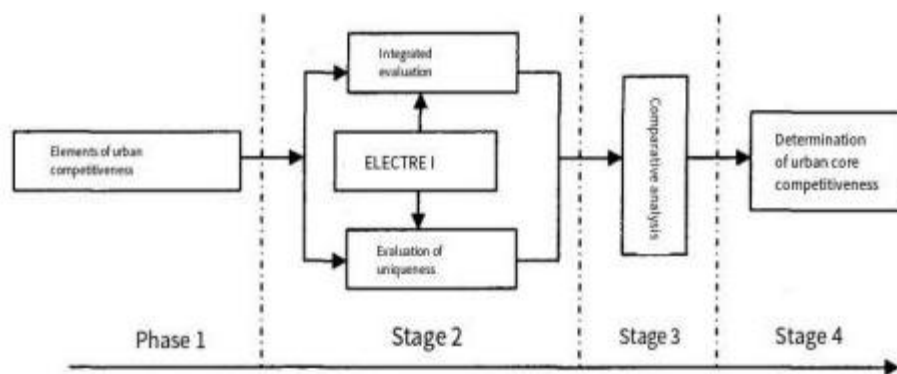


Figure 1 Structural flow chart of urban core competence identification

According to Chen Hongmei, the core competitiveness of a city is a dynamic system that can change with economic development, and city managers need to adjust the long-term development goals of the city according to the actual situation and the changes in the development environment.

2. Current development of the research city

2.1 Fundamentals

Geographical location: the geographical location of a city is the cornerstone of its development direction, and since ancient times there has been a constant saying that "mountains eat mountains and water eat water".

Transport accessibility: each city has its own inimitable transport accessibility, which can be based on the "Belt and Road" development model, the "Sea, Land, Air and Network" resource base, the establishment of a metropolitan area model, the railway network It can be based on the development of the railway network and the level of air transport to promote investment, consumption and exports to boost the economic growth of the city in the future and to connect the regional economy to the world. These elements are becoming important growth poles leading the economic development of the city.

Talent: Cities cannot develop without talent, and the abundance of high-tech talent in cities is particularly important to the future development of cities.

2.2 Smart city governance

In recent years, China has seen rapid development and remarkable achievements in the construction of smart cities. In particular, it has played a very important role in the prevention and control of the new epidemic. From the opening of "digital governance" to the promotion of "digital city governance", the construction results of smart cities are gradually showing their high efficiency, high energy and high quality in the governance of government data, digital city construction and digital economic development.

3. Opportunities and challenges for future city development

3.1 National Strategies and Policy Guidelines

In the report of the 20th National Congress of the Communist Party of China, it is clearly stated that "building a modern industrial system, insisting on putting the focus of economic development on the real economy, promoting a new type of industrialisation, accelerating the building of a strong manufacturing country, a strong quality country, a strong aerospace country, a strong digital

economy, a strong digital economy and a strong digital city", The overall strategic arrangement is to take two steps: from 2020 to 2035 to basically realize socialist modernization; from 2035 to the middle of this century to build China into a rich, strong, democratic, civilized, harmonious and beautiful From 2035 to the middle of the century, China will be a modern, strong, democratic, civilized, harmonious and beautiful socialist country. "Education, science and technology, and talents are the basic and strategic support for the comprehensive construction of a modern socialist country." Zhengzhou, as the capital city of Henan Province and one of the nine central cities of the country, has advantages in modern industry, education, science and technology, and talents that other cities do not have.

4. Elements of core competitiveness for future city development

4.1 Soft power - image and taste

4.1.1 Establishing a good city image

The external image of a city is the external appearance of the city's historical origin and cultural connotation, mainly relying on the visual impact of the city to the world, and is a reflection of the comprehensive strength of the material information as a carrier. Therefore, the good image of a city is not only reflected in the level of material civilization, but also in the level of spiritual civilization, which is like the two sides of a city's soft power, reflecting on the one hand the governance ability and governing ability of the city's decision makers and managers, and on the other hand reflecting the city's appearance and image of the citizens through the comprehensive quality of the citizens.

4.2 Establishing a scientific management concept for high-quality development and creating city business cards

4.2.1 Integrating urban resources by scientific means to enhance the core competitiveness of the city

The integration of urban resources by scientific means means the use of market economy thinking from the perspective of the government to optimize the integration of the city's infrastructure, living facilities, human resources and natural resources, etc., and the use of market-oriented operation mode to achieve the efficient use and reasonable allocation of resources, which will lead to the improvement of the city's functions and the enhancement of the overall quality of the city.

4.2.2 Shaping the city brand from the city development target system

The city brand is chosen from the development objectives that best represent the characteristics of the city, and the city is positioned according to these objectives, promoted through the media, widely disseminated and fully presented. Cities are generally chosen and shaped from a system of development objectives such as intelligence, cultural and creative projects, commercial features, ecological environment, and local customs and traditions. When branding a city, it is important to focus on the selection of the city's development goals, as a city's development first needs to establish a complete system of goals that highlight both the city's highlights and its characteristics. In addition, city branding must not focus on external promotion, which will not be able to push out anything, let alone attract the attention of tourists.

4.3 Hard strength - cultural heritage and future direction

4.3.1 Dig into the cultural heritage of the city and determine the cultural positioning of the city

Follow the objective rules, adhere to the construction of cultural confidence, identify the problems that exist in the cultural construction of the city where it is located, promote the innovation and development of the cultural industry with scientific methods and means, and put the construction of urban culture into practice. Do a good top-level design, introduce relevant policies from strategic thinking to protect the implementation of cultural industry construction, have sufficient funds to escort the innovation and development of cultural industry, and strengthen the support for the construction of cultural industry in the city from the policy level.

4.3.2 Establish the development direction of the city

Determine the key projects of the city according to the characteristics and development direction of the city, and determine the selection of key sections where the key projects are located, the location of core areas and the integration of iconic buildings with the city. Highlight the points, lines and facets of these key projects, and reveal the significance and role of the project for the future development of the city by outreaching the value of these key projects in their own right.

5. Measures for the layout of the future

5.1 Building a science centre in line with the characteristics of the city

This is achieved through the establishment of R&D institutions and the introduction of national research institutes. The innovation and high-quality development of the manufacturing industry relies on science and technology innovation. Therefore, coordinate the relationship between manufacturing industry and science and technology innovation and modern services, attract innovative enterprises, high-end talents and innovation platforms from home and abroad to the city, focus on science and technology research and development, financial services and business incubation, and solve the life support services for high-end talents in an all-round way to help the new development capability of the city's manufacturing industry. Furthermore, use the technology innovation model to take the road of infrastructure, adopt environmental protection models such as circular power generation and photovoltaic power generation for high energy consumption housing, infrastructure and industrial construction projects to expand the city's development, provide new reusable real economy projects with environmental protection, high value-addedness, low energy consumption and low pollution by integrating IOT and scientific research, introduce high-tech production capacity industries and promote urban technology innovation.

5.2 Build an industrial chain with urban characteristics

To attract investment with precision, focus on eight characteristic industrial chains, namely, intelligent terminals, information security, intelligent sensors, intelligent home appliances, new energy and intelligent network-connected vehicles, new intelligent equipment, high-end materials and biopharmaceuticals, to build iconic characteristic industrial chains, cultivate a number of industry leaders and accelerate the formation of a "core + supporting" industrial closed loop.

To establish leading enterprises, if we want to promote manufacturing industries to occupy the front end of the value chain in certain fields, we must vigorously strive for the construction of national major technology research and development platforms in the city and the introduction of the world's top 500, China's top 500 and the top 20 enterprises in the industry as leading enterprises, and cultivate the enterprises in the city in a gradient manner, so that the leading enterprises can become industry models; cultivate a number of specialized and new growing enterprises, so that Growing enterprises become the backbone support force; strengthen scientific and technological innovation and actively build a collaborative and shared innovation chain, so that science and innovation-oriented enterprises can become a source of vitality; and accelerate the cultivation and introduction of a number of headquarters-oriented enterprises with strong integration capabilities, so as to promote the innovative vitality of the local manufacturing industry.

6. Conclusion

This paper analyzes the core competitiveness of future cities from the current situation that cities cannot imitate, combined with China's national development strategy, and puts forward some suggestions in combination with the aforementioned analysis, hoping to provide some reference for the future development of cities.

References

- [1] Huang L. On City Management Based on City Core Competitiveness [J]. *Economic System Reform*, 2004 (05): 151-153.
- [2] Ding XQ, Li XS. On developing core competitiveness of cities [J]. *Economic Review*, 2004 (06): 22-25.
- [3] Michael EP. *The Competitive Advantage of Nations* [M]. New York: Free Press, 1990. 855.
- [4] Chen HM. A Systematic Analysis Model of Urban Core Competitiveness [J]. *Business Research*, 2009(01): 8-11.