

Development Path of Anyang to An International Civilized City

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Abstract

In this paper, the problems in the process of Anyang building an international civilized city are investigated. Through investigation and analysis, Japan's advanced civilization city development experience is used for reference, and suggestions for Anyang to build an international civilized city are put forward. This paper aims to establish a development shaping system which is in line with the construction of the international civilized city in Henan Province and to provide a feasible development plan for Anyang and other areas of Henan Province to build an international civilized city.

Keywords

Internationalization; civilized city; garbage classification.

1. Introduction:

The development status of civilized cities at home and abroad The national civilized city is not only a concentrated embodiment of the overall development level and civilization level of a city but also a brand with high quality. And the establishment of a national civilized city involves economy, politics, culture, society, ecology and other aspects. As for Anyang, its economic foundation is good, its traffic location advantage is obvious, the scale of its urban framework is formed, its infrastructure is strengthened, and the quality of its citizens is improved. In 2017, although Anyang was selected as the first city in Henan Province as the nominated city of a national civilized city, the competition is fierce and there is a big gap with other cities [1].

Henan is the core birthplace of Chinese civilization and the Chinese nation, and Anyang is characterized by its long history and cultural resources with ancient capital tourism characteristics [2]. Nowadays, with the development of economic globalization, if a city wants to develop more rapidly, it cannot be ignored to connect with international standards. In addition, tourism craze is on the rise, and the domestic and international tourism market competition is fierce. Therefore, how to make good use of our tourism resources, promote tourism, shopping, catering, accommodation and other service industries to serve Anyang's economy, and make it emerge suddenly in the urban competition at home and abroad, which is worth learning from the advanced developed countries [3]. On the basis of building a civilized city, this project intends to establish a higher goal, that is, to build Anyang into an international civilized city with an international reputation, and walk out a road of urban transformation and upgrading with Anyang characteristics. Anyang has been changing into an international city. It will become an international civilized city if the civilization degree of the while city is improved. China has a large population and its people are getting richer and richer. Only through good tourism resources and tourism experience can we attract more tourists, promote the development of the service industry and help the Anyang economy [4]. The data show the economic strength of our people. So how to get a share of such a huge tourism market is worthy of serious consideration of every resident in Anyang.

1.1. The Concept of City Internationalization

Henan's GDP exceeded 4 trillion yuan for the first time in 2016, reaching up to 4.016001 trillion yuan, and ranked the fifth, with an increase of 8.1% over the same period last year. With the rise of tourism craze, domestic and foreign tourism markets have a fierce competition. As the political, economic and cultural center of China for 5000 years, it is the province with the largest number of ancient capitals in China. The Central Plain Culture and Wushu Culture have a long history. There are many cultural relics, historic sites and tourist attractions in Henan Province. Shaolin Temple, Longmen Grottoes, Yuntai Mountain and other scenic spots are famous throughout the world.

1.2. Analysis on the Competitiveness of Anyang City

Known as Yin, Ye, Xiangzhou and Zhangde Prefecture in ancient times, Anyang is a state famous historic and cultural city and one of the eight ancient capitals of China. Anyang is the discovery place of oracle, and the number of visitors has been increased year by year in recent years.

Anyang has a long history and profound historical and cultural accumulation. The tourism industry in Anyang has prominent strengths and opportunities in activities, environment, experience and benefits of developing ancient capital tourism, while weaknesses and threats coexist.

City internationalization is to deepen the relationship with the world consistently, and form an international city, even a global city as last. International cities are cities that contain internationalization elements with international influences. According to the degree of internationalization, there are two levels: one is "world city" or "global city", which refers to those great cities with global influence in politics, economy and culture. Such concept was first proposed by Geddes, a Scottish urban planner in 1915. Hall, a British geographer and urban planner, made a classic interpretation about this concept in 1966. He believed it only refers to those first-tier metropolis that plays a global role in worldwide economy, politics, and culture. The second level is "international city", referring to those regional international cities with a certain degree of global function. Currently there is no universal definition on international city, but the judgement criterion has been unified.

1.3. Analysis of the Competitiveness of Anyang

Anyang's goal of building a civilized city is being realized step by step. Henan's 100 cities construction quality improvement project and the construction of civilized cities are also in full swing. In order to further promote the quality improvement of 100 cities and the creation of civilized cities, and strive to build a livable and suitable city for people's satisfaction, "assembly" has been sounded. We should take a road of urban transformation and upgrading with Henan characteristics, constantly meet the people's growing needs for a better life, and constantly improve the quality of urban development. Anyang has been the political, economic and cultural center of China for 5000 years [5-6]. It is also the province with the largest number of ancient capitals in China, where the Central Plains culture and martial arts culture has a long history, and there are many cultural relics and scenic spots. On the basis of building a civilized city, this project intends to establish a higher goal, that is, to build Anyang into an international civilized city with an international reputation, and walk out a road of urban transformation and upgrading with Anyang characteristics [7].

1.4. Status Quo of Anyang in Building An International Civilized City

Anyang is an ancient capital with its characteristics. Driven by the tourism boom, a large number of foreign tourists came to Henan and other places in China. If we want to build a world-famous civilized city, what we can show foreign tourists is the quality of citizens' civilization, the degree of urban civilization and the taste of urban culture. If the local residents have high cultural quality and foreign language level, and there is no spitting, littering, queue jumping and

other phenomena, the tourism experience for foreign tourists will be very high. In this way, tourists will want to come again, and they will publicize for the city everywhere. The construction of an international civilized city in Anyang, from the perspective of internationalization, is to build an international civilized city with a wide reputation on the international stage. The number of outbound tourists in China is increasing, while the scale of foreign tourists is small. On the contrary, many Chinese like to travel abroad, and few choose to travel at home. Part of the reasons is due to poor tourism experience, inconvenient transportation, less foreign language signs and so on [8].

Although the ancient capital characteristics of Anyang City in Henan Province are very competitive, there are some shortcomings to be solved. In this paper, two famous ancient capitals, Gyeongju in Korea and Kyoto in Japan, are compared and studied. The results are as follows: Anyang's internationalization level is slow; Gyeongju of South Korea and Kyoto of Japan has convenient transportation, and foreign language versions of the official website are complete; Anyang is located in the inland, with insufficient tourism infrastructure, extreme lack of foreign language signs, the imperfect image of the ancient capital, lack of high-grade tourism resources and products, less content to attract tourists; weak foreign language reception ability of residents in Anyang and so on.

2. Some Problems

The construction of a civilized city is not completed by the government alone, and "civilized city" is never a superficial calling. Everyone must do something, contributing to the same goal together.

Anyang has been changing into an international city. It will become an international civilized city if the civilization degree of the whole city is improved. As the highest honor of comprehensive evaluation for cities in China, national civilized city is a valuable city brand. Its index involves various aspects of "Five in one" overall layout.

The problems of Anyang's construction of an international civilized city

Ancient capital culture, the product of the historical culture in the special time and space development stage, is the reserve of many historical sites, which is scarce and non-renewable. The ancient capital is the characteristic of Anyang. To build Anyang into an international civilized city with characteristics will bring good experience to tourists. But the existing problems are as follows.

2.1. No Smoking Area Set Up, the Phenomenon of Second-Hand Smoke

The data are as follows: China is the largest tobacco producer and consumer in the world, accounting for nearly 30% of the total number of smokers in the world, ranking first. In China, more than one million people die from smoking every year. We can see smokers on the street, in schools, in office buildings and in other places, regardless of whether there are children or pregnant women around. No smoking area has been set up, which leads to the existence of second-hand smoke and endangers the health of smokers and others [9].

2.2. Low People's Foreign Language Level

City internationalization is to deepen the relationship with the world consistently, and form an international city, even a global city as last. A certain foreign language ability is necessary. Foreign language level can show the international level of the city. Anyang ancient capital, an international tourist city, will be visited by many foreign tourists. Tourists need to consult the residents when they ask for directions. The residents' foreign language level is not high, which will affect the tourism experience. However, the low level of foreign language that citizens accept foreign tourists will bring bad tourism experience to tourists. The data of the sixth national census in 2010 shows that: the permanent resident population of the city is

5172834, and 16.55% of the population with high school education or above. The proportion of people with high education level is relatively small.

2.3. There Is An Uncivilized Phenomenon

When foreign and domestic tourists choose a tourism destination, they must hope that the tourist destination will have a friendly and civilized tourism environment and atmosphere as well as excellent tourism image. The manners are not polite and the streets are insanitary. The phenomenon of grabbing customers frequently occur and the ancient capital image is not profound and perfect.

Also, there are many phenomena such as running red lights, jumping in the queue, speaking the uncivilized language and disobeying orders. The main reason is that awareness is not enough and the level of civilization is not high [10].

2.4. Low Garbage Classification Concept

Affected by long-time life habits, the social morality awareness, collective consciousness, hygienic concept of some citizens are weak. Thus, there is still a long way to go before the cultivation of civilized behavior habits completes. Several negative habits such as not abiding by traffic rules, littering about, not following public order, not caring for the public environment still exist.

After the pilot project of garbage classification in Shanghai, the topic of garbage classification on the Internet has become a hot topic. Littering is uncivilized. Many people think that they don't want to throw it into the garbage can. Every citizen should contribute his or her own strength to the construction of a civilized city. Only when the environment is good, the living environment of people will be good. There are many cases of spitting, which affect the image of the city.

2.5. Few Foreign Language Signs

The survey found that the internationalization level of Anyang is low. In this part, the tourism destination logo, tourism image, tourism convenience, environmental atmosphere and other aspects are analyzed. Henan Province, a big international tourism province, only has the sign of multi-national languages in a few scenic spots. On the bus, you can hear the station name in English, but there are few foreign language signs in other areas except tourist attractions. The significance of signs such as introduction is to let tourists have a convenient and comfortable travel experience, which needs to be solved urgently. In addition, the survey also found that Anyang's shops, restaurants and other foreign language signs are almost absent.

3. Discussion

The development plan for Anyang to build an international civilized city. Under the condition of internationalization, in order to effectively promote the process of building a civilized city in Henan Province, it is necessary to excavate and display the city characteristic value of Henan Province, seek the global optimal allocation of resources, promote the internationalization of civilized city and improve the support for the construction of civilized city. Anyang has been changing into an international city. It will become an international civilized city if the civilization degree of the whole city is improved.

3.1. Set up A Smoking Area, Let Second-Hand Smoke Disappear

Smoking areas have been set up in railway stations in big cities such as Beijing and Zhengzhou. Because of the great harm of second-hand smoke, in order to protect the health of smokers and others, smoking areas should be set up in all streets and scenic spots. If there is any violation, corresponding disciplinary measures should be taken.

3.2. Improve People's Foreign Language Level and Civilized Quality

Nowadays, with the development of economic globalization, if a city wants to develop more rapidly, it cannot be ignored to connect with international standards. As for the municipal government and the administrative departments of each district, foreign language training should be held regularly to improve the foreign language level of residents accepting foreign tourists, and cultural reading month activities should be carried out to enhance the level of civilization of the citizens so that civilization can be displayed in everyone's mind, and violations of civilization will disappear, so as to build Anyang into an international civilized city.

3.3. Enhance the Civilized Attitude of Citizens

As the highest honor of comprehensive evaluation for cities in China, national civilized city is a valuable city brand. Its index involves various aspects of "Five in one" overall layout.

The construction of a civilized city is not completed by the government alone, and "civilized city" is never a superficial calling. Everyone must do something, contributing to the same goal together.

Affected by long-time life habits, the social morality awareness, collective consciousness, hygienic concept of some citizens are weak. Thus, there is still a long way to go before the cultivation of civilized behavior habits completes. Several negative habits such as not abiding by traffic rules, littering about, not following public order, not caring for the public environment still exist.

3.4. Adopt Strict Garbage Classification to Let Sanitary Conditions Show Civilization

A clean and tidy environment is what everyone wants to see. Living in such an environment, traveling is very comfortable. Shanghai has experimented with garbage classification. When putting garbage sorting boxes in the streets of Anyang, it is also necessary to popularize the knowledge of garbage classification to residents and enhance their understanding, so that tourists from home and abroad can see the clean environment and the civilization when they come to Anyang.

3.5. Increase the Signs of Foreign Language and Improve the Level of Internationalization

To build Anyang into an international civilized city, foreign language signs are indispensable. If foreign tourists can enjoy self-help tourism in Anyang, foreign language introduction is provided in the tourist destination, English broadcast is provided at the bus stop, and convenient foreign language service is provided, which will enhance their good impression of the tourist destination and create a friendly and civilized tourism environment. Finally, it will form a good tourism destination image and a friendly and civilized tourism atmosphere.

4. Conclusion

Anyang has great development potential in building an international civilized city. Although it has great characteristics as an ancient capital, it has weak competitiveness compared with other cities, such as low degree of internationalization, low level of civilization, insufficient garbage classification level, large number of people smoking everywhere, and weak foreign language reception ability of citizens. In this paper, some suggestions are put forward to improve the level of internationalization, and the development theory of international civilized city construction is consistent with China's globalization development strategy. As the highest honor of comprehensive evaluation for cities in China, national civilized city is a valuable city brand. Its index involves various aspects of "Five in one" overall layout. The construction of a

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