



Research on the Cultural Zigong from the Perspective of One Belt and One Road Initiative

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Abstract: In the year of 2011, the development goal of constructing Five Zigong was put forward by the local authority of Zigong, which is a prefecture-level city of Sichuan Province and located in the southwest of People's Republic of China. Five Zigong is associated with five aspects, including industry, ecology, culture, innovation and happiness. In the year of 2013, Chinese president Xi Jinping put forward the One Belt and One Road Initiative. This paper analyses how to construct cultural Zigong from the perspective of One Belt and One Road Initiative.

Key words: Cultural Zigong; One Belt and One Road; Reflection.

1. Cultural Zigong

Zigong is located in the south of Sichuan Province of People's Republic of China. It is a prefecture-level city of Sichuan Province. The capital of Sichuan Province is Chengdu city. Zigong is about 202 kilometers away from Chengdu. In the year of 2011, the municipal party secretary of Zigong Lei Hongjin put forward the development goal of constructing Five Zigong (Xiaoluo Hu, 2012). Five Zigong is associated with five aspects, including industry, ecology, culture, innovation and happiness. Industrial Zigong should be of obvious advantages, Ecological Zigong should be beautiful and pleasant, Cultural Zigong should be of distinctive characteristics, Innovative Zigong should be dynamic and Happy Zigong should be prosperous and harmonious.

Zigong has some distinctive cultural characteristics. For example, it has the reputation as the Salt City of More than Two Thousand Years, Hometown of Dinosaur, and Lantern City of Southern China. In addition to the previous reputation, there are four more name cards for Zigong, including a member of the global geological parks network, national famous historical and cultural city, Chinese outstanding tourism city and the hometown of Chinese folk art (Xianjun Tan, 2015).

2. One Belt and One Road Initiative

In September and October of 2013, during visiting Central Asian countries and Southeast Asian countries, Chinese president Xi Jinping put forward the initiative to jointly construct the Silk Road Economic Belt and the 21st Century Maritime Silk Road. The One Belt and One Road Initiative has attracted international community's high

attention.

The construction of one belt and one road is a systematic project. It adheres to the principle of joint discussion, joint construction and sharing. It actively promotes the communication of the development strategies of the countries along the Silk Road Economic Belt and the 21st Century Maritime Silk Road.

Silk Road initiated in ancient China. It is a commerce and trade route which connects Asia, Africa and Europe. In terms of the ways of transportation, it can be divided into Overland Silk Road and Maritime Silk Road. Originally, the silk fabrics and porcelain made by ancient China were transported to Southwest Asia and Europe. Silk Road was a main route over which the economics, politics and culture were communicated between the east and the west.

In present age, the world is undergoing a complicated and profound transformation. The deep influence of the international finance crisis continues to occur and development is a common concern for all the countries. Jointly constructing One Belt and One Road conforms to the trend of multi-polar world, economic globalization, cultural diversity and social informatization. It adheres to the spirit of regional cooperation and is committed to maintaining the global free-trade system and an open world economy. One Belt and One Road is an idea and proposal of cooperative development. It depends on the existing bilateral mechanism or multilateral mechanism between China and relevant countries. It is with the help of existing efficient regional cooperation platform. It uses the historical symbol of ancient Silk Road and upholds the

flag of peaceful development. China will actively develop the economic and cooperative fellowship with the countries along the Silk Road. These countries will jointly build a community combined by common interests, common destiny and common duties. Political mutual trust, economic integration and cultural tolerance are valued by these countries (Gaoli Zhang, 2015).

The greatest charm of One Belt and One Road Initiative for the world not only lies in how much investment and profit it will bring, but more importantly, it will bring a new trend for the whole world and it will let equal cooperation, cultural exchange and economic prosperity, other than military hegemony, become another principle axis for the world order in the future.

Internet-based businesses and media in China have been asked to actively engage in the One Belt and One Road Initiative by building a "digital Silk Road" and helping to upgrade traditional industries within and beyond China's borders. One Belt and One Road Initiative refers to a trade and infrastructure network connecting Asia, Europe and Africa. It was proposed by President Xi Jinping as a way of reviving ancient trade links between Asia and Europe. The routes pass through at least 60 countries and regions with a combined population of 4.4 billion. (Huanxin Zhao, 2015).China should expand e-commerce, industrial networks and Internet banking abroad to serve more than a billion Internet users, businesses and investors along the Silk Road Economic Belt and the 21st Century Maritime Silk Road.

3. Priorities of Cooperation

From the perspective of One Belt and One Road Initiative, the countries along the Silk Road Economic Belt and the 21st Century Maritime Silk Road will strengthen their cooperation in following aspects: **A. Communication of policies.** Strengthening communication of policies is an important guarantee for the construction of One Belt and One Road. **B. Interconnection of facilities.** Interconnection of infrastructure is a priority for the construction of One Belt and One Road. Key road, key panel and important project of transportation infrastructure should be prioritized. Strengthen the connection and cooperation of energy infrastructure. Jointly boost the construction of cross-border fiber optic cable and improve the connection of international communication. **C. Channels of trade.** Cooperation of investment and trade is an important part for the construction of One Belt and One Road. It is advisable for the countries to eliminate investment and trade barriers. China should be active to jointly construct free trade area with the countries along the Silk Road Economic Belt and the 21st Century Maritime Silk Road. The countries should strengthen the customs cooperation including information exchange, mutual recognition of supervision and law enforcement, strengthen bilateral cooperation and multilateral cooperation including inspection and quarantine, certification and accreditation, standard measurement and statistic information, and push forward the validation and implementation of the *Trade Facilitation Agreement* proposed by World Trade Organization. The countries should broaden the trade area, optimize trade structure, explore new growth point of trade and promote the trade balance. It is advisable to

accelerate the process of investment facilitation and eliminate the investment barriers. The countries should expand the mutual investment areas, carry out in-depth cooperation in areas including farming ,forestry, animal husbandry and fishery, farm machinery , production and processing of agricultural products, actively promote the cooperation in areas including marine culture, distant fishery, fish processing, sea water desalination, marine pharmaceuticals, ocean engineering technology, environmental protection industry and maritime travel. It is advisable to promote the cooperation of recently emergent industries, such as the in-depth cooperation of new generation of information technology, biology, new energy and new materials. China welcomes the enterprises from these countries to invest in China and encourages the enterprises of China to take part in the infrastructure construction and industrial investment of these countries. **D. Accommodation of fund.** The countries should deepen the financial cooperation, push forward the construction of Asian monetary stability system, investment and financing system and credit system. **E. Financial regulation.** China should promote signing memorandum of understanding concerning bilateral cooperation of regulation. **F. Connection of public mind.** It is advisable to inherit and develop the spirit of friendship and cooperation, widely conduct cultural exchange, academic exchange, talent exchange, media cooperation, exchange and contact of the youth and the female, volunteer services, etc. **G. Increase the number of the foreign students.** Ten thousand scholarships of Chinese government will be available for the countries along the Silk Road Economic Belt and the 21st Century Maritime Silk Road. It

is advisable to conduct cooperative education. **H. Tourism cooperation.** China could sponsor Tourism Promotion Week and Tourism Promotion Month with these countries.

I. Cooperation concerning infectious diseases and public health emergency. China should strengthen the cooperation with these countries concerning communication of epidemic situation, exchange of control techniques and cultivation of professionals, improve the ability of jointly handling public health emergency. **J. Cooperation of science and technology.** China could construct joint research center, international technology transfer center, and maritime cooperation center with these countries. **K. Practical cooperation concerning areas of common interest.** China should actively explore and boost the cooperation concerning the youth employment, entrepreneurship training, vocational skill exploring, social security management service, public administration, etc. **L. Party and parliamentary exchange.** These countries should strengthen friendly exchange of the legislative bodies, main parties and political organizations. **M. Cooperation of nongovernmental organizations.** It is advisable to widely conduct public service activities and charity activities including education, medical care, poverty alleviation, ecological protection, etc.

4. Reflection on Cultural Zigong

4.1 Tourism cooperation

Zigong is a national famous historical and cultural city of China, but there will be a long way to go if it wants to be really well known at home and abroad. Zigong should actively take part in some international tourism promotion activities. At the present

time, Zigong lantern is shown at home and abroad, when it is shown in foreign countries, especially in the countries along the Silk Road Economic Belt and the 21st Century Maritime Silk Road, the lantern companies should grasp the great opportunity to introduce cultural Zigong.

Zigong could actively conduct sports exchanges with the counterparts from these countries.

4.2 Sister cities

Zigong should actively establish a link as sister cities with more cities from these countries. Based on this, Zigong could widely conduct cultural exchange, academic exchange, talent exchange, media cooperation, exchange and contact of the youth and the female, volunteer services, etc. with the sister cities.

4.3 Foreign students and talents exchange

Sichuan University of Science and Engineering is located in Zigong, at the present time, this university is actively enrolling foreign students from the countries along the Silk Road Economic Belt. Zigong should support the universities to enroll more students from these countries and encourage talent exchanges.

4.4 Scientific and technological cooperation.

Zigong has its advantages in the areas like mechanical equipment manufacturing, salt chemical industry and new material (Xianjun Tan, 2015); it should actively seek cooperation with these countries, in this way, Zigong could jointly improve its technological innovation ability with the counterparts from these countries.

4.5 Nongovernmental organizations

Zigong should actively cooperate with the nongovernmental organizations from these countries to conduct public service activities and charity activities including education, medical care, poverty alleviation, ecological protection, etc.. It should use the Internet to shape a harmonious and friendly cultural ecology and public opinion environment.

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