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From cultural diversity to creative city: theoretical logic and practical exploration of the gourmet city

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ABSTRACT

The construction of creative cities is an important choice for the current urban transformation and development. Taking the "city of gastronomy" of UNESCO creative cities network as the research object, this paper analyzes the impact of cultural diversity on creative cities. Based on the theoretical connotation of creative cities and the logical analysis of the relationship between cultural and creative industries and creative cities, this paper puts forward the theoretical basis for the construction of "food city", and constructs the urban food creative system from four aspects: urban food culture, creative community, environment and atmosphere, investment and financing, and intellectual property protection. On this basis, combined with the group characteristics of the "food city" and the case of Yangzhou, this paper analyzes the practical process and key issues of creating the "food city", and summarizes the experience and Enlightenment from the "food city" to the creative city.

Keywords: cultural diversity; creative city; city of gastronomy; theoretical logic; practical exploration

1. Introduction

The driving effect of food on urban development stems from its dual impact on local residents and outsiders. It not only serves the improvement of urban life quality, but also is one of the symbols to measure the level of urban tourism development. Food itself is also a development element based on traditional culture. The rise and fall of traditional food has an important impact on the urban tourism image[1]. From an international perspective, food, as a key element leading urban development, originated from the UNESCO Creative Cities Network (hereinafter referred to as UCCN) established in octo-ber2004. As the highest level non-governmental organization in the global creative field, the creative cities network regards cultural creativity as the main driving force to promote the sustainable development of cities and takes it as a strategic factor to strengthen cooperation between cities. Food is one of the seven themes of UCCN.

The international innovation and creativity on culture originated from the proposal of "cultural diversity". Since the 1960s, new forms of colonization with culture as the core means or purpose have begun to appear all over the world. Asymmetries and inequalities in the process of cultural exchange continue to appear. How to maintain cultural

diversity has become a prominent issue in the field of global cultural security[2]. The trend of "cultural imperialism" represented by the United States will lead to the loss of diversity of multiculturalism, resulting in irreparable losses[3]. Facing this challenge, the 31st General Conference of UNESCO adopted the Universal Declaration on cultural diversity and its action plan in 2001, which proposed to carry out broader solidarity and mutual assistance on the basis of recognizing cultural diversity, recognizing that human beings are a unified whole and developing intercultural exchanges. The Convention for the protection of intangible cultural heritage was adopted at the 32nd General Assembly in 2003, and the impact of cultural diversity was further expanded. Based on this background, UCCN is established to advocate and maintain cultural diversity, and carry out interaction, exchange and sharing of creative development ideas among member cities, which is a distinctive feature of this organization different from other "international honors". However, from cultural diversity to creative cities, what kind of theoretical logic exists, how to provide scientific theoretical guidance for urban transformation and development, and how to provide reference for cities applying to join UCCN are scientific problems that need to be solved urgently. 36 cities around the world have joined UCCN as the "city of gastronomy", and Yangzhou was approved to be one of them in 2019. It is an important basic work to systematically sort out the practical exploration process of this urban group and Yangzhou case and support each other with theoretical analysis.

2. Impact dimension of cultural diversity on the construction of creative cities

The impact of cultural diversity on the construction of creative cities is reflected in two aspects: on the one hand, the relevant UN agendas and conventions lead the construction of creative cities; on the other hand, the goal orientation of creative cities echoes the cultural diversity.

2.1. Leading role of relevant UN conventions and agendas in the construction of creative cities

The Convention on the protection and promotion of the diversity of cultural expressions, adopted at the 33rd General Conference of UNESCO in 2005, stipulates the rights and obligations of States parties to protect cultural diversity and emphasizes the need to provide support to developing countries, which constitutes the core idea of the construction of creative cities. On the occasion of the 10th anniversary of the adoption of the Convention, the 2030 agenda for sustainable development was issued at the 70th session of the United Nations General Assembly in 2015. This agenda covers 17 global development goals. The role of culture is reflected in multiple goals involving cities and human settlements, social inclusion, job creation, urban resilience and environmental protection. The most noteworthy point of this agenda is that "for the first time, the key role of culture, creativity and cultural diversity in meeting the challenges of sustainable development has been recognized at the global level". This is a target system that needs to be compared and echoed by cities applying for membership and becoming UCCN member cities. Fully understanding and grasping the essence of this system is an important guiding ideology for the construction of creative cities.

Creative cities are also the practice of the concept of sustainable development. The new urban agenda was adopted at the Third United Nations Conference on housing and sustainable urban development held in Quito, Ecuador, in 2016, which is an important milestone in promoting the process of global sustainable urbanization. The "Quito declaration" of the new urban agenda clearly defined the common vision of everyone enjoying cities and human settlements, and rose to the height of "urban rights". In the "Quito platform for action", it is clearly proposed to commit to the transformation of urban governance paradigm, so as to promote sustainable, inclusive and sustainable urban development, and clarify the development direction of creative cities from another level.

2.2. The goal orientation of creative city construction and its echo to cultural diversity

UNESCO has put forward six objectives for the creative cities network b.: first, strengthen international cooperation among cities, and cities regard creativity as the leading factor of sustainable development; second, promote and strengthen cooperation between cities, make creativity an important part of urban development, and promote mutual cooperation between the public and private sectors and the private sector; third, strengthen the creation, production, distribution and dissemination of cultural activities, goods and services; fourth, establish a creative innovation center to create more employment opportunities for the people; fifth, enhance people's sense of access to and participation in cultural life, so that vulnerable groups can also feel the pleasure brought by cultural products and services; sixth, cultural creativity should be incorporated into local development strategies and plans, while benefiting developing countries and regions. From the six aspects of goal orientation, we can see the multifaceted impact of cultural creativity and its important value to urban development. Maintaining cultural diversity is the common principle of UCCN member cities.

3. Theoretical logic of "gourmet city"

3.1. The inherent law in the development of Creative Cities

Theoretical connotation of creative city

In the context of globalization, when the urban growth doctrine gradually came to an end, urban development began to shift from incremental development to stock development represented by urban renewal[4]. It is obvious that the sustainability problem in urban development cannot be solved by continuing to use the urban construction method in the period of incremental development. Urban development is an organic process of metabolism. The traditional material space renewal is the basic link. The focus is to seek the development and balance of social, economic, cultural and other comprehensive benefits, give play to the important role of culture in urban renewal, and then promote the culture oriented urban creative construction[5]. From another point of view, the technology, knowledge and talents required by the creative industry will become mobile elements with the flow of people. Only those highly tolerant "creative cities" can attract and successfully retain talents[6]. Of course, "creative city" is not a static concept, but a process of continuous development with the changes of the times. There is no fixed model and no ultimate category[7]. Different scholars have explained the basic elements and conditions for the formation of creative cities from different perspectives[8–12] (**Table 1**).

Table 1. Representative theories on the constituent elements of creative cities

Representative figure	Theoretical concept	Core view
Landley (Landry, 2000)	7 Element theory	Creative cities are built on seven elements: personnel characteristics, will and leadership, population diversity and ways to obtain various talents, organizational culture, strong local identity, urban space and facilities, network and structure
Hospers, 2003)	3 Element theory	The three elements of concentration, diversity and instability can increase the opportunities for the formation of urban creativity
Florida, 2003)	3T Theory	Creative cities must have three key elements: Technology nology, talent and tolerance
Glaeser, 2004)	3S theory	Creative cities are composed of skills, sun and sprawl
Carta, 2009)	3C theory	Culture, communication and cooperation are the essential characteristics of Creative Cities

Table 1 is a representative theory on the constituent elements of creative cities. Although there are differences in views, the common feature is that creative elements all point to the creative industry of the city. Creative industry is the foundation of creative city construction. Culture, as its driving force, promotes the expansion of creative industry from "an industry with distinct artistic connotation" to "a circular process of creation, production and sales of products and services formed with creativity and knowledge capital as basic inputs"[13]. Cultural and creative industry responds to the practical needs of creative city construction in terms of value, mechanism and performance.

Relationship logic between cultural and creative industries and Creative Cities

Firstly, cultural and creative industries are an important support for the development of creative cities. Creative industries based on regional cultural resources will provide more possibilities for urban transformation and upgrading, urban space remodeling and urban governance innovation[14]. Creative cities not only need the continuous expansion of economic scale, but also need the comprehensive improvement of soft power based on culture, with creativity as the core and talent as the guarantee. Cultural and creative industries can not only organically combine with urban transformation, but also realize cross-border integration with high-end industries and modern service industries, so as to enhance the city's innovation driving force at a deeper and higher level, so as to make the city get rid of its excessive dependence on traditional resources, accelerate urban transformation and achieve high-quality development[15].

Secondly, the development effect of creative cities affects the development level of cultural and creative industries. Creative cities not only provide rich creative elements and development space for cultural and creative industries, but also provide a fundamental guarantee for the efficient development of industries. Cities will provide continuous support to cultural and creative industries in terms of development environment, development mechanism

and resource integration. Therefore, the cultural and creative industries must carry out systematic planning, effectively combine the government planning with the allocation of market resources[16], and make overall use of all aspects of urban resources.

Third, the relationship between the two is consistent in the agglomeration capacity of urban creative elements. Urban innovation capability can drive the high-level development of urban economy, especially in product production, output value creation and employment provision[17]. Factor agglomeration plays an important role in the interactive operation mechanism between cultural and creative industries and urban economic development[18], which is mainly reflected in the interactive relationship between the two systems, from the aspects of factor flow and allocation, factor growth and innovation, factor integration and innovation, so as to promote the upgrading of urban industrial structure and the development of economic transformation.

3.2. Theoretical system of the development of "city of gastronomy"

Theoretical basis for creating a "city of gastronomy"

As one of the types of creative cities, the "city of gastronomy" follows the general law of the development of creative cities and also reflects its own characteristics. Cultural creativity and scientific and technological progress will become important elements of urban development, which means that the city will have a harmonious human environment, a developed economy, and an enlarged and perfect diversified food industry system[19]. Relevant studies have explored the relevant ideas for the construction of the "city of gastronomy" from the aspects of the positioning of the gastronomy creative industry, the folk wisdom of gastronomy, the gastronomy certification system, the value of gastronomy heritage and the gastronomy creative environment[20]. UCCN's evaluation standard for "city of gastronomy" covers five major issues and eight aspects (**Table 2**) b., including gastronomy tradition, food materials and technology, traditional food market and industry,

festival events, education and teaching, which constitutes the theoretical basis for the establishment of "city of gastronomy".

Table 2. UCCN's evaluation criteria for "city of gastronomy"

Evaluation items		Evaluation criterion
Culinary tradition	1.	It has a long history of cooking and food, and has the characteristics of reflecting the city and region
	2.	With a large number of traditional restaurants and chefs, and a certain attractive food community
Food materials and technology	3.	Using domestic cooking materials in traditional cooking
	4.	Have local traditional cooking knowledge, methods and methods, and the cooking industry and technology developed from them
	5.	Attach importance to the environment and make sustainable use of local products
Traditional markets and industries	6.	With traditional food market and food industry
Festival Competition	7.	It has the tradition of holding food festivals, cooking competitions or other food identification methods
Education and teaching	8.	Cooking schools set up courses on the protection of biodiversity, and educational institutions set up courses on promoting food nutrition and traditional cooking and protecting cooking methods to actively promote the cultivation of public food awareness

Localization and transformation of the basis for applying for the establishment of "city of gastronomy"

UCCN's evaluation standard for the "city of gastronomy" is based on the operation guide in the general sense. In order to carry out the innovation application work in combination with the actual situation of Chinese cities, localization transformation must be carried out on the basis of understanding the relevant agenda, including two steps:

The first step is to deeply understand the content and spirit of the 2030 agenda for sustainable development and the new urban agenda, especially the 17 goals of the former, and the extent and scope to which cities can respond to them. It is necessary to give clear explanations and put forward action plans. The key task of this step is to strictly follow international standards, create a creative picture of urban food and tell a good story of urban food with an international perspective.

The second step is to build a creative system of urban food according to the evaluation criteria, which is specifically composed of four aspects: first, to show the distinctiveness, diversity and openness of urban food culture, including various food consumption elements and diverse creative spaces already existing in the city, including creative enterprises, creative matters and institutional sites; the second is the cultivation of food creative community. Relying on professional colleges and social institutions, professionals and cultural creative lovers constitute the intellectual resources of the food creative industry, and a certain scale of food creative talents constitute the creative class of the city; third, the creative environment and atmosphere of urban food culture, including various institutions and places for the development of urban food creative industry, as well as the recognition and participation of residents and food lovers in the creative industry of food cities, which are reflected in the guiding policies and governance systems and mechanisms of the creative atmosphere; fourth, investment and financing status and intellectual property protection. The former reflects the attraction of the food industry to capital, while the latter aims to safeguard the legitimate interests and sustainable development of the industry. The four conditions are reflected in the seven indicators, which together constitute the creative system of urban food culture (**Figure 1**).
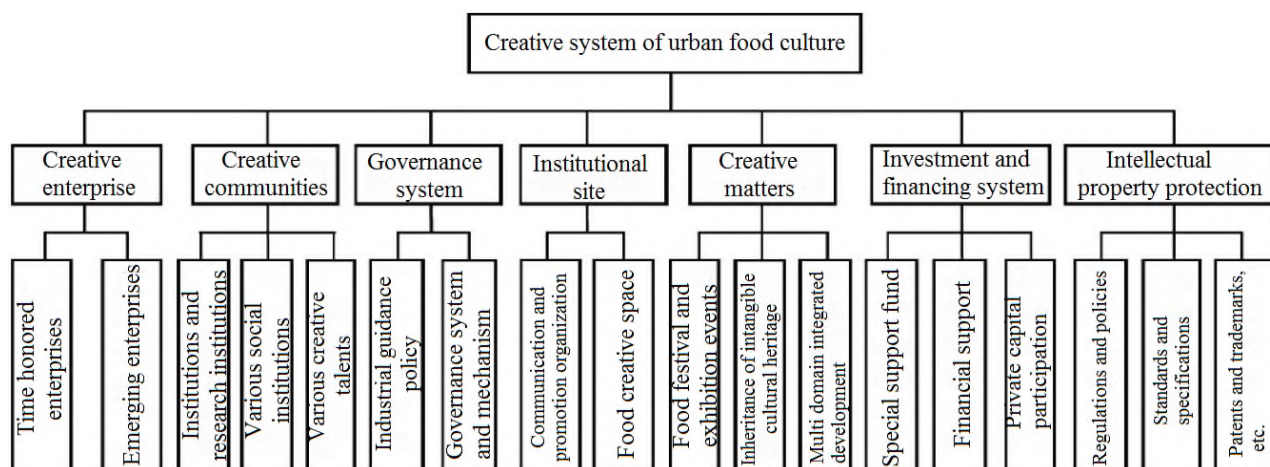
Figure 1. Composition of creative system of urban food culture.

4. Practice and exploration of "gourmet city"

4.1. General features of UCCN's "gourmet city"

By the end of 2019, a total of 246 cities in the world have joined the creative cities network, and China has 14 creative cities with six types of themes besides the "city of music". Among them, "the city of food" and "the city of design" are both four cities, ranking first in number. Popayan, colombia, which joined UCCN in 2005, is the world's first "gourmet city". At present, UCCN has 36 "gourmet cities". The number distribution is: four in China and Brazil, three in Italy, two in the United States, colombia, turkey, spain and Mexico, and one in 15 countries, including Sweden, south Korea, south Africa and Australia.

UCCN36 "gourmet cities" have three characteristics: first, although cities vary in size, small and medium-sized cities account for more than half. According to the data of 2019, there are 18 cities with a population of less than 500000, of which alba in Italy, m é Rida in Mexico, afyonkarahisar in Turkey and stersunds in Sweden all have a population of less than 100000. It can be seen that the size of cities is not related to the "city of Gastronomy". Second, the city has a multi-cultural blend of food traditions, special ingredients, traditional food, etc. The food traditions of many countries or regions in Popayan and Macao, white truffles in alba, marine food in Bergen, grapes and wine in Zahle are representatives in this regard. Thirdly, food plays an important role in urban development. With the development and evolution of the city's history and culture, food also leads the city to continuously innovate quality and improve comprehensive functions. For example, jeonju always takes providing high-quality traditional Korean food as its own responsibility, burgos proposed the "human engine" project carried out by the food evolution global laboratory, tucson launched the community food bank project, etc. These features fully reflect the purpose and mission of UCCN, and are also an important practical reference for the application and construction of the "city of gastronomy".

4.2. Practice and exploration of domestic cities' application for "city of gastronomy"

On October 31, 2019, unesco announced that Yangzhou was selected as the "city of gastronomy", the fourth "city of gastronomy" after Chengdu, shunde and Macao. In order to further analyze the idea of creating this "City honor", take Yangzhou as an example to analyze the practical transformation path from food creative industry to creative city construction.

Yangzhou is one of the first 24 national historical and cultural cities announced by the State Council. It is the main birthplace of Huaiyang cui-

sine. In 2001, it was awarded the first "hometown of Huaiyang cuisine" in China by the China Cuisine Association. It has a profound food culture. The food products represented by Yangzhou fried rice and Yangzhou steamed stuffed buns have had a wide impact at home and abroad. In 2013, the city began planning to apply for the "city of gastronomy". In 2019, the city officially applied report to UNESCO, which was approved after a series of review procedures. Looking back at the application process of Yangzhou as the "city of gastronomy", we can see the construction path of creative city with gastronomy creative industry as the core. At the beginning of the declaration work, the important task was to study the declaration items and requirements. Later, it went through the process of refining the declaration consensus, sorting out the urban "family background", clarifying the development ideas and forming a multi-party joint force. Compare with the creative system of urban food culture, and organically integrate it into the matters and tasks of creative city construction (**Table 3**).

Table 3. Matters and tasks for Yangzhou to create a "gourmet city"

Evaluation items	Target orientation		Evaluation criterion
Creative enterprise	Historical and cultural elements of food creativity	Highlight the role of food history and culture in urban development	Time honored enterprises, catering intangible cultural heritage, emerging enterprises, etc
	Industrial chain in the field of food creativity	Industrial system from raw material planting, breeding to catering consumption	Output value of catering and food enterprises, supply of raw materials, production and control system of semi-finished products and finished products
Creative communities	Communities and groups of food creativity	Livelihood groups (sharing ability of special groups), food lovers	Teachers, researchers and chefs; food lovers; contribution to special groups and women; impact on the elderly and adolescents
	Education and training resources for food creativity	School personnel training, various training institutions (activity and long-term mechanism, etc.)	Number and training scale of institutions of higher learning, vocational colleges, r & D institutions and social training institutions
Governance system	Governance system of food creative industry	Government promotion policies, programmes and measures; governance institutions and industry organizations, etc	Industrial guidance and promotion policies, policy echoes with urban and rural development strategies, industry associations
Institutional site	Professional institutions and places for food creativity	Promotion and communication capacity, typical schemes and projects of cultural and creative industries	The number of international communication and promotion institutions, the role of cultural and Expo venues, and the role of the community
	Food Creative Festival exhibitions and competitions	For professional and non professional personnel, degree of internationalization and periodic status	Number of festivals, skills competitions and exhibitions in different radiation areas; number of regular and random events
Creative matters	Inheritance and utilization of gourmet intangible cultural heritage	Food intangible cultural heritage and its inheritors' development status	Inheritance and utilization of intangible cultural heritage of food, operation of intangible cultural heritage projects of catering enterprises, identification and role of intangible cultural heritage inheritors
	Integrated development with other creative fields	Cross integration with other ideas, support ability and influence scope	Number of various activities and projects characterized by integration, types and spaces of integration with related fields
Investment and financing	Investment and financing system of food creative industry	Capital investment of the city in cultural and creative industries and food creative industries	Diachronic analysis on the scale of urban cultural and creative industries and comparative analysis on the proportion of food creative industries
Intellectual property right	Intellectual property protection of food creativity	Inheritance and protection of traditional skills, development and promotion of skills standardization and standardization	Measures for the protection of intangible cultural heritage of diet; national, provincial and local patent technology on food production

Table 3 is not only the main task of creating the "city of gastronomy" of Yangzhou creative city network, but also the concrete embodiment of cultural and creative industries in the development and construction of creative cities. The main task of the creation focuses on the evaluation of the creative city, makes a specific analysis of the actual situation of the city itself, and measures and expresses it according to the evaluation standards, forming an action line from the industrial system to the creative

city.

4.3. Key issues in the construction practice of "city of gastronomy"

The construction of creative cities should not only pay attention to the reality of urban development, but also pay more attention to the understanding and implementation of the network value concept of creative cities. The construction of creative cities should follow the development principles of characteristics, diversity, sharing and inclusiveness. It should not only respond to and implement the actions of the United Nations leading cultural diversity and sustainable urban development, but also deal with the specific transformation between international standards and localization practices. Focusing on the practice and exploration of the "city of gastronomy", the key issues focus on three aspects: industrial status, comprehensive impact and international vision.

First, consolidate the position of the creative industry, expand the pattern of the creative industry, and enhance the contribution of the creative industry to the urban economy. Yangzhou promotes the integration of "three industries" with food creativity, and actively promotes the integration and coordinated development of food creativity and design, tourism, cultural innovation, environmental protection and other fields from rural to urban, from land to dining table. It uses the development idea of "main business" to drive "multi industry" and diversified integration to empower the construction of creative cities and expand the urban creative economy. Second, enhance the comprehensive impact of food creativity on different communities in the city. Specifically, food creativity should provide citizens with an education system of urban food culture and healthy diet, launch a home-based elderly care dining table plan for the elderly, and carry out diversified training for citizens, professional chefs, food lovers at home and abroad, so as to increase employment and entrepreneurship opportunities for the people, including poor families. Continue to popularize and promote the goals and action areas of the UNESCO creative cit-

ies network to the public, so that citizens, especially young people, women and vulnerable groups, can fully participate and play a positive role in the well-being of people's livelihood. Third, expand the opening-up pattern of the city from an international perspective. Among the member cities of the creative cities network, communication, exchange and cooperation are the main discussion mechanisms. Successful and efficient practices should be shared among the member cities; at the same time, it should embody the responsibility of helping each other, actively undertake relevant international obligations, especially support African and Arab countries, closely cooperate in international cooperation and talent training, and enhance the international influence of creative cities.

5. Experience and Enlightenment from "city of gastronomy" to creative city

It can be predicted that the construction of cultural and creative industries and creative cities guided by the value concept of the creative city network will become the direction of efforts of several cities in China. Regardless of whether they are selected into the creative city network or not, cities go hand in hand with the purpose of the creative city network in terms of cultural inheritance and utilization, value pursuit of creative industries, sustainable development actions, etc. The process from application to selection of Yangzhou "city of gastronomy" shows that under the development demands of the current city, such as seeking transformation and renewal, image remodeling and expanding the development pattern, the concise theme and characteristic positioning should always run through it, and open up a broader space for urban cultural creativity, which is the development direction of creative cities in the future.

5.1. Define the strategic position of cultural and creative industries in urban development

In recent years, in order to enhance their pop-

ularity and influence, many cities are keen to acquire various names and brands. It is particularly common to see "city honors" that attach importance to declaration and ignore construction. The lack of connotation construction and evaluation mechanism is an important reason. To clarify this idea, we must understand that creative cities are the renewal of development ideas rather than the manifestation of development achievements. Creative cities only explore the urban development model driven and supported by cultural economy[21], and their significance cannot be simply understood from the economic level. To deeply grasp the law of urban development and lead the sustainable development of cities, we need to have a global perspective, that is, cities must deeply understand the significance and great value of cultural diversity, and how to avoid assimilation and erosion under the wave of globalization, so as to take more effective protection and development measures. The construction of creative cities is a process of concept cognition and value recognition. Even if it is selected into the creative cities network through efforts, it is not a "once and for all" urban honor, but a process of continuous attention, investment and development. It is a process of implementing various relevant United Nations statutes, regulations and conventions, and should play a demonstration and leading role in the development of other cities. The evaluation of member cities by the creative cities network is conducted every four years to monitor the development results through process management. Therefore, the strategic position of creative city construction needs to be strengthened and consolidated in the overall pattern of urban development.

5.2. Cultural inheritance and utilization and cultural environment construction are important prerequisites for the development of Creative Cities

Culture is the core element of creative cities. "These cities are distributed all over the world, making culture the pillar of their urban development strategies in their own ways, not just a supplement." This is the statement made by Audrey azoulay, di-

rector general of UNESCO, in the announcement of a new group of new members of the global creative cities network in 2019. In the process of urban development, a rich historical culture has been accumulated, and it is also a process of cultural production and reproduction. Traditional historical culture focuses on scientific inheritance and innovative utilization, respects the regional scope of cultural formation, evolution and influence, and avoids over-emphasizing the idea that a certain type of culture is exclusive to a certain administrative region. The "city of gastronomy" does not have to be shackled by the cuisine or cuisine flavor schools, and the development and prosperity of any culture will not be limited to a specific administrative region. In terms of the construction of urban cultural environment, it includes not only the physical cultural elements carried by a series of cultural and Expo venues and traditional skills learning places, but also the protection of cultural space inherited and utilized by intangible cultural heritage, which is also an important material for the construction of creative cities. Traditional culture and cultural environment are not only the cultural genes for urban transformation and renewal, but also the attraction factors for the development of cultural and creative industries, the formation of human resources and the accumulation of innovation factors, which help to inject new vitality into urban development and improve the level and quality of urban creative industry development.

5.3. The development of cultural and creative industries and creative cities shall be evaluated based on the effectiveness and impact

Based on the diachronic evaluation of the creative field and the evaluation of the relative influence of the industrial development level, the creative city does not take the urban area and population size as the premise, and pursues the conditions and objectives of the construction of a creative city. This fully shows that creative cities rely more on their own cultural personality charm. Even if they are not prosperous metropolises, as long as they can show their unique cultural charm and have good explora-

tion attempts in cultural inheritance and sustainable development, small and medium-sized cities can also become creative cities with global influence and demonstration[22]. Although cities of different sizes have different development modes and paths, their core meaning is the same, that is, the cultural and creative industries play a key role in creative cities, promote and coordinate development with other creative fields, and the creative industries are related to the overall situation of urban development and the well-being of people's livelihood.

5.4. Enhance the multiple effects of cultural and creative industries on urban sustainable development

Cultural and creative industries are the main focus of the construction of creative cities, but we should not only pay attention to the development level of the industry itself, but also pay more attention to the multi-dimensional utility of creative industries to urban development. Cultural influence focuses on the innovative utilization of urban characteristic culture and advantageous culture. The city is a multi-cultural aggregate with different cultural potential, but the coexistence of multi-cultural is the fundamental place for the city to show its cultural advantages. The implementation of the creative city strategy requires cities to base themselves on their own cultural advantages, make horizontal comparisons with other cities, look for differentiated space, and let the characteristic culture drive the development of urban industries. Among them, the economic impact aims to measure whether the construction and improvement of the cultural and creative industry chain has formed a system, its comprehensive impact on urban development, the controllability and traceability of cities to all links, etc. Many creative cities in Europe emphasize the localization of food materials in the industrial chain because of this measurement standard. The effectiveness of industrial chain construction is a production standard and norm to measure how much industry can play a leading role in urban development and whether it meets the requirements of sustainable development. The social impact is reflected

in the role of the creative industry in promoting employment, especially the employment and Entrepreneurship of special groups, and the support it can provide for eliminating gender discrimination and serving the spiritual and cultural life and physical and mental development of the elderly and young people. This not only reflects the social responsibility and practical responsibility of the cultural and creative industry, but also the starting point and foothold of the construction of creative cities.

5.5. Knowledge sharing and diversified cooperation are the value orientation of creative city construction

Sharing and cooperation is one of the important functions of the creative city network, which also points out the way for the construction of domestic creative cities. The construction of creative cities is also a pluralistic, open and inclusive system. Sharing development experience is a useful measure for cities to exchange their needs and learn from each other's strengths. In this process, the differentiation of the development theme of creative cities within a certain region is a necessary measure to promote cultural diversity and jointly promote development, and it is also an inevitable choice to create a brand of creative cities. "Characteristic creativity" is the basic principle to be adhered to in the construction of creative cities. For example, the four "food cities" (Chengdu, shunde, macao and Yangzhou) selected by UCCN in China reflect regional differences and cultural diversity. The construction of creative cities should be based on their own cultural characteristics, highlight key creative fields from the aspects of the occurrence of intangible cultural heritage and the scale of cultural and creative industries, and collect innovative elements and creative assets. Of course, whether or not selected into the creative city network, cities should give full play to their creativity in cultural and creative industries, strengthen cooperation and exchange, promote knowledge sharing, and cultivate their own characteristic creative economy through diversified cooperation, so as to drive the overall progress of urban society, culture, economy and other undertakings.

Conflict of interest

The authors declare no conflict of interest.

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