

A RESEARCH OF THE MEASURES AND APPROACHES ON THE INTERNATIONALIZATION OF THE CULTURAL INDUSTRY IN OLD REVOLUTIONARY BASE AREAS¹

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Abstract: There are lots of outstanding characteristics and unique charms of cultural resources in the Old Revolutionary Base Areas(ORBAs) of Sichuan. Through people's hard efforts to cultivate and develop the cultural industries in the ORBAs, they are expected to achieve healthy development and will gradually become the pillar industry of the tertiary industry and a new economic growth point. If the cultural industries in the ORBAs are needed to achieve sustainable development, we should do our utmost to build some cultural centers while shouldering the dual responsibility of protecting the historical and cultural heritage and the natural environment. We must advance with the times, research and formulate new development strategies in depth to realize the strategic task of multiplying economic efficiency of the cultural industry in the ORBAs, which is not only conducive to continuing to enrich and promote our glorious old district culture, but also conducive to continuously expanding the popularity of the ORBAs of Sichuan in the world.

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At present, the internationalization of cultural industry has become a major trend in the world's cultural industry. In order to promote the rapid development of local economy, the ORBAs should pay more attention to the development of cultural industry. The government should deepen the reform, change ideas and take various measures to improve the competitiveness of its cultural industry in the international market and vigorously promote the healthy development of the cultural industry in the ORBAs. The following points focus on some ideas about the measures and approaches for the internationalization of the cultural industries in the ORBAs of Sichuan.

1. Multi-party Cooperation Guided by the Government

The cultural industry in the ORBAs is highly integrated and related. It is an “integrated” industry that spans industries, regions and ownership, whose deep development will inevitably bring about a profound integration of various forms of culture. Especially in the tide of high technology, the continuous upgrading of the cultural industry will inevitably lead to more rich industries, and thus objective requirements are put forward for deepening the reform of the management system in the cultural industries of the ORBAs. Therefore, governments at all levels should

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strengthen their support, supervision and guidance of the cultural industries in the old areas, constantly update their concepts, increase their policy support and tap potential capabilities for the development of cultural industries. At the same time, they must adhere to scientific planning, improve infrastructure and public service facilities such as transportation and networks, and

strengthen energy and gas security, etc. Through attracting foreign investments, they can strengthen their financial support for the development of cultural industries in the old areas, and actively coordinate and settle the major issues in the development of the old areas in the province, such as the protective development of cultural resources and the realization of their sustainable use. Through comprehensive government planning and policy guidance, the government's macro-control capabilities should be properly brought into play, and the integrated management and coordination functions of the administrative departments of cultural industries should be strengthened. Other related departments such as culture, cultural relics, investment promotion, construction, public security and transportation must keep in mind the overall situation and service awareness, actively cooperate with the various cultural departments to protect cultural resources, inhibit unregulated competition and blindly duplicated construction, and do a good job in the comprehensive utilization and development management of the cultural industry resources in the old areas.

2. Presenting Competitive Products Designed Meticulously

The development of cultural products should highlight their features, improve taste, and bring up fine quality products according to international standards. The relevant departments should, under the support of the government, carefully investigate and study according to the layout of Sichuan's cultural resources, and increase or adjust fine lines on the basis of the original, such as the ancient Shu cultural heritage route, the Southern Silk Road route, the Three Kingdoms' cultural route and the Ba-Shu cultural route. In addition to the traditional cultural routes, it is necessary to gradually improve some of the new cultural routes and Red tourism routes involving the old districts. For example, the Tibet-Qiang-Yi cultural industrial corridor has a long history, rich ethnic cultural resources and historical and cultural relics with various forms of ethnic cultures, which own the unique status and special value in the pattern of our national cultures. In the development of cultural industries, especially in the construction of characteristic streets, villages, towns and park bases in the old districts, we should respect nature,

conform to nature, protect the natural ecology and the original appearance of the villages, highlight the traditional features and avoid major demolitions and reconstruction projects. We can integrate departments and regions at different levels for fused development designs. On the basis of excavating the cultural connotation, we can make full use of the resource advantages, combine static culture with dynamic sightseeing ways to turn them into three-dimensional dynamic entertaining, participatory and experiential cultural activities. We must combine the traditional culture of the old districts with the modern culture and combine ecotourism with cultural activities harmoniously blended, sticking to the people-oriented principle, highlighting the characteristics, brightened dots and new ideas, and never following the same pattern. We should actively participate in all kinds of exhibitions and use them as a platform to focus on upgrading the industrial brands of the old areas, making them a landmark product in the market, creating a theme culture boutique with profound cultural connotation and old-style flavor to improve the reputation of the cultural industry projects in the old districts.

3.Integrating Resources in Different Departments and Regions

In order to realize the harmonious development of the cultural industry, the old districts should establish a comprehensive coordination mechanism. The relevant departments must strengthen their sense of development and the overall situation. They must break the boundaries of the existing administrative divisions and must not be independent of one another, but should strengthen their guidance, fulfill their respective responsibilities and implement regional linkages. When they are closely connected in the combination of cultural resources, they are able to layout cleverly, integrate resources, introduce and cultivate leading enterprises and grow together in the commercial promotion and the development of technology, highlighting the characteristics of a relatively concentrated space combination, enhancing the overall competitiveness and jointly promoting the rapid development of the cultural industry in the old districts.

4. Protecting the Environment with Rational Exploitation

The cultural resources in the old districts are deep and long-time accumulation of history and culture. They are the original forms and developmental accumulation of the humanistic environment, rich in historical and cultural information without renewability. Therefore, the development of cultural resources must protect the original ecological human environment and historical relics, implement sustainable development strategies, make full use of the existing facilities, adjust measures to local conditions, and manage them scientifically, so that reasonable development and protection of the ecological and cultural environment can be combined to make cultural resources used effectively, which will continue to promote the sustainable development of the cultural industry in the old districts. In addition, we must do a good job in the transformation of the incremental areas of cultural heritage into the development of cultural product systems. Under the premise of protection, we must give full consideration to the endurance of resources and the environment, and take account of the population, society, economy of the developed areas as a whole to realize the sustainable use of resources and the environment and transform the cultural connotation of cultural relics into cultural creativity and project planning in the incremental field. Through creative development, the connotation and extension of the cultural relics can be evolved into a cultural product system, and this can help to establish a sustainable cultural development system that promotes mutual benefits of economy, environment and society.

5. Innovating Ideas to Enlarge the Scale of Industry ndus

In the old districts, they must innovate their ideas to promote the development of cultural products, use new thinking to understand, develop and manage cultural products, and take into account the harmony of social benefits and the environment with innovative concepts. As a pillar industry and a new economic growth point, the cultural industry must also be involved in innovative reforms. The purpose of innovative development is to solve the problem of developmental momentum. It is to constantly inspire innovation and create vitality, make

innovation lead the development of cultural industries in the old areas, stimulate new ideas, so that they can grasp a group of projects that are influential, stimulating, economical, and socially effective. They should activate the developmental potential of cultural industries, expand industrial clusters, extend the industrial chain, increase the linkages of related industries, foster more economic growth points through the cultural industries in the old districts so as to create the core competitiveness of the cultural enterprises. Therefore, the relevant departments and enterprises should pay close attention to the developmental trend of domestic and foreign cultural markets, stimulate the inherent vitality of the cultural market players, strengthen the internal driving force, shape the core brands, comprehensively improve the quality of the employees in the old cultural enterprises and accelerate the pace of cultural industrialization. To achieve that, they should not only have capital, talent, technology, but also rich creativity so as to continuously expand and strengthen the cultural industry and enhance its external appeal.

6. Smart Industries Led by Science and Technology

The “Smart Industry” is, in fact, an application of technologies such as Internet of things, cloud computing, communication networks, high-performance information processing, and intelligent data mining in cultural experience, industrial development, and administrative management, which has highly systemized, deeply integrated and activated cultural and physical resources and information resources, and is an entirely new form of cultural industry, serving the public, companies, governments and so on. Simply put, it is the real-time interaction between people and the network, allowing industrial services to enter the era of touch. Through the creation of a smart industry, the development of information technology in the cultural industries in the old district will be promoted, and a world-wide cultural information platform that can be shared will be gradually established so as to fully utilize the functions of various information services.

6.1 Smart Industries Changing Traditions

The core of the smart industry is customer-oriented and efficient information service. The

construction and development of the smart industry will eventually be reflected in the three dimensions of cultural management, cultural service and cultural marketing. For example, our information platform can provide real-time information on specific cultural companies and rankings at home and abroad, their product development and customer requirements. We can use these informatized technologies to integrate some cultural resources, realize the transfer of information and real-time exchange, and then tailor-make the customers at different levels to provide them with cultural products and services that meet their needs, enhancing their comfort and satisfaction. Obviously, through the smart industry, we can establish the Internet + thinking, strive to apply modern technology and information technology to traditional culture, easily improve business processes and management level, enhance the competitiveness of products and services, transform industrial development methods, enhance interaction among resources of customers and culture, cultural enterprises and cultural authorities, efficiently integrate cultural resources and promote the overall development of the cultural industry.

6.2 Activating Resources with Technological Innovation

Technological innovation is an important motivating factor for accelerating the development of the cultural industry and is one of the basic strategies for the sustainable development of the cultural industry in the old districts. Therefore, we must work hard together to promote the organic integration of cultural development and technological advancement, use high technology to transform and upgrade traditional cultural industries, continuously improve the overall quality of the cultural industries in the old areas and stimulate the transformation of the cultural industry from low added value to high added value, making it always invincible in the fierce competition. If we always have historical and cultural landscape resources in the state of their traditional cultural heritage sites, ignoring the promotion and innovation of them, they will eventually be neglected. Therefore, we should develop cultural products with independent intellectual property rights from some historical sites in the old districts through technological innovation, so that our cultural industries can have the means of “bridges” and “weapons” that

can be extended to the world. For example, we can masterly use high-tech means to cleverly combine famous mountains, ancient temples and classic ruins into various natural elements, so that the sleeping static resources can become dynamic and take on three-dimensional senses, and can be fully displayed with sound, light, water and color. Thus the "living" scene of traditional resources will give people a strong sense of shock and make the reputation of Sichuan's cultural products more quickly spread throughout the world.

7. Grasping the Trend and Adjusting the Structure

On the whole, the cultural industry in the old districts is still at the initial stage of development. In some places, we can not even say it is "industry". However, in recent years, people's awareness of cultural resources in the old areas has increased, which is in line with the rapid development of the Chinese economy and the gradual increase of income levels of urban and rural residents. There is an inseparable relationship between improvement and the development of the world's cultural industry. In today's era, in many people's consumption concepts, cultural experience has been at the top of the list, which shows some major trends such as the trend of the integration of ecological environment and cultural experience, the trend of turning "glance over things hurriedly" into a recreational and cultural resort, the trend of diversification and individualization from customers' needs and the trend of a combination of "external" and "intensional" in the development of cultural products. We should comply with the developmental wave of culture both at home and abroad, grasp the new trends, constantly adjust the structure, create new cultural consumption patterns and hot spots and build more cultural-product systems in order to adapt to the new trends and requirements of the development of the cultural industry.

8. Creating the Environment by Improving the Quality

Talent is the key to the healthy development of the cultural industry in the old districts and we must attach great importance to the cultivation of talents in the cultural industry and improve the quality of employees. Therefore, it is very important to constantly boost the overall quality of

the relevant employees so as to strengthen the “soft environment” of the cultural industry.

The development of the cultural industry is inseparable from the support of all sectors of society. Therefore, people’s correct attitudes are the basis for the development of the cultural industry. The management departments must fully explore the cultural connotations of local industrial projects and integrate cultural cognitive education into local learning. In popular and entertaining activities, they should help local residents to acquire local cultural knowledge and combine cultural economic activities with the performance of cultural knowledge training and cognitive education, inspiring people's enthusiasm for the development and protection of the cultural resources. It is necessary for the management departments to carry out various forms of training for relevant personnel in the cultural industry and vigorously cultivate the professional talents required for the development of the cultural industry—a modern industrial team with high standards in all aspects of professional ethics, psychological quality, cultural literacy and technical skills. So they can continue to enhance the quality of business, improve work efficiency and create a satisfactory service environment. It is also necessary for them to establish and improve relevant laws and regulations, ensure integrity, protect the interests of investors and consumers, create a good service environment and investment environment for the cultural industry, and take all measures to protect various cultural and artistic forms of traditional projects with local characteristics, exploring developmental ideas combined with cultural tourism and creating a good artistic and cultural atmosphere.

9.Strengthening Publicity to Expand Local Influence

In the old areas,there are rich cultural resources and obvious features of various types of projects.Though some places have been continuously increasing their popularity in recent years, they haven’t become international cultural brands,for they often have limited communication with the outside. Therefore, we need to update our concepts, vigorously carry out market research, keep abreast of market dynamics and innovate the marketing model of cultural products.

Through different forms of thematic activities, we can strengthen publicity to display the unique cultural resources and folk culture of the old districts in an all-round way, gradually expanding the influence. In addition to continuously consolidating the key source markets at home, we must target international market sources, conduct classified research, master market dynamics, formulate targeted marketing plans and programs for cultural products or projects, and develop film and television products, cultural products, promotional items, documentaries, songs, etc. By making good use of the Internet and new means of cultural communication, we will forcefully strengthen the construction of an intercultural communication system and increase the dissemination of cultural information across regions and countries.

In some countries with developed cultural resources such as the United States, Europe, and Japan, more than 30% of the consumers will order culturally relevant products through the Internet. It can be seen that in the age of information and networking, if publicity measures are in place, it may continue to increase the influence of cultural products and greatly promote the internationalization of the cultural industry in the old areas.

10. Highlighting Features Through Difference Planning

The developmental foundation of an industry lies in the cultural resources. In recent years, they have also realized the importance of digging cultural resources and have introduced some cultural products in the old districts. However, it should be noted that in the development and design of a project, we should further optimize the planning system and the industrial layout, identify the local characteristics of cultural resources, adhere to a high planning standard, high-taste construction, high-standard development, to avoid the emergence of homogeneous competition, take the road of differentiated development and form a differentiated competitive advantage. We must not follow suit if some places engage in any so-called "sea" projects. If the projects are similar without any local characteristics and jump on the bandwagon, it will result in causing destruction to both sides, thus failing to promote the healthy development of the cultural

industry. In this regard, many places have gone in for active exploration and achieved successful experiences. For example, some localities rely on the effect of local historical and cultural celebrities to expand the local cultural industry. Wuxi City, located in Jiangsu Province, has been attracting lots of guests from home and abroad by relying on the profound culture of the romance of the *Three Kingdoms* and the culture of the *Water Margin* to develop related cities. It can be seen that if the cultural individuality is outstanding, it is possible for them to have their own new aesthetic value and cultural characteristics in order to create sensational effects and transform them into better economic benefits. Therefore, places in the old areas should be adapted to local conditions, highlight their own characteristics, set up a concept of cultural features of "what we have, the others don't or what the others have, ours are more special", further innovate their own cultural products, perfect the supporting services, adhere to the fine management and speed up the modernization and internationalization of the cultural industry in the old areas.

11. Project-driving and Multielement Input

In order to promote the development of the cultural industry, the old areas should take the market as a guidance, fully respect the law of the market, update their ideas, make plans and guidances carefully, optimize the elements of the development of the cultural industry, support some major projects with big brace, strong association, high brand value and good prospects for the market to implement the project-driving and make the development of the cultural industry integrated. In addition to increasing the government's financial input, we should make effective use of the policies to attract investment and use it as a breakthrough point to strengthen the support of capital operation for cultural development, encourage and guide private capital and talents to go to the old districts to develop cultural industries. By leveraging on others' power, the wisdom of experts and money, we should also take advantage of opportunities well, absorb various types of capital and creativity to set up cultural industry projects, build cultural facilities, and participate in share-based cultural enterprises, etc., so as to build a diversified input mechanism for the development of cultural industries, create more distinctive cultural sections,

promote the healthy development of the cultural industry in the old districts in the direction of specialization, branding, and industrial diversification.

12. Learning from Others' Strong Points to Close the Gap and Have International Cooperation

The resources of the old areas should be very attractive to the international cultural market because they have a profound history and culture, the difference of multi ethnic groups and the unique cultural landscapes, which are the best points to draw on the world's attention. Though the cultural resources in the old areas are well built, the pace towards internationalization is relatively slow. That requires our relevant departments to do good top-level designs and formulate concrete measures to catch up. The old districts can send personnel to the world-famous regional or cultural attractions to investigate and research on the spot, learn from other people's reception mode, service model, management model, etc., so that we can learn from each other, combine our own reality with reform and innovation to form a cultural operation and management mechanism that is in line with international standards. In terms of expanding customer sources, if we have cooperation with foreign cultural institutions with good reputation and strong operating strength, we can use their channel networks to increase the rate of customers. Only if our customer sources are expanded, can we increase our economic efficiency, and thus enable various culturally-relevant industries to be beneficial. In addition, we can also selectively invite some experienced senior international management personnel to experience the scene in the old districts, ask them to give advice or to carry out some forms of in-depth cooperation with us and build a sincere, genuine partnership based on mutual respect and mutual benefit. In this way, we can naturally have them become our spokesmen for the old areas in the world, and make our cultural industries go towards the truly internationalized industry.

13. Conclusion

Of the countless people traveling around the world each year, a significant portion of them

participate in cultural experiences. In order to promote the transformation of the development mode of the cultural industry in the old districts and comprehensively improve the quality and level of cultural enterprises, the cultural community in China has raised the concept of “cultural tourism industry” with resounding enthusiasm. Many relevant departments across the country have introduced “culture” into the industry. In some famous scenic spots and provinces with lots of cultural resources, they have also put forward this perspective when formulating a special design for the development of the cultural industry during the 13th Five-Year Plan period. In recent years, the academic world has also held some seminars and high-level dialogues to actively support the development of cultural industries. Although the developmental mode of the cultural industry has been fully affirmed, the research on its current status and countermeasures is very weak within the country, and there are even fewer relevant studies on how to integrate the development of the cultural industry with internationalization. Therefore, it is necessary for us to conduct some serious research on that. The old revolutionary base areas in Sichuan Province play a decisive role in the development of China’s western region. The development of the old areas is directly related to the realization of the leapfrogging development in Sichuan. Relevant departments should adopt special supportive policies and actively support the revolutionary old areas to accelerate their development. They should boldly explore in the fields such as deregulating power in a simple and decentralized manner, combining deregulation with management, breaking administrative divisions, building a unified market and creating a fair competition environment in order to strengthen the endogenous development motive force of the old revolutionary base areas. It is believed that the people in the old areas of Sichuan will devote themselves more assertively to the development of the western region, make good use of local cultural resources, develop the cultural industry in the old districts well, and strive to cast new glories in the new journey of the 21st century.

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