

Research on the Impact of Investment Efficiency of Chinese Cultural Industry on Industrial Structure Adjustment

Tingting Ren^{1,2}, Kai Chen^{1,2}

¹School of Business Administration, Northeastern University, Shenyang, 110000, China

²Northeastern University at Qinhuangdao, Qinhuangdao, 066004, China

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Abstract: Cultural industry is a late start, but it develops very rapidly and has great influence. Its industrial structure is also constantly adjusting. Cultural industry is playing a more and more important role in the whole industrial system. At the same time, China is at a critical stage of transforming the mode of economic development. Except for individual enterprises, the development of the vast majority of enterprises does not rely on government support. The transformation of industrial structure will be the core of China's economic marginal growth, which also determines that China's future economic development should attach great importance to the coordination and upgrading of industrial structure. The content of culture in the economy is getting higher and higher, and culture is participating more and more in economic development and has obtained the form of industrialization. This paper explores how to coordinate the relationship between cultural industry and the entire economic structure from the perspective of combining theory with practice.

1. Introduction

Industrial restructuring is an arduous task facing our country at present. While we pay close attention to the impact of technological change on industrial structure, it provides a new way of thinking for industrial restructuring in our country [1]. The core value is cultural content and achievement, and the transaction feature is the realization or consumption of intellectual property rights. Under the influence of market law, the main body of industrial development is enterprises [2]. The cultural industry's position in the entire industrial system is becoming increasingly important. At the same time, China is at a critical stage in transforming the way the economy develops [3]. An industry with comparative advantages is spontaneously formed during the process of economic growth. The evolution of industrial structure is the result of deepening the division of labor. Cultural communication has gained industrial strength and means, industrial development has gained cultural support, and cultural industries have emerged.

Judging from the impact of various constraints on the industrial structure, the goal of our future economic growth should be to upgrade the industrial structure that has changed from traditional industries to cultural industries [4]. The cultural industry not only brings huge social and economic benefits, but also will become the industry that can create new employment opportunities [5]. The ripple effect of the cultural industry and the industrial correlation effect have become increasingly prominent, directly driving the development of related industries. The transformation of industrial structure will be the core of China's marginal economic growth, which also determines that China's future economic development should attach great importance to the coordination and upgrading of industrial structure [6]. Cultural industry is not only in the form of print, film and other traditional aspects, and the combination of high and new technology makes the cultural industry affect everyone through the form of network [7]. In the economy, the content of culture is higher and higher, and culture is more and more involved in economic development, and has obtained the form of industrialization.

2. Integration of Cultural Industry and Related Industries

Technology has become a means of realizing cultural value and has led to the adjustment of industrial structure within the industry. Driven by the wave of cultural and economic integration and strong cultural demand, consumers are increasingly demanding the cultural content of physical products. With the improvement of China's productivity level, people's income level has also risen sharply, which stimulates the differentiation of the demand system and the changes in industrial structure. As an emerging industry, a sunrise industry, and a pillar industry, the cultural industry should give full play to its important role in economic restructuring and industrial restructuring [8]. In the combination with tourism, we should make use of culture to build tourism brand. In addition to enjoying the beautiful scenery of different places, tourists can also experience different regions and cultures of different nationalities. The so-called infiltration mechanism of cultural industry to traditional industry refers to that the development of cultural industry promotes cultural dissemination, and cultural ideas infiltrate into the design, production, marketing, marketing, brand, management and other aspects of traditional industry.

Influenced by the consumption demonstration of advanced countries and the substantial improvement of the income level of residents in China, the demand structure of our country has the characteristics of pulling. The most typical example of the combination of sports and fitness industry is the Olympic culture. Every time the Olympic Games are held, especially the opening ceremony of the Olympic Games, the host city takes the local unique culture as the point of view to surprise the world. People began to think about how to revitalize the city based on regional characteristics and advantages under new historical conditions. The infiltration mechanism of the cultural industry to the traditional industry is gradually formed based on the growing cultural needs of the people in the context of the rise of popular culture. The focus of demand is gradually shifted from the low-level basic needs to ensure survival to the high-level needs of personality development. The characteristics of the cultural industry can not underestimate the level of China's industrial development and optimize the industrial structure.

The rise of popular culture has made people's cultural rights respected, cultural appeals have been realized, and culture has emerged from the embarrassment of elite culture and aristocratic culture. If the number of people specializing in cultural production in a society is small or the lack of cultural materials is produced, it will lead to a relative lack of varieties and quantities of cultural products [9]. With the passing of the industrialization era, the functions of cities have undergone epoch-making changes. The strengthening of its service function is one of the most important changes. Integration with other industries can just solve these problems in the production of cultural industries, greatly expanding the labor force and raw materials of the initial production of cultural industries.

3. Cluster Trend of Cultural Industry

People's income level has been greatly improved, which provides economic support for the realization of people's cultural demands. People's demand structure has undergone important changes, and spiritual and cultural needs have become increasingly strong. In the case of insufficient supply of natural resources, the total amount and structure of basic products often show structural shortage, resulting in a low level of balanced industrial structure. There is a significant positive correlation between cultural industry indicators and industrial structure optimization indicators. In other words, the development of the cultural industry can significantly optimize China's industrial structure. Such a huge influence of modern media technology on the cultural industry comes from another important feature of cultural industry production. Highly developed replication technology is the key to the production of cultural industries. After technology and market, culture has gradually become another link between industries.

If we can master the industrial transformation from the natural resources to the poor industry, then the optimization and upgrading of the industrial structure will enter the orbit of a virtuous cycle.

The cultural industry is a new type of industry. Unlike traditional industries, the cultural industry relies more on the input of human capital and technological capital. In order to meet the maximum cultural consumption needs, cultural production must rely on replication technology to achieve industrialization of production [10]. The infiltration of culture into traditional industries has gradually changed the value chain of traditional industries, and traditional industries have gradually changed from technological innovation as the center to culture as the center. The development of cultural industry conforms to the national industrial policy and can improve the economic added value of products. In order to achieve the optimization of the overall industrial structure, and then promote the transformation of the mode of economic development.

The basic law of market economy is to develop in competition. The reason why the cultural industry cluster has such great power is that according to the viewpoint of modern industrial organization theory, the industrial cluster pays attention to the linkage relationship between industries. The rise of cultural industry as a new industry attracts resources such as incremental capital and stock capital from traditional industries into cultural industry. Paying attention to China's natural culture and humanities and cultural resources, and giving full play to the advantages of new resources will bring new vitality to the coordinated development of our economy. Vigorously promoting the development of the cultural industry will effectively promote the sustained growth of the Chinese economy. Clusters can create a good atmosphere for innovation, attract more new businesses and reduce corporate outflows. Therefore, cultivating the cultural industry cluster is conducive to promoting the innovation and development of the cultural industry.

4. Conclusions

The cultural industry has expanded its content through horizontal integration, and its form has been diversified through vertical integration, and new cultural content has been added. The promotion of the cultural industry to the adjustment of industrial structure is remarkable. However, the current level of cultural industry development in China is still relatively low. We must promote cultural system reform and mechanism innovation in accordance with the principles of positive and steady. In particular, institutional innovation should be placed in an important position. In the period of accelerated development of cultural industry in China, we should learn from relevant international experience. From the perspective of combining theory with practice, this paper explores how to coordinate the relationship between cultural industry and the whole economic structure. Our country's cultural industry development should also start from these trends to promote the integration of strong cultural industry and related industries. It also promotes the formation of China's cultural industry clusters and strengthens the strength of China's cultural industry.

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