

Research on the Role of Cultural Industry in Promoting Regional Economic Development

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Abstract: Under the macro-background of culture of global economy and culture economy, the national cultural heritage and natural ecological resources have "value increment effect" with the improvement of the overall level of national economic and social development, and are endowed with industrial value, brand value and social value in addition to the cultural ontological value. Therefore, embedding cultural industry development strategy in the overall strategy of regional social development can innovate the development mode of cultural industry and change the mode of regional economic and social development. Based on the author's learning and practical experience, this paper first analyzes the economic effect of regional culture, then discusses the performance of cultural industry affecting regional economic development, and finally puts forward the role of cultural industry in promoting regional economic and social development with case analysis.

1. Introduction

Under the macro-background of culture of global economy and culture economy, cultural development is no longer a pure and single cultural development. In China, the contribution of cultural industry to national economic growth is rising and becoming a new economic growth point. At present, under the situation that our country's economic development is facing increasingly severe resource constraints and environmental pressure, cultural industry has become the main battlefield to change the development mode[1]. The development of cultural industry as an important way to change the economic development mode in China has become a focus of domestic academic discussion.

2. Economic Effect of Regional Culture

2.1 The influence of operator quality on economic development

The quality of operators should have multiple connotations, such as innovation, integrity, dedication and sense of responsibility. Different regional cultural backgrounds will shape different quality of operators, and their influences on the economy are also different. Normally, a good geographical culture with a sense of innovation and a spirit of inclusiveness can often lead to a larger scale of excellent operators, because this kind of regional culture will produce a suitable with strength and nutrients needed for the development of groups with a dream of this group from regional culture to absorb nutrients, thus forming a group of operators with regional characteristics and innovative spirit. However, if the region has a long history of traditional Chinese culture, then the formation and development of the quality of operators will be relatively lagging behind, the reason is that under the heavy traditional culture, the big cultural background will often affect the small culture of the operator's quality[2]. The quality of managers is embodied in the consciousness of innovation, ideology and quality, which conflicts with the traditional Chinese Confucian culture, such as Fengtian Fagu and so on. Therefore, it is necessary to link the quality of managers with scarcity and evolution with regional traditional culture, to promote their endogenous and local nature, and to transplant the essence of managers' quality into the process of enterprise development in the process of economic development. Promote talent introduction and product innovation, make

the enterprise bigger and stronger, carry forward and expand such spiritual culture, and make it an indispensable link in the development of regional culture.

2.2 The influence of cultural industry on economic development

Culture industry is based on the creative thinking is the core factor extends outward, expanding radiation radius in combination with other inputs, forming different types of cultural products. There are traditional music, literature, dance, drama and other artistic creation, as well as new industry types such as product design, public relations advertising and festival exhibition, etc. At a deeper level, there are also expanding industries such as cultural tourism, sports and leisure, education and training. The combination of relevant literature and art forms a class of industry. At the same time, this form of art forms an industrial chain through continuous extension and development, and some art forms form an industrial chain based on the radius of its extension, thus affecting the comprehensive strength of the country and the level of local economic development.

3. Performance of Cultural Industry Affecting Regional Economic Development

Regional culture affects the main performance of regional economic development. From the perspective of essence, regional culture affects regional economy in the same way, that is, based on the combination of cultural elements within the region, and substantive subjects such as cultural needs and cultural behaviors are formed to promote regional economic development. Regional culture affects the object expression of regional economic development. The influence of industrial structure and regional culture on the industrial structure of regional economy, on the one hand, shows that the cultural industry directly participates in the economic development and then affects the industrial structure; On the other hand, the cultural subject produces the cultural demand, and puts forward the product production requirement to the regional industry, thus affecting the industrial structure. Economic development mode and regional economy need to adapt measures to local conditions when selecting development mode[3]. The spirit, culture and concept related to regional culture will directly affect the behavior of regional subject, which will in turn project to regional economy and affect its development mode. Economic management mode and economic management mode not only refer to the government's macro-control of enterprises, but also can be summarized as the internal management of enterprises. Regional culture directly affects the thinking mode and behavior habit of the regional population, which extends to the behavior of the population and manifests itself in the influence on the micro-economy in economic management, that is, the choice of enterprise management mode. It is also reflected in the impact on regional macro-economy, that is, the impact on the government regulation and control of regional economy and administrative management enterprises. It is also reflected in the impact on regional macro-economy, that is, the impact on the government regulation and control of regional economy and administrative management enterprises. The system economic structure and system economic structure involve the operation mode, interest relationship, market activities and dynamic changes related to regional economy. If the regional culture advocates the collective spirit, it is easy to give birth to the large-scale and unified economic development structure; if it emphasizes the individual freedom, it will give birth to the development of innovative high-tech and cultural industries.

4. The Effect of Cultural Industry on Regional Economic and Social Development and Case Analysis

4.1 The role of cultural industries in promoting regional economic and social development

For less developed regions, there are generally two options for modernization: One is to undertake the industrial transfer of developed countries and regions, and take a road from industrialization to modernization of the traditional development; The other is to promote the leap-forward development of regional economy and society by developing modern emerging industries such as high-tech industry, tourism industry, cultural industry and ecological industry, so as to innovate the economic and social development model in underdeveloped areas. The choice of

the two ways of modernization in underdeveloped areas is based on the distinguishing and grasping of the characteristics of "technical value" and "knowledge value", and the less developed regions choose whether to give priority to technology or knowledge according to the local resource endowment. It is possible to form different ways of modernization by accepting technology spillover value or knowledge spillover value. The so-called "technology spillover value" refers to the externality of the owner of advanced technology to the place of technology input by transferring or spreading advanced technology.

Generally speaking, the traditional path of modernization is based on the theory of industrial modernization, and the less developed regions drive the substantial increase of the total amount of production and demand by obtaining the technology spillover value of advanced countries and developed regions, so as to achieve social prosperity. Based on the postmodern theory, the leapfrogging development road leads to a large increase in the total production and demand in the less developed areas by acquiring the knowledge spillover value of the advanced countries and developed regions, thus realizing the social prosperity. Of course, less developed areas may also undertake technology spillover and knowledge spillover at the same time, and accelerate the modernization process of regional economy and society through a variety of ways. Governments in less developed regions are generally faced with the task of maintaining the growth rate of local GDP and "enriching the people". The development of cultural industry can meet the requirements of these two goals[4].

4.2 Case study -- Wudang Taiji cultural industry gathering area becomes the growth pole of underdeveloped areas in western Hubei

In 2007, in the area of 67 square kilometers at the foot of the Wudang Mountain, Wudang Mountain Special Zone and Hubei Wudang Taiji Lake Investment Group Co., Ltd. jointly created the Wudang Taiji Lake Eco-cultural tourist area. With a total investment of 20 billion yuan, the park aims to build China's largest, world-famous, and international top-class cultural tourism destination. Wudang Taiji Lake ecological and cultural tourism area is also a cultural industry gathering area. The gathering area consists of two regions, 4 plates, 17 sub-zones, 9 project groups and more than 180 projects. Among them, it covers the design and layout of many industrial chains, such as the characteristic performing arts industry, the publishing industry, the music industry, the animation industry, the online game industry and the cultural tourism industry, so that the Taiji Lake cultural industry agglomeration area forms a networked multi-industry chain structure. A flexible cooperative network with cultural creativity as its source and cultural industry chain and tourism industry chain as its source has become the development engine and new growth pole of western Hubei circle. According to the forecast, the next five years will have a more significant multiplier effect on the number of visitors to Wudang Mountain. Its deep reason lies in the following three aspects.

First, the construction of Wudang Taiji Lake cultural industrial gathering area is becoming a structural force to promote the development of northwest Hubei. The establishment of this cultural industrial agglomeration area will greatly improve the reception capacity of Dawudang area in the shortest time. First, the Wudang Taiji Lake cultural industry gathering area will form the strategic support point of the development of the western Hubei circle area through the docking with the tourism planning of the three Gorges and Shennongjia culture of the Yangtze River. At the same time, with the help of the commercial platform of the cultural tourism industry, Wudang Taiji Lake is actively promoting the market linkage with Xi'an and Wuhan, and the strategic link with "Forbidden City in Beijing, Shaolin in Henan province" will effectively promote the upgrading and structural optimization of the eco-cultural tourism industry in northwest Hubei province and the surrounding areas of Henan and Shaanxi.

Second, with the help of the business model, the comprehensive benefits of regional characteristic resources can be brought into play through administrative barriers. The construction of the cultural industrial agglomeration area has promoted the combination of government and social forces. Through the establishment of a government-led market business model, the three

major industries of "culture-ecology-tourism" will be integrated, and the market mechanism and the resource allocation function of the commercial model will be fully utilized. Breaking through the barriers to the division of culture, cultural relics and tourism, innovating the management system, management mechanism, investment and financing system and interest mechanism, and promoting the formation of endogenous development model of the region[5]. For example, the construction of the Taiji Lake Cultural Industry agglomeration area will carry out the overall resettlement and village building for more than 500 indigenous residents, and promote the harmonious symbiosis between the cultural tourism industry and the project of benefiting the people and the people through tourism, based on the planning and construction of modern sightseeing agriculture, so as to promote culture from "happy people" to cultural "rich people", and form the practice demonstration base of cultural benefits for the people in the underdeveloped areas of the central and western regions.

Third, the internal restraint mechanism of heritage protection and ecological protection in western Hubei is established by means of business model. The development of traditional industrialization in China in the past 30 years has proved that there are deep structural defects in the traditional industrial growth model based on the "subject-object", which is based on the control of the subject-object. This leads to a series of contradictions and problems between intergenerational justice and intergenerational ethics with sustainable development rights as the core. The contemporary development of the central and western regions needs to rebuild the regional sustainable development model, the mechanism of resource and environment constraint protection and efficient utilization.

5. Summary

The rapid development of economic and cultural globalization and regional economic and cultural integration will push China into the period of industrial structure upgrading and social development mode transformation. With the comprehensive implementation of the national strategy of great cultural development and prosperity, China will see the basic trend of great development of regional cultural industry. The degree of local governments' attention to cultural industry and the degree of strategic management innovation will become an important factor in forming the development pattern of cultural industry between different regions.

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