

## Research on the Development of Cultural Service Trade in Shaanxi Province under the Background of “One Belt and One Road”

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**Abstract:** The construction of “One Belt and One Road” has brought rare historical opportunities to the development of Shaanxi cultural tourism industry. How to make good use of its historical and cultural resources, actively and deeply integrated into the development of the “One Belt and One Road”, Shaanxi cultural service trade has developed rapidly. Judging from the current national cultural service trade environment, Shaanxi province has relatively rich cultural resources and profound cultural heritage. Historically, cultural celebrities have come forth in large numbers. At the same time, cultural service trade is in a leading position in the country. Starting from the development of cultural trade itself and the domestic and international environment, this paper analyzes the current situation and existing problems of cultural service trade in Shaanxi province, and analyzes the significance of cultural service trade to the construction of “One Belt and One Road”, and then elaborates the current development of cultural service industry in Shaanxi province. The status quo, finally pointed out the problems and shortcomings of the existing problems, and put forward specific measures for Shaanxi province to vigorously develop cultural service trade.

### 1. Introduction

Since the 21st century, the world economy is transforming into a service-oriented economy. Cultural service trade has not only become a new economic growth point of developed countries, but also the most important part of international trade. According to the definition of UNESCO, cultural services trade refers to the transaction of cultural services between different countries or regions. There are various forms of cultural services, including various cultural performances, various cultural activities, promotion of cultural information and collection of cultural products. The development of cultural service trade is not only conducive to the realization of sustainable economic development, but also can enhance mutual understanding and recognition between countries, and effectively enhance the country's soft power[1]. Therefore, countries around the world have formulated preferential policies to promote the development of cultural services trade, and some countries even regard cultural products and services as the pillar industries of their own economic development. In recent years, China has actively promoted the development of cultural services trade along the “One Belt and One Road” country. China's cultural service industry has a good momentum of development and an amazing growth rate[2].

As the starting point of the “One Belt and One Road”, Shaanxi occupies a very important position in the important strategic plan of the country's opening to the West. Today, with the continuous deepening of the construction of “One Belt and One Road”, cultural exchanges and cooperation between countries and regions along the Silk Road are also increasingly close, providing a rare historical opportunity for the development of cultural services trade in these areas. In accelerating the integration of the “One Belt and One Road” construction in Shaanxi, how to make good use of the existing historical and cultural resources and actively participate in the development of the cultural tourism industry along the “One Belt and One Road” is the key to maintain the healthy and healthy development of Shaanxi's cultural service trade and to reach a new level in an all-round way[3].

Shaanxi is rich in tourism resources and rich in cultural heritage, which plays an important role in the development of National Silk Road tourism. In recent years, Shaanxi has actively integrated

into the “ One Belt and One Road “ pattern. In the process of developing tourism, it has constantly promoted tourism integration and formed new tourism products and tourism formats. However, the lack of innovation in cultural services and the serious phenomenon of imitation and duplication directly lead to the lack of international competitiveness in Shaanxi cultural services trade. Therefore, based on the perspective of “ One Belt and One Road “, this paper probes into the practical problems of Shaanxi's cultural service trade, and puts forward collaborative innovation countermeasures on how to promote the development of Shaanxi's cultural service trade.

## 2. The Advantages of Shaanxi Province in the Development of Cultural Service Trade

### 2.1 Location Advantage

The location advantage provides convenience for tourists and is one of the key advantages of tourism development. The advantage of location is convenient for cultural exchange and can promote the prosperity of cultural and creative industries. Xi'an is located at the junction of the eastern plain and the western plateau. The southwestern region is heading north to the north, and the northwest region has entered the hinterland[4]. It is a communication exchange center and a postal center. It is also the city where the Civil Aviation Administration is located. The Qin ling Mountains are located on the boundary line between the north and the south, with various tourism resources such as mountains, hills, plains, rivers and lakes. It is the starting point of the thirteen generations ancient capital and the ancient Silk Road[5]. Therefore, it possesses many special identities such as one of the four ancient capitals of the world and the internationally famous tourist city of the relics of the Chinese national spirit. It is one of the bridgeheads of the “ One Belt and One Road “ and the New Eurasia Bridge and one of the largest Chinese cities.

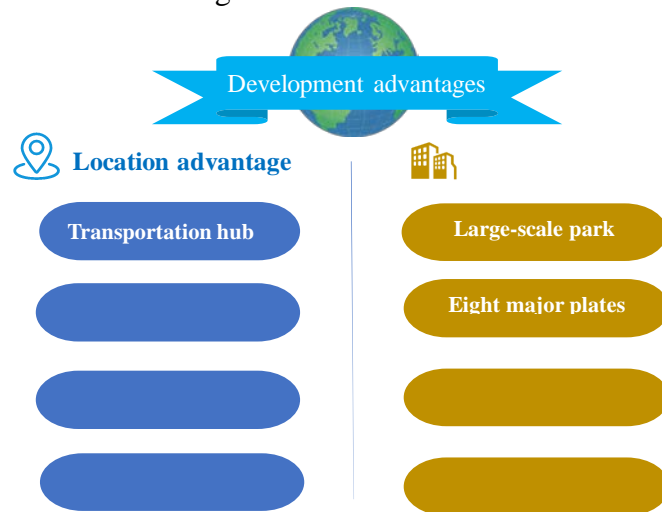


Fig.1 Advantages of Shaanxi Province in the Development of Cultural Service Trade

### 2.2 Industrial Advantage

The industrial advantage reflects the gathering power and driving force of the region for the development of various industries. In recent years, the opening of Xi'an mode of development is to do large-scale projects and large-scale parks. At present, “eight plates”, “seven bases” and “six characteristic blocks”. Moreover, the existing sectors have basically realized industrialization and regulation modeling. It has promoted the development and expansion of the cultural industry of the whole city.

### 2.3 Political Advantage

As one of the important node cities of the “ One Belt and One Road “, Xi'an has received strong attention in the process of the country's vigorous development of the Silk Road and brand building. A series of policy documents have been issued to improve the sports tourism environment in Xi'an and improve the quality of service. It is used to guide the development of Xi'an's economic

development and new space[6]. In addition, Xi'an was rated as “national central city” at the beginning of 2018, and the advantage of policy support in the provincial capital of Shaanxi province is extremely obvious.

### **3. Analysis on the Problems Existing in the Cultural Service Trade of Shaanxi Province**

#### **3.1 Lack of Creativity in Cultural Services and Collaborative Innovation with Science and Technology**

On one hand, cultural services in Shaanxi province are lack of creativity, which is one of the biggest obstacles to enhance the international competitiveness of culture in Shaanxi province. At present, the production of cultural services in Shaanxi province mainly depends on imitation, duplication and even plagiarism. In addition, the expression of culture in Shaanxi province is more traditional, and cultural heritage and modern creativity have not been organically combined, which makes it difficult for Chinese cultural services to be widely recognized by foreign consumers. On the other hand, there is a lack of collaborative innovation between cultural services and high technology.

#### **3.2 Lack of Awareness of Cultural Enterprises to Participate in International Market Competition**

Due to the vast domestic cultural consumption market, Shaanxi cultural services mainly meet the needs of the domestic market, and cultural enterprises lack awareness of participating in the international market competition[7]. In addition, Chinese cultural enterprises often face the economic losses caused by cultural discounts and exchange rate fluctuations, resulting in the weak domestic cultural enterprises generally focus on the domestic market and pay less attention to the international cultural service market.

#### **3.3 Cultural Management System is Difficult to Adapt to Market-Oriented Reform Needs**

Shaanxi province has implemented market-oriented reforms in the cultural industry. However, the current cultural management system still has a considerable gap from the requirements of market competition. On one hand, the reformed cultural enterprises have not completely changed their business concepts and management methods, and they are accustomed to using the traditional links with administrative agencies to obtain resources. On the other hand, the current macro-management system of cultural industries is too dominant in administrative control, and the cultural management system is too strong. The block division is still obvious, and the barriers between industries and regions are more serious. The higher thresholds of policies and regulations make it difficult for private and foreign investors to enter certain market segments of the cultural industry. The barriers to ownership are more prominent, and state-owned enterprises are in the cultural market. Dominant, the cultural market is not open and the competition is insufficient. The above factors hinder the optimal allocation of cultural industry resources, which is not conducive to enhancing the competitiveness of cultural enterprises[8].

#### **3.4 Lack of High-Quality Cultural Trade Talents**

Since the reform and opening up, the cultural industry in Shaanxi province has developed rapidly, and there is an urgent need for a large number of high-level innovative trade talents who are proficient in foreign languages, laws and cultural and trade expertise. However, there are very few universities offering international cultural trade in China, and the cultural service trade talents with international vision are extremely scarce, which restricts the improvement of the international competitiveness of cultural service trade in Shaanxi province.

### **4. Cooperative Innovation Countermeasures of Cultural Service Trade in Shaanxi Province**

There are many factors restricting the development of Shaanxi cultural service trade, but the lack of collaborative innovation is the fundamental reason. Collaborative innovation of cultural service

trade is guided by the goal of collaborative innovation, centered on improving the international competitiveness of cultural services, making full use of two kinds of resources at home and abroad. Through collaborative innovation, it promotes the flow and integration of all elements among cultural enterprises, government departments, scientific research institutes of universities, industrial intermediaries and other relevant economic entities, so as to realize resource sharing and complementary advantages, Promote the integration and development of cultural services trade. To realize the collaborative innovation and development of Shaanxi's cultural service trade, we should seize the opportunity of “One Belt and One Road “ initiative, and we must do the following works[9].

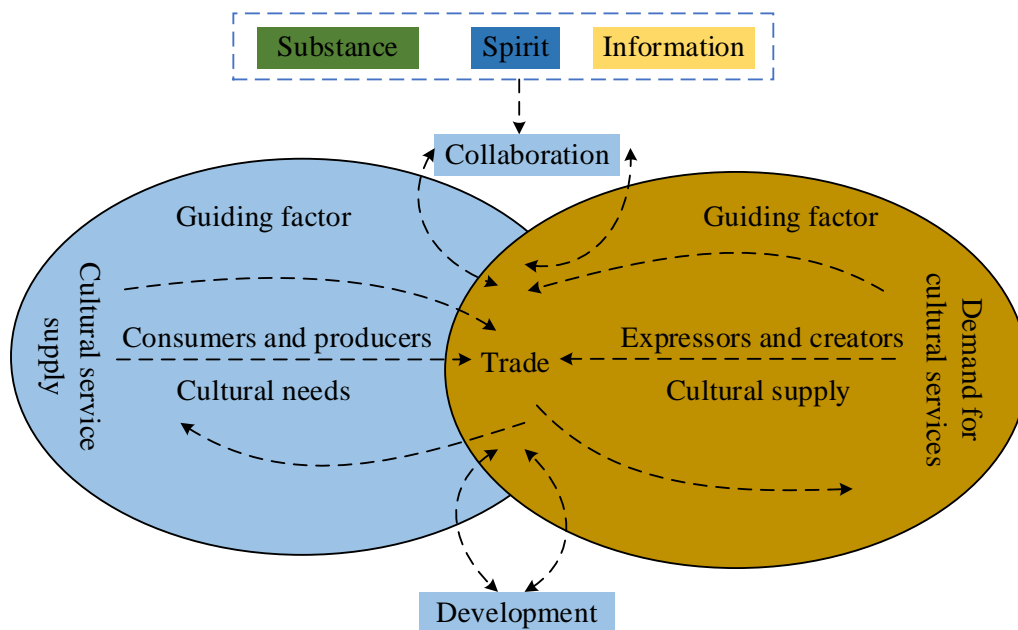


Fig.2 Cooperative Innovation Countermeasures of Cultural Service Trade

#### 4.1 Do a Good Job in Positioning the Target Market of Cultural Service Trade

It is necessary to analyze the international cultural service trade environment in depth, make a good market positioning of cultural service trade, and determine the priority to develop each target market. Under the background of the “One Belt and One Road “ initiative, Shaanxi must continue to consolidate the traditional cultural market in the United States, Japan, China, Hongkong and Western European countries, relying on the cultural service trade foundation accumulated over the years. Southeast Asian countries are the prosperous areas of the ancient Silk Road. Shaanxi province should continue to expand cultural trade with these countries[7].

#### 4.2 Improve the Level of System Guarantee through the Reform of Cultural Management System

The collaborative innovation of cultural service trade first requires the reform of the traditional administrative system of cultural industry and the breakthrough of various obstacles in the macro management system that restricts the development of cultural industry[5]. The development of cultural service trade involves many departments, such as finance, finance, education, science and technology, tourism, commerce and trade, etc. Therefore, it is necessary to establish a coordination mechanism and channel across departments, industries and regions, break the barriers between industries, departments and regions, give full play to the market regulation mechanism, and accelerate the integration of resources and innovation elements, so as to provide institutional guarantee for promoting collaborative innovation of cultural industry.

#### 4.3 Accelerate the Integration of Culture and Technology to Enhance the International Brand of Cultural Services

It is necessary to speed up the establishment of a modern cultural service technology innovation

system with cultural service enterprises as the mainstay of innovation and close integration of production, study and research. The relevant government administrative departments should formulate support policies to promote enterprises to increase investment in cultural science and technology and improve the technological innovation capabilities of cultural enterprises; Accelerate the creation of a cultural science and technology innovation platform, support enterprises and research institutes to jointly carry out scientific and technological innovation; implement cultural science and technology integration and innovation, combine cultural inheritance, technology and creativity, and implement “culture+”, “technology+” and “Internet+”, a variety of innovative models to create a culturally renowned international brand[3].

#### **4.4 Speed up the Cultivation of High-End Talents in Cultural Service Trade**

Intensify the establishment of new majors or new directions in cultural management, international cultural trade, etc. in universities and colleges, strengthen cooperation and exchanges with various forms of talents abroad, send talents overseas to receive training in international cultural services trade, and formulate preferential policies from overseas. All kinds of international trade and cultural management innovate high-level talents, cultivate a team of senior cultural science and technology trade talents, and provide talent guarantee for the development of cultural service trade.

### **5. Conclusion**

Shaanxi, as a major province of cultural trade, has a profound cultural heritage and rich cultural resources to provide inexhaustible sources of inspiration for cultural products and services, production and innovation. We should actively promote the integration of cultural resources from the perspective of internationalization, vigorously promote the construction of cultural content, taste and channels, and strive to promote the integration of cultural resources and markets, In order to seek the most effective modern interpretation method of Shaanxi cultural resources and win more audiences in the international market, we should transform it into high value-added cultural capital with the greatest original spirit.

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