

# Research on the Development Path of Cultural Industry in Canal City under the New Media Environment——Taking Changzhou City as an Example

Lijie Wang<sup>1,a,\*</sup>, Wenyuan Wang<sup>2,b</sup> and Xing Wang<sup>3,c</sup>

<sup>1,2,3</sup>Business Administration School, Hohai University, 213022 Changzhou, China

<sup>a</sup>jellywlj@163.com, <sup>b</sup>wwwy1998@163.com, <sup>c</sup>wxfelicia@163.com

\*Corresponding author

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**Abstract.** With the popularization of digitalization, the development of cloud technology and big data, the new media era has become a new media development trend, and new media technology has become a new impetus for the development of the canal culture industry. In recent years, the cultural industry in Changzhou has developed rapidly, but the exploration of cultural resources in the canal is obviously insufficient. The canal culture is a great treasure of the Chinese nation, and it is a resource for the development of the cultural industry in the city. The canal city should be based on the cultural development characteristics of the canal in this section, use the new media conditions to identify the focus and innovation of the development of the cultural industry, create a canal culture brand, enrich the expression of cultural canal communication, and promote the formation of the canal cultural industry belt.

## 1. Introduction

With thousands of years of development, the canal has been constantly carrying trans-regional cultural exchanges and trade contacts, forming rich material wealth and spiritual wealth, with immeasurable economic and cultural value. China's "Opinions on Implementing the Inheritance and Development of Chinese Excellent Traditional Culture" put forward: "Innovate the ways of expression and highlight the charm of Chinese culture. Implement the Chinese culture new media communication project." With the increasingly mature new media environment, the new media has brought new opportunities to the development of the cultural industry through the innovation of expression and communication means, and it has become a consensus to elevate the cultural industry into a national strategic industry. At present, there are many researches on canal culture, mainly focusing on canal culture connotation and function, canal cultural heritage protection and development, few experts and scholars combine new media with canal city cultural industry. Based on the reorientation of the cultural industry development in Changzhou under the new media environment, this paper puts forward the path for the canal city to develop the characteristic cultural industry, develop the cultural innovation industry with canal culture as the main core, promote the linear extension of cultural enterprises and the construction of canal cultural belt.

## 2. Basic conditions and positioning for the development of canal culture industry in Changzhou

Changzhou is closely combined with the development of the Grand Canal, The Changzhou section of the Grand Canal is known as the "Mother River" in Changzhou. It passes through the city, combined with Changzhou inner city water system. For 2500 years, it has nurtured the unique Grand Canal water conservancy project heritage in Changzhou, the historical relics along the canal and the settlement culture and the intangible culture of the Grand Canal and the Grand Canal landscape culture. There are certain basic conditions for cultural development resources. In addition, Changzhou

has a keen sense of smell for cultural themes and the spirit of innovation, realizing the emergence of the dinosaur park pattern and Theme Park Of Yancheng pattern, closely following the development pulse of the cultural and creative industry, providing an innovative thinking space and technical basis for the development of the canal cultural industry in Changzhou.

As an important city along the canal, Changzhou is similar to Suzhou and Wuxi. It is committed to building a cultural and creative industry cluster, forming a cluster effect and accelerating the optimization and upgrading of cultural industry. At present, the theme park creative industry has made some achievements, so development should be based more on the canal culture, giving full play to the advantages of the canal city brand through new media channels, take the canal cultural tourism as an opportunity to integrate canal culture resources, perfect the industry layout, and form a cultural industrial area and leisure area with both ancient and simple customs and modern innovation.

### **3. Development status of Changzhou canal cultural industry**

#### **3.1 The cultural industry is developing vigorously with its growth rate at the forefront level in the province**

Changzhou's cultural industry output accounted for the second largest proportion of GDP in Jiangsu Province for several consecutive years, and was awarded the advanced area of cultural reform and development in Jiangsu Province. Since 2010, the added value of cultural industry in Changzhou has increased from less than 10 billion yuan to tens of billions of yuan, and the added value of cultural industry has increased by leaps and bounds. Thematic tourism, animation and digital entertainment have a first-mover advantage across the country. Dinosaur park, Park of Yancheng, Huan Taihu lake art city and West Taihu Lake Film and Television Base have become important national-level cultural industry agglomeration areas.

#### **3.2 Cultural industry presents the characteristics of base development**

Changzhou cultural industry has a good momentum of development, closely following the current development trend of cultural industry. With the establishment of a national, 8 provincial and 25 municipal cultural industry bases, Changzhou has formed a creative cultural industry belt along the east longitude 120. The spatial layout of the three "regional cultural industry belts" along the historical and cultural belt of the canal and along the natural landscape eco-cultural industry belt. The overall layout is clear, and the use of more elaborate management methods is a combination of industrial parks and public service parks, showing obvious characteristics of base development.

#### **3.3 The cultural industry is in a state of unbalanced development**

The development system of cultural industry in Changzhou is clear and three theme industrial parks of creative valley, canal cultural and creative industrial belt and creative industry integrated plate have been preliminarily formed. Following the development of the historic and cultural belts of the Canal, the projects of the ancient canal water upstream and the Canal No. 5 Creative Industrial Park have been carried out. However, the marketing strength and popularity of canal culture-related projects are weaker than that of Yancheng theme park projects, and the canal cultural tourism projects are less interesting and limited in creativity. There is no denying that started initial exploration of cultural industry in Changzhou was dinosaur park theme museum tourism, after that, the establishment of the Park of Yancheng chungiu further reflected that the focus of Changzhou was on the theme entertainment projects. Compared with other cities such as Hangzhou, the exploration and development of the canal culture is not enough in Changzhou.

### **4. Innovative development path of canal culture industry from the perspective of new media**

As a new type of media environment, new media is a great change of traditional paper media and TV media and has penetrated into all aspects of people's life. The traditional cultural industry is also

extending from the offline to the new media, among which the "Forbidden City model" has made great achievements. Through the documentary series "I build cultural relics in the Forbidden City" and online cultural and creative products, the traditional cultural industry has been injected with new vitality and vigor. Therefore, the canal culture industry, as a distinctive part of the traditional cultural industry, should also take advantage of new media and broaden its development path.

#### **4.1 Reserve canal cultural industry development resources by means of new media technology**

The continuous innovation and development of new media technology provide a new way for the inheritance and protection of canal culture. Canal city should further adapt to the characteristics of new media technology and quickly locate the integration of the canal culture industry and new media. Make full use of modern scientific and technological means to record and preserve canal culture digitally to make canal culture database. Through the construction of the online website of canal museum and canal No.5 creative street, deeply excavates the Changzhou canal-related opera, architecture and food culture to reserve resources for the development of canal cultural industry so as to avoid the problem of lacking in stamina for industrial development.

#### **4.2 Strengthen canal culture brand marketing with new media**

In the new media era, great innovations have taken place in marketing models and channels. Strong marketing is no longer the key to attract consumers. Flexible marketing is used to replace the original strong marketing. Through canal culture film and television works, online Grand Canal theme cultural and creative products and other ways, consumers can become the active experience side of marketing instead of the passive receiver. The official accounts, video website and other platforms were used to launch the canal culture theme short film to enhance the audience's attention and experience of canal culture. With the help of advanced technologies, such as AR technology to present the appearance of the canal and 3D printing technology to display the canal model, so as to increase the "appearance rate" of canal culture and bring visual cultural experience to the audience. The brand effect of "seeing the canal can not miss Changzhou" will be formed. Intelligent navigation, voice explanation and other functions will be developed with the new media platform to improve tourists' satisfaction with canal cultural tourism.

#### **4.3 Extend the service chain of canal cultural products with the help of new media platforms**

The key to increase the output of cultural industry is to extend the industrial chain of cultural products and services. At present, the development of canal culture in Changzhou is primarily at the level of canal tourism, while the development of cultural and creative products about the canal is obviously insufficient. The new media provides a new platform for the design and sales of the special products. It uses the public platforms such as Weibo and WeChat to conduct online collection of canal creative products, selling in e-commerce platforms such as micro-stores and Taobao, and sells products through convenient modern logistics. With the convenience of modern logistics the products will be delivered to consumers' hands, at the same time, tracking consumer demands, constantly launching creative cultural products to maintain the cultural vitality of the canal.

#### **4.4 Give play to the role of the government, promote industrial integration and strengthen market supervision**

Give play to the government's macro-control role, and under the guidance and guidance of the government, promote the cooperation of tourism, water conservancy and food departments, flexibly arrange cultural markets such as special tourist routes and live performances in the form of industrial integration and resource sharing, and encourage support for strong new media operations. The growth of cultural enterprises with capabilities, and the overall development level of Changzhou's cultural industry with large enterprises and good projects. At the same time, improve the new media operation management norms, strengthen the supervision of the new media operation platform, avoid using the new media platform to misinterpret the canal culture, timely stop the industry chaos, and truly do the addition of new media and cultural industries.

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