

Exploration on the Construction of Cultural Environment in Xiamen City*

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Abstract—With the advancement of urbanization, the solution of "cities in China are similar" depends on the exploration of regional culture connotation. Xiamen city culture development has achieved a series of results, but the balance, quality and competitiveness of urban culture is insufficient. Based on this, by building the three platforms of Xiamen city cultural environment — education platform, policy platform and system platform, Xiamen city cultural environment is constructed through three aspects of city cultural consumption demand, city cultural artificial environment and city cultural soft environment, so as to promote the further development of Xiamen city culture.

Keywords—city culture; cultural environment; Xiamen

I. INTRODUCTION

Cultural prosperity is national prosperity, culture is strong national strength. As one of the important indicators to measure the comprehensive strength of a country or region, culture is an important source of national and ethnic cohesion and creativity. It is also an important component of overall national strength and plays an important supporting role in economic and social development. At present, socialism with Chinese characteristics has entered a new era, and China's economy is in a crucial period of transforming its development mode and growth momentum. Cultural confidence, as a more fundamental, deeper and more enduring force in development, is playing a more prominent role. Cultural city has become the general trend of urban development and prosperity. The transformation and upgrading of urban has increasingly become a major issue to which the party committee, government and academic research attach great importance and actively promote.

II. THE STATUS QUO OF XIAMEN'S CULTURAL ENVIRONMENT

A. *The Influence Is Significantly Increased, and the Awareness Is Greatly Promoted*

Protection and utilization of traditional culture have been strengthened. In 2007, Xiamen became the first experimental area for cultural and ecological protection in southern Fujian, transforming the protection of intangible cultural heritage from a single project to a holistic one. In 2008, Xiamen took the lead in issuing the "construction plan of Xiamen Minnan cultural ecological protection experimental area". Since then, the measures for the "construction of Xiamen Minnan cultural protection zone" and "Xiamen's Suggestions on the implementation of inheriting and developing local operas" have been formulated to strengthen the overall protection of culture in Southern Fujian. After nearly 10 years efforts, the city cultural heritage at all levels have been established and inheritance system, formed a set of practical and feasible cultural ecological protection system and operational mechanism, build the Guanyin mountain-wuyuan bay, Gulangyu Island, Jimei School Village, 3 displays, 14 culture inheritance protection pilot in Southern Fujian, released 95, 117 managements, repaired and improved the ecological environment of the cultural heritage. In 2017, Gulangyu was successfully listed on the world heritage list, and the protection of cultural relics and cultural heritage in Xiamen was approved by General Secretary Xi Jinping. Successfully declared a number of national non-heritage protection projects, such as Mid-Autumn Festival cake, Minnan nursery rhymes, Baosheng Emperor's beliefs and customs, Xiamen Lecture on Ancient Times and so on, the traditional culture of southern Fujian has been integrated into the development of modern urban culture in Xiamen through various ways, such as public cultural service system, cultural industry, cultural activities and educational system, to show the unique charm of Xiamen's traditional culture.

Cultural brand effect appears ceaselessly. 2007-2017 is a prosperous period for Xiamen's cultural products and literary

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and artistic creation, and cultural masterpieces keep emerging. The city's professional troupes have created and performed 38 plays of various types, and more than 70 literary and artistic works have won national awards, and more than 300 literary and artistic works have won provincial awards. Taiwanese Opera "Shao Jianghai" won the "Chinese opera society award", "five one project" outstanding drama award and the Chinese opera art government's highest award "Wenhua Award", realizing the zero breakthrough of the city's stage art quality, won the highest national award. Gaojia Opera "Dadao Cheng" won the "Five-one Project" Award for excellent works, and a number of excellent works of novel, TV drama, opera, animated cartoon and radio drama with excellent ideological, artistic and ornamental features are published, such as "Yan Jiao Changkong", "A Chai Sister", "Paradise without Road Signs", "God Doctor Avenue" and "Our Team Song". Xiamen international marathon, the world chorus competition and other major cultural and sports activities with international and national influence were successfully held, and a number of cultural activity brands were continuously increasing to enhance urban cultural taste, enhance urban cultural soft power and show the image of urban civilization.

Cultural exchanges with other countries have been deepened. Xiamen should give full play to the role of Taiwan as a bridgehead and major force for cultural exchanges with other countries, hold activities and build platforms to foster all-round, multi-level and wide-ranging cultural exchanges and cooperation. Continuous success had achieved across the Cross-Strait (Xiamen) Cultural Industry Fair, Cross-Strait Book Fair, Cross-Strait Folk Art Festival, original song contest in Southern Fujian, Baosheng Tzu Chi Culture Festival, Spring Festival Gala in Southern Fujian, Cross-Strait Dragon Boat Race and so on many major cultural activities on both Taiwan and mainland, Xiamen Gezi Theatre Troupe, Jian Liansheng Gaojia Drama Troupe, Na-Yin Orchestra, Xiang 'an Lv Tang opera school, Philharmonic Orchestra, Little Egret Folk Dance Troupe and other groups have traveled to Singapore, Japan, Indonesia, Austria, Brunei, the United States, Canada, Hong Kong, Taiwan and other countries and regions to carry out literary and artistic exchanges. Over the past 10 years, more than 400 batches of foreign cultural exchanges have been carried out, with more than 20,000 person-times. In 2017, during the Brics meeting in Xiamen, a series of important plays such as literature and art publicity were undertaken, effectively expand the influence of Xiamen culture on the outside world.

B. The Economy of the Cultural Industry Is Rapidly Developed

Industrial strength has increased significantly. In recent years, our city vigorously implements the construction of "531" (focusing on cultivating 50 key cultural enterprises, 30 key cultural industry projects and 10 key cultural industry parks) as a carrier of cultural industry [1], focus on the development of creative design, film and television animation, cultural tourism, digital content and new media four emerging cultural industry clusters. Cultural industry

has developed rapidly. As shown in "Table I", by the end of 2017, Xiamen had 11,329 corporate units of cultural industry. Wherein, the total asset was nearly 109.6 billion Yuan; the business income was nearly 90.2 billion Yuan, at a year-on-year increase rate of 16%; and the added value was 23 billion Yuan, at a year-on-year increase rate of 16.5%, accounting for 5.3% of GDP in the same period. Cultural industry economy has become an important pillar industry of Xiamen's economic development.

The cultural and creative industry is developing strongly. The internal structure of the cultural industry has been constantly optimized and upgraded. Creative design, new media and cultural information services, animation and games, digital publishing, film and television performance, cultural leisure and entertainment, high-end art and other cultural and entrepreneurial industries have entered the fast track of development. According to statistics, by the end of 2018, Xiamen's cultural entrepreneurship industry is expected to become another industrial chain of 100 billion Yuan. Cultural and technological integration of emerging cultural businesses is developing rapidly. A group of emerging cultural enterprises, represented by "4399", Quyou Technology, Xiangtong Animation, China mobile phone animation base, Gigabit, Meitu company, etc., are growing rapidly and have great influence in the country, becoming an important support force for the leapfrog development of Xiamen's cultural industry.

The effect of industrial park settlement is improved. In the past 10 years, Xiamen has made steady progress in building major functional zones for cultural industries, showing a good momentum of agglomeration, integration of business forms and innovative development. For example, Longshan Cultural and Creative Industrial Park on both sides of the Taiwan straits has transformed 17 factories with an area of nearly 130,000 square meters and more than 570 enterprises with an output value of nearly 10 billion Yuan since its construction started in 2009. Through a series of large-scale cultural activities such as Xiamen International Design Week, Xiamen International Fashion Week and Creative Innovation and Entrepreneurship Competition, Longshan Cultural and Creative Industrial Park has effectively expanded its influence and become the most efficient Cultural and Creative Industrial Park with the highest degree of industrial agglomeration in the province. The brand influence of Huli old industrial factory cultural and creative park is further enhanced. In 2017, the output value is about 2.5 billion Yuan, and more than 100 enterprises have been settled. In addition, the west art area of Shapowei, cultural and creative ports on both sides of the strait, Wuzhou hui cross-border e-commerce culture and innovation park, Cross-strait Hakka youth cultural and creative center, ancient towns in Southern Fujian, Huaqiang Cultural Science and Technology Industry Base and so on have been put into use, effectively promote Xiamen industrial transformation and upgrading and the improvement of urban grade, constantly promote cultural industry spatial structure optimization, effectively enhance the capacity of core agglomeration effect and radiation.

TABLE I. MAJOR ECONOMIC INDICATORS OF XIAMEN'S CULTURAL INDUSTRY FROM 2007 TO 2017

Main indicators	As a legal person of single digits	Main business income (100 million Yuan)	Total assets (100 million Yuan)	Employees (ten thousand)	Added value of cultural industry (100 million Yuan)	As a percentage of GDP (%)
2007	6465	319.84	344.80	13.93	102.95	7.48
2008	6056	328.78	458.77	15.83	102.76	6.60
2009	7133	412.54	483.88	17.10	111.86	6.89
2010	8457	528.78	518.91	12.30	124.54	6.1
2011	10877	739.49	697.63	13.82	180.72	7.1
2012	11214	859.48	812.18	20.23	217.02	7.7
2013	7048	541.20	600.20	13.01	144.91	4.82
2014	8373	598.11	665.36	13.76	152.16	4.64
2015	9257	772.39	820.39	14.93	175.23	5.06
2016	10262	775.26	965.21	15.71	197.44	5.21
2017	11329	901.96	1095.96	16.75	230.00	5.29

III. PROBLEMS IN XIAMEN'S URBAN CULTURAL ENVIRONMENT

A. Shortcomings in the Construction of Public Service System

Although the hard indicators of public cultural services in Xiamen have been significantly strengthened, there is still a gap between them and the construction targets of covering both urban and rural areas, featuring sound functions, convenience and efficiency. First, the level of public cultural equalization needs to be improved. There are still some gaps in the construction of cultural facilities and the quality of cultural activities both inside and outside the island. Some towns, communities and administrative villages still have substandard public cultural infrastructure. Second, the ability of coordinating and coordinating public cultural services needs to be strengthened. There is a gap between urban public cultural facilities and grass-roots public cultural facilities in terms of management and service. It is necessary for the whole city to promote the balanced development of public cultural services, focusing on improving the level of construction, management and service of grass-roots public cultural facilities, to safeguard the principle of fairness of citizens' enjoyment of cultural rights. Third, the effectiveness of public cultural services needs to be enhanced. Some facilities are in low utilization rate, and cultural activities are rarely carried out in frequency or in form. The degree of socialization and marketization is not high, and the scale of social forces participating in the production and supply of public cultural products has not yet been formed. More specific policies and measures are still needed to incubate and support the development of cultural social organizations. Guiding social forces to participate in the supply of public cultural services and improve the government's purchase of public cultural services from social forces need to be further improved.

B. The Cultural Industry Is Not Competitive Enough

After 10 years of rapid development, Xiamen's cultural industry strength has been significantly enhanced. It has some advantages in provincial horizontal comparison, but there are also some outstanding problems. First, the industrial scale is small; the overall strength is not strong. In 2017, the city's cultural industry achieved an added value of 28 billion Yuan, which is still far behind Beijing's 270 billion

Yuan, Shanghai's 280 billion Yuan, Shenzhen's 150 billion Yuan and Hangzhou's 160 billion Yuan. Second, the cultural industry cluster is not enough. The industrial chain is not sound, the industrial cluster is not large enough, and the scale is small. There is a considerable gap between the domestic advanced cities. The existing cultural industrial parks have a strong ability to gather and integrate cultural elements, and the communication, cohesion and integration among enterprises in the parks are not smooth enough. Third, backbone leading enterprises are not strong. Currently, there are not many cultural enterprises whose output value exceeds 1 billion Yuan, mainly concentrated in the animation and game industry. There is no cultural enterprise whose output value exceeds 10 billion Yuan. There is still a lack of large-scale backbone cultural enterprises that have significant influence in the country and can play a leading role in the industry. Among the existing cultural enterprises and brands, there are not many enterprises with large output value, great influence and strong comprehensive strength and leading enterprises that can play a leading role. Fourth, the public service platform for industrial development is not optimized enough. The construction of investment and financing system cannot meet the needs of rapid industrial development, and a good social investment mechanism has not yet been formed.

C. Cultural Inheritance and Promotion of the Quality and Efficiency Is Not High Enough

Xiamen is rich in cultural resources and profound heritage, but there are still deficiencies in the effective development and utilization. First, the characteristics of urban culture are not clear, the theme of cultural construction is not clear, cultural consciousness needs to be enhanced. Xiamen is rich in southern Fujian culture, Marine culture, overseas Chinese culture, special zone culture, etc., but all kinds of cultural elements lack of organic unity. In Xiamen's cultural spirit refining and Xiamen's characteristic display, Xiamen's characteristics are not distinct enough. Second, the production and creation ability of literary and artistic works is limited, the mining depth of characteristic cultural resources is not deep enough, the comprehensive effect of fine works is low, the consciousness of horizontal and vertical extension of fine works creation and production is not strong, and there is a lack of fine works with agglomeration effect and industrial chain. Third, the

attraction and influence of cultural brands are insufficient. The forms and modes of communication are not close enough. The market adaptability is not strong. Fourth, the level of foreign culture is not high enough, the level of foreign trade needs to be improved, the content of foreign cultural exchanges needs to be expanded, and the platform of foreign cultural exchanges needs to be extended. With the increasing influence of Xiamen city, it has become an important research topic of Xiamen's cultural development to strengthen the self-consciousness of Xiamen's cultural development, strengthen the inheritance of traditional culture and highlight the urban thematic culture.

IV. BUILDING A SUPPORTING PLATFORM FOR THE CONSTRUCTION OF URBAN CULTURAL ENVIRONMENT IN XIAMEN

A. *Building an Education Platform for the Construction of Xiamen's Urban Cultural Environment*

Culture has increasingly become an important carrier of educating, guiding and improving cultural literacy. The "Decision" of Third Plenary Session of the Eighteenth Central Committee of the Communist Party of China clears the "perfect Chinese excellent traditional culture education" as a field of education of the important tasks of comprehensive reform. Xi Jinping also emphasized that "excellent traditional culture is the foundation of the inheritance and development of a country and a nation. If it is lost, it will cut off the spiritual lifeline". Therefore, traditional culture education platform is desirable.

Educating people by culture: the construction of cultural education platform should focus on school education. Xiamen should publicize Xiamen with the examples of Lin Qiaozhi and Chen Jiageng, so as to educate children to love their motherland and contribute to society. In primary and secondary education, by organizing students to visit Yuyuan and Aoyuan, students can deepen their understanding of Lin Qiaozhi and Chen Jiageng's life stories, and strengthen the Xiamen spirit of love, selfless dedication, brave struggle, righteousness and profit. In higher education, by organizing and planning various activities that can show Lin Qiaozhi and Chen Jiageng's culture, college students can become active disseminators and promoters of Lin Qiaozhi and Chen Jiageng's spirit, especially the mobilization of overseas students.

The social function of government culture and education for all should be fully mobilized. The Ministry of Education, in conjunction with relevant departments, has issued guidance on opera entering schools, and a series of cultural and educational initiatives have been implemented in various places. Primary and secondary schools in Xiamen also offer courses and classes of interest in Minnan dialect, Gezi opera and other traditional culture. In the future, the corresponding measures should be continuously promoted, so that Xiamen citizens can accept the edification of urban culture from an early age. In terms of cultural education for the whole people, the government can carry out folk festival activities, literary and artistic performances, community culture and other forms. For example, the Bobing folk activity in Xiamen, the Egret Goddess Lighting Show and other similar cultural

activities can be promoted and publicized to shape the urban cultural literacy of the whole people.

B. *Building a Policy Platform for the Construction of Urban Cultural Environment in Xiamen*

The policy platform of Xiamen's urban cultural environment construction should be devoted to the combination of policy promotion and financial leverage. First of all, the government should give a series of preferential policies and measures for the development of the cultural industry from the policy perspective, and induce private capital to invest in the cultural industry, such as tax incentives, simplified industrial and commercial procedures, loose credit policies, etc. Secondly, a special fund for the development of the cultural industry should be set up for the introduction of high-end talents in the cultural industry, awards for major projects, promotion and research of urban cultural image projects, etc. Finally, the incentive function of financial resources should be brought into play to boost the development of the cultural industry. A certain amount of guiding funds should be set each year to guide enterprises to enter or turn to the cultural industry, so as to form urban cultural industry clusters and achieve the purpose of strengthening the city with culture.

C. *Building the System Platform for the Construction of Xiamen Urban Cultural Environment*

The system platform of Xiamen city cultural environment construction includes three aspects: public cultural legal system, urban cultural economic system and urban cultural political system.

Firstly, the construction of legal system of public culture is the legal guarantee of basic public cultural services. In December 2016, Law of the People's Republic of China on the Guarantee of Public Cultural Services passed by a high vote at the 25th meeting of the Standing Committee of the Twelfth National People's Congress. Although breakthroughs have been made in cultural legislation from a national perspective, local public cultural laws and regulations are still relatively inadequate. Xiamen should improve the corresponding local laws and regulations as soon as possible to standardize the construction of public cultural service system.

Secondly, the construction of urban cultural and economic system needs to encourage the entry of innovative and creative elements. As north points out, the continuous efforts to improve technology can only be achieved through the establishment of a property right system that can continuously stimulate people to innovate in order to increase private benefits. As an important shaping force of the urban economic system, the level of innovation and creativity of urban culture directly restricts the level of urban competitiveness. In promoting the industrialization of urban cultural innovation and creativity, the joint efforts of the government, enterprises and other units are required. In order to promote the industrialization of urban culture, the government can break the traditional profit distribution system and benefit enterprises and institutions to a greater extent. For example, the current promotion of Lin Qiaozhi's spirit mainly relies on Yuyuan's explanation and introduction,

with a single channel. In the future, it is necessary to consider packaging Lin Qiaozhi's deeds into a variety of innovative forms, such as stage play, sitcom, micro-film, and so on. The government should set up a platform to encourage enterprises to activate the historical relics in the memorial hall into a form that is popular with people and make it marketable.

Finally, the political system of urban culture not only shows the cultural character of the city, but also reflects the spiritual characteristics of an era and a society to a certain extent. For example, the spirit of Jiageng, which Xiamen people are fond of talking about, is just a good story from the period of South Fujian people's cross-sea struggle. It is also a sense of pride of citizens' political and humanistic environment. The government should constantly strengthen the sense of pride of these cities.

V. CREATING THE ENVIRONMENTAL ATMOSPHERE OF XIAMEN CITY CULTURAL ENVIRONMENT

A. *Cultivating Cultural Consumption Demand*

The cultivation of cultural consumption demand is the basis of creating the cultural environment atmosphere of Xiamen city and the greatest driving force for the development of cultural industry. Firstly, it is necessary to optimize the social public service system and consumption environment of cultural consumption, continue to promote mobile libraries, establish museums and science and technology museums, promote the enrichment of Park culture, and encourage free or low-cost literary and art performances and film screenings. Secondly, it is necessary to dig deeply into Xiamen's traditional cultural resources, such as vigorously developing the tourism routes of ancient towns in southern Fujian, Jiageng Education Tour and so on, and give full play to the role of tourism and festival activities in promoting cultural consumption. Finally, it is necessary to innovate the management mode of cultural industry, cultivate citizens' cultural consumption ideas and consumption habits through various channels, cultivate new growth points of cultural consumption through developing characteristic cultural consumption, guide enterprises to build more cultural consumption places to meet citizens' needs, and meet the demand of consumers' multi-level and diversified cultural consumption with lower prices and richer cultural products and services.

B. *Creating Urban Artificial Cultural Environment*

The development of a city is not only a long-term process of material environment construction, but also a long-term process of cultural accumulation. In this process, in order to meet the needs of human survival and development, the artificial cultural environment of a city has been created [2]. The construction of urban artificial cultural environment is to materialize the historical culture, folk culture, modern enterprise culture and community culture in the process of urban planning and construction.

The first is the road system construction. Most of the traditional street names in Xiamen contain unique cultural connotations, such as Xiaojie Road, Yanwu Road and Guying Road, which are the embodiment of Zheng

Chengong's relics in Xiamen. Wellington Road, Sashibao Road and Cebu Road are named after Xiamen's international friendly city, while Jiageng Road and Zhongshan Road are named after celebrities. These cultural connotations should be introduced in high-crowding blocks so that citizens and tourists can deepen their understanding of Xiamen's history and culture. In addition, the cultural atmosphere of Xiamen's road system should also be reflected in the environmental greening, adding the five-line spectrum like Huandao Road, which can reflect the cultural characteristics of Xiamen's music.

The second is the construction of Park culture. With the advent of the national leisure era, parks have become an important place for citizens' cultural leisure. There are more than one hundred parks in all districts of Xiamen, large and small. These parks bear the public culture of the city and become an important carrier for creating the cultural atmosphere of the city. The construction of park culture should give full play to the traditional culture of the park and inject modern urban cultural elements, such as highlighting the cultural characteristics of each district in the park, adding the elements of Jiageng culture in Jingxian Park, adding the elements of modern industrial civilization in Haicang Civic Park, and increasing the activities of Nanyin's folk organizations in Zhongshan Park.

The third is the urban sculpture construction. A famous writer once said, "City sculpture is not only a question of being a portrait, it must match the culture of the city". Urban sculpture can be scattered in every corner of the city. In commemorative streets or parks, corresponding sculptures can be erected and explained, such as Jiageng Road, Zhongshan Park, etc. In civic plaza or some green blocks, relevant sculptures of traditional customs and unique skills in southern Fujian can be erected, such as Nanyin, puppets, lacquer line sculptures, and people's drifting across the sea in southern Fujian, and so on, to fully show the history of Xiamen to the world.

The fourth is the architectural style. The distinctive architectural style of Xiamen also reflects the cultural precipitation of Xiamen, such as the Jiageng-style architecture, the South Fujian arcade and the Gulangyu Universal Architecture. It not only embodies the Jiageng culture, the southern Fujian culture and the colonial culture of Xiamen, but also witnesses the history of Xiamen. These innate resources should be fully utilized to create a unique architectural culture atmosphere in Xiamen.

C. *Constructing the Soft Environment of Urban Culture*

Urban cultural soft environment, namely urban spiritual culture, contains urban knowledge, art, belief, custom, morality and all other behaviors and habits of a city member [3].

First of all, the comparative advantages of urban traditional culture should be fully explored. Secondly, Xiamen's special geographical location brings together the essence of South Fujian culture. At the same time, it has a close relationship with Taiwan. It retains the architectural style of South Fujian culture, maintains the inheritance of the

"five-edge culture" across the Straits, increases various cultural exchanges between the two sides, and constantly strengthens the sense of roots of Taiwan compatriots. Second, General Secretary Xi Jinping has mentioned "Marine Power" and "Marine Silk Road of the 21st Century" several times on many occasions. As a coastal city on the "Silk Road", Xiamen has a distinct marine culture. It should actively integrate into the construction of "One Road and One Belt" and devote itself to the construction of China's marine culture demonstration city. Since its establishment in 2005, Xiamen International Ocean Week has developed into a feast of ocean culture with wide public participation and a platform for global ocean culture exchange and cooperation. The "Poem of the sea" music evening party launched in 2017 international ocean week integrates internationality and local characteristics, highlighting Xiamen's global vision and open and inclusive Marine culture spirit to the world. In the future, more marine cultural activities, including traditional customs such as "Fujian and Taiwan to send ships", will be integrated into the activities of the ocean week. The Xiamen international ocean week will create a global carnival for the whole world to provide cultural soft power support for the construction of "one belt and one road".

Moreover, the cultural consciousness and cultural self-confidence of citizens should be formed. One of the characteristics of "European Cultural Capital" is to expand cultural resources from the city center to the urban community [4], so that all citizens can enhance their cultural awareness through participation, so that urban culture can be enriched everywhere in urban life. First, relying on the community and taking the square cultural activities as the "leader", vigorously carrying out civic cultural activities, forming folk literary and artistic organizations and organizing diversified civic cultural activities are the main ways to create a civic cultural atmosphere, such as the promotion of the activities of the Southern Music Troupe and the holding of the elderly square dance contest. The second is to expand the audience of traditional folk culture, so that the general public can fully participate in various traditional customs activities in Xiamen, such as the Mid-Autumn Festival cake culture. Various districts and even streets and communities can hold rich cake carnival activities to shape unique Mid-Autumn customs of Xiamen through the carnival, and also to promote Zheng Chenggong culture series.

Finally, the fine works of Xiamen's urban culture should focus on building. In recent years, large-scale singing and dancing theatres such as Minnan Grand Theatre, Jiageng Theatre and Old Courtyard Scenic Area have been built in Xiamen, which fully demonstrates the importance Xiamen government attaches to literary and artistic performances. "Southern Fujian Spirit" and "Southern Fujian Legend Show" with many Xiamen citizens and tourists to understand the history and essence of Southern Fujian culture, have become the "business card" of Xiamen's urban culture. However, such performances are only ornamental, and the participation of citizens and tourists should be strengthened, such as Zhang Yimou's "See You" series. Through the government's planning, the experience of Xiamen's urban culture should be further enhanced through participation.

VI. CONCLUSION

Culture, as the soul of a city, is an important foundation for shaping its characteristics. Relying on the positive cultural policy of material civilization and spiritual civilization, Xiamen has greatly improved its cultural environment. The elimination of cultural problems faced by Xiamen, the construction of three platforms for the construction of urban cultural environment and the improvement of three systems for the construction of environmental atmosphere can effectively promote the great development and prosperity of Xiamen's culture and accelerate the construction of a culturally strong city that matches the modernization and internationalization of high-quality and high-appearance cities.

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