

Research on the Construction of Intercultural Management Strategy in the “Silk Road International Film Festival”

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Abstract. With the layout and implementation of the national "The Belt and Road Initiative" strategic decision, the "Silk Road International Film Festival", which is an important part of the city and national cultural soft power, came into being as a national and national cultural exchange. Compared with the Beijing and Shanghai International Film Festivals, the "Silk Road International Film Festival" has its unique advantages and opportunities, as well as challenges of cross-cultural management. We have more need to clarify their unique strategic positioning, conduct cross-cultural management strategy construction research, promote silk road culture, shape the city and national image, and enhance China's international influence.

Research Background and Significance

1.1 Research Background

The "The Belt and Road Initiative" strategic decision as a national top-level cooperation initiative aims to actively develop economic partnerships with countries along the route to create a community of political mutual trust, economic integration, and cultural inclusion. With the convergence of culture and economy Constantly deepening, culture has become an important part of the country's core competitiveness. The "Silk Road International Film Festival" is a national review of the time to promote the Chinese outstanding traditional culture, actively lead China's outstanding culture to go out, build a cultural power, enhance the image of a big country, enhance the international major initiatives of influence.

1.2 Status of the “Silk Road International Film Festival”

There are three major international film festivals in China, Beijing International Film Festival, Shanghai International Film Festival and Silk Road International Film Festival. Compared with the former two, Silk Road International Film Festival is relatively young, and its management mode and operation mechanism are still potential for improvement. So far, the Silk Road International Film Festival has been held for five times. Table 1 lists the basic participation and screening of the successful 5th Silk Road International Film Festival. It can be seen that the participating countries are increasing year by year, and the number of outstanding films displayed is considerable. The vision of the founding is gradually being implemented and realized, and the expansion capacity will be even greater in the future.

Table 1. Basic overview of the “Silk Road International Film Festival”

	Participating countries	Exhibition film	Exhibition Chinese Film	Exhibition foreign film
The first (Xi'an)	25	200	73	74
The second (Fuzhou)	32	950	30	70
The third (Xi'an)	35	676	145	99
The fourth (Fuzhou)	67	1004	27	76
The fifth (Xi'an)	68	565	26	82

Research Significance

Enhance the International Influence of Local Films Through the Exchange of Films Along the Silk Road Area.

The “Silk Road International Film Festival”, which is based on films from countries and regions along the Silk Road, will enable outstanding films from countries and regions along the Silk Road to show each other, exchange and learn from each other on this common film exchange platform. To lay the foundation for future cross-regional and cross-cultural film cooperation; on the other hand, through this platform, local excellent films are familiar to more countries and regions, leading Chinese local outstanding films to shine and expand the international influence of local films.

Using the Exchange of Multiple Film Cultures to Feed Back the Development of the Cultural Industry.

The Silk Road International Film Festival opened a window for film culture exchanges for countries along the route. The diversity and innovation of the film festivals have led to more and more cooperation projects between the countries and regions along the line, and the cooperation fields are becoming more and more extensive. Through the innovation of operation mode and management strategy, it promotes the development of the film-related cultural industry and provides support for the further exchange of culture.

Shape the International Image of the City and Country and Increase Its Influence.

Based on specific historical backgrounds and realistic conditions, Silk Road International Film Festival has become a cultural card for spreading silk culture and promoting the spirit of Silk Road in China. Through cross-national, cross-regional and intercultural film exchanges and investment cooperation, on the one hand the Silk Road Share high-quality resources along the line of countries and regions, and strengthen exchanges and interactions between excellent cultures; on the other hand, it is conducive for Chinese culture to “go global”, shape the cultural image of holding cities and countries, enhance the international influence of Chinese culture, and enhance international status.

Analysis of Cross-Cultural Management Challenges and Opportunities of the Silk Road International Film Festival Based on Analytical Model

2.1 Challenges in a Cross-Cultural Environment

Differences between Language and Customs Cause Cultural Communication Barriers.

The countries and regions involved in the "Silk Road International Film Festival" are mainly based on countries and regions along the "Silk Road" and "Maritime Silk Road", both developing and developed countries, including majority developing countries. These countries and regions span Eastern civilization and Western civilization. The differences in language, customs, and religious beliefs have caused obstacles in their cultural exchanges. This obstacle is reflected in the communication of film culture, which is reflected in the communication of film culture conveyed by excellent films from different countries and regions.

Differences in Cultural Values Increase the Difficulty of Cultural Identity.

A country or region has also formed its own unique culture in the course of historical development. There is always a universal value in this culture, which is called "cultural values. “Although globalization has led to the integration and advancement of the world in all fields, including the cultural field, the core values of each country or nation will not change. This is the root of the differences in cultural values. The participating countries of the “Silk Road International Film Festival” span the two cultural systems of Eastern culture and Western culture. The differences in cultural values can be imagined, and the core cultural values of each country or region are relatively stable. Therefore, it is more difficult to establish cultural identity based on the premise of safeguarding national interests.

Cultural Differences Affect Cultural Industry Investment Structure.

On one hand, due to cultural differences between different countries and regions, internal cultural conflicts between the cooperating entities have increased, which has increased transaction costs and thus affected the investment status of the cultural industry. On the other hand, cross-regional and cross-cultural industrial investment is necessary to invest. As an important measure of decision-making, risk is based on the theory of path dependence. The investment entity will prefer to choose the cultural industry that has always been stable and good, while avoiding or investing in the emerging field. This will inevitably lead to a single investment structure in the cultural industry which will not benefit to the long-term development of the cultural industry.

Historical and Realistic Opportunities

Proposal of the great strategic concept "Silk Road Economic Belt" and "21st Century Maritime Silk Road".

The Silk Road Economic Belt is a new economic development zone based on the ancient Silk Road. Maritime Silk Road from Qin and Han Dynasty, it has always been an important bridge for the exchange of economic and cultural exchanges between the East and the West. The Silk Road International Film Festival is precisely to implement the great strategic concept and the international cultural exchange platform launched at the cultural level—"Silk Road Economic Belt" with "21st Century Maritime Silk Road".

Renewing the Appeal of Chinese Excellent Traditional Culture in the New Era.

Culture is the blood of a nation and the spiritual home of the country and the people. Chinese culture is profound, deeply rooted in the social practice of diligent and intelligent working people day after day. Our promotion and cultivation of socialist core values must be guided by Xi Jinping's new era of socialism with Chinese characteristics and based on the fine tradition of the Chinese nation. Culture, this is the only way for us to strengthen our cultural confidence. In the new era, we will vigorously inherit and carry forward the fine traditional culture of the Chinese nation, build a strong socialist culture, and strengthen the country's cultural soft power, in order to better rejuvenate the fine traditional Chinese culture and build the image of a great Chinese nation, so that the Chinese nation can stand in the world with a more confident and high-spirited attitude and China can realize the dream of the great rejuvenation of the Chinese nation.

New Era to Explore the Potential of China's Economic Development Potential.

If the country is like a big tree, the economic strength is like the upper half of the big branches, and the cultural soft power is like the deeper part of the big tree. From the 17th National Congress of the Communist Party of China, cultural soft power has officially been taken as an integral part of our national strategy. Cultural soft power, as one of the most important strategic forces of a country, complements each other's economic strength. In order to improve the country's cultural soft power, realize the "two hundred years" struggle goal and Chinese nation's great rejuvenation of the Chinese dream, we should solidify the foundation of the country's cultural soft power, and strive to spread and display the unique charm of Chinese culture, to shape our country's image and plays a vital role in promoting international voice.

Cross-Cultural Management Situation Analysis Based on SWOT Model

In order to comprehensively and systematically analyze the internal conditions and external environment of the "Silk Road International Film Festival", I use the SWOT analysis model to enumerate Table 2, showing the cross-cultural management under the internal advantages and disadvantages, external opportunities and challenges.

Table 2. SWOT analysis of the "Silk Road International Film Festival"

Internal conditions external factors	Strengths	Weakness
	<ul style="list-style-type: none"> ● Xi'an has rich film materials. ● Xi'an has strong science and education. ● Fuzhou is proud of the sea and has obvious marine characteristics. 	<ul style="list-style-type: none"> ● Film creation professionals are relatively scarce. ● Single movie theme structure. ● Insufficient motivation for the operation of the festival.
Opportunities	SO	WO
<ul style="list-style-type: none"> ● Great strategic concept "One Belt One Road". ● Renewing Chinese traditional Culture. ● Exploring the potential of China's economic development . 	<ul style="list-style-type: none"> ● Clearing the characteristics position. ● Integrating the existing film material. ● Strengthen the cooperation with relevant research institutions. 	<ul style="list-style-type: none"> ● Increase investment in film professional training. ● Film theme selection insists on diversification. ● Innovative film festival operation management mode.
Challenges	ST	WT
<ul style="list-style-type: none"> ● Differences in Language cause cultural communication barriers. ● Differences in cultural values increase the difficulty of cultural identity. ● A single structure of cultural industry investment. 	<ul style="list-style-type: none"> ● Respect differences, seek common ground. ● Exchange and Share cultural resource. ● Cultural industry investment structure diversification. 	<ul style="list-style-type: none"> ● Signed cooperation With foreign excellent film talents. ● Increase cultural Identity by co-production. ● Innovative cultural industry cooperation through the Internet.

"Silk Road International Film Festival" Cross-Cultural Management Strategy Construction

Clear Feature Positioning

Characteristic Positioning of China's Ideological Driven Strategy.

Silk Road International Film Festival is the new state of the State Press and Publication Administration to implement the "One Belt One Road". The purpose of the strategic concept was to use the film as a link to promote cultural exchanges and cooperation between countries or regions along the Silk Road, to inherit the spirit of Silk Road, and to promote the Silk Road culture. Therefore, the construction of the cross-cultural management strategy of the Silk Road International Film Festival must take the overall position on the strategic level of the national ideology. Positioning and planning to promote the exchange and dissemination of China's excellent traditional culture, to shape China's international cultural image, to enhance the influence of international culture and international status as the fundamental strategic positioning.

Based on the Characteristic Positioning of "Silk Road Culture".

The "Silk Road Culture" has condensed the wisdom of many countries and regions and ethnic working people along the Silk Road. It is our common historical memory and is also brilliant. As an international cultural exchange platform, the Silk Road International Film Festival is also based on the characteristics of "Silk Road Culture" to retain historical memory, seek common ground while reserving differences, tell the story of Silk Road culture, and promote Chinese traditional Culture.

Culturally Inclusive Resource Sharing

Enriching Internal Cooperation - Co-Production.

Co-production with foreign films has already begun in China. Considering the distinctive cultural

characteristics of the “Silk Road International Film Festival” and the different preferences of the public for the types of films, it is necessary to avoid the difference in customs and religious beliefs in different countries and regions, and avoid the single type of co-productions make people lose interest in filming, explore the variety of co-productions, select the type of film that has the advantages of co-production and the audiences at home and abroad enjoy the filming, so that the audience in different countries and regions can continue to feel the cultivation of colorful film culture and enhance the viewing.

Expanding Outreach Cooperation-Cooperation with Other International Film Festivals.

Compared with the other two international film festivals in China, the Beijing International Film Festival and the Shanghai International Film Festival, the Silk Road International Film Festival is still relatively young, and the international popularity and influence are not as big as the former two. On the one hand, we must expand the cooperation between the Silk Road International Film Festival and the Beijing International Film Festival and the Shanghai International Film Festival. The influence of a relatively mature old international film festival to strengthen its own propaganda; on the other hand, it is necessary to expand cooperation with international film festivals in countries along the Silk Road, and promote a series of forum exchange activities, including well-known directors from different countries and regions. The film creation sentiment exchange, the exchange of excellent film talents, the sharing of regional resources, etc., have made our country more outstanding cultures go out vigorously, enhance the international discourse power of China's excellent culture and film festival, and achieve a win-win situation.

Multilateral Cooperation Based on Cultural Innovation

Cooperation with Well-Known Film and Television Universities and Research Institutions in the Horizontal Direction.

Xi'an, one of the venues, has a well-known university with a profound cultural heritage. The Silk Road Film Culture Forum and the film theme concert, which are the main sections of the Silk Road Film Festival, cannot be separated from the cooperation and support of these famous universities and research scholars. At the same time, it can also cooperate with other international film festivals to obtain indirect cooperation with well-known film and television universities and scientific research institutions. Strengthen the integration of Silk Road International Film Festival and academics, innovate the ideas and mechanisms of cultural exchanges and cooperation, seize the opportunities of history and reality, and meet the challenges of cross-cultural management.

Vertical Industry Cooperation Related to Film.

As a cultural exchange platform, the Silk Road Film Festival has extended many related industries, such as Xi'an and Fuzhou, two major venues. Although it is located in the northwest inland, it has a long history and culture, rich tourism resources, and a geographical location on the southeast coast. In addition, the two are the venues of the Silk Road International Film Festival. With the exchange and publicity activities of the festival, more and more tourists from home and abroad will be attracted to promote the development of the tourism industry and transform the cultural benefits into rich economic benefits. The industrial cooperation on the Silk Road International Film Festival will be more systematically and completely presented to the world.

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