

IP Brand Building and Creative Industry Operation Management of Cantonese Culture in Guangdong-Hong Kong-Macao Greater Bay Area

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ABSTRACT

Focusing on the emerging topic - the economic development and building of Guangdong-Hong Kong-Macao Greater Bay Area (the Greater Bay Area), this paper studies the IP brand building of Cantonese culture, the operation, and the management of creative industries in the Greater Bay Area. By applying the methods of geographical and economic structure analysis, this paper redefines Cantonese Culture, or "Yue", in the Greater Bay Area as a cultural connotation of science, technology, and innovation, based on a combination of the characteristics of culture and economy in the Greater Bay Area. In this way, the concept and method of creative industry management will be promoted. Through the study on cultural operation management and brand building, this paper finds that scientific and technological creativity and cultural industry clusters increase the efficiency of enterprises, and effectively avoid the monotony and low efficiency in operation management.

Keywords: *IP of Guangdong-Hong Kong-Macao Greater Bay Area, Cantonese culture, brand building, industrial cluster, combination of technology and culture, operation and management of creative industries.*

1. INTRODUCTION

As the economy grows fast in this age of development, cities are inseparably interconnected to each other. The economic model and cultural cluster of the Greater Bay Area (world-class city cluster) has gained important strategic position of every country. San Francisco Bay Area and New York Bay in the United States, Tokyo Bay in Japan, and Guangdong-Hong Kong-Macao Greater Bay Area in China, also called the Four Major Bay Areas in the world, share different development directions in the economic model and cultural industry: San Francisco Bay focuses on scientific and technological research and development, while Tokyo Bay centers on industrial civilization, New York Bay emphasizes on finance, and the Greater Bay Area lays emphasis on finance, industry, technology, and culture. It functions as an important strategic position in the overall development of China, who is committed to building it into an important hub of the world^[1]. Boasting a predominant geographical position, the Greater Bay Area consists of two special administrative regions, Hong Kong and

Macao, and nine cities in the Pearl River Delta, including Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen, and Zhaoqing. "Yue", the Cantonese culture in the Greater Bay Area, has become the core culture, and also the strong glue of this area. And the traditional culture has served as the internal driving force of the economy in the Greater Bay Area^[2].

As times' change leads to transformation of industries, the proportion of the primary industry (animal husbandry) and the secondary industry (manufacturing, energy industry) in the Greater Bay Area has been gradually reduced. At this point, the proportion of the tertiary industry (service-culture, entertainment, finance, education) in the Four Major Bay Areas are 65.6% in the Greater Bay Area, 89.4% in the New York Bay, 82.3% in the Tokyo Bay, and 82.8% in the San Francisco Bay respectively^[3]. It can be seen that based on a rising tertiary industry, the resulting booming cultural and creative industries, the operation of innovation and brand culture, and the operation and

management of cultural industries have played an important role in economic development.

At present, the cultural industry and cross-cultural urban development form a connecting link in the Bay Area economy, as China's cultural industry serves as an important part of economic development in an era of globalization and urbanization. The cultural and creative industry, an emerging industry with creation at its core in the context of economic globalization, emphasizes that the main culture or cultural factor relies on individuals or teams to develop and operate intellectual property industry through technology, creativity, and industrialization^[4].

Its connotation mainly includes radio, film and television, animation, audio and video, media, visual arts, performing arts, crafts, and design, etc. The traditional culture is promoted through the combination of traditional culture and new cultural creativity^[5]. Cantonese culture in the Greater Bay Area is of great significance to the development of the creative cultural industry and its operational management. This paper attempts to define the concept and theory of "Yue", the Cantonese culture IP and discusses the operation management and brand building of cultural and creative industrial parks under Cantonese culture IP.

2. DEFINITION AND CONNOTATION OF IP OF CANTONESE CULTURE IN A NEW ERA

Traditional culture, as the crystal of civilization evolution, is characterized by national traits and reflects various thoughts, cultures and ideologies existed in histories of all nations, including philosophy and religion, thought, characters, language, six arts. Up to now, core traditional culture of Guangdong-Hong Kong-Macao Greater Bay Area is featured by Guang Fu Culture or Lingnan Culture. Many cultures remains in Lingnan Area. Lingnan Culture, divided by geography, refers to the culture south of five mountains (Yuecheng mountains, Dupang mountains, Mengzhu mountains, Dageng mountains, and Qitian mountains) and also the culture in the junction of four provinces adjacent to Guangdong. As Cantonese People Culture is diversified and inclusive, Guang Fu traditional culture and arts (including Cantonese cuisine, Cantonese opera, Cantonese opera, Cantonese, Cantonese embroidery, Cantonese carving) survive today.

Existing culture of Guangdong-Hong Kong-Macao Greater Bay Area is diversified and integrated since its core traditional culture--Lingnan Culture, evolved from the development of Zhongyuan Culture and Overseas cultures. The earliest Lingnan Culture was originated from such Zhongyuan Culture as Confucianism Culture, Legalism Culture, Taoism Culture and Buddhism Culture, all of which, in turn, also became the important part of Lingnan Culture. Its overseas cultures derived

from the beginning of famous Maritime Silk Road (the longest and farthest ship route worldwide at that time)--Guangzhou. Maritime Silk Road, as a vital platform of outbound trade and cultural exchanges for China, has helped Ancient China lay the foundation of cultural exchanges and openness for Guangdong. As time goes by, from agricultural society, industrial society to today's sci-tech and information society, Cantonese People Culture in Lingnan is passed down to today. However, given that such culture is a mixture of overseas culture, traditional culture as well as sci-tech and industrial culture, the cultural background of Guangdong-Hong Kong-Macao Greater Bay Area need to be redefined. In this case, Cantonese Culture in this paper refers to traditional culture, inclusive and open diversified cultures as well as pioneering, change-sought and innovative sci-tech and industrial culture^[6].

As time lapses, in modern society, developed and developing countries attach greater importance to sci-tech industries and technologies, all of which are flourishing in China even across the world via technologies like the Internet, AI and 5G. Sci-tech culture is formed by blending sci-tech with traditional cultural industries with a view to facilitate the improvement of cultural and industrial economy and even the overall economy, creating more liquid industry chains by this way. Moreover, the combination of traditional culture industries and sci-tech industries not only can reproduce the construction of ancient buildings in ancient times with visualization technology, but also renew ancient artifacts in ancient times via VR technology. Meanwhile, the integration of ancient artifacts and 3D printing technology is a good way to carry forward and develop culture. Therefore, it is fair to say that based on traditional culture, accelerating the course of the times will step up sci-tech development. More importantly, the combination of traditional culture and sci-tech and industrial culture can be regarded as a creative culture industry. As there is a growing number of cultural industries in Guangdong, as of 2017, value added by these industries reached RMB 48.17 billion. Obviously, Guangdong will be the first province to win the title of "Creative City" and will play a main role in economic industries in Guangdong-Hong Kong-Macao Greater Bay Area.

From what have been mentioned, the paper focuses on re-identifying the background of Cantonese Culture based on special historical background of Guangdong-Hong Kong-Macao Greater Bay Area: Cantonese Culture is composed of Guang Fu Culture in Lingnan Area and sci-tech and industrial culture. The young generation, who have no strong willingness to learn traditional culture, can gain an insight in traditional culture with technologies. In the light, efforts to marry traditional culture and sci-tech and industrial culture will be helpful to spread traditional culture. Similarly, the development and globalization of cultural

industries will make traditional culture in the middle of the world.

3. OPERATION, MANAGEMENT AND BRAND BUILDING OF CULTURAL AND CREATIVE INDUSTRIES IN GUANGDONG-HONG KONG-MACAO GREATER BAY AREA

3.1 Industrial clusters & operation and management of cultural and creative industries

Nowadays, as science and technology blooms, people's life, production and industries related are full of sci-tech products while sci-tech creative cultures reflect the advancement of modern society and the development of industrial clusters.

Since industrial cluster is an ideal way to expedite the growth of start-ups, many upstream and downstream enterprises associated in industry chains have the philosophy of cluster-style working. In addition, operation of sci-tech creative industries is one of the best way to integrate the overall supply chains. Therefore, many sci-tech creative enterprises advocate such working style to greatly cut their running costs, improve their operation efficiency and strengthen technological ties with each other.

During the development of sci-tech creative enterprises, the conception of Industrial Internet became the focus researched by enterprises of all kinds. Industrial Internet means that humanity, data and machines are connected by an open global network. It is a high degree of integration between global industrial systems, advanced computing analysis, penetration technology and the Internet. Guide by the philosophy, the combination of industry and science and technology is closer, more high-efficiency and precise. Apart from the application of Industrial Internet in Guangdong-Hong Kong-Macao Greater Bay Area, the key to develop the economy in the area is to integrate the economy, sci-tech and the Internet with creative industries and create industrial ecosystem with industry, the Internet and science and technology.

Our country always attach great importance to, further and encourage the development of cultural and sci-tech industries. For example, given the development, actual economic conditions and strategic meaning of Guangdong-Hong Kong-Macao Greater Bay Area, China proactively roll out a series of policies to support and step up its development. The paper states three favorable policies as follows: First, although sci-tech and cultural creative industries are cutting-edge now, corporate development scale is concentrated on micro, small and medium enterprises. In this case, our country provides assistance for such sci-tech enterprises, including technological consulting service, R&D design

consulting service and entrepreneurial guidance service. Second, now that national tax shall be used for enterprises, people's life and social construction, national favorable tax policies are offered to some sci-tech creative industries, such as tax reduction and exemption. Since sci-tech creative industries require R&D costs, and creation development costs, tax cuts are good for decreasing initial costs for start-ups to help them get started and industry developed. Third, our country provides free funds for sci-tech creation and R&D of micro and small and medium enterprises and for their development. From the above three points, national favorable policies, admittedly, serve as a driving force for Guangdong-Hong Kong-Macao Greater Bay Area and even its entire sci-tech creative industries.

3.2. Method and meaning of integrating IP of Cantonese Culture and sci-tech creative industries

The paper states that Cantonese Culture is the core culture for Guangdong-Hong Kong-Macao Greater Bay Area and also the internal driving force of economic development in the area. Injecting IP of Cantonese Culture into industry will facilitate industrial development and diversity of economic development. While the integration of traditional enterprises and sci-tech enterprises will produce creative industries, injecting culture into creative industries is conducive to running and managing creative cultural industries, forward development of national economy, cross-culture and cities in Guangdong-Hong Kong-Macao Greater Bay Area as well as cross-cultural exchanges at home and abroad.

Based on actual development conditions, there are abundant ways to inject culture into industry. The paper offers three: First, to inject culture into sci-tech industries. The integration of culture and sci-tech can redefine themselves. For instance, when ancient civilization and culture are displayed by scenic spots and historical sites, the application of technological temperature control sensor can ensure that relics and ancient buildings will not be damaged by dry or wet, high or low temperatures. Similarly, temperature control sensor can be used in cluster-style working to keep constant temperature by controlling temperature according to office space and the number of people in offices. Second, to inject culture into creative conception. There are numerous examples for the combination of culture and creation. Integration of Chinese elements into makeup is an example--Florasis' products with Miao features like embossed peony lipstick and Bainiaochaofeng eyeshadow were made from peony and phoenix while injecting traditional culture of Miao into its makeup products. As a result, such creation makes more young people understand,

appreciate, emphasize, carry forward and spread traditional culture. Third, to inject culture into industrial parks. Cultural and creative industrial parks or high-tech industrial parks spring up and most of them reasonably apply cultural elements. For instance, in many industrial parks, based on ancient architectures, the application of the visual shock in ancient buildings and the difference between ancient buildings and modern high-rise buildings attracts considerable cultural and creative enthusiasts and developers to visit and develop industrial parks, thus forming business clusters, design enthusiast clusters, creative office clusters, etc. Besides, the integration of sci-tech industries and culture is also represented by ancient buildings printed with 3D technology and navigation robots via AI and VR online maps, etc.

The writer insists that positioning creative industries with Cantonese Culture will exert profound influences in the operation philosophy and management of the culture. Culture-creation-technology integration generates a host of new technologies, designs and products, making single operation and management methods diversified. From the perspective on operation, such integration has played an active role in carrying forward creative culture, learning from each other between creative culture and technological philosophy, so that efficiency of operation and management was raised and economic function was performed.

Therefore, it shall be clear that a clear blueprint for the development of cultural industries and implementation of conception of cultural confidence will deeply affect economic development. With the continuous progress and injection of culture, economy in Guangdong-Hong Kong-Macao Greater Bay Area is on a steady upward trend. Under such circumstance, Hong Kong-Zhuhai-Macao Bridge, inter-city high-speed rail and subway built by our country reflect the progress from road connectivity, cultural connectivity to economic connectivity. During the process of construction, "Manufacturing and Trade", "Education and Culture", "Innovation and Technology" industries emerged, and large-scale industrial environment has also been created.

Culturally, Guangdong-Hong Kong-Macao Greater Bay Area sets an example for our country and even the whole world. Apart from accelerating the development of the area, brand building of IP of Cantonese Culture has strengthened young generation's sense of participation, identity and belonging to traditional culture, further carried forward Chinese traditional culture and oriental culture. It not only shows that culture of our country is profound and inclusive, but delivers a good chance to guide the young to inherit and innovate traditional culture so as to promote the globalization of Chinese culture and even all cultures.

4. CONCLUSION

Overall, without the injection of IP of Cantonese Culture, Guangdong-Hong Kong-Macao Greater Bay Area cannot gain further development. For the area, the connotation of culture has always been the lifeline of the economy. Based on Guang Fu Culture--Cantonese Culture, the further injection of cultural globalization, integration of culture and technology as well as culture and creative ideas, along with the injection of culture into industrial parks and other philosophies redefine Cantonese Culture. Meanwhile, the new definition explains relevant philosophies like cultural clusters and creative clusters--corporation between micro, small and middle enterprises can deliver mutual benefits, cut running costs and improve the efficiency. In a new era, without progress of traditional culture, there is no technological development. Only with the integration of technology and culture is there new cultural definition. Based on sci-tech, new strengths generated from traditional culture can help the young generation to respect, carry forward and develop traditional culture. Similarly, supported by culture, brand building and development of IP of Cantonese Culture can further improve the efficiency of operating creative industry, which is significant to the development of Guangdong-Hong Kong-Macao Greater Bay Area.

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