

Marketization Path of Sustainable Development of Cultural Heritage in Zhejiang Province

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ABSTRACT

Based on the relationship between cultural heritage and its market system, this paper reviews the overall background of China's cultural heritage marketization policy and the special orientation of Zhejiang's development, investigates the effectiveness of current domestic cultural heritage marketization practices, and provides the research of marketization path for Zhejiang's cultural heritage to achieve sustainable development in the new era.

Keywords: Cultural heritage, Sustainable development, Marketization path.

1. INTRODUCTION

In 2020, the central committee of the communist party of China issued by the State Council "about elements to build a more perfect market mechanism's opinions on configuration system, fully discusses the market resource distribution points: land, labor, capital, technology, data elements such as market-oriented reform, improve the operating mechanism of factor market trading rules and the consummation service system.[1]In the development of cultural industry, as cultural heritage is an important resource and environmental condition in cultural production and operation, the task of promoting market-oriented allocation of cultural heritage elements is particularly important and urgent.

2. BASIC ELEMENTS: MARKET-ORIENTED CULTIVATION OF LAND AND CAPITAL

2.1. Land Planning: The Key Premise of Cultural Heritage Marketization

The land element of cultural heritage refers to the land space where cultural heritage is located and the overall surrounding environment. One is based on the premise of cultural heritage protection. Taking the development of Hangzhou section of the Grand Canal belt as an example, in terms of the spatial planning of the canal belt, Hangzhou city has implemented and compiled the "Hangzhou Grand Canal World Cultural

Heritage Protection Plan", detailing the protection and management measures to the level of control and regulation. Second, appropriately promote the construction of industrial land. On the canal zone surrounding space development, Hangzhou accordance with the requirements of the construction of the grand canal national culture park, strengthen and maintain organic whole along the canal, the canal Hangzhou long explored a variety of cultural creative industry development model, such as the canal museum, further promote the canal surrounding land increment, do the development in the protection. Third, highlight the brand effect of heritage sites. Hangzhou balanced the land planning of canal heritage and the coordination of urban space, made good use of the brand effect of "Beijing-Hangzhou Grand Canal", established Hangzhou Canal Group, actively promoted the construction of the grand Canal cultural belt, and used the canal system to connect the two sides of the Three Rivers to develop tourism products, thus absorbing more inclusive industrial agglomeration.

2.2. Capital Agglomeration: The Industrial Base of Cultural Heritage Marketization

Through the support of various government policies, vigorously absorbing social capital to participate in the operation and management of cultural resources can relieve the financial pressure of the government in cultural protection, and also meet the increasing personalized and diversified demands of the public for cultural heritage. One is to play the vanguard role of the head group enterprises and build the starting "fulcrum"

of the cultural industry. At the beginning of Hengdian Group building Hengdian World Studios, the government gave a lot of support. After that, Hengdian Group acted according to the law of the market, from the establishment of enterprise organizational structure to the creation of enterprise system culture according to the requirements of the market economy, and competed with state-owned groups for technology and talents, thus releasing its vitality as a private enterprise. Second, the construction of film and television shooting base as the starting point, supplemented by the construction of cultural industry elements of the agglomeration area. In terms of industrial development, Hengdian has gradually formed a large-scale comprehensive tourism area integrating film and television, tourism, vacation, leisure and sightseeing, and has been rated as a national 5A tourist scenic spot for its unique historical scenes, which has enhanced its social popularity.[2] Third, coordinate the relationship between cultural heritage and scenic spot construction, so as to develop and feed heritage protection. All kinds of capital make full use of rich film and television cultural resources, excavate their cultural connotation, and coordinate with heritage protection in scenic spot planning, so that cultural heritage can really promote protection in the development.

2.3. Overall Development: Strategic Promotion of Cultural Heritage Marketization

In order to do a good job in the sustainable development of cultural heritage, it is necessary to implement the strategic promotion of all-round development. First, the government needs to change the perspective of heritage protection and realizes the shift from "local thinking" to "global perspective". Second, the government needs to broaden the channels of capital influx. At present, the protection and inheritance of cultural heritage in Zhejiang province mainly relies on special funds set up by the government, so we should focus on giving full play to the advantages of developed private economy and active capital activities in Zhejiang Province. The marketization of cultural heritage needs to make great use of the power of enterprise capital, and the government should further broaden the funding channels for the protection and development of cultural heritage and explore the possibility of more capital participating in the management and operation of cultural heritage. Third, the government needs to expand the scope of power delegation. At present, the discovery of the value of cultural heritage projects and the external value of derivative products highlights the deficiency, and it is necessary to give full play to the capital vitality. This requires the cultural heritage activation projects promoted by the government to be attractive to enterprises, such as appropriately extending the lease time of space around the heritage, and appropriately granting rights to the development of heritage

projects. Only heritage co-construction projects in accordance with economic laws can mobilize the enthusiasm of capital to participate in the protection and development of cultural heritage and attract enterprises to cultivate new forms of business.

3. MODERN ELEMENTS: THE MARKETIZATION OF TECHNOLOGY AND DATA

3.1. Digital Empowerment: The Technical Basis of Cultural Heritage Marketization

Digitalization of cultural heritage has gradually become an important part of the system of cultural heritage inheritance and development. One is to use digital technology to achieve restoration. Realize the basic restoration of heritage relics. After years of technological innovation, Dunhuang Academy has formed a set of technologies such as statue collection. Dunhuang Academy has cooperated with different Internet technology companies to promote the digital protection of grotto cultural relics and promote their heritage. Second, focus on creating digital products. Dunhuang Academy has combined with 2 d images and 3 d model, makes the cultural relic's display broke through the physical limit, and they made some progress, named "Digital Dunhuang Project". At the same time, they also build special websites of grottoes cultural heritage, and provide audiences with rich panoramic programs of grottoes art, so that the public can fully understand the history and culture of Mogao Grottoes. The third is to establish the business model. Mogao Grottoes has become a specialized digital company, actively transforming technological achievements and developing characteristic grottoes handicrafts through commercial operation. Mogao Grottoes deeply excavates the connotation of The Times in the cultural heritage and creates digital heritage products that meet the spiritual needs of consumers based on modern science and technology, so as to transform the cultural heritage into cultural capital and improve its marketization process.

3.2. Data Sharing: The information Basis of Cultural Heritage Marketization

At present, with the development of big data and related technologies, the protection and management model of cultural heritage and business model are being restructured. First, promote database construction and realize digital storage of cultural relics information. Dunhuang Academy started to build a cloud platform in 2011 to store massive Internet monitoring data. As a result, Mogao Grottoes has a more intelligent, larger capacity, secure and stable electronic information storage cabinet.[3] Later Aliyun and Zhejiang University

jointly established The Zhiyun Laboratory, which further improved the response performance of the database and provided preventive protection measures for different types of cultural relics. Second, promote data and information sharing to realize digital protection of cultural heritage. At present, Mogao Grottoes is focusing on the establishment of a visual scheduling and command system, through the real-name booking platform for tourists, the system based on big data analysis of the controllable influence of the number of tourists on the grottoes cultural relics in the cave, and the wisdom of determining the carrying capacity of tourists. Third, promote the application of data and information to realize the digital development of cultural heritage. At present, based on rich digital assets and data resources, Mogao Grottoes Research Institute has launched animation derivatives such as Dunhuang frescoes that meet consumer demand through data analysis services to maximize the value of heritage.

3.3. Digital Operation: Practical Orientation of Cultural Heritage Marketization

The digitalization strategy of cultural industry must include the creation of marketization path of cultural heritage, and the key to the creation lies in the overall planning and leading role of governments at all levels to realize the organic unity of commercial logic and social value of cultural heritage through digital technology. One is to optimize the public service of cultural heritage digitization. Governments at all levels in Zhejiang province promote the efficient allocation and comprehensive utilization of cultural heritage in Zhejiang province and further excavate the value of cultural heritage by establishing cultural heritage public service platforms that involve multiple parties and integrate market mechanism, such as information sharing platform and technology conversion platform. Second, perfect the economic policy of cultural heritage digitization. Relevant governments of Zhejiang province establish special funds for digital development of cultural heritage and incorporate them into financial budgets, set up special funds to support and reward enterprises that produce high-quality digital projects of cultural heritage, and encourage private capital to develop digital products around cultural heritage. Third, data empowerment to promote the digitalization of cultural heritage. Zhejiang provincial government departments use digital technology to collect and analyse end-users' cultural heritage consumption demands, explore the establishment of cultural heritage big data sharing mechanism, provide public data services for the society, reduce the cost of using data elements, and speed up the digital application of cultural heritage. Fourth, promote the integrated development of cultural heritage digitization. Zhejiang provincial governments at all levels adopt industrial linkage to promote the deep integration of cultural heritage with

science and technology, cultural innovation, tourism and commerce, promote the horizontal development and vertical extension of cultural heritage industry chain, stimulate the vitality of cultural heritage market and maximize the utilization of cultural heritage.

4. MECHANISM CONSTRUCTION: MARKET-ORIENTED REFORM OF FACTOR CIRCULATION

4.1. Rule Construction: Guarantee Mechanism of Cultural Heritage Marketization

In order to promote the better circulation of all elements of cultural heritage resources to the cultural industry, it is necessary to accelerate the market-oriented reform of element price and standardize the process of element transaction. One is the need to establish a unified factor pricing mechanism. It needs the government to transform its role from price maker to price guide to rule maker. At present, there are many administrative interventions in the definition of market price of public cultural resources, which interferes with the market allocation of elements. Therefore, government departments should, together with relevant experts, establish a unified market evaluation standard for public resources and establish a market-oriented price formation mechanism. Second, we need to improve the infrastructure of factor market transactions. In view of the special nature of cultural heritage as public resources, the guarantee system of the whole transaction process of cultural heritage needs to be more standardized and streamlined than that of ordinary elements. In this process, government departments need to pay more attention to the coordination of cultural heritage related institutions, and finally realize the optimal allocation of cultural heritage elements. Third, we need to improve the laws and regulations of the trading market. In view of the fact that the marketization of the whole process of factor trading can easily lead to price distortion, resource misallocation and waste, we should strengthen the legal construction of the scene of factor trading, perfect the relevant legal system, and improve the supervision level of factor trading.

4.2. Multi-party Co-construction: The Behavioural Agent of Cultural Heritage Marketization

In the construction of cultural heritage market system, the following different subjects need to make joint efforts. First, the government needs to strengthen macro-control. In the formulation of strategies, the government should upgrade the protection planning of cultural heritage to the strategic development planning of cultural heritage. On the basis of scientific prediction of future social and economic development and resource

market dynamics, we should make overall planning for the development and utilization of public resource market, guide the rational flow of resources and further optimize resource allocation. The second is to introduce the participation mechanism of social organizations. At present, social organizations are playing an important role in cultural heritage protection, such as participating in heritage protection, safety supervision, publicity and popularization, professional and technical research, and non-inheritance inheritance. The power of social organizations in the sustainable development of cultural heritage cannot be ignored. At present, developed countries have formed a non-profit operation mechanism involving voluntary organizations in the field of cultural heritage to avoid government failure and market failure and ensure the realization of social benefits.[4] The third is to give play to the supervisory function of the public, make the historical and cultural heritage resources platform, can meld cultural and historical heritage sites of geographic information data such as data, a collection of online activities associated with the spread of heritage sites and tour route information, such as in the promotion of inheritance of history and culture at the same time the heritage sites under public scrutiny, avoid the excessive marketization development of cultural heritage.

4.3. Internal and External Force: The Fundamental Requirements of Cultural Heritage Marketization

The construction of the internal and external supervision mechanism of cultural heritage can ensure the safety, health and sustainable development of cultural heritage. First, it is necessary for the government to issue special laws and regulations on the transaction of heritage market. The government needs to strengthen the construction of the legal system of element trading, define the developable transaction transfer boundary for cultural heritage at different levels, etc. Meanwhile, it needs to carry out the related work of supporting service reform, gradually improve the legislation of valuation, notarization and other heritage element trading, and standardize the market-oriented development of cultural heritage. The second is to guide the enterprise level to pay attention to the interests of all parties in the heritage site. However, the cultural industry takes the cultural heritage as the factor of production, and it is not likely to rely on the social consciousness of enterprises to implement the back feeding and investment protection of the developed cultural heritage. Therefore, enterprises need to establish the sustainable development concept of cultural heritage and form the bottom-line thinking of heritage development. Third, the government needs to strengthen the public propaganda of cultural heritage protection. At present, the public's sense of ownership of promoting the sustainable development of cultural heritage is generally weak. Relevant departments should

actively innovate means of communication, draw public participation into the supervision team of cultural heritage development, and realize the co-construction and sharing of cultural heritage.[5]

5. CONCLUSION

In the new era, Zhejiang province still needs to refer to the advanced experience of some regions to plan the cultural heritage land in the whole region and improve the use value of the space around the heritage. The governments at all levels encourage the influx of private capital to realize the capitalization of cultural heritage operation; promote digital operation of cultural heritage, realize market-oriented cultivation of technology and data elements; improve the price mechanism of market transactions, speed up market reform, coordinate the multi-subject relationship between government departments, cultural heritage units and enterprises, and realize the benign cycle of cultural heritage protection, development and utilization.

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