



# Analysis on the development direction of international economy and trade driven by cultural industry

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**Abstract.** In view of the current development situation driven by the cultural industry, this paper analyzes the development direction of international economic and trade, mainly by analyzing the influencing factors driven by the cultural industry, to provide a scientific guidance path for the development direction of the international economy. The study combines international economics and trade with the development status of the cultural industry, analyzes the current problems, and proposes solutions for the existing problems.

**Keywords:** Cultural industry; Drive; International economy and trade; Development path

## 1 Introduction

The level of national consumption trade can reflect the degree of economic development between countries. From the economic point of view, trade is driven by the financial system [1]. In order to maintain the sustainable and stable development of the national economy and trade industry, gradually improve the development level of international economy and trade in various regions, and realize the coordinated development of regions and finance, it is necessary to allocate differentiated energy finance models that match the development characteristics of various regions in China, so as to effectively combine the cultural industries of various regions. In the issue of how to configure the cultural industry models applicable to each region, the key is to accurately predict the economic development of each region. Based on the prediction results, the national economic and trade development models of cultural industries applicable to different regions can be analyzed [2-3].

From the perspective of social and economic development, cultural industry is a new industrial form. It is not a real material form, but an industry at the spiritual level. It is a new form of economic model that pays more attention to spiritual products. It is the trend of China's economic development at this stage [4-5]. From this point of view, it defines the internal and external concepts of cultural industry. As the spiritual product is the core factor of the cultural industry, it is precisely this that determines the two-way characteristics of the innovative culture, with the characteristics of scale growth, large external influence, high penetration and high added value. These characteristics

of cultural industry directly lead to the development of regional economy from many aspects. The development of cultural industry will be restricted by economic structure, optimization and upgrading of industrial structure and economic growth rate [6-8]. Therefore, this paper analyzes the contribution of cultural industry to economic structure, industrial correlation and economic growth from both theoretical and empirical aspects.

The cultural industry can optimize the industrial structure and promote the development of the regional economy. It helps to strengthen the significance of the cultural industry and highlights the great significance of developing the cultural industry for economic growth [9]. For regions with rich cultural resources, they should make full use of their own resource advantages to realize the dual transformation of economy and industrial structure, and then drive the further development of economy. As early as the 20th century, many western countries have studied the cultural industry. From the initial exploration of the concept and connotation of cultural industry to the relationship between cultural industry and other industries, it has laid a good theoretical foundation for the development of cultural industry. In addition, the cultural industry plays an increasingly prominent role in the national economic development. For example, some cultural industry research institutions and industrial science and technology parks have been set up one after another, and more attention has been paid to the driving role of cultural industry development in the national economic development [10-11].

## **2 Problems in regional international economic and trade development driven by cultural industry**

Through the research on the relevant progress at home and abroad, the problems existing in the development of cultural industry mainly include the following aspects:

(1) The cultural industry market has not formed a centralized pattern.

Although the cultural industry has gradually shown an upward trend in recent years, generally speaking, the cultural industry still has the problems of low market concentration and weak competitiveness. At present, the cultural industry in most regions has not yet formed a systematic industrial framework. For the time being, cultural entertainment and other industries are the leading industries. As a result, the cultural industry lacks competitiveness compared with the better developed regions, resulting in the reduction of the competitiveness of the cultural industry and the weakening of the promotion of international economic and trade development.

(2) Relatively little investment

With the development of economy and the improvement of living standards, the financial subsidies for the cultural industry are also increasing, but it is far from enough for the development of the cultural industry. The particularity of the cultural industry determines that its development needs more capital investment than other industries, so as to ensure the product and technology innovation of the industry and achieve higher economic benefits.

(3) In the cultural industry, the phenomenon of unreasonable personnel structure is widespread

The core of the development of cultural industry is innovation, which needs to be realized by technical talents adding their own creativity on the basis of existing cultural resources. Therefore, high-quality and high-tech talents are indispensable in the cultural industry. However, the total amount of talents in the cultural industry in some regions is not very ideal, and the distribution of the industrial structure is unreasonable, which directly restricts the development of the cultural industry.

#### (4) Lack of reasonable planning for Cultural Industry Park

With the rise of global cultural industries, major cultural industries have established cultural industrial parks in China. However, the cultural industrial park has the same overall planning problem and lacks reasonable planning in many areas.

### 3 Solutions to existing problems

Promoting the high-quality development of cultural industry is the entry point to break the bottleneck of international economic and trade development. Throughout the history of world economic development, the major developed economies have experienced the development stage from industrial product economy to service economy and then to cultural industry economy. Practice has proved that cultural industry is a green industry, a sunrise industry, and a core industry of high growth service industry. It plays an irreplaceable role in adjusting the industrial structure, changing the mode of economic development, and improving the quality and efficiency of development. At present, China's tertiary industry structure still has a large space for optimization. Under the background of accelerating the construction of domestic circulation, taking the cultural industry as a high-end industry and a target industry form is the first policy to realize the high-end of the industrial chain and break the current development bottleneck constraint.

Promoting the high-quality development of the cultural industry is a practical way to solve the major social contradictions in the new era. When people are satisfied with their material life, they will pay more and more attention to their spiritual and cultural life. At present, the structural contradiction between cultural demand and cultural supply is relatively prominent. Problems such as insufficient supply of high-quality cultural products, unbalanced development of the cultural industry, and insufficient innovation capacity have become constraints to meet the people's needs for a better life.

Promoting the high-quality development of the cultural industry is a fundamental measure to improve the quality of international trade. The economy has changed from high-speed growth to high-quality development, and the development of international trade has also changed from high-speed growth to high-quality development. At present, the trade of cultural products in many countries has long been characterized by "overall surplus and structural deficit". Although the total export volume of cultural products is large, the vast majority of them are cultural hardware products such as cultural equipment and craft products. There is a huge deficit in the trade of original cultural software products such as cultural creativity and design. In order to reverse the passive situation in the international cultural market, efforts should be made to increase the share and influence of cultural products in the international market.

Promoting the high-quality development of cultural industry is the strategic requirement of improving cultural soft power. Actively promoting the "going out" of Chinese culture is the key to enhancing the international discourse power of Chinese culture and enhancing the international influence of national culture. And promoting the high-quality development of cultural industry is the best medium to realize the "going out" of culture. "Civilization is colorful because of exchanges, and civilization is enriched because of mutual learning". The cultural industry must implement the strategy of "going out", and take cultural products as the carrier to spread Chinese culture, expound the Chinese spirit, and show a new look.

## 4 Conclusion

Through the analysis of the integration trend of international economy, trade and cultural industry, the article clarifies the existing problems, and puts forward countermeasures in market development, technological innovation, financial services, etc., so as to create favorable conditions for key cultural export enterprises and key projects in various countries. It provides new ideas for the economic development of different countries.

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