



Research on the Development of Special Cultural Industries in the Context of Belt and Road: Taking Hebei Province as an Example

Xinqing Li^(✉)

School of Humanities and Social Science, The Chinese University of Hong Kong (Shenzhen),
Shenzhen, China

222033015@link.cuhk.edu.cn

Abstract. The “Belt and Road” strategy has effectively promoted the synergistic development of the economies of China and the countries acting in response to the policy. Specifically, the Province of Hebei is rich in historical evidence, cultural diversity, and cultural resources. In the context of the Belt and Road initiative, the distinctive cultural industry of Hebei Province enjoys new development opportunities by entirely using numerous strategic advantages. This paper analyzes the current dilemma of the remarkable cultural sector in Hebei and discusses the future advancing path based on its particular cultural resources, thereby providing a theoretical reference for other cultural industries with specific regional features to go global. Additionally, it is intended to offer a conceptual foundation for the ongoing cultural exchanges between Hebei Province and countries along the Belt and Road, which brings inspiration for promoting distinctive cultural industries and deepening the rural revitalization strategy.

Keywords: “Belt and Road” · Featured cultural industries · Hebei Province · Rural revitalization

1 Introduction

As China’s economy enters a new era, the cultural industry has played an increasingly significant role in promoting economic development. Under the background of the Belt and Road initiative, it is obvious that China carried out cultural exchanges with other countries in the areas of politics, economy, culture, and engineering construction. In this process, China presents a diverse range of cultural interactions, which is essential in spreading China’s distinctive culture to the countries along the route.

The distinctive cultural industry contributes a favorable function in encouraging economic development of the region due to the following existing obstacles. Firstly, although Hebei Province became famous for its length historical standing, various artistic expressions, and abundant cultural resources, it is located in Northern China, which demonstrates certain transportation inconveniences in communicating with countries along the Belt and Road. Moreover, the majority of cultural resources in Hebei Province are scenic spots and historical deeds, which are difficult to spread in form. Also, with

the low brand awareness of the distinctive cultural industry and the lack of high-end talents and technology, forming a systematic industrial chain can be challenging. Finally, due to insufficient government publicity and assistance, the policy structure supporting communication with countries along the Belt and Road is not sound and feasible.

China has increased its support for the specific culture sector and demonstrated the blooming and prosperous development trend in cultural fields. In this case, Hebei Province should take advantage of the opportunity to vigorously develop regional cultural industry. This can not only promote the optimization and upgrading of the cultural sector and the transformation of the economic structure but also accelerate the process of urbanization and implementation of a rural revitalization strategy.

2 Literature Review

In the context of the Belt and Road strategy, (Zhou and Jie, 2016) pointed out background information, connotation value, significant function, and development plan of the cultural industry. According to Luo (2020), developing international policies and aviation logistics can be considered a collaborative endeavor in the supply chain, service chain, and collaboration chain.

In the process of “going out” of China’s cultural industry, many problems have arisen, such as, the property rights of the cultural sector were unclear, and the evaluation mechanism of intellectual property rights is not systematically organized (Tan, 2018); the deficit agencies in the business environment, the number of talents, the funding resources, the degree of development Luo, 2020); small-scale cultural industry, weak governmental support, insufficient cultural exchanges with countries along the “Belt and Road”, and a lack of artistic and creative talents (Qiu, 2019); the overall level of cultural industry in China needs to be improved with increased brand awareness (Chen, 2019).

However, Chinese national culture still is favorable in being equipped with strong, cohesive, attractive, and radiating power (He & Zhu, 2019); it also laid a realistic, humanistic, and practical foundation for conducting cultural trade with countries along the “Belt and Road” (Chen & Zeng, 2019). The cultural industry in China has recently grown to be substantial and powerful enough to be considered a strategic pillar industry with a high-end development of the internal structure. The environment for the investment and financing of the relevant sectors has also ameliorated to a large extent Liu, 2019).

Concerning its future development, all stakeholders are required to optimize the policy environment, innovate investment and financing mechanisms, and strengthen inter-enterprise cooperation as well as cross-cultural management Luo, 2020); tourism, digital content industry, and high-end cultural services can be vigorously developed by relying on the Belt and Road (Liu & Gao, 2019). It is of vital significance to accelerate the optimization and upgrading of cultural industries, increase government support, create cultural exchange platforms along the route, as well as nurture and introduce intra-industry talents (Qiu, 2019).

3 Institutional Background and Policy Evolution

3.1 Background of Belt and Road

At the end of the last century, the international situation changed profoundly, which is demonstrated by the worldwide status of one superpower; many powers led by the United States. In the context of peaceful development in the 21st century, although there have been almost no significant international disputes or hot wars in the past two decades, local battles continue to pose a threat to global peace. It is obvious that the rising hegemony, rampant power politics, and catastrophic terrorism still make contemporary society unstable and fragile.

The reform and opening-up policy in the 1980s paved the way for economic expansion in China. Later, China entered a new phase in its globalization after its official admission to the WTO in 2001. In this process, our country enjoyed lower import costs, abundant employment opportunities, significant export trade, and a convenient introduction of foreign investment. Despite the fact that WTO membership has provided greater convenience for the development of China's foreign exchange, there have also been several difficulties and challenges.

With the breakout of the financial crisis in 2008, economic globalization brought adverse effects to the economies of all countries. Therefore, they gradually realized that the only way to minimize its impact was through international cooperation and inter-regional alliances. The Chinese government, as one of the critical forces in stabilizing the world economy, took action to actively respond to the economic crisis and regulate it at the macro level so that our economy maintained a medium-to-high growth rate.

In 2010, China jumped to become the second-largest economy in the world; in 2013, it became the world's top goods trading country. Our insistence on the development path of peaceful rise has broken the triumvirate of the United States, Japan, and Europe. In response to this situation reversion, the United States joined the Trans-Pacific Partnership Agreement to restrain the development of economy, politics, and military in China.

In order to address the problems preventing our continued development and conform to the trends of world multi-polarization and "economic globalization, Chinese government has proposed the construction of the Belt and Road initiative and adhered to the spirit of openness and cooperation under the complex global situation. Belt and Road is a friendly initiative to achieve worldwide interconnection and regional synergy rather than an allied force.

3.2 The Evolution of Cultural Industry Policy in Hebei Province

3.2.1 Cultural Industry Policy Before the Reform and Opening-Up

Before the reform and opening-up, the majority of cultural industries in Hebei Province belong to career management and public institutions. The relevant departments and enterprises played a vital role in shaping public opinion, guiding the mouthpiece position, providing financial allocations, and planning the development path resulting from funding restrictions. In general, the main reason for the unsatisfactory development of the cultural industry at that time was the lack of autonomy and the single path of development.

3.2.2 Cultural Industry Policy After the Reform and Opening-Up

After the reform and opening-up, the career-oriented management of the cultural industry in Hebei Province gradually changed to enterprise-oriented management. After 2000, while the press units continued to be run in accordance with the institutions, the operating cultural industry units were removed from the institutions and entered the market. As a result of this measure, the cultural sector is able to utilize greater vitality, maximize corporate interests, and gradually increase economic contribution through seeking an optimal path between market freedom and government regulation.

3.2.3 Cultural Industry Policy in the New Era

As economic development enters a new era, the cultural industry has also been expanding at a tremendous rate. Hebei Province, as a critical link in the Bohai Sea Economic Circle and the integration of Beijing, Tianjin, and Hebei, has released a number of documents and formulated preferential policies to encourage the growth of cultural industries in the province.

The cultural industry in Hebei Province has flourished thanks to the dual support of the national Belt and Road initiative and the provincial preferential policies. Accordingly, the development of the sector is closely related to policy support.

4 Current Problems

4.1 Current Status of Hebei's Distinctive Cultural Resources

4.1.1 Tourism Resources

Located in the North China Plain, Hebei Province is the only province in China with all these topographical features, including plateaus, mountains, hills, plains, lakes, and seashores, which demonstrated comparatively abundant tourism resources. It has five World Cultural Heritage sites led by the Great Wall, nine 5A scenic spots led by the Chengde Summer Resort, and 130 4A scenic spots led by the Seyhanba National Forest Park.

4.1.2 Cultural Heritage

With the lengthy history and abundant culture, the folk civilization of Hebei Province has been passed down in various forms and has become a valuable intangible cultural heritage, such as Jinan shadow play, Weixian paper cutting, and Wuqiao acrobatics. In recent years, under the protection of policies such as Opinions on Promoting the Development and Prosperity of Culture and The Twelfth Five-Year Plan for the Development of Cultural Industries in Hebei Province, the intangible cultural heritage resources in Hebei Province have been significantly protected.

4.1.3 Famous Towns and Villages

Famous towns and villages are the epitome of regional history and culture; therefore, protecting notable towns and villages is safeguarding the cultural origins. For example,

Zhengding County has a historical heritage of “nine buildings, four towers, eight temples, and twenty four golden pagodas”. At present, Zhengding County has completed 21 initiatives for the preservation of historic cities and is actively promoting another three.

4.1.4 Cultural Lineage

Hebei Province has five major cultural lines, including the Red Taihang (revolutionary) culture, the magnificent Great Wall (harmony) culture, the sincere Yanzhao (roots) culture, the charming Jingji (Zhili) culture, and the Bohai (open) culture.

4.2 The Development of Cultural Industries with Local Characteristics in Hebei Province

4.2.1 Cultural Enterprises Are Small in Scale and Imperfect in Supporting Facilities

The cultural industry in Hebei Province is relatively so scattered that it is difficult to develop a comprehensive cultural industry chain and produce a gathering effect. Also, due to the unclear property rights protection and a lack of intellectual property rights, it is challenging for the cultural sector in Hebei Province to achieve scale development while being securitized.

4.2.2 A Lack of High-End Talents and Less Integration with Science and Technology

Located in the Beijing-Tianjin corridor, Hebei Province has experienced a relatively severe problem of talent shortage. In comparison to other businesses, the cultural industry in Hebei Province is still in its early stages of development and has not formed a well-established system, which lacks the competitiveness to attract talents. “Internet + “ has recently gained popularity across almost all industries, with the cultural sector being regarded as a tertiary industry suitable for association with technology. However, the cultural industry in Hebei Province is still dominated by traditional development and customary cultural conditions rather than being combined with modern technology, thereby leaving it conventional and unappealing for young people.

4.2.3 Poor Branding of Cultural Industries

Although certain cultural businesses are entitled to an excellent reputation in Hebei Province, it has a low level of brand awareness and doesn’t receive adequate attention nationally or internationally. The Belt and Road initiative has made it possible for the cultural sector in Hebei Province to become global. However, it has not yet widely disseminated its local culture to the countries along the route on a large scale.

5 Selecting Path for the Special Development of Hebei Cultural Industry Under the Belt and Road Initiative

5.1 Promoting the Supply-Side Structural Reform of the Cultural Industry and Improving the Industrial Chain

As part of the wider economic structural reform on the supply side, the cultural industry should also be reformed, with demand guiding product supply and consumption driving industrial growth. The per capita consumption expenditure of residents in Hebei Province is constantly rising, while their spending on cultural, educational, and entertaining industries has not expanded significantly.

Concerning the main body of cultural consumption, the cultural industry should take into account the difference in the consumption needs of urban and rural residents and provide correspondingly differentiated products and services to satisfy those central bodies. With regards to consuming willingness, people are more inclined to purchase innovative and high-tech cultural products, thereby motivating the cultural industry to accelerate its integration with science and technology. In this case, the cultural sector should aggressively address the consumption demands of people in the region and broaden international markets at the same time.

5.2 Actively Introducing Talents and Cultivating Compound Talents

The competition in the cultural industry is ultimately the competition of talents. Cultural products rely heavily on knowledge-based and innovation-oriented skills. Therefore, Hebei government is supposed to actively introduce and nurture the relevant skills and encourage entrepreneurs to invest in the cultural industry.

The “Belt and Road” initiative has facilitated the introduction of overseas talents who are familiar with the special requirements of the locals in the countries along the route so that cultural products can be made more relevant and targeted. Also, colleges and enterprises can be connected through the trinity of industry-university-research. It cultivates college students with practical abilities which are strong enough to respond to innovative challenge and transform abstract knowledge into immediate use.

5.3 Establishing Brand Awareness and Improving the Visibility of Unique Local Cultural Industries

The implementation of the brand strategy can not only improve the visibility of cultural industries and attract more consumers but also raise people’s awareness of particular culture in Hebei internally and other distinctive Chinese cultures externally. The collaborative development of various enterprises and industry leaders can integrate industry resources and raise the profile of the cultural sector so as to drive the establishment and promotion of the brand of cultural industry.

The multimodal media must be used to promote the brand, which can be initially conducted with the help of traditional forms, such as news reports. New forms of communication, such as microblogs and WeChat, are also necessary tools for cultural enterprises to spread their cultural branding. Therefore, the media can accelerate the growth of local cultural industries and receive immediate feedback from people along the Belt and Road.

5.4 Integrating Rural Revitalization Strategy to Achieve Balanced Development

The majority of the distinctive cultural enterprises in Hebei Province can be found in the traditional and renowned towns and villages. Integrating the cultural industry development with the rural revitalization strategy can create specific employment opportunities for rural residents and realize the cultural inheritance model with inheritors of folk intangible culture teaching and rural residents learning. With the help of this model, economic development can be promoted in rural areas, and rural revitalization can be achieved as soon as possible.

6 Conclusion

The “Belt and Road” initiative produces mutual convenience and benefits as countries along the route receive assistance from China, and the Chinese government attracts foreign investment and consumer demand in return. The development of cultural industries in Hebei Province is an inevitable choice in response to the times. The industry can be stimulated with the joint contribution of governmental support, people’s brand awareness, the introduction of talents, and the incorporation of rural revitalization. Therefore, the cultural sector is conducive to the external implementation of the Belt and Road strategy and the internal revival of the countryside.

References

- Chen Jinggui, Zeng Xing. Trade cooperation of cultural products between China and South Asian countries in the context of “One Belt, One Road”[J]. *South Asian Studies Quarterly*, 2019, 4: 101-108.
- Chen Yunping. Research on the development of Qiang cultural industry in Beichuan under the “One Belt and One Road” initiative[J]. *Cultural Industry Research*, 2019, 3: 101-112.
- Ding Lilei, Zhang Xuemin. Boosting high-quality development of cultural industry with integration and innovation [J]. *Culture Vertical*, 2019, 12: 140-141.
- Fan Zhou, Zhou Jie. Research on the construction of China’s cultural soft power in the context of “One Belt and One Road” strategy[J]. *Journal of Tongji University (Social Science Edition)*, 2016, 27(5): 40-47.
- Guo Chaoxian, Liu Fang. Research on the new progress of “Belt and Road” capacity cooperation and high-quality development [J]. *Economy and Management*, 2020, 34(3): 27-34.
- He Weihua, Zhu Chunyang. Strategies for international communication of Chinese culture in the context of “One Belt, One Road”[J]. *Young Journalists*, 2019, 24: 57-58.
- Jin Chun. Institutional transformation and the development of cultural industry in Hebei Province [J]. *Journal of Hebei Youth Management Cadre College*, 2014, 4: 104-106.
- Li Cuiting, Cui Huiling, Li Zhikun. Research on the ways of innovative development of Hebei’s science and culture industry [J]. *Value Engineering*, 2019, 6: 171-173.
- Liu Cuixia, Gao Hongcun. Research on the selection of advantages and key areas of international cooperation of cultural industry in “One Belt and One Road” [J]. *Dongyue Series*, 2019, 40(10): 56-65; 191.
- Li Jie, Liu Rixue. Research on countermeasures for the development of cultural industry under the guidance of “five development concepts”[J]. *Industrial Economics*, 2019, 4: 213-215.

- Liu LY. Crossing time and space: a study on the joint cross-domain development of Tibet's "Belt and Road" construction[J]. *Tibetan Studies*, 2019, 6: 144-151.
- Luo, Liang Yi. Synergistic development of foreign trade and aviation logistics under the "One Belt and One Road" initiative[J]. *Foreign Economic and Trade Practice*, 2020, 23: 93-96.
-] Li Wenxia. Some thoughts on countermeasures for the development of cultural industry in Hebei Province under the new normal [J]. *Jiangsu Business Theory*, 2019, 11: 95-97.
- Qiu Ling. Some thoughts on the development of creative culture industry in Zhejiang from the perspective of "One Belt and One Road"[J]. *China Economic and Trade Journal*, 2019, 4: 46-47.
- Tan Man. Research on the securitization of intellectual property rights in Xinjiang's cultural industry in the context of the "One Belt and One Road" initiative[J]. *Regional Economy*, 2018, 26(148): 148-151.
- Xue Hongbo, Cheng Wenguang. Research on the international exchange of China's ethnic traditional sports culture in the context of "One Belt and One Road" [J]. *Journal of Sports Culture*, 2019, 10: 74-80.
- Xu Yuqing. Development situation and path selection of cultural and creative industry in Hebei Province [J]. *Value Engineering*, 2019, 25: 101-102.
- Zhang Ligang, Li Zhe. Research on cultural and tourism cooperation between Hebei Province and Russia under the "One Belt and One Road" strategy [J]. *Value Engineering*, 2020, 3: 121-123.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

