



Creative Industry of Zhengding Siheyuan from a Cultural Perspective

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Abstract. Zhengding Siheyuan is one of the representatives of traditional Chinese architecture, with a long history and unique cultural value. The purpose of this study is to explore the development of the cultural and creative industry of Zhengding Siheyuan, in order to promote its cultural protection and economic growth. Through literature review and field research, the cultural and creative industry of Zhengding Siheyuan faces some challenges. In the development process of the cultural and creative industry, there is a lack of overall planning and effective management mechanisms, and there is resource waste among the cultural and creative projects of Siheyuan. In the process of pursuing economic benefits, the excessive commercialization of cultural and creative projects in Siheyuan has led to the loss of cultural value. There are weaknesses in the cultural and creative industry of Zhengding Siheyuan in terms of large brand construction, and there is a lack of influential and competitive brand image. To address these issues, this study proposes a series of strategies and recommendations.

Keywords: zhengding; siheyuan; cultural and creative industry; cultural protection.

1 Introduction

Zhengding City in history, that is, for trade town, the Ming and Qing dynasties built to the Grand Cross Street as the center of the commercial district, street stores are brick and wood structure, for the full open type board hit the door of the bungalow or tile room, the front out of the corridor, the corridor under the application of the Drum Mirror special high columns, each connected to both sides of the street to form long corridors ^[1]. The only complete survivor is the Ma family compound built by Ma Zhaolin on the north side of the road, which was built in the late Qing Dynasty and early Civil War, and was announced as a county-level key cultural relics protection unit in 1982. As one of the treasures of traditional Chinese architecture, Zhengding Courtyard carries rich historical and cultural connotations. With the rise and development of cultural industry, Zhengding courtyard houses have the potential to become important resources and carriers for cultural and creative industries. Exploring the development of cultural and creative industries in Zhengding courtyard under the

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Y. Chen et al. (eds.), *Proceedings of the 3rd International Conference on Culture, Design and Social Development (CDSO 2023)*, Advances in Social Science, Education and Humanities Research 834,

https://doi.org/10.2991/978-2-38476-222-4_17

cultural perspective not only helps to promote the inheritance and protection of culture, but also provides new impetus for local economic growth.

2 Reasons why Zhengding Quadrangle needs cultural and creative industries

As one of the representatives of traditional Chinese architecture, Zhengding courtyard houses have rich historical and cultural connotations ^[2]. According to relevant cultural heritage protection data, Zhengding siheyuan faces the challenge of protection and restoration, while cultural and creative industries can provide financial and resource support to promote the protection and inheritance of cultural heritage ^[3]. Zhengding Courtyard has high tourist attraction and attracts a large number of tourists every year. According to tourism statistics, the development of cultural and creative industries, through the development of cultural and creative industries, increase the number of tourists to promote the development of the local tourism economy.

3 The specificity and urgency of the development of cultural and creative industries in Zhengding courtyard houses

3.1 The specificity of the development of cultural and creative industries in Zhengding courtyard house

Zhengding Quadrangle carries rich historical and cultural traditions with unique value and charm. When developing cultural and creative industries, traditional culture is combined with modern creativity to create unique cultural products and experiences. Zhengding courtyard has a unique architectural style and spatial layout ^[4]. The architectural features of the courtyard are fully utilized as the background and place for the creation of cultural and creative products and cultural experiences. Carrying a rich cultural and educational value, the development of cultural and creative industries teaches the public the historical and cultural knowledge of Zhengding courtyard and improves the public's knowledge and understanding of traditional culture by carrying out cultural lectures, workshops, training and other activities.

3.2 The Urgency of the Development of Cultural and Creative Industries in Zhengding Courtyard

As one of the representatives of traditional Chinese architecture, Zhengding siheyuan has important historical and cultural values. The siheyuan is facing serious deterioration and loss. The development of cultural and creative industries can provide financial and resource support for the conservation of Zhengding's siheyuan, promote restoration and conservation work, and prevent further damage and loss. As a famous historical and cultural city, Zhengding needs to realize the transformation and upgrading of its economic structure. Zhengding courtyard houses carry rich historical

and cultural traditions and are an important part of traditional Chinese culture [5]. The development of cultural and creative industries can inherit and promote the cultural value of Zhengding courtyard by combining traditional culture with modern creativity, so that more people can understand and recognize traditional culture and ensure its inheritance and development.

4 Problems faced by the cultural and creative industry of Zhengding Courtyard in the process of development

4.1 Lack of overall planning and management

There is a lack of wholeness and synergy in the development process of the cultural and creative industries in Zhengding Quadrangle. The management system of the siheyuan cultural and creative industry is relatively decentralized and lacks a unified management body and coordination mechanism. There is a problem of balance between the protection of cultural heritage and development and utilization. On the one hand, there is a need to protect and maintain the historical and cultural value of Zhengding Quadrangles to prevent over-commercialization and destructive development. On the other hand, there is also a need to transform the cultural resources of Zhengding Courtyard into sustainable cultural and creative products and services to support the development of the industry and economic growth

4.2 Loss of cultural values through over-commercialization

Over-commercialization loses cultural value in the development process of the Zhengding siheyuan cultural and creative industry. In order to cater to market demand and commercial interests, Zhengding courtyard cultural and creative industries may excessively pursue economic benefits and over-commercialize cultural resources. This leads to the loss and reduction of cultural value, making the original courtyard with unique historical and cultural connotations become blurred and lose its original charm and attraction. Which hurts the cultural value of Zhengding Courtyard and the overall image and reputation of Zhengding culture.

4.3 Weak brand building in a competitive market

The Zhengding Quadrangle cultural and creative industry lacks visibility and widespread brand recognition. In market competition, it is difficult to compete with competitors who have already established well-known brands. It is difficult for consumers to understand and remember the characteristics and uniqueness of Zhengding siheyuan. It makes the industry lose its differentiation in the market competition. Zhengding courtyard cultural and creative industries lack effective brand building and promotion strategies. The scale and resources of the Zhengding Quadrangle cultural and creative industry are relatively limited, which also restricts the ability of brand building and market promotion. Compared with large enterprises and brands, the

Zhengding courtyard houses cultural and creative industry faces the problem of insufficient funds and resources, and is unable to invest a large amount of money and human resources in brand building and marketing.

5 Strategies for the Development of Cultural and Creative Industries in Zhengding Courtyard under Cultural Perspective

5.1 Strengthen overall planning and management

Formulate clear development strategies and plans, establish a unified management body and coordination mechanism, strengthen communication and cooperation among all relevant departments and organizations, and form a synergy for overall development. Strengthen the training and education of practitioners in the cultural and creative industries, and improve their professionalism and management ability. While developing and utilizing Zhengding courtyards, it is necessary to strengthen the protection and inheritance of their historical and cultural values. Formulate relevant policies and measures to limit excessive commercialization and destructive development, and promote the organic combination of cultural protection and economic development. Better solve the problem of lack of overall planning and management in the development of cultural and creative industries in Zhengding siheyuan, and promote the sustainable and innovative development of the industry^[6].

5.2 Balancing commercialization and cultural values

Establishing a development strategy centered on cultural protection and inheritance, putting cultural values in the first place, harmonizing commercial interests with cultural values, and avoiding the damage to cultural values caused by over-commercialization. Allen J. Scott mentioned that cultural and creative industry is a group economic activity that can transform knowledge, culture, skills, creativity and imagination into marketable goods or services that can be provided, but it is more likely to interact with other industries to generate higher added value^[7]. Focus on enhancing the quality of cultural and creative products and services, and encourage creativity and innovation. Promote artistic creation, design innovation and cultural exchanges, and encourage cultural and creative practitioners to carry out innovative practices and provide diversified cultural products and experiences, so as to increase their attractiveness and competitiveness. Formulate reasonable rules for visits and tours, limit the flow of people, ensure the mobility of visitors and the quality of their experience, strengthen measures for environmental protection and sustainable development, and protect the historical architecture and cultural environment of the Quadrangle. Promote cooperation and synergistic development among all parties, establish cross-sector and cross-industry cooperation mechanisms, jointly formulate development plans and management measures, and realize resource sharing, information sharing and complementary advantages^[8].

5.3 Innovative design to build brand image

Through market research and brand strategy planning, establish the brand positioning and image of Zhengding Siheyuan Cultural and Creative Industry. Clearly convey the uniqueness and cultural connotation of the industry so that it has a clear differentiation advantage in market competition. Develop effective brand building and promotion strategies. Enhance market competitiveness by sharing resources and expanding influence through cooperation and alliances. The cultural and creative industries link the traditional knowledge to the ultimate consumer in their capacity to serve both cultural and economic objectives. In this regard, the cultural and creative industries can be seen as consistent with the sustainable development paradigm^[9]. Enhance the brand attractiveness and competitiveness of the Zhengding Courtyard cultural and creative industry by providing unique and attractive products and experiences. At the same time, the brand image design strategy should be customized or upgraded in accordance with the development of the times, which can be based on the characteristics of the media, technology, the entire visual information, integration of trendy culture, expression of the brand culture, and emotional communication with the consumers, so as to make them any brand image, and ultimately realize the sustainable development of the brand^[10]. Solving the problems of Zhengding siheyuan cultural and creative industries in terms of market competition and branding requires the development of a clear brand positioning and image, the strengthening of branding and promotion, and the enhancement of the market competitiveness and brand influence of Zhengding siheyuan cultural and creative industries to promote their sustainable development.

6 Conclusion

The development of cultural and creative industry of Zhengding courtyard in cultural perspective has great potential and value, as one of the representatives of Chinese traditional architecture, it contains rich historical and cultural connotations, and has high artistic value and tourism attraction^[11]. The development of cultural and creative industries effectively protects and inherits the cultural heritage of Zhengding siheyuan, promotes the development of local tourism, and promotes economic growth and social progress. Through the development of cultural and creative industries, the cultural heritage of Zhengding courtyard houses will be protected and inherited, the development of tourism will be promoted, and economic growth and social progress will be fostered. In the process of promoting the development of cultural and creative industries, attention is paid to balancing the relationship between cultural protection and commercial development to ensure cultural authenticity and sustainable development^[12].

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