



Research on the Evaluation and Implementation Path of Urban Cultural Industry High-quality Development-- Taking Dalian's Cultural Industry as an Example

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Abstract. Scientific evaluation of the high-quality development of urban cultural industry has important practical guidance value for further exerting the leading and exemplary role of the city. This paper takes Dalian's cultural industry as an example to identify and evaluate the efficiency and constraints of urban cultural industry development. On the basis of drawing on the experience of high-quality development of cultural industries in other advanced cities, a path for achieving high-quality development of urban cultural industry has been proposed: highlighting digital culture, creative economy, integration of culture and tourism and institutional innovation.

Keywords: cultural industry, high-quality development, evaluation, implementation path

1 Introduction

Promoting the high-quality development of cultural industry is not only an objective requirement to adapt to the transformation of the main contradiction in the new era of China, but also a necessary path to enhance cultural soft power and cultural competitiveness. At present, scholars have conducted specific research on the connotation [1-2], characteristics [3], evaluation [4-7], influencing factors [8-10], and implementation paths [11-13] of high-quality development of the cultural industry. The research results provide useful references for promoting the high-quality development of China's cultural industry. This paper evaluates and identifies the shortcomings in the development efficiency of Dalian's cultural industry based on the data from the "Fourth National Economic Census Bulletin of Dalian" (hereinafter referred to as the "Four Economic Census Data"). Drawing on the experience of high-quality development of cultural industry in other culturally-advanced cities, the paper proposes a path for achieving high-quality development of urban cultural industry.

In order to measure the development efficiency of Dalian's cultural industry, we used data from the Fourth Economic Census to calculate the efficiency of cultural industries in 18 cities. The first target for city selection is cities with advanced cultural

industry development, such as Beijing, Shanghai, Hangzhou, Wuhan, Changsha, and Suzhou; Secondly, cultural ancient capitals such as Xi'an, Zhengzhou, and Chengdu; The third is sub-provincial cities such as Ningbo, Guangzhou, Changchun, Shenyang, etc. Using operating income as output, and the liabilities of cities, employees of legal entities, and assets minus liabilities (owner's equity) as inputs, the data envelopment analysis method (DEA method) [14] is adopted to measure the contribution of each factor to operating income (Table 1).

According to Table 1, the efficiency of the cultural, sports, and entertainment industries in Dalian is relatively low, with an efficiency value of 0.3257, only higher than Changchun 0.2086 and lower than Suzhou, Zhengzhou, Shanghai, Xi'an, Ningbo, Chongqing, and Chengdu. However, the employees, owner's equity, and liabilities of the legal entity do not exist, but all three have a significant impact on the efficiency of the cultural, sports, and entertainment industries. Therefore, it is necessary to increase the utilization efficiency in these three factors.

Table 1. Multi-factor DEA analysis data of cultural, sports, and entertainment industries in various cities.

Project	Da- lian	Su- zhou	Zheng- zhou	Shang hai	Xi'an	Ningbo	Chong- qing	Cheng- du	Chang- chun
Efficiency	0.3257	0.3974	0.6461	1	0.438	0.6907	0.9676	0.9947	0.2086
Employees of legal entities liabilities (100 million yuan)	0	0	0.0005	0	0	0	0.0197	0.0062	0
assets-Debt	0	0	0	0	0	0	0	0	0.0003

Data source: Bulletin of the Fourth National Economic Census of Dalian City, Fourth National Economic Census Report, Fourth Economic Census Reports of Various Provinces and Cities; Statistical Yearbook of Each Province and City in 2019.

2 The Constraining Factors for the High-Quality Development of Dalian's Cultural Industry

2.1 Dalian's Cultural Industry Started Relatively Late

Dalian has been carrying out the construction activity of "Building a Cultural Dalian" since June 2003. However, as a government document, the "Several Opinions of the Dalian Municipal Committee of the Communist Party of China and the Dalian Municipal People's Government on Strengthening the Cultural Industry" were only released in 2016. Generally speaking, the development of Dalian's cultural industry is relatively weak. Dalian is lack of the forward-looking cultural industry strategies and the concept of cultural industry is relatively backward; Cultural units are in a scattered

and weak state, lacking vitality; The system and mechanism of the cultural industry are inactive, and there are multiple policies in cultural management that lack integration; The cultural industry has only a single government investment and financing channel, and the degree of industry socialization is relatively low; There is a serious shortage of cultural management personnel. Entering a new era, Dalian, as a latecomer city in the cultural industry, has widened its gap with culturally-advanced cities.

2.2 The Proportion of Dalian's Cultural Industry to GDP is still Relatively Low

Culturally-advanced cities have listed the cultural industry as a pillar industry, although Dalian also listed it as a pillar industry, its proportion is still lacking. Among them, in 2015, the added value of cultural and creative industries in Hangzhou was 223.21 billion yuan, accounting for 22.2% of GDP (during the same period, calculated according to national standards. In 2017, the added value of Shenzhen's cultural and creative industries reached 224.395 billion yuan, a year-on-year increase of 14.5%. The added value of cultural and creative industries accounted for 10% of GDP. In 2018, the added value of cultural industry of legal entities in Dalian, 26 billion yuan, accounted for only about 4.0% of the current year's GDP of 650.09 billion yuan.

2.3 The Connotation of the Cultural Industry in Dalian is still Lacking

Culturally-advanced cities have identified key areas for the development of cultural industries. Changsha has identified eight cultural leading industries, including cultural tourism, entertainment and leisure, cartoon and animation, cultural and exhibition, cultural sports, and folk crafts. Hangzhou has established eight major cultural industries, which are further subdivided into over 80 subcategories. Shenzhen has proposed that by 2025, new formats such as digital culture, creative design, fashion culture, and cultural tourism will account for over 60% of the cultural industry. In recent years, Changsha's cultural industry has achieved rapid development, forming cultural pillar industries such as media, cultural tourism, publishing and distribution, entertainment culture, cultural exhibitions, and cartoon animation.

Comparing with other cities, Dalian's focus on cultural industry has not mentioned projects such as performing arts and music, education and training, cultural equipment, arts and crafts, folk crafts, online culture, cultural software and games, cultural sports, and art trading. In addition, industrial culture, sports culture, music culture, painting culture, literary culture, etc. need to be highlighted. This reflects that culturally-advanced cities are seeking more precise positioning and goals in the development of cultural industry, which is more conducive to key support; On the other hand, it reflects that culturally-advanced cities have realized that the cultural industry contains richer connotations and fields in its development.

2.4 The Development of the “Culture+” New Business Model in Dalian is Relatively Slow

In recent years, Shenzhen has actively promoted industrial integration and development, forming new business models such as “culture+technology” “culture+creativity” “culture+tourism” and “culture+finance”. In terms of “culture+technology”, Shenzhen cultivated a group of industry-leading enterprises such as Tencent, Huaqiang Fantawild, Thunder, Artron, Global Digital, and Shengxunda; In terms of “culture+creativity”, by injecting cultural elements into traditional industries, six of the top ten Chinese women's clothing brand enterprises in Shenzhen have been cultivated, bringing together a group of leading listed companies in the architecture, landscape, clothing, design and other industries such as Jianyi Decoration, Wenxue Garden, Yatai International, Keletil, and Huashi Media.

2.5 Dalian's “Digital+Culture” is still in its Early Stage of Development

The digital content industry in Hangzhou is developing rapidly. The added value of the digital content industry in Hangzhou accounts for 61.5% of the total scale of the cultural and creative industry, and 14.9% of the GDP. In recent years, as the permanent host of the China Digital Reading Conference, Hangzhou's digital content industry has developed strongly, ranking first in the country and winning the honorary title of “Top Ten Digital Reading Cities in China” for three consecutive years. The emerging cultural industry represented by “Internet+” in Shanghai grew rapidly. Dalian did not put forward the content of promoting the development of digital cultural industry in the guidance until 2016, and the gap in understanding and practical operation of digital cultural industry is still very obvious, comparing with the culturally-advanced cities mentioned above.

2.6 The Progress of Innovation in the Cultural Industry System in Dalian is Slow

As early as April 2002, a group of well-established municipal art troupes in Shanghai were authorized and entrusted to some powerful media and other social units for management. Many troupes not only strengthened their strength through trusteeship, but also activated artistic production and optimized resources. There are over 50,000 private cultural enterprises in Zhejiang Province. Beijing's policies of reforming the cultural industry are more detailed. It includes the household registration policy. Shanghai attaches great importance to the role of the capital market and proposes to establish a cultural industry innovation and entrepreneurship investment fund with a total scale of 5 billion yuan and a crowdfunding fund with a total scale of 10 billion yuan.

Dalian is similar to other cities in terms of market access, financial support, and tax incentives, but exists significant shortcomings in the restructuring of state-owned cultural units, financial support, and capital market intervention. The financial support is limited by financial resources, and implementation is also difficult to carry out.

3 The Realization Path of High-Quality Development of Cultural Industry

By drawing on the good practices of other culturally-advanced cities and based on Dalian's cultural resources, the following 4 optimization paths are proposed.

3.1 Vigorously Promote Digital Culture and Foster New Cultural Formats

We need to leverage the construction of "Digital Dalian" to enhance the value of industries such as publishing, broadcasting and television, audio-visual products, media software, and advertising design through information technology. We need to implement a digital strategy for cultural heritage and resources, and extensively carry out digital and networked transformation of public resources such as libraries, museums, exhibition halls, bookstores, etc.

Secondly, we must accelerate the digitalization process and commercial trial broadcasting of the integration of the "three networks", digital video and audio transmission equipment and receiving terminals, interactive digital cable TV network transformation and construction, digital transformation of cultural originality, cultural heritage and public resources, large-scale professional websites and other key projects.

We must rely on electronic means to promote the development of integrated media. Relying on digital technology to transform and enhance the publishing, printing, and media industry. We need to rely on Dalian News Media Group to strengthen the construction of electronic newspaper and periodical platforms. Strive to build Dalian News Media Group into a first-class and influential new media group in Northeast China and the Bohai Rim region.

3.2 Develop Creative Economy and Promote the Development of Cultural and Creative Industries

Firstly, the "cultural+" plan need to be carried out well. Enrich cultural connotations, fully utilize the advantages of national software development service outsourcing bases, focus on industrial design, and strengthen cultural+industrial upgrading through software development, process manufacturing, industrial heritage utilization and other means. Taking the animation industry as the leading industry, Dalian will promote the integration of publishing, advertising, film, television, radio, design, visual arts, graphic design, animation design, film and television production, online games, 3D design, clothing design, brand design, museums, garden art, exhibition display, streaming music, popular publishing, and performing arts, and promote the integration and development of cultural creativity and design services with related industries. Establish a "culture+" base, promote the construction of cultural and creative industry demonstration bases, and develop the Northeast Asia Film and Television Cultural Exchange Center.

Secondly, Dalian should learn from Shanghai's experience and integrate creativity into the construction of urban cultural brands. Actively creating the "four major

brands" of "Dalian Service" "Dalian Manufacturing" "Dalian Shopping" and "Dalian City Wall", deepening the construction of the "five centers" of international shipping, international logistics, international economy and trade, regional finance, innovation, entrepreneurship and venture capital, and the "city of open innovation and romantic bay".

The third is to promote urban economic innovation and upgrading through the creative economy. Creative activities not only cover fashion design, but also extend to film and video, interactive software, music, performing arts, publishing, software and computer services, television and radio, and more. In addition, it has also penetrated into industries such as tourism, museums and art galleries, heritage, and sports. Strengthen the development of industrial culture, sports culture, music culture, painting culture, literary culture and other projects.

3.3 Promote the Integration of Culture and Tourism, and Create New Cultural Industry Parks

Dalian must leverage the advantages of Dalian's marine tourism, business tourism, and cultural tourism, vigorously develop the cultural and exhibition tourism industry, and build a world brand, utilize modern technology and precise internal division of labor to establish a one-stop system engineering from information collection, market research, project proposal and public relations, exhibition and investment attraction, overall design, advertising, storage and transportation, insurance, customs clearance, exhibition setup, etiquette reception, on-site service, to the tracking and feedback on the post exhibition market, and create a famous city for exhibitions and conferences.

Secondly, we need to revitalize the cultural and museum industry, and deeply explore the historical and cultural heritage of Dalian. The ancient cultural sites, tombs, and buildings with historical, artistic, and scientific value, as well as important modern historical sites, objects, and representative buildings related to major historical events and famous figures should be used, as carriers to create Dalian's historical and cultural brand and revolutionary cultural brand. Actively establish the Oriental Art Museum, Modern History Museum, Ancient Tomb Museum, Folk Customs Museum and Chinese Society of Technology Memorial Hall, strengthen the construction of cultural and tourism facilities led by exhibitions, cultural relics, festivals, and sight-seeing, and strive to build a distinctive and culturally rich tourist city.

Various cultural industry parks need to be established. Drawing on the experience of building cultural industry parks in cities such as Shenzhen, relevant preferential policies will be formulated to actively support and promote cultural and creative industry bases such as animation manufacturing, industrial design, translation culture, film and television creation, and cultural media. To ultimately achieve six major functions including processing and manufacturing, incubation and cultivation, training, exhibition and trading, research and development design, and investment, in order to build a complete cultural industry chain, promote the formation of cultural industry clusters, and drive the development of the city's cultural industry.

3.4 Promote Cultural System Innovation and Stimulate Cultural Market Vitality

The reform of the equity system of state-owned media enterprises in Dalian should be deepened. Drawing on the experience of other regions, on the basis of the restructuring of existing media groups, Dalian should actively explore the deepening of the shareholding system reform by sector or level. On one hand, state-owned media groups will be classified according to their program production and broadcasting businesses to promote the diversification of property rights and shareholding of program production and auxiliary units; On the other hand, while maintaining state-owned control of the media group, Dalian will promote the diversification of equity in secondary and tertiary units, allowing employees or management to hold shares.

Secondly, Dalian must actively attract private capital to enter the cultural industry. Actively promote the integration and development of cultural industries and capital markets. Dalian should, in accordance with relevant national policies, lower the entry threshold for competitive cultural industries such as performing arts, audio-visual, entertainment, vocational training, sports, advertising, and services that aim to make profits. It should actively support various investment entities such as collectives, private enterprises, foreign investment, and natural persons to participate in investment and operation, and encourage all sectors of society to invest in and establish cultural enterprises and operate cultural projects.

Dalian need to enrich and innovate the special funds for Dalian's cultural industry. If financial resources permit, increase investment in the cultural industry year by year. To distinguish between monopolistic cultural industries and competitive cultural industries, profitable cultural industries and public welfare cultural industries, and implement strategic adjustments in government financial investment. Non profit cultural units and industries such as libraries, museums, cultural relics centers, art galleries, and cultural centers (stations) are mainly invested by the government, and a sound investment and financing mechanism combining financial investment and social donations is formed. We should encourage cultural and creative enterprises to increase their innovation investment through forms such as loan interest subsidies and project rewards. In terms of taxation, differential tax rate policies should be implemented to regulate the overall scale and level of the cultural industry; We also need to establish fair competition rules in the cultural market and bring the production and operation of cultural products into the legal track.

Dalian should guide and encourage social capital to increase investment in local cultural and creative industries. At present, most entertainment and media industries have launched similar large-scale industry funds, such as Tencent's joint industry fund, which has invested hundreds of billions in recent years and invested in over a hundred projects in 2017 alone. Dalian should encourage investment institutions, enterprises, society, and even individuals from all over the country to invest in cultural and creative industry projects in Dalian through policy guidance. Actively explore ways to attract foreign investment, including introducing foreign investment through limited landing of overseas TV channels.

Dalian needs to update our concepts and improve our policy system. At present, the cultural industry in Dalian is still in its early stages of development, and a series of supportive policies need to be formulated to improve the policy support system. According to the requirements of the central government, different enterprises and institutions in the cultural field should be classified and guided, and different management methods should be implemented for operational, semi-operational, and public welfare cultural units. In details, Dalian needs to support public cultural institutions and organizations such as libraries and museums, while strengthening the reform of their internal personnel and distribution systems, and improving the operational efficiency and service effectiveness of cultural assets; For commercial cultural enterprises, they must be transformed according to the requirements of modern enterprise systems, so that they can directly face the market and enhance their vitality in market competition. Newspapers, radio and television, and other media that are compatible with cultural industries can separate their advertising and other business operations and transform them into enterprises to strengthen and expand in the market.

4 Conclusion

The high-quality development of cultural industries can promote rapid economic growth and further cultural prosperity in cities. Evaluating the prosperity of the cultural industry in a city can help identify the constraining factors for its development. Addressing these factors can promote high-quality and healthy cultural development. This paper selects employees of legal entities, liabilities and assets to evaluate major cities in China. The results show that Dalian needs to do enormous work to improve in these three aspects. On the basis of drawing on the experience of high-quality development of cultural industries in other culturally-advanced cities, a path for achieving high-quality development of cultural industries are proposed: firstly, vigorously promoting digital culture and giving birth to new cultural formats; Secondly, developing creative economy, promoting the development of cultural and creative industries; thirdly, Promoting the integration of culture and tourism, and create new cultural industry parks; fourthly, promoting cultural system innovation and stimulate cultural market vitality. Intensify efforts in these four areas and achieve better results in the urban cultural industry.

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