

Study on the Dynamic Mechanism and Transformation Path of Xi'an Cultural Industry Innovation and Development Under the New Normal*

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Abstract—At present, the innovation development has already become the second big pull factor of the cultural industry development. The present situation and characteristics of cultural industry development in Xi'an are as follows: the proportion of added value of cultural industry rises, the number of cultural units increases steadily; Coordinated development of the cultural sector, accelerated growth in key areas; the development pattern of industry agglomeration area forms and the cultural enterprises develop rapidly. The advantages and potentials of Xi'an's cultural industry innovation and development: unique natural environment, historical and cultural resources, good economic foundation, strong support of national and local government policies, superior scientific and educational resources, convenient transportation conditions, etc. The main problems facing the innovation and development of Xi'an cultural industry are: the overall strength of the industry is not strong; the local cultural brand is lacking; the development of the industry is not balanced; the problem of talent restriction is prominent; and the cultural management system support is weak, etc. We should speed up the transformation mechanism and system guarantee of cultural resources and innovation ability of cultural enterprises, and promote the full transformation of superior cultural resources into social and economic benefits. The dynamic transformation mechanism and path analysis of promoting the innovation and development of Xi'an cultural industry: straightening out the governments cultural management function, from holding Culture to Management Culture. We should improve the investment and financing mechanism of cultural industry, and transform from government leading to non-governmental multi-channel investment and financing, and we should promote the optimization and upgrading of cultural industry structure, from diversification to specialization and branding. We should promote the cultural industry supply-side reform, from the scale return invariant to the scale reward increment transformation.

Keywords—*cultural industry; development potential; transformation mechanism; innovation path*

I. INTRODUCTION

Cultural economy is an important part of the real economy, and cultural industry is becoming the mainstream form of the economic development of various countries and the mainstay industry of each major economy. [1]In the new stage of economic development, it is imperative to change the growth mode of cultural industry in various regions of China, and innovation and development has become the second leading factor in the development of cultural industry. The innovation and development of cultural industry is an important support and a strong starting point for Xi'an to build an international metropolis with historical and cultural characteristics, and it is also a powerful starting point for Xi'an to build a new starting point of silk economic belt.

II. THE PRESENT SITUATION AND CHARACTERISTICS OF XI'AN CULTURAL INDUSTRY

A. *The Proportion of Added Value of Cultural Industry Increased and the Number of Cultural Units Increased Steadily*

During the 12th Five-Year Plan period, the growth rate of Xi'an cultural industry was stable, and the proportion of cultural industry added value to Xi'an GDP growth value remained above 7%. At the same time, enterprises, institutions and employees engaged in the cultural industry have generally shown a steady growth trend. Apart from the decline in artistic performing groups, Xi'an film, library, art and scientific research institutions, mass cultural undertakings and so on, development situation is good, the increase is obvious. In terms of spatial distribution, the fastest increase of cultural output is in Yanta District, Lianhu District and Beilin District. Xi'an cultural industry presents the development characteristics of radiation to surrounding counties with six districts as the center, and the agglomeration effect of cultural industry is obvious.

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B. Coordinated Development of the Cultural Sector and Accelerated Growth in Key Areas

During the 12th Five-Year Plan period, Xi'an actively adapted to the new normal economic development by vigorously implementing project-driven, capital-driven, plate-driven strategy, emphasizing its own advantages and characteristics and adjusting the industrial structure in the overall urban planning and layout. It has basically built the Qujiang, High-tech, Economic development, Chan Ba, Lintong, the northern foothills of the Qinling Mountains, the city wall scenic area seven major cultural industries, which has cultivated a number of key cultural industry areas, such as radio, film and television, news and publication, cultural tourism, advertising and exhibition, and so on.[2] Among them, Qujiang, high-tech, The Industrial Base of Printing package in Economic Development district, Chan Ba ecological park and Lintong cultural tourism leisure resort and other industry plate construction tends to improve, with distinctive characteristics. All these have promoted the construction of Shanxi cultural strong province and Xi'an international metropolis. From the cultural industry of ten categories, the fastest growth is the radio and television film services, arts and crafts production and Press publishing services; Among them, arts and crafts products processing and cultural creativity and design services have the fastest development, the industry added the highest value, cultural leisure and entertainment services, cultural information transmission services, cultural supplies production, cultural professional equipment growth is slow, and there is a downward trend.

C. Industry Agglomeration Area Development Pattern Is Formed, and Cultural Enterprise Develops Rapidly

For many years, Xi'an insists on the development of cultural industry as the strategic fulcrum of the adjustment of urban industrial structure, which basically forms the distinct industrial agglomeration effect with regional characteristics. For example, Qujiang New Zone with the brand of prosperous Tang Dynasty, high-tech zone with culture and creative industry as its brand, Economic development District with printing packaging as its brand, Chan Ba Ecological Zone with eco-tourism as its brand, and city wall scenic spots, Bei Lin animation industry base, Lintong cultural tourism area, cultural tourism along the northern foothills of the Qin Mausoleum and other cultural industries. At the same time, vigorously implement the pulling effect of Cultural Industry Project, a large number of key cultural engineering projects, such as comprehensive reconstruction of Nanmen area, Han Chang'an ruins Park, Daming Palace site Park and Lintong tourist Resort, have been completed and put into use. [3] The industrial agglomeration effect has led to the great development of all kinds of cultural units, by the end of 2015, there were more than 6000 cultural enterprises in Xi'an, 56 of which were private enterprises with turnover of 6.833 billion yuan. There are 27 state-owned cultural enterprises with an output value of 2.1 billion 98 million yuan. Among them, Xi'an Qujiang Cultural Industry Group won the "Top 30 Cultural Enterprises" for 4 years in a row. It is the only enterprise in the western region that has won this honor, giving full play to the leading role of state-owned cultural enterprises.

III. DEVELOPMENT POTENTIAL AND RESOURCE ADVANTAGE OF XI'AN CULTURAL INDUSTRY

Xi'an is a famous historical and cultural city with a history of more than 3100 years of construction and 1100 years of capital construction. There are 314 key cultural relic protection units in its territory, of which 84 are national and provincial key cultural relic protection units. [4] These splendid historical and cultural resources are the unique competitive advantage of Xi'an historical and cultural industry. In terms of natural landscape, since ancient times, Xi'an has the advantages of water conservancy resources of "eight waters around Chang'an". Natural vegetation has not been destroyed by Quaternary continental glaciers, and the southern Qinling Mountains is rich in mineral resources. The northern plain of Qinling Mountains has good geological conditions for storing geothermal water. The wild plant resources in Qinling region is one of the important gene banks of seed plants in China.

In the aspect of economic resources, the economic structure of Xi'an is further optimized, the advantage industry is gradually formed, the regional layout planning tends to be reasonable, and the pattern of "five districts, one port and two bases" is initially formed. The city comprehensive service function is basically sound, the science and technology superiority is also gradually prominent, and the capital market system is gradually established. In terms of science and technology education resources, Xi'an has more than 80 institutions of higher learning, more than 3000 scientific research institutes, and a large number of talents and technical support. In terms of regional location, Xi'an is the largest node city in the national trunk road network and an important hub for the "Grand Cross" mesh railway traffic linking the north and the south, [5] and one of the largest international aviation hub cities in the central and western parts of China. [5] The traffic advantage has provided the huge market space and the growing consumer group for the Xi'an cultural industry development. In terms of policy guarantee, the Shanxi Provincial Party Committee and the provincial government have issued "some opinions on jointly constructing Xi'an by provinces and cities, speeding up the construction of innovative regions", the naming of "Belt and Road" construction and national "two innovation reform" demonstration zones brings historic development opportunity for Xi'an. The national strategic arrangement and the superposition effect of provincial and municipal policies have greatly stimulated the development potential and internal innovation of Xi'an cultural industry. Economic growth of Xi'an will shift from factor-driven, investment-driven to innovation-driven and consumption-driven. Animation games, advertising exhibition, cultural design and mass cultural entertainment consumption, will become the focus of Xi'an cultural industry development.

IV. THE MAIN PROBLEMS FACED IN THE INNOVATION AND DEVELOPMENT OF XI'AN CULTURAL INDUSTRY

Compared with the developed provinces and cities along the coast of east and west, the cultural industry of Xi'an has been developed in the past ten years has made remarkable achievements, but there are still some problems in the rapid development.

A. The Overall Strength of Cultural Industry Is Not Strong, and There Is a Big Gap with Developed Cities

As one of the 15 sub-provincial cities in China, Xi'an cultural industry develops at a speed and its added value is much lower than that of other developed cities. According to the data of regional statistical offices and network data from 2012 to 2015, it can be seen that the added value of cultural industry in Shenzhen, Hangzhou, Guangzhou and Qingdao is

far ahead of Xi'an. Xi'an is also in a backward position in three cities in the central and western regions, and the added value of cultural industry in Xi'an is only slightly higher than that in Shenyang, Dalian and Harbin, which is obviously lower than the development requirements of its rich historical and cultural resources. The gap between Xi'an cultural industry development level and some sub-provincial cities can be clearly seen in the "Table 1" below.

TABLE I. COMPARISON OF THE DEVELOPMENT OF CULTURAL INDUSTRIES IN SOME DEPUTY PROVINCIAL CITIES FROM 2012 TO 2014

Year City	2012			2013			2014		
	Average growth rate%	increase value (100 million yuan)	Proportion of GDP%	Average growth rate%	increase value (100 million yuan)	Proportion of GDP%	Average growth rate%	increase value (100 million yuan)	Proportion of GDP%
Dalian	8.8%	228.4	3.3%	31.3%	300.0	3.8%	10.0%	330.0	4.0%
Harbin	22.7%	232.5	5.1%	-	-	-	-	321.7	6.0%
Nanjing	39.9%	366.7	85.1%	22.5%	449.2	5.6%	14.1%	512.5	5.8%
Hangzhou	15.6%	1060.7	16.3%	18.0%	1359.5	16.3%	15.9%	1607.3	17.5%
Ning Po	31.4%	274.0	4.2%	14.7%	314.4	4.4%	1.6%	319.4	4.2%
Qingdao	19.7%	601.7	8.2%	20.0%	715.3	8.6%	20.6%	641.8	7.4%
Guangzhou	7.8%	631.5	4.7%	17.7%	743.0	4.9%	14.3%	849.3	5.1%
Shenzhen	25.0%	1150.0	8.9%	18.9%	1357.0	9.4%	15.6%	1554.0	9.7%
Xiamen	20.1%	217.0	7.7%	13.4%	246.0	8.0%	13.0%	280.0	8.0%
Wuhan	6.2%	536.0	6.7%	17.0%	627.1	6.8%	13.0%	708.6	7.0%
Xi'an	30.6%	334.7	7.7%	27.3%	381.6	7.7%	10.6%	410.4	7.5%

^a. Data source: Xi'an Bureau of Statistics, regional data collected and organized by propaganda departments and related websites (Shenyang, Changchun, Jinan, Chengdu and other places' data are missing).

B. Low Level of Cultural Consumption and Lack of Cultural Brands

The overall level of cultural consumption of Xi'an residents is low, and the gap between urban residents and rural residents is large. According to data released by the Xi'an Bureau of Statistics in 2014, the average per capita education, culture and entertainment of urban residents in Xi'an is 2632.20 yuan, that of rural residents is 894 yuan, the per capita cultural consumption of urban residents still exceeds that of rural residents by 1783 yuan, 2.9 times that of rural residents. In the first half of 2017, the survey data released by the Xi'an Bureau of Statistics showed that the per capita living consumption of Xi'an residents was 10357 yuan, an increase of 4.6 percent in nominal terms. In terms of the structure of consumer expenditure, the expenditure on clothing and education, culture and entertainment of the residents showed a decline, the per capita expenditure on clothing was 885 yuan, decrease of 1.8%; Spending on education, culture and entertainment was 1061 yuan, down 1.7 percent from 2016. [6]Of the expenditure on education, culture and entertainment of rural residents, rigid expenditure on education accounts for 76.8% of the total, the level of cultural and entertainment consumption was low. This has much to do with local cultural propaganda. As an ancient city of history and culture, Xi'an is short of local cultural brands, the traditional cultural propaganda and marketing means are single, the use of all kinds of media is not high, and the cultural brand construction and image packaging have no characteristics. The unique historical and cultural resources of the region are generally lack of well-known cultural brands with core competence, such as Qin Opera Art, Chang'an Drum Music, Folk Handicrafts and Historical relics Development, publicity and Packaging originality, etc. Therefore, the cultural consumption level and consumption structure of Xi'an need to

be guided and promoted, and the brand of cultural industry needs creativity and innovation.

The development of cultural industry is not balanced, and the stamina of industry development is insufficient.

Along with our country economy enters the new normal, the cultural industry has already entered the quality growth from the speed growth, only cultural products with high grade, fine content and strong characteristics, can obtain the success in the market. Cultural tourism, leisure and entertainment, exhibition media, information network and stationery in Xi'an development momentum is good, the total output value is large, the number of enterprises is more; And culture and art, broadcast news service development is relatively slow, the number of enterprises is small, the output value is low. According to the spatial distribution of industry, the rapid development of cultural industry is mainly concentrated in several districts and counties, such as Qujiang New area and High-tech Development Zone, while the surrounding areas and counties are slow to develop. On the whole, the cultural industry in Xi'an is scattered, the existing historical and cultural resources have not been effectively explored and developed, and the scale economy has not yet been formed. In 2017, only Xi'an Qujiang Cultural Industry Investment (Group) Company was selected as the ninth "Top 30 Chinese Cultural Enterprise", none of the 20 top 30 nominees in the additional settings. Compared with the cultural tourism performing arts project of Hangzhou Song City, the leading cultural enterprises in Xi'an are far from each other in terms of the expanding power of cultural brands or the profitability of the brands.

C. The Problem of Talent Restriction in Cultural Industry Is Prominent, and the Ability of Independent Innovation Is Insufficient

Xi'an has abundant scientific and educational resources and talent training advantages, but the cultivation of cultural and creative talents and the employment of cultural enterprises have not formed a good docking. The knowledge, ability and quality level of the existing cultural practitioners vary, the construction of talent echelons is unreasonable, and there is a lack of experienced and competent high quality operation and management personnel. The lack of cultural creative talents restricts the independent innovation ability of Xi'an cultural enterprises: first, the lack of independent innovation ability of local enterprises. The lack of independent innovation ability of cultural products, on the one hand, can not achieve the quality upgrade of cultural products, which limits the expansion of sales channels and marketing scope; on the other hand, it makes cultural enterprises unable to form effective competitiveness in the market. Second, the level of comprehensive innovation is low. China's cultural management system is inflexible, the state-owned cultural enterprises lack the impetus and pressure of innovation, and can not form a competitive innovation driving mechanism; At the same time, the production, promotion and quality of domestic cultural products, lack of international competitiveness, can not effectively meet the increasing cultural needs of residents. Third, the practical experience in the development of cultural industry has not obviously promoted the theoretical innovation of the development of cultural industry, nor has it been organically combined with the industrial incentive mechanism, which has hindered the expansion of the possible boundary of folk culture production, as well as the industrial scale expansion to the efficiency enhancement transformation.

D. Weak Support for Cultural Management System and Weak Industrial Planning

At present, the development of cultural industry in Xi'an mainly depends on the administrative regulation and policy of the government, and there is no systematic and efficient management system in the cultural market. However, the traditional management system of cultural undertakings is not suitable for the new stage of the innovation and development of cultural industry. The local cultural enterprises in Xi'an lack the power and project of independent management, the allocation of resources is not scientific and reasonable, and the ability of folk culture to invest and finance is limited, funds in cultural industry is lack; there are restrictions and regulations on the special fund allocation of cultural institutions, and the institutional mechanism of industrial investment and financing has not been completely established. These factors have hindered the innovation and development of Xi'an cultural industry. At the same time, the development plan of Xi'an cultural industry is still weak, mainly in two aspects: one is the lack of long-term planning and design of the whole industry, the other is the lack of special planning for key cultural industries. The "12th Five-Year Plan for the Development of Cultural Industry" and the newly issued "13th Five-Year Plan for Cultural Industry Development" both provide planning and guidance to the cultural industry in the short and medium term,

among which, The planning system for cultural industries such as tourism and exhibition is relatively complete, but for cultural creativity, animation, performing arts, film and television industry planning, etc. is relatively thin, obviously lagging behind Hangzhou, Chengdu and other developed cities.

V. AN ANALYSIS OF THE MECHANISM AND PATH OF DYNAMIC TRANSFORMATION TO PROMOTE THE INNOVATION AND DEVELOPMENT OF CULTURAL INDUSTRY

According to the requirements of the State Council on "speeding up the conversion of new and old kinetic energy," Xi'an should, while strengthening the coordination of cultural industry policies, put forward corresponding countermeasures on how to increase the new momentum in the development of cultural industries as soon as possible, to speed up the construction of cultural resources and cultural enterprises innovation ability transformation mechanism and institutional protection, to promote the advantage of historical and cultural resources to give full play to social and economic benefits.

A. To Straighten out the Function of Government Culture Management and Change It from Organizing Culture to Managing Culture

"The Report of the Third Plenary Session of the 18th CPC Central Committee" requires local governments to speed up the deep-level reform of the management system of cultural industries at the central level, which is an indicator light for the development of social economy and the management of cultural industries in Shanxi Province. The first is to change the macro function of the government as soon as possible, straighten out the relationship between the government and the enterprise, integrate the government and social resources, establish the macro management system of the cultural industry to meet the needs of the market and coordinate the efficient management order of the cultural industry. Second, it is necessary to strengthen the consciousness and sense of urgency of the local main bodies at all levels of active innovation, to adapt measures to local conditions, and to promote the cultural industry in Xi'an to the middle and high development level in the process of transformation and upgrading with the vigorous force of the transformation of new and old kinetic energy. Third, it is necessary to adjust the structure of cultural industry, reshape the cultural industry system with the market as the main body, cultivate a batch of key cultural enterprises, create the characteristic cultural industry chain, and promote the coordinated development of regional economy with the advantage industry. Fourth, it is necessary to further break down the industry monopoly and regional barriers, open up the regional cultural market, promote cross-border reorganization of enterprises, and improve the overall competitiveness and intensive level of the cultural industry.

B. To Improve the Investment and Financing Mechanism of Cultural Industry and Transform the Investment and Financing from Government Leading to Private Multiple Channels

Establishing and perfecting the investment and financing system and capital market system of cultural industry is an important condition to promote the sustainable and stable

development of Shanxi cultural industry. The Shanxi Provincial Government invests 4 million yuan a year in the protection of intangible cultural heritage, but it still cannot meet the needs of protecting and inheriting outstanding regional cultural resources, some of the traditional cultural projects, which have the conditions for exploitation, have stalled or been a bottleneck of development. Especially for small and medium-sized cultural enterprises, it is a common phenomenon that loans are difficult. Some business owners have to resort to relatives and friends or private loans in the form of high interest rates, which may increase the burden of business operation and hinder the expansion of reproduction of cultural enterprises. In order to effectively solve the financing difficulties of small and medium-sized cultural enterprises, it is necessary for the cultural management department and the financial regulatory bodies to jointly study and formulate supporting policies, laws and regulations, and actively raise and set up cultural industry development funds and venture capital funds. We will fully support the coordinated development of the cultural industry. For the investment and development projects where the government funds are not in place, we can consider attracting the private capital to intervene, and solve the traditional cultural industrialization project through consultation in the form of shareholding system.

C. To Promote the Optimization and Upgrading of Cultural Industrial Structure and Change It from Diversification to Specialization and Branding

To promote the upgrading of cultural industry, it is necessary to form a new industrial development point through structural transformation: first, the transformation of demand structure. That is, from outside the province to drive the province, we should give full play to the driving role of the province's residents' cultural consumption, strive to release effective demand, so that the long-term mechanism of domestic demand in the new stage of the upgrading of folk culture industry to give full play to its dynamic advantages. Second, industrial structure optimization and upgrading. We should cultivate and develop demonstration cultural units and creative cultural industries, establish a cultural industry system based on regional cultural advantage resources, and create a new pattern of cultural industries. The development model of Shanxi cultural industry from low-end cultural product production to branding, standardization, standardization and specialization can guide the trend of folk cultural consumption and lead the new development of Chinese cultural consumption. In order to achieve the new stage of Shanxi Province cultural industrial structure optimization power transformation.

D. To Push Forward the Reform of the Supply Side of the Cultural Industry and Change It from the Constant Scale Reward to the Increasing Scale Reward

According to the data of China's cultural consumption index released by the Ministry of Culture in recent years, there are still huge consumption gaps and restrictive factors in China's cultural industry. Therefore, the cultural industry development in Shanxi should be transformed from demand stimulation to supply structure reform. Firstly, the mechanism of increasing cultural resources allocation efficiency should be

established. It is necessary to take the innovation of information technology as the path to reorganize and optimize the allocation of elements, to improve the utilization rate of cultural resources, and to make the development level of cultural industry in Shanxi develop from scale reward constant to scale reward incrementally. The second is to improve the efficiency of the use of cultural industrial capital. On the one hand, the development and protection of traditional and emerging cultural resources are enhanced through various financing channels to promote the horizontal and vertical flow of capital; On the other hand, the local advantage folk custom resources are actively cultivated into leading industries, and under the joint action of the industrialization of cultural resources and the circulation of capital, the new motive force for the upgrading of cultural industries in the new stage is reshaped.

VI. CONCLUSION

The cultural industry is the main supporting industry for the economic development of various countries in the world at present, which is also an important support and a strong starting point for Xi'an to build an international metropolis with historical and cultural characteristics. Cultural industry is moreover Xi'an construction "Belt and Road" cooperation framework of a new starting point to grasp. Under the new historical opportunity, Xi'an should accelerate the construction of the transformation mechanism and system guarantee of cultural resources and innovation ability of cultural enterprises, further straighten out the government's cultural management function and improve the investment and financing mechanism of cultural industry. To promote the optimization and upgrading of the cultural industrial structure and promote the reform of the supply side of the cultural industry. Xi'an should simultaneously promote the innovative development and creative transformation of regional superior historical and cultural resources to better serve the economic development of Shanxi and even the whole country.

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