

Opportunities and Challenges for the Development of Cultural Industry in Yiwu under the Strategic Background of "Belt and Road"

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Abstract: Yiwu is the largest small commodity market in the world. In the process of carrying out the strategy of "building a city with business ", a small county town without rich natural resources is developed to Yiwu International Trade City. As the core area of "21 World Maritime Silk Road ", this paper analyzes the present situation of Yiwu cultural industry under the background of " Belt and Road ", deeply discusses the opportunities and challenges in Yiwu cultural industry development process, and provides effective suggestions for subsequent development.

1. Introduction

Cultural industry is an important embodiment of national soft power and a display of national and national values, which is called "sunrise industry" and is highly valued by the world. Yiwu, located in the middle of Zhejiang Province, should promote the development of its own cultural industry under the background of "Belt and Road" strategy, improve the existing ecological environment, develop cultural industry, realize cultural "going out ", and enhance the ability of cultural radiation in Yiwu.

2. The Necessity of Cultural Industry Development in Yiwu

"Belt and Road" refers to the "Silk Road Economic Belt" and "21st Century Maritime Silk Road ". Yiwu, as the central basin of Zhejiang Province, breaks through the difficult problems of economic transformation without relying on sea and changing, vigorously develops cultural industry, takes Yiwu's historical sites, cultural heritage, folk festivals and special delicacies as the foundation of cultural industry, and gives full play to the advantages of Yiwu's historical sites and resources, such as Feng Xuefeng's former residence, Huaxi Forest Park, Lou Shan Yan, De Sheng Tang, Luo Tang, Luo Tang and Luo Tang. Develop cultural leisure tourism, and then combine with cultural heritage content, such as: Wu Opera (see figure 1), Jintai Boxing, Qi Jiaquan, Guqin production skills, Taoist peak tea processing skills, Qipao production skills, Senshan Dendrobium extract technology, tour pavilion Chen's filial piety culture, Yiwu chicken hair for sugar culture, crisp culture, development of cultural industry, and through the advantages of Yiwu logistics hub to build a new pattern of integrated development, east, west, south and north open, focus on planning cultural heritage, and other advantages to further expand their sustainable development, to achieve sustainable development.[1].



Figure 1 Wu opera

2.1. Increased Visibility of Yiwu

Cultural industry is an important symbol which is different from other resources, and it is also an important advantage for the development of cultural industry in the region. As a result, under the premise of cultural industry development, we can effectively use the name Yiwu to expand the publicity of cultural industry. Yiwu has a deep cultural accumulation. There are many local characteristic buildings and Chinese cultural characteristics. Wu, Yiwu, Yiwu, Yiwu, etc. To understand that Yiwu is not only a gathering place for the wholesale of small commodities, but also a place for the development of cultural industries[2].

2.2. Promoting Economic Development in Yiwu

After the economic crisis, the devaluation of the renminbi, the rising cost of raw materials and labor, yiwu, once the dominant trade leader, is not optimistic. Cultural industry is the most potential gold industry in the new century, as a new growth point of contemporary economic and social development, compared with other industries have more vitality and vitality, which plays an important role in the economic re-development of Yiwu.

2.3. Promoting the Excellent Culture of Yiwu

Yiwu has many cultural monuments, but also a large number of cultural heritage, which are important resources of Yiwu cultural industry. The development of contemporary cultural industry can be combined with these contents, which can not only carry forward the excellent cultural connotation of Yiwu, but also inherit the excellent cultural content of Yiwu to the maximum extent, so that these cultures can continue to play their own light in the contemporary era[3].

3. Problems in the Development of Yiwu Cultural Industry

3.1. Economic Impact on the Development of Cultural Industries

Although Yiwu is located in the central basin of Zhejiang Province, it belongs to the "Yangtze River Delta Zone ", but its land is barren, it is difficult to produce crops with high economic value. In the face of this situation, Yiwu has gradually developed its own trade products, changing its labor force, low price of raw materials, and so on, and become a business hegemon. But in the state of soaring price level in recent years, the labor cost has gradually increased, resulting in the decline of cost advantage and the slowing of economic development. As we all know, the development foundation of cultural industry is based on economy, it is a product of the integration of culture, economy and science and technology, and the economic development of Yiwu is slowed down, which will affect the development of cultural industry in Yiwu and cause the market development to be depressed.

3.2. Few Talents in Cultural Industry in Yiwu

Yiwu local talent is not many, value trade development, attract more low-level labor force, so in the process of cultural industry development, there are strong skills design, lack of innovation

ability and other problems. But most cultural industries only stay in the initial imitation solution, the original ability is few, this situation causes the cultural industry development and the structure optimization ability to be relatively backward, even excludes the creative thinking, can not do the profession also can not carry on the promotion to the product, seriously restricts the cultural industry development.[4]

3.3. Development of the Cultural Sector

Based on the lack of thorough understanding of the concept of ethnic groups in the cultural industry by the relevant local administrative departments, the weak understanding of the attributes of the cultural industry, the development of cultural undertakings, the cultural industry chain and other concepts, the overall planning of the cultural industry is not comprehensive, the implementation of the relevant content responsibility is not clear, and even the competent departments are separate, and the coordination of problems is poor.

4. Opportunities and Challenges the Development of Cultural Industry in Yiwu under the Strategy of "Belt and Road"

4.1. Training and Introduction of Personnel in the Cultural Industry

Talent is an important part of industrial development, the development of all industries must do a good job in the introduction and control of talent, through the training and introduction of cultural industry talent, in order to better use talent, play the role of talent, so that the best allocation of local cultural resources. To complete the relevant content setting, we need the strong support of local government departments, follow up the development of the times, will have more local culture and trade content combined, cultural industry development concept into the local economic development strategy[5]At the same time, the relevant government departments can increase the publicity of the cultural industry, create a strong cultural atmosphere in the society and enhance the cultural awareness of the local people in order to do a good job in building the cultural foundation and attract the cultural industry talents to the greatest extent. Finally, it is necessary to establish a mechanism for the introduction and training of cultural talents and to practice a certain incentive mechanism for existing talents in order to stimulate relevant practitioners, give full play to their potential, complete the rapid development of cultural industry, and brake a reasonable selection and appointment mechanism.

4.2. Innovative Forms of Cultural Development, Taking the Path of Multi-Industry Integration

Yiwu trade and trade development advantage is strong, should be based on it, and on this basis to develop the cultural industry with local characteristics, based on their own advantages of transportation and logistics, open external channels to provide exports for the cultural development of Yiwu (see figure 2). Taking trade and commerce as the core, we should first build a new center of public culture in Yiwu, support the construction of Yiwu, make it the strongest core of ecological and industrial development, highlight the quality of cultural construction in Yiwu, and then radiate to the surrounding cultural industries. With the development of commerce and commerce first, the cultural industry is implanted, and the spirit character of Yiwu's studios, upright and brave, honest and tolerant is permeated in it. at its places of interest, such as: Feng Xuefeng former residence (see figure 3), Huaxi Forest Park, Lousantang Scenic area planning, to form a new travel experience of commerce + tourism. Relying on trade and commerce as the carrier, we should constantly strengthen the experiential, participatory and intellectual content of the surrounding cultural tourism and cultural industry, and make Yiwu a new model of cultural tourism with new elements, new culture and new ecology, and become a new carrier of core competition. In this process, find their own cultural industry positioning, constantly develop their own cultural advantages, so as to determine the target market and product characteristics, appropriate extension of the product industry chain[6].



Figure 2 Yiwu trade city



Figure 3 Former residence of Feng Xuefeng

4.3. Deepening Cultural Restructuring and Enhancing Core Competitiveness

We will improve the medium and long-term planning of industrial development in Yiwu, coordinate the overall situation, and improve the construction of relevant supporting systems, including management systems, contents of laws and regulations, and policy systems. Especially in the formulation of policy system, we can focus on supporting cultural industry, promoting new policies of cultural consumption, and creating a good environment for cultural development. The relevant government departments should also vigorously cultivate the main body of the market, and realize the intensive new form of cultural industry through the way of compatibility and group, transformation and transformation. Break down the barriers to market development, relax the relevant market access conditions, so as to integrate Yiwu more resources content and establish a unified cultural industry management order. On this basis, it is necessary to continuously improve the financing and investment mode of cultural industry development, establish a diversified financing and investment service system, attract more social capital to participate in the development and construction of cultural industry, open up the supporting contents of upstream and downstream industries, base on the development of local trade and cultural industries, encourage new cultural industries and cultural formats, and vigorously develop independent intellectual property rights. Based on its own strong advantages of e-commerce industry, it can speed up the development of digital culture, Internet culture and other emerging forms of business, create a bright image, cultural creativity full wind Yiwu characteristic cultural brand, so as to enhance the core competitiveness of Yiwu cultural industry and promote the overall level of development.

5. Conclusion

The development of Yiwu's cultural industry is complementary to the local level of economic development. On the basis of this, it is necessary to make insight into its economic structure and direction and improve these problems in order to renew and innovate its cultural industry. By training and introducing talents and innovating its forms of cultural development, taking the road of combining various industries, deepening the reform of cultural system, enhancing its core competitiveness, giving full play to the advantages of its own cultural industry, realizing the rapid

development of local economy, making use of its own advantages of transportation and electronic commerce, strengthening its contacts with the outside world, and enhancing its cultural industry's popularity, By combining trade + cultural industry, we can attract a large number of tourists and promote the development level of Yiwu's overall cultural industry.

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