

Research on the Development Path and Countermeasure of Cultural Industry in Ethnic Areas from the Perspective of Whole Industry Chain

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Abstract: Due to historical, geographical and other factors, ethnic minority areas have formed a large gap in economic development and the developed areas of the Middle East. Therefore, the development of ethnic minority areas must give full play to the unique advantages of cultural resources in order to narrow the gap between ethnic minority areas and developed areas as soon as possible. The development of cultural industry has become one of the important symbols of national wealth and international competitive advantage. The industrialization of national culture is actually a form of innovation and inheritance of national culture, which is conducive to the maintenance of cultural diversity. Industrialization development is a cluster concept. The industrial chain is the context of the development of national cultural industries. The marketing of national cultural industries inevitably needs to be examined and coordinated based on the perspective of the industrial chain. In the case of the development of the cultural industry, the extension of its industrial chain can maximize the benefits of China's cultural industry.

1. Introduction

With the advent of the 21st century, cultural industry has become an industry that all countries need to pay attention to. For the developed countries in Western countries, cultural industry has become the leading industry in some countries, and has an important impact on their economic development [1]. Due to historical, geographical and other factors, ethnic minority areas have formed a large gap in economic development and the developed areas of the Middle East. Therefore, the development of ethnic minority areas must give full play to the unique advantages of cultural resources in the region, so that the gap between ethnic minority areas and developed areas can be narrowed as soon as possible [2]. With the deepening of reform and opening up, social economy has developed rapidly. China's industrial chain has gradually expanded to many fields. Energy, communications, biomedicine, clothing and other industries all have relatively mature industrial chains [3]. With its unique advantages, the cultural industry is becoming a leading or key development industry in various countries and regions. The proportion of cultural industries in the gross national product of production in many countries is gradually increasing, and the development of cultural industries has become an important symbol of national wealth and international competitive advantage [4].

With the development of the cultural industry, China's cultural industry also has a certain proportion in the total national economic production. Therefore, vigorously developing China's cultural industry has become a concern of the party and the government [5]. The cultural industry with ethnic customs has become a pillar industry in the western minority areas and has made tremendous contributions to local economic and social development. The development of modern cultural industry not only needs certain cultural creativity and technology promotion, but also the industrialization development under the market environment needs the pillar role of commercial operation [6]. The industrialization of national culture is actually a form of innovation and inheritance of national culture, which is conducive to the maintenance of cultural diversity. The marketing significance of the national cultural industry is particularly important [7]. Industrialization development is a cluster concept. Industry chain is the context of the development of national culture industry. The marketing of national culture industry must be examined and coordinated from the perspective of industry chain [8]. Only in this way can the marketing planning

of national cultural industry resonate with the whole industry chain.

2. The Relationship between Industry Chain and Marketing of National Culture Industry

With the improvement of people's material living standard, the demand for cultural resources is also increasing. However, at present, there are some big problems in the management of cultural resources in China. In the marketing process of the national cultural industry, first of all, we need to understand the characteristics of the national cultural industry itself, and have a basic understanding of the characteristics and situation of its products. With the development of economy and culture, the pace of cultural system reform in China is gradually increasing. The scale and strength of cultural industry have been rapidly improved, and a number of vigorous cultural enterprises have been emerging. In order to further develop our cultural industry, our government and enterprises should unite to integrate cultural resources management systems. The party and the state attach great importance to the cultural industry, and not only give great support to the development of the cultural industry in terms of policies. At the same time, it has caused social capital to pay attention to the cultural industry and created a good investment environment for the development of the cultural industry. The government should formulate corresponding policies and adopt macro-control measures to manage the cultural industry market, thereby restoring the order of the cultural industry market.

3. Marketing Planning of National Culture Industry from the Perspective of Industry Chain

3.1. Accelerating the development of China's cultural industry

People began to think about how to revitalize the city under the new historical conditions according to the regional characteristics and advantages. The infiltration mechanism of cultural industry into traditional industry is based on the rising of popular culture and the growing cultural needs of people. The focus of demand has gradually shifted from the low-level basic needs for survival to the high-level needs for personality development. The characteristics of cultural industry can not be underestimated in promoting the level of industrial development and optimizing industrial structure in China. The rise of popular culture has made people's cultural rights respected, cultural appeals have been realized, and culture has emerged from the elite culture and aristocratic culture [9]. As a new high-level consumption, cultural consumption is gradually expanding in the proportion of people's total consumption expenditure, and has become a basic factor in promoting the development of cultural industries. If the number of people specializing in cultural production in a society is small or the lack of cultural creation material, it will lead to a relative lack of varieties and quantities of cultural products.

3.2. Speeding up the construction of cultural industry cluster

The development of the cultural industry can significantly optimize China's industrial structure. Such a huge influence of modern media technology on the cultural industry comes from another important feature of cultural industry production. Highly developed replication technology is the key to the production of cultural industries. At present, China has initially established a modern cultural market system, and is currently in the stage of gradually improving the relevant cultural factor market. At this stage, China's cultural industry has ushered in a good opportunity for historical development. The state has successively issued a series of guidelines and policies to give great help to the development of the cultural industry, and it is also clear that the cultural industry will be promoted to the height of the pillar industry of the national economy [10]. After technology and market, culture has gradually become another link between industries. The cultural industry is a new type of industry. Unlike traditional industries, the cultural industry relies more on the input of human capital and technological capital. Fully, reasonably and step by step use of these cultural resources will enable our industrial structure to develop from a single heavy industry to a multi-polar industry. In order to meet the needs of cultural consumption to the greatest extent, cultural production must be industrialized by means of reproduction technology.

With the development of cultural industry, it has gradually become a new driving force for China's economic development. The prosperity and development of cultural industry not only promotes the rapid transformation of China's economic development mode, but also further optimizes China's industrial structure when meeting people's growing cultural needs. The development of industrial clusters is the result of the interaction of environmental factors, demand conditions, production factors and supporting industries. Through the construction of industrial parks and high-tech zones, not only the output per unit area has been increased, but also the harmonious development of ethnic areas has been promoted. Fig. 1 is the development model of urban agglomeration.

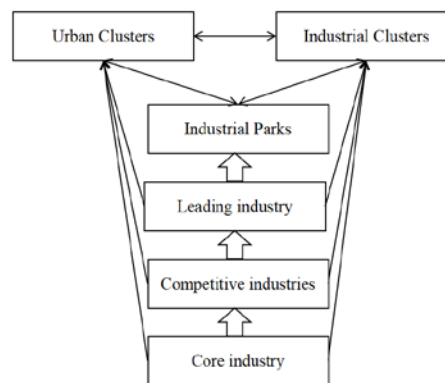


Fig.1. Urban group development model

The reason why the cultural industry cluster has such a large force, according to the modern industrial organization theory, is that industrial clusters focus on the integration of industries in the linkage relationship. As a rise of emerging industries, the cultural industry attracts the incremental capital and stock capital of traditional industries into the cultural industry. In order to further develop our cultural industry, we must also cultivate talents and develop technology. The formation of cultural industry chain needs sufficient manpower and technology, and the development of cultural industry also needs manpower and material resources. The real consumers of ethnic cultural products are relatively concentrated in the pursuit of characteristics and cultural connotations of the consumer groups. Only by optimizing marketing channels can consumers more contact with ethnic cultural products and promote the sales of related products.

4. Conclusions

Although China's cultural industry is still in its infancy, there are various problems. However, we should seize this opportunity to develop the cultural industry, and construct the cultural industry chain of our country through the support of national policies and the efforts of enterprises themselves. It has made tremendous contributions to China's economic transformation and the growth of its comprehensive national strength. The integrity of the industrial chain makes the marketing of the national cultural industry have more resources to use and more opportunities to carry out marketing. Cultural industry expands its content dramatically through horizontal integration, diversifies its forms through vertical integration, and adds new cultural content. It is necessary to expand the broadcasting channels as much as possible in the production process of cultural products, so that national cultural products have more opportunities to show to the public. In order to promote the development of China's cultural industry, the government and enterprises should unite to integrate the industrial chain of China's cultural industry. In the process of constructing the industrial chain, it is necessary to consciously strengthen the cultivation of links with high added value in the industrial chain. In the case of the development of the cultural industry, the extension of its industrial chain can maximize the benefits of China's cultural industry.

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