The Study about Development Status, Trends and Paths of Cultural Industry in China

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Abstract

Since in “the suggestions about making out the tenth five-year plan for national economy and social development” adopted by the Fifth Plenary Session in 2000, the concept of cultural industry appeared formally, China’s entity economy and external trade of cultural industry have developed greatly. With the era of knowledge economy coming and financial crisis’ affection, China's cultural industry is facing new environment and challenges. The paper gave analysis on development status of cultural industry for 10 years; combining with new development environment, the paper summarized three trends of development and proposed suggestions on development paths to revitalize cultural industry in new period.

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1. Introduction

In October 2000, “the suggestions about making out the tenth five-year plan for national economy and social development” adopted by the Fifth Plenary Session of CPC formally presented the concept of cultural industry, proposed to improve the cultural policy, strengthen construction and management of cultural market, promote tasks and requirements of cultural industry development. In "Blue Book of Chinese cultural industry", said on the nature of products provided by it, cultural industry can be understood as an industry which provides consumers with spiritual products or service. As a new industry, cultural industry has four basic characteristics:

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The first one is cultural industry has lower resource consumption and less environmental pollution. Different from processing and manufacturing industry, cultural industry mainly produces spiritual products, which takes creativities as source, contents as core; as long as there are many ideas, there will have steady outputs and profits. The development of cultural industry does not need to pay higher cost of resource and environment.

The Second is economic returns of cultural industry is higher and benefiting time is longer. Once cultural products are approved and sought by consumers, people will get higher economic returns. American film "Titanic" invested 0.2 billion dollars, and its global revenue is 1.8 billion dollars. The value of excellent cultural products will not be reduced over time, on the contrary, it will continue to add.

The third is its lower barriers to entry, and has stronger ability to absorb labors. It has longer industry chain, lower barriers to entry, flexible employment; not only suitable for large-scale, modern enterprises with high-tech equipment, but also fit for small-scale, individual market subjects relying on personal creativity and traditional skills to develop.

The fourth is cultural industry is penetrating and melting with various sectors national economy and forming huge industrial chain and industry clusters taking cultural content as a link, having increasingly close correlation. Creative design and productive service industry, in high-end field of cultural industry, are gradually integrating with industry, agriculture; continuously upgrading cultural connotation and product value of traditional industries and playing an increasingly important role in promoting economic development. Cultural elements together blend with other means of economic production and operations promote other industries to develop.

2. Development statue of China's cultural industry

The development of China's cultural industry started relatively late, and in the past few decades, culture was almost the field arranged by the governments. As a big country with a long history and culture, it was in 2000, when cultural industry was written into the resolution of CPC Fifth Plenary Session, that average Chinese can have a real sense of cultural consumption. For ten years, with rapid development of cultural industry, people’s understanding about culture and cultural industry has a huge leap and change: cultural consumption in China begins to become a fashion and an indispensable part of life.

2.1. A large number of cultural industry have gradually been built up and economic entities of cultural industry gets rapid development

Among which, audio-video industry, book industry, the high-end entertainment, film and television industry and so on firstly took the road of industrialization. The development of cultural industry is affecting China's future with irresistible momentum and speed. The industry which didn't get "legal status" 10 years ago, today shows a new appearance with occupying 2.6% of GDP, and is growing at the rate of more than 17%. In 2008, cultural industry in Beijing, Shanghai, Guangdong, Hunan, Yunnan has occupied over 5% of local GDP. Chen Dong, Vice Minister, Publicity Department of CPC Beijing Municipal Committee, introduced something about cultural industry development in Beijing in "Forum about China's cultural industry for 30 years" and said: "in 2007, added value of cultural and creative industries covers 10.6% of the city's total GDP; in 2004~2007, average increase reaches 17.4%; in 2008, it will be expected to 11%.” Hunan is the place where the cultural industry can not be skipped. In 2005, "Super Girls" in Hunan Satellite TV’s opened the curtain of national selection. On July 11, 2009, the fifth cross-strait trade and cultural forum was held in Changsha, and for the first time, took "cultural education" as theme.

In 2007, increased value of the province's cultural industries reached 26.29 billion Yuan, accounting for 5.55% of GDP; in 2008, increased value reached 30 billion, accounting for 5.8% of GDP. In 2007,
total output of cultural industry in Shanghai was 2718.95 billion, added value was 68.325 billion calculated at comparable prices, and an increase was 14.2%. In 2007, the contribution rate realized by cultural industry to Shanghai's economic growth was 5.6%, boosting the city's GDP growth by 0.8 percentage points. Meanwhile, with the World Exp coming, growth of cultural industry should not be underestimated.

In 2007, added value of cultural industry in Guangdong was 192.1 billion Yuan accounting for 6.2% of the province's GDP. In this year, added value of cultural services across the province reached 70.34 billion Yuan, an increase of 14%, and added value of relevant cultural service was 121.7 billion Yuan, an increase of 14.2%. In 2008, cultural market in Guangdong had two contrary situations. On the one hand, broadcast television production in Guangdong made great progress, among which, TV drama production each year covering about 1 / 10 of the national sum and the number of animation was the second in the national rankings. On the other hand, affected by the financial crisis, among about 500 auctions, at least 1 / 3 were at a loss.

2.2. Going out "strategy of culture really gets a breakthrough"

It is in the last three years that "going out "strategy of culture really gets a breakthrough. Its specific performance: firstly, overall growth is rapid and deficit of cultural trade continues to be narrower. Only taking import and export trade of Copyright as example, the ratio in 2003 was 10:1, increasing to 4.28:1 in 2007; secondly, in recent years, new industries in China develop very rapidly and overseas markets are expanding. Taking network game as example, in 2008, 33 games independently developed by 15 Chinese enterprises entered overseas markets; sales reached $ 70,740,000, increasing 28.6% than in 2007. Network game enterprises such as Shanda, Ninetowns, giant and so on listed in New York or Hong Kong.

3. Development trends of China's cultural industry

3.1. China's cultural resources are entering a major adjustment, great integration period

Current configured systems are seriously unsuitable for market economic system of socialism, which not only causes blockade, but also results in monopoly and ultimately detrimental to cultural enterprises. It is performed that current cultural enterprises are very weak, and the phenomenon of same structure is very serious. Compared with Germany publishing industry, China has 579 presses; annual output value is hovering around the 60 billion, while the German Bertelsmann's sale in 2008 was 139 million euros. All income of all presses in China is less than that of one foreign company. Therefore, the reform should break the old system; let the market mechanism play a more fundamental role on configuration of cultural resources. In this case, adjustment and integration of cultural resources are necessary, not depending on one's will, but the power of markets and capital is promoting.

3.2. Industry boundaries are increasingly blurred, and there has been trend of industry convergence

Before, we divided culture into three fields: culture and arts, radio and television, press and publication. Because broadcasting technology and means are diverging, in future, there will have the trend of convergence and industry boundaries will no longer be obvious. For example, cable networks and wireless mobile networks, with the technological transformation and large-scale development, will become an important platform for integration of cultural resources; and there appear television libraries, TV Internet, TV and newspapers, television theater and other new format and industry boundaries become increasingly difficult to distinguish.

3.3. The combination between tourism and manufacturing industries is more and more evident
In future, as further development of cultural resources, the combination of culture and tourism - that is, the depth tourism will certainly be in China. Meanwhile, taking content or elements of culture into construction and decoration materials – this kind of combination of culture and manufacturing not only improves cultural content of the product, but also improves the product's added value.

4. Conclusion

Although various statistical data is gratifying, China's cultural industry has a lot of shortcomings, such as total level of cultural industries is not high, still less than contribution share to national economy; overall investment is lack and infrastructure construction legs behind; marketization level is low, degree of industrial concentration and intensification is not high; talents of cultural business are shortage, support systems of investment and financing are seriously lagging behind and so on. Based on the development trend of China's cultural industry in new period, development paths of cultural industry should be focused in three areas:

4.1. We should create high-tech platform for cultural industry to develop rapidly

In 20 years ago, Futurist Alvin Toffler had predicted: "a high-tech society must also be a high-cultural society, in order to maintain overall balance.” We must always adhere to the development principle of “science and technology are primary productive forces”, give great effort to develop high technology, for the development of cultural industries provide a solid material support; we must be sure to keep a clear understanding that lagging behind of cultural industry is finally due to technological backwardness flourishing of cultural industry is bound to performance as prosperity of science and technology in the final analysis.

4.2. Market should foster cultural enterprises. On the basis of maintaining original industries develop rapidly, we should foster promising cultural enterprises

In the process, government must correct their attitude, act well their role, and remember service-oriented principle. Government cannot do everything, only foster not to run, adhere to development road of modern enterprises with joint-stock as its axis, follow development laws of modern economy, improve risk investment mechanism of high-tech cultural industry, encourage cultural industry to list as a whole and make great efforts in promoting growth of cultural enterprises.

4.3. We should improve legal system, make good social security

Facing new situation, we must pay attention to vigorously promote development of legal system, weakening the traditional metaphysical power concept. People-centered, scientific concept of development is advanced concepts summed up by the Chinese Communist Party in reform in three decades development history of opening up. Adhering to development history is to uphold the rule that law is the first. Only stick to the road of legal system construction with people-oriented, does social development keep people-oriented, really meet people’s material and spiritual needs.

References