

# The Economic Value of Henan Traditional Culture and Art Industry

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## Abstract

With the development and progress of science and technology, the material life of human beings has been greatly satisfied, and the way of life has also undergone great changes. People are pursuing more and more spiritual world, and the cultural and creative arts industry has become an important pillar industry of the national economy, which is also the embodiment of the country's soft power. Henan culture and art industry is faced with a series of problems, such as late start, incomplete industrial chain, talent shortage and so on. However, Henan's profound traditional culture and art deposits provide rich resources for cultural and creative industry and broad creative space for cultural and creative design. This paper analyzes the current situation of the development of Henan's culture and art industry, and discusses how to make use of Henan's rich traditional culture and art, learn from the development experience of the culture and art industry in developed countries and regions, and enhance the economic value of Henan's culture and art industry.

## Keywords

Traditional Culture and Art; Cultural and creative industry.

## 1. The Development of China's Cultural and Creative Industries

With the rapid pace of global economic integration, cultural and art industries are playing an increasingly important role in global economic development. Art industry has become a pillar industry in some developed countries. Europe, Japan, South Korea and other countries continue to export their culture to the world. Since the concept of cultural soft power was introduced by The famous Harvard political science professor Joseph. Since Nye proposed it, more and more countries have paid attention to it. "A country's process of mining, protecting and utilizing its historical and cultural resources is an important guarantee for maintaining its economic interests, political security and cultural inheritance, and the comprehensive ability to achieve the strategic goals of national cultural development. It is the overall embodiment of a country's national image on the international stage. It is often reflected in the attractiveness, influence, appeal and assimilation of a country's culture to the outside world." [1] These are called cultural soft power. Now, cultural soft power has risen to the level of national strategy. Cultural and creative industries are highly valued by countries and regions around the world. According to the interpretation of UNESCO, cultural and creative industry is "an industry derived from the accumulation of creativity or culture, which has the potential to create wealth and employment opportunities and promote the improvement of the overall living environment through the formation and application of intellectual property rights".

In recent years, with the upgrading of consumption and the improvement of people's cultural literacy, cultural and creative industries are becoming more and more popular. Cultural and creative industry, as a new industry, is the product of mutual integration of economy, culture and technology, with a high degree of integration, strong penetration and radiation. Cultural and

creative industries include leisure and entertainment, tourism, film and television production, art trading, creative design, culture and art, publishing and so on. It is an emerging economic category with huge potential. "The values, values of honor and disgrace, moral orientation and way of life that have been imminently incorporated may become a cultural trend that will influence a generation or even several generations, and become a country's" soft power "that cannot be underestimated." [2] Cultural and creative industries account for 15 to 35 percent of GDP in developed countries. Cultural and creative industries are The second largest in London and the largest in New York's GDP. In developed countries and regions, cultural and creative industry has become an important pillar industry of national economy. "Traditional culture, also called" Tradition- al Knowledge "(TK for short) in a certain sense, refers to the habits, customs, memories, Knowledge and symbols nurtured and inherited by the traditional tribes in the process of production and life and Knowledge innovation with a long history, such as diet, clothing, opera, characters, folk custom, totem, etc. It provides skills and experience for the development of human society and sustainable inheritance and reproduction in a specific natural and cultural environment." [3] China's rich traditional art and culture is undoubtedly an important source of cultural soft power.

## 2. Henan's Traditional Culture and Art

Henan, as the birthplace of Chinese civilization, has experienced many dynasties and has profound traditional culture and art deposits. Henan ranks first and second in terms of underground cultural relics and aboveground cultural relics respectively. "A Chinese history, half of which is in Henan". Among the eight ancient capitals of The country, Luoyang, Kaifeng, Anyang and Zhengzhou, cities in Henan, have been the hinterland of the Central Plains since ancient times, accounting for half of the country. Longmen Grottoes in Luoyang, Yin Ruins in Anyang and the historic buildings in Dengfeng have been listed as World Cultural Heritage sites. Henan is also rich in traditional folk art: The Jun kiln in Yuzhou, the New Year wood-block prints in Zhuxian Town, the Nigugu in Junxian County, Kaifeng Bian embroidery, the New Year wood-block prints in Puyang, and the mud dog in Huaiyang, etc. "The Culture of the Yellow River is an important part of Chinese civilization and the root and soul of the Chinese nation. We should promote systematic protection of the Cultural heritage of the Yellow River, deeply explore the value of The Times contained in the Culture of the Yellow River, tell the story of the Yellow River well, continue the historical context, strengthen cultural confidence, and gather spiritual strength for the realization of the Chinese dream of the great rejuvenation of the Chinese nation."

Although Henan has rich resources of traditional culture and art, it lacks the development and utilization of traditional culture and art. The development of cultural and creative industry lags far behind that of developed coastal areas, and the overall level of creative design is low, lacking good creativity. Henan's cultural and creative industry has not formed a local brand with influence and appeal, which has generated a strong boost to promote the healthy development of Henan's economy. Take tourist souvenir design as an example. With the rapid development and expansion of tourism industry, the public's demand for tourism products has become more focused on characteristics and experience, and more and more attention has been paid to cultural tourism. In developed countries, the consumption of tourist souvenirs accounts for 40% of the overall economic profit of tourism, and 10% to 20% in China's cities such as Beijing and Shanghai, but only less than 5% in Henan. This has a lot to do with the serious homogeneity of tourist souvenirs in most of Henan scenic spots, which are mostly simple copies and lack of creativity. With the continuous growth of China's economy, people's material life is greatly satisfied, and their spiritual pursuit is getting higher and higher. This is a good time to vigorously develop traditional culture and art industry. Take this year's Henan Spring Festival

Gala "Tang Palace Banquet" dance work as an example. As many as 220 million weibo topics have been read, quickly becoming a hot IP. "Tang Palace Banquet" can be popular throughout the network, it is because of Henan's profound cultural heritage as the soul. The director uses modern AR technology, in the background of the dance into the "Dao Lian Tu", "Zanhua Ladies", "Shandong Xu Minxing Tomb mural Ready to ride out map", "Thousands of miles of Rivers and Mountains map", Fu Hao Jiao Zun, Lotus he pot, Jia Hu bone flute and many other famous works and the country's important cultural relics. For the audience presents a magical night tour of the Tang Dynasty girls museum. This is a perfect combination of modern technology and traditional culture and art. Fully show the unique charm of Oriental aesthetics. Ma Xiaolin, director of Henan Museum, said, "The program brought the cultural relics in the museum to life, animated the terracotta figures and music and dance figures, and brought the cultural charm, humanistic feelings and artistic charm behind the relics into the hearts of the public and nourished people's spiritual world." How to use this hot spot to promote the development of Henan's traditional culture and art industry? Forming influential and appealing local culture and art brands, making Henan's traditional culture and art industry develop and expand rapidly, and then promoting Henan's economic development, is the problem we need to think deeply at the present stage. At the 2019 Symposium on Ecological Protection and High-quality Development of the Yellow River Basin, General Secretary Xi Jinping pointed out that "The Yellow River culture is an important part of Chinese civilization and the root and soul of the Chinese nation. We should promote systematic protection of the Cultural heritage of the Yellow River, deeply explore the value of The Times contained in the Culture of the Yellow River, tell the story of the Yellow River well, continue the historical context, strengthen cultural confidence, and gather spiritual strength for the realization of the Chinese dream of the great rejuvenation of the Chinese nation."

On May 11, 2020, Henan provincial government in cultural tourism conference, has been clear about the two goals: "one, in 2025, to forge a global search experience to Henan Huaxia civilization history an important window and the global Chinese roots of his holy land, has the international influence of tourism destination, the national cultural industry and tourism integration development demonstration area. Second, by 2035, the spatial layout of cultural tourism will be optimized, the comprehensive benefits will be further improved, and a number of cultural tourism brands with global influence will be formed, and their comprehensive strength will rank among the top in China."

### **3. Analysis of the Development Status of Henan Traditional Culture and Art Industry**

In recent years, Beijing, Shanghai, Shenzhen, Guangzhou and other coastal developed areas have introduced many favorable policies for the rapid development of cultural and creative industries. It is committed to introducing capital and talents, combining excellent traditional cultural and artistic resources with modern technological means, developing traditional cultural and artistic industries through films, games, animation and music, creating a more perfect industrial structure and forming new economic growth points. However, although Henan has the inherent advantages of rich traditional cultural and artistic resources, it lags behind these regions in all aspects of cultural and creative industry policies, industrial development and intellectual property protection, and has not formed influential local cultural and creative brands. At present, there are three main problems in the development of Henan's traditional culture and art.

#### **3.1. Lack of Brand Awareness**

Lack of understanding of the industrialization development of traditional culture and art resources. In 2012, Henan Province issued the Implementation Opinions on Building The

Heritage and Innovation Zone of Chinese Historical Civilization, and proposed that "by 2020, the added value of cultural industry should account for more than 5% of the province's GDP and become a pillar industry of the national economy." But in fact, Henan's cultural industry accounts for only 3% of the province's GDP, lower than the national. In the process of industrialization of traditional culture and art, there are a lot of repeated construction and lack of brand concept. For example, Jun porcelain in Yuzhou and Wooden New Year pictures in Zhuxian town lack packaging and promotion of brand image and lack of market competitiveness due to poor product identification. Henan's cultural and art enterprises are all small and medium-sized enterprises, lacking influential pillar enterprises. Taking Xuchang as an example, Cao Cao "coerce the son of Heaven to order the world", Emperor Xian of Han dynasty established his capital here. Many famous historical allusions of The Three Kingdoms period took place here, leaving many historical relics related to The Three Kingdoms story. But Instead of transforming the classic IP, Henan has built scenic spots and museums, relying solely on ticket fees as its main source of income. First, Japan designed a game based on the story of The Three Kingdoms, total War -- Three Kingdoms, which was a big seller once launched, earning 268 million RMB in just three days. It can be seen that Henan has not well integrated modern industry and digital technology in the development of traditional culture and art industry. It is difficult to industrialize the resources of traditional culture and art. Only the integration of traditional culture and art with digital technology can be widely spread and the popularity and influence of enterprise brand can be improved.

### 3.2. Lack of Scientific Experience Management Methods

In recent years, Henan provincial government has issued a series of policies on building a culturally strong province, but there is a lack of specific implementation policies. On the other hand, Beijing, Shanghai, Shenzhen and Guangzhou, the national central cities, rely on their own charm to seize the opportunity to attract investment and improve supporting measures.

"Beijing has set up business units in Bank of Beijing, Huaxia Bank and Bank of Hangzhou to support IP cultural innovation; Huaxia Bank alone has set up four major funds, including "Culture and art Industry Fund", "Press and Publication Industry Fund", "Culture and Tourism Industry Fund" and "Art Trading Industry Fund", with a total quota of 40 billion yuan and each fund quota of 10 billion yuan. Shenzhen, Shanghai, Wuhan has won the global creative city the title of "design it all", Suzhou, Shunde established "the mayor industrial design award", occupy the creative industry development opportunities, the place to attract industry development elements such as project, talent, capital, accelerating the development of intellectual property of creative industry has formed a large competitive pressure."(4)

### 3.3. Lack of Creative Talent

Innovation is inseparable from talent, and technical people with innovative ability are the key to promote the development of art and creative industry. However, the threshold to become a high-end talent in the cultural and creative industry is relatively high. The birth of an excellent cultural and creative product requires the designer to have a good cultural background, sensitive market sense, excellent technological experience reserve, and excellent creativity. According to relevant statistics, Tokyo has the highest proportion of creative talents in the total working population, which is only 15%. In New York, the capital of the world fashion conference, the proportion of creative talents is 12% and London is 14%. In China, even in Beijing, the cultural capital, the number of creative talents is less than 1%. Although there are many craft masters engaged in traditional culture and art in Henan, there is a serious shortage of talents in creative industry. Although some universities in Henan province also set up digital media, environmental art, visual communication and other majors. However, due to the limited teachers and poor employment environment for graduates, the enrollment of most colleges and universities has decreased year by year. In the introduction of talent, the lack of corresponding

incentive mechanism. Among the talent introduction policies issued throughout the country, Shanghai, Beijing and other developed areas separately listed cultural and creative talents as scarce resources. In the Opinions on Accelerating the Innovation and Development of Shanghai's Cultural and creative Industries issued in 2017, Shanghai clearly proposed to increase the introduction of creative talents at home and abroad, and gave preferential policies in medical care, education, household registration and other related aspects. Beijing has also issued several measures on optimizing human resources Services, promoting scientific and technological innovation and promoting the development of High-tech industries. The lack of high-end technical talents seriously restricts the development of cultural and artistic creative industries in Henan Province.

In recent years, Henan province has gradually realized its backwardness in the cultural and creative industry, and has been constantly adjusting and issuing a series of relevant policies to further explore the resources of local traditional culture and art. The Henan Spring Festival gala dance work "Tang Palace Banquet" fire, is a successful example. With the means of modern technology, let the cultural relics in the museum into People's Daily life, let a Tang dynasty ladies alive. Igniting people's cultural confidence.

## **4. Traditional Culture and Art Industry to Promote Henan's Economic Development**

### **4.1. Innovative Forms of Inheritance**

Combine traditional culture and art with modern science and technology. As the first productive force, science and technology plays an important role in promoting the development of productive forces and driving economic growth. 2017 is known as the year of short video explosion, with more than 100 short video platforms and 242 million users, up from 153 million in 2016. Big data, cloud computing, artificial intelligence... These high technologies are changing people's way of life in many ways. According to the report of the 19th CPC National Congress, "We should establish a technological innovation system with enterprises as the main body, the market as the guidance, and the deep integration of enterprises, universities and research institutes, strengthen support for innovation of small and medium-sized enterprises, and promote the transformation of scientific and technological achievements." "We will improve the modern cultural industry system and market system, make innovations in production and operation mechanisms, improve cultural economic policies, and foster new types of cultural businesses." Undoubtedly, the integration of cultural innovation and science and technology is the best way to "transform scientific and technological achievements" and "cultivate new cultural formats". Let's take the popular cultural and creative products of the Palace Museum as an example.

Since 2007, the Palace Museum has been developing cultural and creative products, but most of the previous products are replicas of cultural relics and paintings. Although they are exquisitely made, they lack creativity and are far from people's lives. In recent years, the Palace Museum has set up its own research and development team to inject science and technology into its cultural and creative products. Developed a number of mini-games and apps such as "One Day in the Emperor's Life", "Daily Palace Museum Online" and "Palace Museum Community", in order to draw the distance between them and the young group and attract their attention. In terms of marketing strategy, more attention is paid to the application of social media and e-commerce platforms. The original serious traditional culture and technological elements combined to become more lively, friendly and down-to-earth. Today, the Palace Museum offers 12,000 kinds of cultural and creative products in a variety of styles. The Palace Museum's sales of cultural and creative products exploded from 600 million yuan in 2013 to 1.5 billion yuan in 2017. Now, the Forbidden City has become the super cultural IP of this era.

## 4.2. Focus on Building A Brand with Cultural Deposits

Carry out all-round marketing with the help of the Internet through social platforms and e-commerce platforms"Brand is the trade name and trademark of the product under the condition of commodity economy, is the logo of the enterprise and its products or services, is the basis for the public to distinguish an enterprise, a product or service, is the manufacturer, trademark, production, service, packaging, color, quality of a variety of elements.[5]Regional brand is on the basis of the extended to: "within the scope of certain administrative geographical area formed a considerable scale, strong production capacity, high market share and influence of ` industry products, is the comprehensive embodiment of enterprise brand collective action in the area of, consumers can pass the area name associated with this kind of product." [6]There are two key elements to regional branding. The first is that regional brands have strong regional characteristics. The second is brand characteristics, in which a certain type or several types of products have important influence and customer loyalty in the region. Thus promoting the economic development of the region. Even become the pronoun to change the region, become the valuable intangible assets of the region. Henan's Shaolin culture, tai Chi culture, Henan opera, jun porcelain and other precious cultural and artistic resources, with distinct characteristics and strong appeal, we should build these brands, let them become the local "golden signboard", promote the local economic development. At present, the traditional culture and art enterprises in Henan are too single in the way of brand publicity and communication.

In the early 1990s, Hengdian was still a poor gully with only one "Wansheng Street" in the town. Mountainous area of 76.1%, per capita arable land area is only 0.22 mu, and the main source of income of the county is agriculture. Dongyang County, where Hengdian is located, is a five - or six-hour bus ride from Hangzhou due to traffic congestion due to its mountainous location, and the local economic environment has been difficult. In 1996, in order to shoot the movie "Opium War", the first live-action shooting base was set up in Hong Kong Street, Guangzhou. Then gradually established the Qin Palace, Qingming River map, Ming and Qing dynasties palace, Ming and Qing Dynasties, such as a series of live-action film and television shooting base. These bases span more than 5,000 years of history and have different styles, forming the world's largest live-action film and television shooting base. Home plane trees, not afraid to lead to the golden Phoenix. Famous international directors such as Zhang Yimou, Wong Kar-wai and John McTiernan have used Hengdian as a filming base. In 2000, Hengdian launched a rent-free policy, which attracted a large number of film and television crews. The studio has a prop library, a cutting room, a actors' union that recruits actors for group performances and censors. It's no exaggeration to say that the crew just needs to bring the script and take the film with them. Hengdian World Studios has also developed catering, hotels, amusement parks, warm and other series of supporting entertainment facilities. Today, Hengdian World Studios has developed into a large-scale comprehensive tourism area integrating film and television, tourism, vacation, leisure and sightseeing, with a market value of ten billion yuan, becoming a veritable "golden signboard" of the local market. From the success of Hengdian World Studios, we can see the huge influence of brands. Under the circumstance of increasingly fierce economic competition in the world, Henan should transform its profound historical and cultural resources advantages into industrial advantages, and establish cultural brands with local characteristics by integrating existing resources. Form production, management brand operation, to the existing brand government should give strong support, key breakthroughs, maximize the display of brand influence. The branding of culture and art industry will be the first step for Henan to develop culture and art industry.

### 4.3. Increase Policy Support

The industrial upgrading of traditional culture and art is inseparable from good creativity, which fundamentally depends on talents. Although Henan has no shortage of outstanding inheritors of traditional culture and art, and handicraft producers. However, there is a lack of talents who can transform traditional cultural resources into cross-border design and in-depth integration with other industries. Moreover, it lacks a team that is familiar with consumer psychology and has an international vision to carry out cultural and creative planning and operation. The shortcomings are particularly evident in artificial intelligence, big data, the Internet of things and cloud computing. It seriously restricts the innovation and inheritance of Henan traditional culture and art. Training design talents on the one hand, relying on the university and some enterprises in the province to carry out school-enterprise cooperation, introducing excellent cultural and creative projects, hiring excellent cultural and creative designers, leading students to carry out practical training of cultural and creative projects, to achieve an integrated training system of production, learning and research. At the same time, more funds and preferential policies will be given to increase investment in art colleges and universities. Cultivate a number of outstanding innovative talents. Encourage social forces to the construction of art, music, design, film and television and other professional training schools and organizations, in view of the social compliance art education organization, also should give more support and help, encourage and guide social forces to the construction of the arts to encourage more people to accept the art education and edification, so as to improve the art accomplishment of the public. Advocate professional talents in cultural institutions to conduct cultural and art industry research and development. Talents in the cultural and creative industry need to have profound knowledge of literature, aesthetics and history, and be able to carry out original design. Besides, they also need to have basic knowledge of marketing to operate and manage enterprises and lead them to expand the market rapidly. This is an industry with strong intersectionality and integration. On the other hand, the government should provide a relaxed employment environment, provide favorable treatment and establish an incentive mechanism, so as to create a stage for outstanding high-end talents to display their creative talent and ambition, and give new vitality to traditional culture.

Nowadays, China's culture and art industry is erupting and developing rapidly. In addition to Beijing, Shanghai, Guangzhou and Shenzhen, the cultural and creative industries in these developed areas are flourishing. Hangzhou, Chengdu these late show in the cultural soft power, talent gathering and other indicators outstanding performance has the potential to catch up. In 2017, Hangzhou and Chengdu ranked first and second with 19% and 17% respectively in the growth rate of added value of cultural and creative industries. The value of Beijing's cultural and creative industries reached 390.88 billion yuan. Henan's traditional culture and art industry has also been vigorously developed in recent years. However, due to its late start, compared with coastal developed cities, Henan's traditional culture and art industry has an imperfect industrial chain, and cultural and creative enterprises lack independent innovation and research capabilities, as well as poor core competitiveness. Lead to narrow industry development space, urgent need to expand. Henan should make full use of the rich traditional culture and art combined with modern science and technology to upgrade the traditional culture and art industry. With the help of Internet + thinking, the platform of traditional cultural creative industry is established by relying on big data, and industrial alliances are established. By using high-tech means such as big data, Internet of Things, cloud computing and cloud manufacturing, the traditional culture and art are processed and recreated to carry out unified product planning and design. Build and strengthen Henan regional brand. To enhance the confidence and pride of national culture, attract the world's attention to Henan and central Plains, so as to promote the in-depth development of Henan's traditional culture and art industry, attract more investigation and investment, and carry out more extensive exchanges

and cooperation. We will promote the intensive development of traditional culture and art industries, and realize the transformation of Henan from a large agricultural province to a strong cultural and economic province.

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