



Contents List available at VOLKSON PRESS
Economics & Management Innovations(EMI)

DOI : <http://doi.org/10.26480/icemi.01.2017.401.403>



Spatial Distribution Concept of Cultural Industry in Lixian County

Zhang Liyuan¹, Zhao Bing^{2,*}

^{1,2}No. 16, 4th South Section of 1st Ring Road, Mailbox 81, Southwest University for Nationalities, Chengdu, Sichuan, China

*Email: Zhang Liyuan (Lyproper@hotmail.com), Zhao Bing (zhaobin_swun@sina.com)

This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

ARTICLE DETAILS

Article History:

Received 02 october 2017

Accepted 06 october 2017

Available online 11 october 2017

Keywords:

Cultural industry, Spatial distribution, Lixian County..

ABSTRACT

As an important new force in economic development, cultural industry is a boost to the economy of Lixian County. To promote the development of cultural industry, spatial distribution is a key factor in it. Thus a proper spatial distribution concept is needed urgently and desperately. The concept has been proposed through the analysis of the status quo and problems of the cultural industry and has clearly described the planning idea of spatial distribution and its function in detail. Moreover, the positive effect of proper spatial distribution has also been emphasized. Lastly, the importance of spatial distribution has been stressed and suggestions for the government has been made.

1. Introduction

An important symbol of a country's prosperity is the strength of the country's cultural competitiveness and cultural development. The competitiveness of the cultural industry and its development process is playing an increasingly important role in the international tide of economic globalization. As an emerging green sunrise industry, cultural industry plays an important strategic role in promoting the national cultural soft power and comprehensive competitiveness and also plays an increasingly important role in the competition of comprehensive national strength in the era of globalization. With the help of the market mechanism, the contemporary culture has sprung out of the narrow geographical range and the audience, embarked on the road of cultural marketization and industrialization, and gradually become one of the main industries.[1]

At present, the development of cultural industries has become consensus everywhere. Governments at all levels have investigated and studied their regional cultural industry resources and prospects for development one after another and conducted important arrangement of cultural industry development strategy and spatial strategy to constantly optimize the spatial structure and boost the continuous development of cultural industry through the reform of the cultural system and the pilot project of the cultural industry relying on economic, legal, administrative and other means.[2]

Lixian County is an administrative county located at eastern Qinghai Tibet Plateau, southeast of Aba Tibetan and Qiang Autonomous Prefecture and northwest of Sichuan Province in China. As a typical ethnic minority region, Lixian County possesses special and rich cultural resources. To promote the prosperity and development of Lixian county cultural industry, the industrial upgrading should be accelerated, the spatial distribution of the cultural industry should be determined and the growing spiritual and cultural needs of the people should be met constantly.

2. Status quo and characteristics

Recently, Lixian County cultural industry development has quickened its pace, enhanced its consciousness, optimized its operation mechanism, made a breakthrough progress in its structural reform, and maintained good momentum. In 2015, the total income of cultural industry has reached 2.95 billion RMB, an increase of 13.4% compared with 2014. Expenditure on cultural entertainment products and cultural services among the consumer spending of the residents in the whole county has increased rapidly. Cultural consumption is also in a significant upward

trend. The market demand for cultural industry development is still increasing.

Lixian County has unique geographical location and obvious regional advantages and is the core area of Tibetan and Qiang cultural corridor economic region. The county is about 185km away from Chengdu, provincial capital of Sichuan Province, and about 190km away from Barkam, prefectural capital of Aba Tibetan and Qiang Autonomous Prefecture. National highway 317 is across the county territory and has become a convenient and fast path from Lixian County to grassland and Lanzhou, provincial capital of Gansu Province.

Lixian County has large enrichment of cultural resources, distinctive features of Qiang culture and representative Jiarong Tibetan culture and is the only region with Tibetan, Qiang and Han mixed together in Tibetan and Qiang cultural industry corridor gathering mountain, canyon, countryside, village, hot springs and other landscape resources. The county is also quite a good combination of high-grade cultural and ecological resources.

Lixian County is the settlements combined of both Tibetan and Qiang customs. The Tibetan and Qiang peoples have lived and grown in this place for thousands of years and kept rich, diversified and unique folk cultural resources including religion and belief, unsophisticated and ancient folk customs, ethnic dance, folk literature, exquisite and superb architectural skills, unique flavored diet culture and costumes, embroidery and weaving.

3. Problems

3.1 Low industrialization

The cultural resources of Lixian County is rich in variety but lack of top-level ones which have certain influences in the whole country and even in the world. Meanwhile, the industrialization development of cultural resources is also deficient, which does not match to the abundant resource endowment. It lacks landmark cultural industry project which has the characteristic of Lixian county and great influences in the country. The integration level of resource development and resource intensification level is not high, and it has irrational allocation of resources, short industrial chains, shallow cultural connotations. Moreover, the resources advantages have not yet been translated into industrial advantages and market advantages.

3.2 Poor brand effect

In the product brand construction, Lixian county lacks cultural brand with international and domestic influence. In the cultural products market

share of Lixian county, the brand contribution rate is low, and the international and domestic brand awareness has not reached the corresponding requirements. In the construction of enterprise brand, cultural enterprises are small and have poor basis and their overall strength and operating ability cannot compete with well-known cultural brands at home and abroad. In the brand construction strategy, their thoughts are outmoded. The brand positioning is not accurate and the brand image is vague. The strategies and methods of brand promotion should also be improved.

3.3 Hysteretic concept

Part of the townships and departments of Lixian county lack systematic cognition on the development of cultural industry, understanding of the internal development factors, operational law, mechanism and mode of cultural industry, comprehensive understanding of strategic significance of the leaping development of the cultural industry and understanding of the mechanism on cultural industry promoting the regional economic development. The formulation of plans, targets and measures for the overall development of cultural industries has yet to be attached to important agenda. The working mechanism of the relevant departments has not been straightened out.

3.4 Professionals deficiency

Currently, the cultural industry of Lixian county lacks professional talents, especially cultural creative talents, management talents, scientific and technological research and development talents, marketing talents and the compound senior talents who understand both culture and management. Some traditional crafts and folk arts are facing with the danger of disappearing. The pace, quantity and structure of the talent training of the cultural industry cannot meet the needs of the rapid development of cultural industries. Meanwhile, Lixian County is deficient in its service and training platform which can attract high-end talents of cultural industry because of the relatively hysteretic development of cultural industry and unable to achieve the concentration of talents in cultural industry.

4. Concept

The concept adopts the development model of “one county with multi-points and policy coverage”, focuses on the cultural and creative industry system of Lixian county, systematically arranges the development base and resource condition of township cultural and creative industries and forms a spatial development pattern of functional areas of “one core, one belt, two wings, multi-centers” and the corresponding functional area industry support system of “driving by two lines, supporting by ten plates” from the aspects of industry category, the link of industrial chain and industrial development stages(refer with Fig. 1).

development and pastoral culture comprehensive exhibition center relying on the advantages of Tibetan and Qiang culture agglomeration city.

“One belt” means the cultural industry cluster along the main line of national highway 317. It forms a strip of main industrial block by taking major cultural industry projects along Taoping Town to Miyaluo Town as the main line and utilizing the favorable conditions of convenient transportation, Tibetan and Qiang region, population agglomeration and excellent industrial foundation. It emphasizes the development concept of agglomeration, scale and chaining in the construction of cultural industry and makes rational use of resources. Besides, it gives full play to county economic highland advantages, accelerates the accumulation of culture, creation, leisure, health and other factors, provides overall and high-level economic services of cultural industry, highlights the local characteristic culture of Lixian county, such as Tibetan and Qiang culture, Buddhist culture, photography culture and others, relying on the cultural resources along the line. It will further promote the construction of cultural industrial carriers such as rural folk culture, the creative parks of pastoral culture and photographic bases and reduce the occupancy and waste of land. Meanwhile, it promotes complimentary connection between projects.

“Two wings” means a number of cultural industry blocks focusing on “one core, one belt”. According to traffic conditions, resource endowment and industrial foundation, it focuses on the relationship between the project agglomeration, link and complementation, makes rational development and utilization of resources and implements relevant industry blocks distribution according to local conditions. Besides, it makes the dislocation layout of the cultural health industry with different types, formats, target groups to form two major supporting functional plates by relying on the cultural resources and local characteristics and considering the differences of the development of different townships. It takes Shangmeng Town and Xiameng Town as the east wing of photography and adventure experiencing area and Puxi Town as the west wing of exhibition area of creative design and traditional culture.

“Multi-centers” means focusing on the Tibetan and Qiang culture industry center, photography and adventure experience center, leisure and health center, arts and cultural services center, cultural entertainment center, station troops culture center, historical culture center, Qiang characteristic experience center and other cultural industry centers. The blocks integrate many regimen projects of cultural tourism, including forest summer resort, sightseeing and adventure, landscape photography, hot spring summer resort and folk customs experiencing. It appropriately connects the block cultural experience circuit, creates cultural health zones with distinctive block features, propagates the brand of Tibetan and Qiang ancient village of Lixian county and further spreads the fame of Tibetan and Qiang culture in Lixian county.

4.2 Driving by two lines, supporting by ten plates

It firmly grasps the development law of various industries in cultural and creative industries based on the spatial development pattern of functional areas. It also makes rational allocation of resources, fully cultivates market subjects, builds service platform, constructs differentiated, complex, multilevel and efficient functional area industry support system of “driving by two lines, supporting by ten plates” and guides the industrial spatial distribution of cultural creative industrial functional area and the effective agglomeration and orderly development of the industries in the county by relying on resources conditions and development opportunities and taking the industry chain, supply chain, service chain as the link, according to the principles of spatial integration, industrial agglomeration and functional expansion.

4.2.1 Driving by two lines

The mainline of the traditional culture of Tibetan and Qiang, also the eastwest line represented by Shangmeng Town, Xiameng Town and Puxi Town, impenetrate in the development of cultural and creative industries. It is the main battlefield for Lixian county to achieve cultural innovation and the “double wheel driving” science and technology innovation strategy. Moreover, it is also a policy carrier for giving full play to the function of national cultural heritage and national amalgamation demonstration base and enhancing the added value of cultural and creative industries and the rate of achievement transformation.

The main line of leisure and health culture, also the national highway line including Taoping Town, Xuecheng Town, Guergou Town, Miyaluo Town and others, is the general platform and engine of Lixian county for giving full play to the advantages of the two-hour economic circle of Chengdu, promoting service entity economy and promoting the overall development

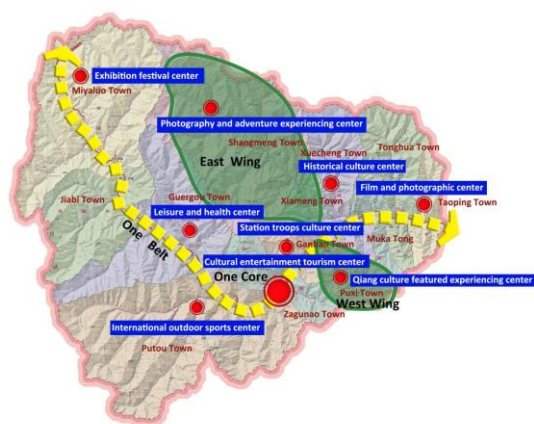


Fig.1 Spatial distribution of cultural industry in Lixian County

4.1 One core, one belt, two wings, multi-centers

“One core” means constructing Zagunao cultural creative industrial agglomeration and integrated service center of Lixian County. The Rural Cultural Industrial Park is established in the center area of the county. It integrates the cultural and creative talents of the county, creative enterprises and cultural products enterprises to form the cultural industry base and county cultural industry service center. It carries out the protective developments of some traditional architectures and becomes the demonstration base of Tibetan and Qiang ancient architecture culture

of cultural and creative industries of the county.

4.2.2 Supporting by ten plates

Ten plates include: Guergou spa town tourism resort plate, Xuecheng historical and cultural theme town plate, Taoping film and television arts show base plate, Ganbao Tibetan featured station troops cultural block plate, Putou international outdoor sports base plate, key projects of Shangmeng and Xiameng photography and adventure experiencing area plate, Puxi Qiang featured cultural experiencing center plate, Zagunao cultural entertainment industry plate, key project of Miyalu exhibition festival plate and the internet plus cultural tourism platform project of Lixian County plate.

5. Positive effects

With continuous improvement of the comprehensive strength of cultural industry, the total amount and scale of cultural industries have significantly improved. The average annual growth rate of the added value of culture industry and relevant industries will be higher than that of others in the same period, and the proportion of regional GDP will also be improved. Therefore, it has great significance in promoting the economic growth of Lixian county.

It accelerates the formation of the modern cultural industry system which takes cultural tourism, art performance and entertainment, design and production of national handicraft, exhibitions of festivals, outdoor sports and leisure and health care as the main body.

It increases the public cultural investment and accelerates the construction of major cultural infrastructure for establishing the status of cultural center of the county. The public cultural service institutions in counties, townships and villages are connected to the internet for achieving the resources integration and functional expansion. The public cultural service venues become free and the service capability is improved for ensuring the basic cultural rights and interests of urban and rural residents. The construction of the general and branch county public library system is accelerated. The activities of "sending culture to primary levels" become normalized and cultural activities and creation become popularized. The satisfaction of mass cultural participation and cultural enjoyment will be improved.

6. Conclusions

With rapid transformation of Chinese economy and society, rapid increase of county culture industry and rapid urban and rural overall development, cultural industry should be appropriately distributed in urban and rural space carriers with practical significance. It is not only the need of the development of urban and rural planning discipline, but also a new mission under the social background. Therefore, the local government

must attach great importance to and strengthen the spatial distribution of cultural industry in Lixian county, constantly summarize experience, make continuous improvement and promotion of effective measures, make cultural industry of Lixian county into a dominant cultural brand, constantly enhance the popularity and reputation and make contribution to promoting the overall development of the cultural industry in Lixian county and cultivating new benchmark which can promote economic growth.

Acknowledgement

This paper is part of these fund projects: 2016 soft science project of science and technology department in Sichuan province (2016ZR0235), "study on optimal allocation and comprehensive utilization of water resources in the upper reaches of Minjiang River facing the most stringent water resources management system"; key project of Southwest University for Nationalities 2017 postgraduate student innovative research projects (CX2017SZ002), "study on the development of national cultural industry under urban and rural integration--a case study of Lixian County".

References

- [1] Huang He: Cultural Planning--Overall urban development strategy based on cultural resources, 1st ed. (China Architecture & Building Press, China 2010).
- [2] Guo Jian: Our land and people--Research on local cultural industry (Zhejiang University Press, China 2008).
- [3] Liu Lijuan: The study of county cultural industry development and spatial distribution--a case study of Yuechi County, Sichuan Province (Chongqing Normal University, China 2011).
- [4] Gao Shusheng: The general situation and main characteristics of China cultural industry development (Journal of economics and management, Vol.3, China 2015).
- [5] Shi Weida, et al: Culture and economy: ethnic culture and industrialization development (Yunnan University Press, China 2011).
- [6] Li Yuanjun: A study on the countermeasures of cultural industry development in minority areas of Aba Prefecture, Sichuan Province (Journal of Sichuan Vocational College of Cultural Industry, Vol.1, China 2009).
- [7] Development planning of Lixian County cultural undertakings and cultural industry (Bureau of Lixian County culture, sports, broadcast, news and publications, China 2015).
- [8] Development planning of Lixian County intangible cultural heritage (Bureau of Lixian County culture, sports, broadcast, news and publications, China 2015).

