

# Research on strategies to promote high-quality development of cultural industry in Zhangjiagang City under the background of digital economy

*Shiyi Dai*

Suzhou Institute of Technology, Jiangsu University of Science and Technology, Suzhou 215600, China

**Abstract:** Culture is the soul of the city, the city is the carrier of culture, the economic development of modern cities can not be separated from the support of cultural heritage, the guidance of cultural connotation, and the promotion of cultural innovation. The effect of “one industry with all industries” of digital economy has a profound impact on the development of contemporary cultural industry, and can promote the high-quality development of cultural industry in an all-round way. Through in-depth analysis of the development of the cultural industry in Zhangjiagang City, combined with the current digital economic background, this study will explore ways and approaches to improve the competitiveness of the cultural industry in Zhangjiagang City, in order to help the high-quality development of the city, and provide certain reference value for promoting the high-quality development of the cultural industry in Jiangsu Province and even the whole country.

**Key words:** digital economy; Cultural industry; High-quality development; Zhangjiagang City

## 1. Preface

With the adjustment of industrial structure, cultural industry becomes a new pillar of economic industry. Under the background of the current digital economy, the cultural industry, as a market with spiritual content as the main product, has the characteristics of high potential, low energy consumption and little pollution, and has been paid more and more attention in China. In 2011, China first proposed to develop the cultural industry as a pillar industry of the national economy. In recent years, it has advocated the prosperity and development of cultural undertakings and cultural industries, improved the modern cultural industry system and market system, and implemented the strategy of leading major cultural industry projects. Therefore, how to conduct a comprehensive, scientific and accurate evaluation of the development of regional cultural industry, and then analyze its internal influencing factors, and put forward effective countermeasures to improve the strategy, has become a hot spot of current research. In this regard, the topic of Zhangjiagang City cultural industry development of scientific analysis. On the basis of theoretical research, to carry out the investigation of the development of the cultural industry in Zhangjiagang City, systematically explore the methods and approaches of the development of the cultural industry, and promote the rapid and healthy development of the cultural industry with reasonable and clear measurement indicators will be conducive to further deepening the exploration and application of the industrial economy, and will also be conducive to the neighboring brother cities such as Suzhou, Wuxi and Chang to learn from the relevant experience.

## 2. Analysis of the basic status quo of the cultural industry in Zhangjiagang

1. The scale of cultural industry has been steadily improved. Since the 14th Five-Year Plan, our city has been consciously implementing the new development concept and working together to promote the high-quality development of the cultural tourism industry. At present, Zhangjiagang has built a state-level cultural industry demonstration base, with 3 listed cultural enterprises and 33 key cultural industry projects under construction or newly started, with an expected investment of more than 11.9 billion yuan. By the end of 2022, Zhangjiagang has 120 cultural and related industry enterprises above designated size, 12 more than the previous year; The total business income of 17.365 billion yuan. Among them, the core area of culture saw rapid growth, with 57 cultural enterprises, an increase of 9 over the previous year, with a total operating income of 9.317 billion yuan. Such results show that although the cultural industry in Zhangjiagang is differentiated in different industries, the key cultural core areas show a steady growth trend. In addition, from the perspective of profit margin of cultural enterprises in Suzhou, the sales profit margin of cultural industry enterprises in Zhangjiagang in 2022 is 6%, 1.5 percentage points higher than the sales profit margin of cultural industry enterprises above designated size in Suzhou, and 0.4 percentage points higher than the provincial average (the sales profit margin of cultural industry enterprises above designated size in the province is 5.6%).

2. Continuous improvement of the policy system. At present, the leading Group for the development of cultural industry in Zhangjiagang City is running well, and has basically formed a leadership system and working mechanism under the unified leadership of the Party committee, the implementation of the government organization, the specific implementation of the administrative department, and the active participation of social forces, which has consolidated the organizational foundation for the development of cultural industry. In terms of the construction of cultural infrastructure, in recent years, the Zhangjiagang Municipal government has moderately reduced the costs of the cultural industry, provided assistance and support to key enterprises, simplified and fast administrative approval procedures, and reduced the burden of cultural enterprises in an all-round way. It can be seen that support, reward and the government's attention have played a great role in promoting the development of the cultural industry in Zhangjiagang.

3. Continuous improvement of cultural innovation mechanism. On the one hand, in order to comply with the development of The Times and the needs of the people, Zhangjiagang City has established a comprehensive coordination mechanism for municipal cultural and sports

industry and global tourism in recent years, and implemented a “key project tracking service and linkage” system for cultural and sports industry; On the other hand, Zhangjiagang has successfully set up a municipal cultural tourism group, innovatively set up a special fund for the credit risk compensation of “cultural property loan” and the Zhangjiagang municipal cultural industry fund, organically linked tourism with rural revitalization, promoted the deep integration of cultural industry chain, value chain and innovation chain, and promoted the quality and efficiency of public cultural undertakings; Finally, the government supports a group of innovative cultural industries and actively explores new modes of operation to prosper cultural life and empower the development of cultural industries.

### 3. Existing problems in the development of cultural tourism industry in Zhangjiagang City

1. The layout of cultural industry is not reasonable and its innovation is insufficient. At present, the cultural service industry in Zhangjiagang is still at a low level, and there is a big gap compared with the provincial average level. The proportion of traditional enterprises in the cultural manufacturing industry is still high, and most enterprises have traditional production methods and simple product types, which do not play an obvious role in promoting the development of local culture in Zhangjiagang. In 2022, there are 8 new cultural enterprises above designated size, with a year-on-year growth rate of 11.11%, which is still in the initial stage of development, and the lack of leading enterprises has limited support for the current total amount of cultural industry in Zhangjiagang City, and there is still much room for improvement in innovation.

2. The cooperation of relevant departments needs to be strengthened. At present, the cultural industry in Zhangjiagang City is mainly concentrated in the manufacturing of cultural equipment and cultural consumption terminal equipment in culture-related fields. In 2022, among the cultural enterprises above designated size in Zhangjiagang City, the proportion of business income of enterprises in core fields will be 53.65%, although it has increased compared with the previous year. However, there is a far gap with developed cultural industries such as Shanghai (more than 70%), which is the main body in the core field; In addition, the growing material and cultural needs of residents have had a certain impact on the economic and social operation of Zhangjiagang City, among which the cultural consumption market is under significant pressure.

3. Insufficient product research and development, narrow sales channels. At present, the network publicity of regional cultural and creative products in Zhangjiagang City is insufficient, and the online sales channels are few. Some digital cultural products only “graft” digital technology into the cultural industry, with formulaic and template phenomenon, and lack of local characteristics of port city; In addition, at present, the development of cultural and creative products in Zhangjiagang City is mainly through cooperation with various cultural and creative enterprises, authorized and entrusted to relevant enterprises for research and development, the lack of professional developers, resulting in no actual effect for consumers; Finally, Zhangjiagang currently lacks a cultural industry database, some platform construction follow-up strength is insufficient, the maintenance is weak, and has not been the whole industry chain release effect.

### 4. Countermeasures and Suggestions

1. Optimize the planning and distribution of cultural industries and accelerate the deep integration of cultural and tourism. In this regard, on the one hand, relevant departments should conform to the current development trend of the digital, integrated and distinctive cultural industry, base on reality and adapt to local conditions, dig deep into the cultural resources of Zhangjiagang City, strengthen the awareness of quality, accurately connect with the needs of local people, give play to the advantages of local cultural characteristics, and strive to create unique cultural tourism IP; On the other hand, to further expand the scale of Zhangjiagang’s cultural industry and improve the training system of digital cultural talents, Zhangjiagang can learn from the experience of the surrounding advanced cultural industry areas such as Shanghai, Suzhou and Wuxi, and innovate the policy of introducing cultural industry talents through the cooperation mode of “industry, government and learning”. Strengthen the cooperation and linkage between the port area and local universities, industrial economic research institutes and research think tanks and other scientific research institutions, gather basic cultural industry talents, flexibly use the mechanism of “introduction, training, retention and application” to retain talents, make good use of talents, broaden the channels of talent introduction, improve the system of overall utilization of talents and the policy of targeted appointment of rural talents, and use local talents to feed regional development. To realize cross-regional flow of grassroots cultural talents; Finally, it is necessary to accelerate the transformation and upgrading of the cultural manufacturing industry in Zhangjiagang City, lead the cultural manufacturing industry in the port area to extend to the high-end of the value chain such as digitalization and intelligence, comprehensively improve the cultural service industry, strengthen the deep integration of the cultural enterprises in the city with the digital economy, and guide the cultivation of leading cultural enterprises in key fields such as creative design, digital cultural tourism, games and animation.

2. Strengthen the promotion of government organization and continuously boost the demand for cultural consumption. Zhangjiagang City should take root in local cultural resources, base itself on the cultural reality, formulate long-term policies in line with the characteristics of the port area, especially in taxation, finance, land and other aspects, continue to strengthen policy support, improve the market mechanism system, create well-known regional cultural business cards, and achieve sustained and stable growth of cultural consumption. In addition, Zhangjiagang cultural publicity departments at all levels should strengthen the top-level design, focus on the goals and tasks of the development of the cultural industry, assume the functions of leading guidance, comprehensive coordination, supervision and assessment, detailed to the implementation of the monthly notification, quarterly inspection, half-year promotion and year-end assessment system, to provide a solid guarantee for the high-quality development of the cultural industry, based on reality, firmly grasp the key points, Encourage the cultural industry to cooperate with high-quality enterprises and brands, integrate “government, market and industry” resources, innovate

financial service models, learn from the experience of Shanghai, Nanjing, Suzhou and other developed areas of cultural industry, focus on supporting innovative cultural enterprises that deeply integrate party building work with business development, and enlarge the fund guidance function; At the same time, under the policy support and encouragement of the local government, we should pay attention to the training of professional cultural design talents, integrate the advantages of human resources, and build cultural creative design industry incubators, so as to make more contributions to the development of Zhangjiagang's cultural industry and accumulate talent reserves.

3. Fully tap the depth of cultural resources to avoid product homogenization. First of all, Zhangjiagang City can make full use of the current Internet big data platform information, strengthen online marketing, use intelligent algorithms and other digital technologies, conduct a comprehensive analysis of consumer preferences, construct consumer portraits, and do a good job in the operation and management of Zhangjiagang City's official Weibo, wechat public account, Douyin, Kuaishou, Xiaohongshu and other platforms. Strengthen cooperation with major tourism apps (such as Ctrip, Tongcheng, Where to, etc.), multi-platform joint efforts, intelligent and accurate push related cultural products to relevant user groups, in order to improve the matching degree of supply and demand of cultural products, achieve the marketable effect, and improve the Zhangjiagang ecological culture tourism brand marketing system; Secondly, the cultural department of the Port city should make full use of digital technology, deeply bundle with major traditional festival activities, deconstruct and reshape high-quality cultural resources in various regions, establish cultural industry resource database and cultural resource sharing platform, provide materials for the late creativity and creation of the cultural industry, and strengthen the penetration and diffusion of Zhangjiagang cultural industry in various industries; Finally, the cultural department should guide and support enterprises to carry out digital transformation and upgrading of the cultural industry, in particular, focus on supporting the cultural innovation of small and micro enterprises, giving them personalized support and industrialization organization, promote the deep integration of cultural industry and related industries, actively explore new paths for the development of cultural industry, and strive to cultivate new driving forces for industrial development. Accelerate the establishment of a new pattern of innovation and transformation of the cultural industry.

## 5. Summary

With the deepening integration and development of culture and science and technology, culture and the Internet, artificial intelligence, big data, cloud computing and blockchain technology can interact with the cultural industry to accelerate the development. The characteristics of culture can extend the life cycle of digital products, and digital technology can eliminate the difficulties of communication and replication caused by the personalized and non-standardized culture. It can be said that the vigorous rise of new business forms such as the digital economy has opened up a broad space for the explosive growth of the cultural industry, and the "new wave" of the development of the cultural industry has arrived. Since the Second Tenth Party Congress, with the continuous improvement of laws and regulations on the cultural industry and the deepening of the government's active guidance, Zhangjiagang City relies on the characteristics of the digital economy to better combine the digital economy with the cultural industry, increase the government's guidance, improve the layout of the cultural industry, and enhance the cultural creativity and innovation mechanism. Only in this way can Zhangjiagang City effectively stimulate the new momentum of economic revitalization. The birth of more new points of economic development will also provide a certain reference value for promoting the development of cultural industry in Jiangsu Province and even the whole country, and further promote the high-quality development of China's cultural industry.

## References:

- [1] Research on the construction and innovation of cultural industry chain under the background of digital economy.Zidong Xu,Yijun Liu. Price Theory and Practice,2021 (02) : 39-43.
- [2] Logical framework and strategic path of perfecting modern cultural industry system during the 14th Five-Year Plan Period.Jiang Gu,Xin Chen,Xinru Guo,Suyuan Zhang. Management World,2021 (08) :11-16.
- [3] High-quality development of cultural industry in the new era: Connotation, motivation, utility and path research.Peifeng Li. Chongqing Social Sciences,2019 (06).
- [4] Study on the influence of industrial policy on the high-quality development of China's cultural industry.Da He,Wenlong Ren. Jiangsu Social Sciences,2019 (08).

**Fund project:** This paper is the research achievement of "Social Science Application Research Project of Zhangjiagang City in 2023" (Project No. : 57).