

Aesthetics, Culture, and Mutual Learning: Paths and Mechanisms for Promoting Economic Growth

—Taking the Development of Cultural and Creative Design Industry as an Example

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Abstract: With the abundance of people's material life, emotional needs have begun to be valued, and the "aesthetic economy" has gradually become a key link in economic development. The research team conducted on-site visits to multiple stores with aesthetic brand characteristics, combined with data analysis, and found that the "aesthetic economy" has problems such as a single development model and narrow promotion scope. In response to the above contradictions, this article innovatively proposes the "Fujian+" development model of the "aesthetic economy", starting from Fujian aesthetics and hoping to become a model for the development of aesthetics in other regions.

Keywords: Aesthetic Economy; Fujian+; Culture and Tourism; Brand Collection

1. Introduction

In recent years, the trend of Chinese culture and tourism has caused a huge wave, and the cultural and tourism industry has blossomed. In addition to pursuing material enjoyment, people have gradually begun to seek emotional value in art. The term "aesthetic economy" has constantly appeared in the public eye.

According to the resident consumption statistics of the National Bureau of Statistics, after three years of COVID-19 suppression, China's cultural and tourism consumption has shown a rapid growth of 7-8% per month. Compared to other consumption types such as food and home textiles, cultural and tourism consumption has shown a dominant trend, indicating that the aesthetic economy based on cultural and tourism plays an increasingly important role in boosting China's consumption level. In addition, according to the data of the Tiktok e-commerce platform, within 24 hours of the opening of the Yantai Mountain Commercial Walk Street in Fuzhou on September 30, 2022, Tiktok's traffic exceeded 3 million, and its passenger flow exceeded one million in the seven days of National Day^[1], which shows the popularity of the cultural and tourism industry.

Looking internationally, Google acquired Appetas design company with only two people in 2014 to enhance its product design sense; At the end of 2015, Mahinda Group of India acquired a 76.06% stake in the Bininfarina, which had previously designed models for multiple sports cars. Designers are increasingly important in the commercial empire. In summary, both domestically and internationally, producers have begun to pay attention to the aesthetics and artistry of their products, whether they can bring more emotional value to customers and meet their spiritual needs. As a new economic growth point that fills the spiritual gap of the people, the "aesthetic economy" has immeasurable development potential and will inevitably become an indispensable part of people's lives^[2].

Compared with the publicity, aestheticism, and jumping thinking reflected in Western culture, traditional Chinese architecture and handicrafts all reflect aesthetics such as introversion and harmony, with a greater emphasis on integrity.^[3]For thousands of years, through continuous inheritance, integration, and development of traditional Chinese cultural aesthetics, a large number of experts have conducted research and exploration in this field, gradually forming a unique and extensive development vein of Chinese aesthetic culture. With the advent of the information age, these aesthetic attribute development models urgently need innovation.^[4]

2. Work together to promote the development of Fujian's aesthetic economy

As the capital city of Fujian Province, Fuzhou has a long history, culture, and natural scenery. Despite the impact of the epidemic, the

tourism economy still shows strong resilience and vitality, and the overall tourism market in the city shows a new trend of steady recovery and vigorous development. In 2021, the total number of tourists received in the city was 89.5887 million, a year-on-year increase of 15.3%; The total tourism revenue reached 71.948 billion yuan, a year-on-year increase of 0.6%. There are 248 travel agencies in the city, with 1738 registered employees and 2413 tour guides. Cultural and tourism economic projects are becoming increasingly diverse, and the protection and utilization of cultural heritage have achieved significant results. Rural cultural and tourism are constantly heating up, and the overall ecological tourism is steadily advancing.

2.1 Actively promoting the development of tourism industry

Urban construction is constantly improving, and tourism infrastructure is gradually improving. Fuzhou has created a number of tourist attractions with local characteristics and historical and cultural connotations, with well-known attractions such as Sanfang Qixiang, Gushan, and West Lake as its core.

2.2 Actively promoting the development of the cultural industry

Fuzhou has also developed a series of tourism products and themed activities to attract tourists to come for sightseeing, vacation, and cultural experience. It has held multiple cultural and artistic activities, cultural and museum exhibitions, and performances, enhancing the influence and attractiveness of the cultural industry. Fuzhou also pays attention to protecting and inheriting local cultural heritage, promoting the development of traditional handicrafts, folk culture, and cultural traditions.

2.3 Increased support for the exhibition and sports industries

Fuzhou's exhibition industry is developing rapidly, with multiple modern exhibition centers and venues in the city, attracting a large number of exhibition activities. In terms of the sports industry, Fuzhou has strengthened the construction of sports facilities and the hosting of sports events, enhancing the city's sports influence.

3. Bottleneck - Aesthetic Economy Faces Difficulties

However, it should be noted that although Fuzhou's cultural and tourism economy has made positive progress, it still faces some challenges and problems.

3.1 The tourism industry is still relatively single

We need to further enrich tourism products and improve service quality. Secondly, the cultural industry is still relatively weak, and further support and cultivation for the cultural and creative industries are needed.

3.2 Insufficient innovation in cultural and tourism integration

The cross-border integration of "Cultural Tourism Ten" and "Ten Cultural Tourism" is not deep enough, and the product types are relatively single, unable to meet the diverse and personalized cultural tourism consumption needs. The application of "Technology Ten Cultural Tours" and "Digital Ten Cultural Tours" is still relatively limited. Museums, art galleries, art galleries, and other tourism integration are insufficient, and there is basically no extension of the industrial chain.

3.3 Cultural and tourism brand construction needs to be strengthened

There are few influential cultural and tourism brands, and there are not many Fuzhou specialties and accompanying gifts. The product format is not iteratively upgraded, and there is a lack of literary and artistic boutiques with national influence and world recognition. Cultural and tourism brand marketing is not precise enough, lacking systematic planning and innovation. Overall, the current situation of Fuzhou's cultural and tourism economic development is positive, but there is still potential and space for further development.

4. “Min +” mode

In view of the current situation and problems faced by Fuzhou, the author preliminarily proposes a new cultural reference model of “Fujian+”, such as the development of the “Fujian-Henan” model and the “Fujian-Taiwan” model, that is, to promote the exchange and learning of cultural propaganda methods between Fujian, Henan and Taiwan.

5. Measures - countermeasures to promote the aesthetic ice-breaking journey

If the economic hard power is the “backbone” of the city, then the cultural soft power is the “body temperature, temperament and charm” of the city, which makes a city present a unique personality, has the charm of personification, and cultivates an urban ecology that is difficult to replicate and imitate elsewhere, and obtains an irreplaceable position in the urban competition pattern. If we can look at the city’s cultural construction and cultural competition from such a strategic perspective, a “city business card” that condenses the soul of the city’s spiritual culture should have enough confidence and strength to be loud and spread. Fuzhou should create a “city card” from the following aspects.

5.1 Create featured IP

Carry out cross-border extension of health and leisure, sports events, business exhibitions and other related industries, and explore more IP-derived business models for the integration of culture and tourism; Implement the two major projects of building a strong foundation for cultural gene decoding and cultural and tourism integration IP construction, focusing on strengthening the protection and activation of cultural relics, ancient houses, traditional villages, intangible cultural heritage crafts, etc., and cultivating a number of characteristic cultural and tourism integration IP demonstration projects; Supporting and developing university tours. Encourage and support Fuzhou University, Fujian Normal University, Fujian Agriculture and Forestry University and other colleges and universities, relying on campus characteristic buildings and scientific research projects, give full play to the strength of alumni resources, and create a number of campus tour Internet celebrity projects.

5.2 Create a “digital + cultural tourism” model

Combine digital technology with the traditional tour projects of the scenic spot, and create “immersive interactive experience” products through holographic projection, dome theater and other digital scenes; Promote the application of Internet of Things technology. With the help of holographic projection, night light show, 5G, AR, VR and other modern technologies, upgrade the intelligent operation capability of the industry;

5.3 Improve the incentive mechanism for cultural tourism brands

Improve the “Fu” brand cultivation policy, and give priority to enterprises and time-honored products that actively strive for well-known brands at home and abroad, and appropriately praise and reward. Every year, a number of “Fu” brand projects are selected to form a consumer brand effect. Strengthen the market supervision of well-known regional brands and create a good living environment for brands. Strengthen post-event management and improve the after-sales service of cultural tourism brand products.

6. Summary

All in all, Fujian’s aesthetic economic development has a long way to go, and it is necessary to focus on the cultural and creative industry and support the “Fujian +” model to make tourism from “surviving” to “catching up”, so as to accelerate the high-quality development of the cultural and tourism economy to achieve new results, new progress and new breakthroughs, focus on the recovery and expansion of cultural and tourism consumption, and strive to create a strong atmosphere of “promoting cultural and tourism consumption, grabbing the cultural tourism market, and fighting for the cultural tourism economy”.

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