

# Study on the collaborative development of the cultural consumption industry in Liaoning province under the view of industrial convergence

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## Abstract

The economic attributes of culture are symbiotic with the cultural properties of the economy. Industry integration is a form of industrial organization and new industry development mode of current economic and social development in China. Through industrial integration, all sectors of the industry can be optimized and upgraded through the whole value chain of product design, production processing and circulation services, and then produce a higher level of industry development activities. This paper, from the perspective of evolution economics for industrial convergence, will explore the mechanism of the coordinated development of cultural industry and propose some feasible suggestions based on the current fusion problems existing in the development of cultural industry in Liaoning province.

**Key words:** *cultural industry; industry integration; coordinated development*

## 1 Introduction

Industrial integration can bring new model for the development of global industrial economy. The development of industrial integration is based on the relative maturity of the industry, the higher level of science and technology, the relative ease of government regulation and the whole social perception. Fusion development not only promotes industrial upgrading and fusions out of a new form of industry, but also brings more economic effect and social effect<sup>1</sup>. From the present situation of the development of cultural consumption industry in Liaoning province, the conditions to improve the degree of industrial integration are already there.

## 2 Experimental

### *2.1 The development of the cultural industry in Liaoning province*

Firstly, the scale of cultural consumption demand has increased. The 2015 statistics of Liaoning province show, as per capita disposable income increased, the demand for mental consumption represented by the consumption of cultural products began to grow substantially. The added value of the cultural industry exceeded 26.2 billion yuan in 2012, more than 30% of

the growth rate lasted to the fifth year. There has been a significant increase in the cultural industry in 2013, exceeded 30 billion yuan. Secondly, the long history of Liaoning has precipitated a lot of rich cultural resources, and attaches great importance to development of cultural industries, more cultural resources have been developed into economic power. Finally, the cultural industry within the scope of the basic pattern has been formed<sup>2</sup>.

### ***2.2 The motivation and conditions of the development of cultural industry***

The motivation of cultural industry development derived from three aspects<sup>3</sup>. Basic motivation derive from consumer demand for high-end cultural products and services. Development economics research shows that the public's basic life to need has been met when per capita GDP is about \$1,000, according to the demand model ,people's lives transform to the mode of consumption. The internal motivation comes from the needs of the development of the industry itself. External motivation is government support and technical support. For example ,”The outline of cultural development in the 13th five-year plan of Liaoning province” explicitly put forward to integrate development of provincial tourism culture resources to foster the integration of culture and tourism region characteristic tourism brand. *Talk about conditions*, cultural industry has a strong industrial connection with related industries associated with the degree of strong industry between induction and influence<sup>4</sup>. At the same time, the cultural industry stronger alignment with different industries or different branches within such as technology, products, business, cross industry gradually blurred border, eventually merge into an organic whole. In addition, there are unique and rich cultural resources can serve as the material foundation for the in-depth integration of wen.

### **2.3 Development mechanism of the culture industry basing the integration of industry**

#### ***2.3.1 Analytical Frame***

In evolution economics<sup>5</sup>, social and economic system is considered as a kind of natural ecosystems, so according to the natural ecological system, we take the cooperative development of cultural industry and tourism industry as an example to build an analysis system, as follow table 1.

In natural ecosystem, a single organism with the same genetic population makes up a population, this population also forms a community with other closely related species , and living in a certain environment, interact, mutual restrict, through heredity, mutation, selection of the three main influencing factors of effect then maintained a relatively balanced state of life. It's the ecosystem. In the industrial fusion system, it is the same thing.

**Table 1** The similarity between the natural ecosystem and convergence system of the cultural consumption industry and the tourism industry

Natural ecosystem elements	connotation	Elements of industrial integration system	connotation
A single organism	It can be metabolized, inherited and reproduced	Cultural enterprises, tourism enterprises	Independent individual enterprises in the cultural and tourism industry respectively
population biology	All individuals with same organism occupying a certain space in a certain period of time share a common gene pool	Cultural industry, tourism industry	A collection of cultural enterprises and tourism enterprises with the same resources, ability and production of similar products
community	A systematic combination of a variety of biological populations	A collection of cultural industry and tourism industry	The cultural industry interacts with the tourism industry and forms an industrial complex with a certain structure and function
ecological system	Biology and environment constitute a unified whole, where the both influence and restrain each other, and reach relatively stable state of dynamic balance	Industrial fusion system	fusion energy continuum with active function and industrial structure under the communication about resources, ability, information, and funds between the cultural industry and tourism in market environment
inheritance	In a population, the process of inheritable changes can be extended for multiple generations	routine	In the cultural industry and tourism industry, the carriers and collections of system, technology and culture with the ability to maintain the stable
Aberration	Genetic changes in the genetic material of species	innovation	The break of the travel business practices, the increase of diversity, the integration of industry may be one of the variety
natural selection	They adapt and evolve together in order to adapt to the environment	market competition	The law of natural selection and the selection and decrease of diversity make the cultural industry merge with the tourism industry

### ***2.3.2 The cooperative development process of cultural industry from the perspective of industry convergence***

According to table 1, the collaborative development of cultural industry and tourism is based on the three mechanisms: genetic mechanism, innovation mechanism and selection

mechanism. Under the three mechanism, there are two fusion process evolution with quantitative and qualitative change<sup>6</sup>.

*a. Quantitative change process:* It refers to the culture and tourism enterprises in Liaoning province through innovative product integration type, and spread to the whole enterprise level, then formed a new culture and tourism enterprise practice because of selection mechanism.

① Innovation: the fusion between budding cultural enterprises and tourism enterprises. By breaking the old practice and establishing new routines to improve the competitive advantage of enterprises in the market, the way of exploring new customs can be explained as an innovation. In the cultural industry in Dalian, for example, in order to gain advantage in the fierce competition, the existing tourism enterprises and cultural enterprises need to break the original business model or system, produce fusion type products.

② Selection mechanism and genetic mechanism: the diffusion and development of enterprise integration. Relying on the old conventions will bring either positive impact or adverse effect. When the enterprises develop into a blocking state, it is necessary to create a new way of development, that is break through the original convention. During the process the positive significance will be retained, negative impact of nature will be removed, this is a process of selection, and spread to the all levels of the enterprise and form the integrated enterprise ultimately through genetic mechanisms.

*b. The process of change to mass:* When the quantitative change process has been completed between culture and tourism enterprises through three mechanisms, and formed cultural industry and tourism after the integration. With the mutual influence between enterprise and industry, the quantitative change will eventually produce qualitative change, as shown in figure 1<sup>7</sup>.

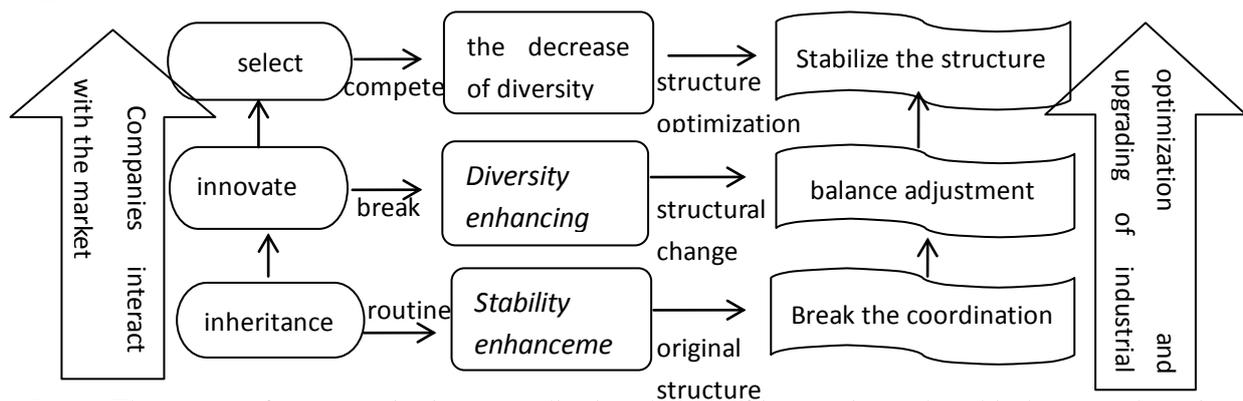


Fig. 1- The process from quantitative to qualitative change of integrating cultural industry and tourism industry

## 2.4 The countermeasures of the development of the cultural industry in Liaoning province

### 2.4.1 Promote the technological innovation, prerequisites for building industry interactions

Technology is a prerequisite for industry convergence. It is the continuous progress of science and technology, expanding the carrier form of cultural content and accelerating the integration

of cultural industry. Not only that, technological innovation and cultural industry merge at the market level, also change the marketing strategy of the cultural industry. The innovation and breakthrough of the technology should be based on the cultivation of scientific and technological innovation in the culture industry, and the emphasis is on improving the ability of independent innovation. Science and technology innovation should focus on the participation of social enterprises in addition to the national units. As a result of economic interests, enterprises are more motivated to innovate in science and technology<sup>8</sup>.

#### ***2.4.2 Expand the market, extend the industrial chain***

##### *a. strengthen cooperation and form an enterprise cluster development network.*

In order to optimize the integration of industrial chains to enhance the added value of their products, a group of pillar enterprises with brand influence and market competitiveness should be built to exert its effect<sup>9</sup>. First, strengthen the division of labor. Second, develop intermediary organizations.

##### *b. Establish a public platform, extend the industrial chain.*

In order to promote the development of cultural industry integration, an industrial research center and exchange-sharing center should be formed to promote exchange and cooperation between the industry and the industry<sup>10</sup>. The improvement of the industrial chain is to build a industry chain firstly which is from all aspects of product innovation design until appreciation of customer service value. Secondly, we must strengthen relationship with external development of fusion to speed the development of our own through using sales channels and brand influence advanced industry has.

##### *c. Strengthen project progress, bring platform support to coordinated development.*

Sustained and healthy development of the industry need to have enough space and platform to improve the regional investment environment, develop its radiation, demonstration and leading role. Liaoning province, however, lacks big companies and big projects. Measures should therefore be taken to improve the situation. First, accelerate development of projects and industrial parks. In the new process of high and new technology development zone, industrial zone, characteristic industrial park, the culture industry should be planned for it. Second, take advantage of the space of the old city<sup>11</sup>. Attached to the old building and combine with modern science and technology innovation can create the industry development platform with construction value, historical value, economic value.

#### ***2.4.3 speed up the reform of the cultural industry, standardize the market environment***

First of all, the government needs to solve the regional and administrative divisions, and lay a solid foundation for the better implementation of industrial integration<sup>12</sup>. In addition, government also need to guide public opinion actively, spread the significance of cultural industry integration, and deepen the understanding of the role of feeding of culture industry integration strategy to stimulate the efforts of industrial convergence from external. Then, the

development of the cultural industry depends not only on the investment of the capital but also the infrastructure as a basic guarantee<sup>13</sup>. Financing ways the government can consider is to relax the access mechanism of cultural market, or increase its financing opportunities by encouraging social enterprise to fund the cultural industry. With infrastructure construction, our province should strengthen the public library, such as museums, community cultural facilities, in order to improve the people's cultural cultivation.

#### **4 Conclusions**

Combined with the high degree and relevance of the cultural industry, achievements of cultural industry in Liaoning province lays the foundation for the integration. By constructing evolutionary economic theory model analysis mechanism of the coordinated development of cultural consumption industry, then studying the process of the coordinated development of cultural consumption industry specifically, it is not hard to find that from the perspective of technology, industry chain, system and market environment to some extent, this paper can promote the development of integration of cultural consumption industry in Liaoning province. However the performers should pay attention to keep region culture characteristic in the process of convergence with other industries, at the same time to strengthen the integration of science and technology, with independent innovation impetus industrial convergence. Judging from the development of the present Liaoning province, the integration of the cultural industry will require the joint efforts of all parties.

#### **Acknowledgments**

This work has been partially funded by the “Liaoning provincial social science federation project”(project number 2016lsjdwtdzian-03),“Liaoning education department project”(W2015053),“Education scientific research management, a think-tank project in Liaoning province department of education”(ZK2015088),“Liaoning higher education institute 13th five-year plan subject”(GHYB160102),“Dalian social science federation project”(2016dlskyb112).

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