How to Develop Cultural Resources and Promote the Sustainable Development of Hubei’s Cultural Industry*

Qiao Juying
Central China Normal University, Wuhan, China

This paper analyzes the development trend of Hubei’s cultural resources research, and puts forward the shortcomings of the current local cultural industry’s sustainable development and the effective ways to promote the sustainable development of Hubei’s cultural industry. Finally, the development of this research is prospected.

Keywords: Hubei cultural resources, cultural industry, sustainable development

Introduction

UNESCO defines cultural industry as a form of commodity service. In the 1930s, the Frankfurt school was first proposed by Adorno and Horkheimer in the dialectics of enlightenment (2003). After 1980s, it has spread to China. In 2012, the National Bureau of statistics defined cultural industry as “the collection of production activities that provide cultural products and cultural related products to the public”, which is still in use today.

The Fifth Plenary Session of the 18th CPC Central Committee deliberated and passed the proposal of the CPC Central Committee on the formulation of the 13th five-year plan, which clearly states that the cultural industry should become the pillar industry of the national economy by 2020 (http://www.ocn.com.cn/chanye/201611/gozfp18081658.shtml2016-11-1). In 2017, Hubei Province formulated the 13th five-year plan for the development of Wuhan’s cultural industry, which clearly proposes to actively cultivate cultural industry to become the pillar industry of the city’s economic growth, which can be achieved by making full use of university teachers’ educational resources, developing local cultural resources with subject librarians in university, effectively infiltrating into primary and secondary education and teaching, making school-based teaching materials of local cultural resources into 3D and microfilm and creating an online classroom. This research has a bright prospect, which can better promote the sustainable development of Hubei’s cultural industry.

How to Develop Hubei Local Cultural Resources

On the one hand, in terms of its environment, the Yangtze River and the Han River meet here, and “water” has an important impact on Hubei’s history and culture. Sima Qian (1959) believes that the geographical environment is closely related to human temperament and behavior in historical records. Geographical

* Note: This paper is one of the research results of the project “how to develop cultural resources to promote the sustainable development of local cultural industry” (Project No.: ccnu20zy0061), a project funded by central China Normal University in 2020. Juying Qiao, Central China Normal University, Wuhan, China.
Correspondence concerning this article should be addressed to Juying Qiao, Central China Normal University, Wuhan 430079, China.
environment shapes local culture. On the other hand, Hubei belongs to the Central Plains culture and is the prosperous place of Jingchu culture. Thus, Hubei has rich cultural resources.

First of all, Hubei local cultural resources should be excavated. Hubei is endowed with abundant natural ecological cultural resources, such as Shennongjia Scenic Area, Three Gorges, East Lake Scenic Area of Wuhan and so on. Secondly, the historical and cultural resources of Hubei should also be excavated, such as Jingzhou Ancient City, Xiangyang Ancient City, Chibi Ancient City and so on. These resources can be effectively developed on special topics through literature data and field research, and be sorted into the literatures to create a special database.

All of the above can be done by investigating the detailed data of Hubei Provincial Bureau of statistics, statistical yearbook of Hubei Province, and universities cooperate with primary and secondary schools to digitize the excavated local cultural resources, so as to finally “make the precipitated cultural resources really alive” and put them into practice.

How Can Local Cultural Resources Effectively Promote the Sustainable Development of Cultural Industry

The Deficiency and Development Trend of Sustainable Development of Cultural Industry

Deficiency. The development of cultural resources only depends on selling tickets in tourist attractions, which is a little monotonous.

Development trend. The cultural industry is developed from purely business led to joint research and development of cultural resources by subject teachers in local universities and subject librarians. The research results will be digitized and integrated into the classroom of primary and secondary schools, in order to better promote the sustainable development of local cultural industry. Dominated by the government, the cultural industry combines with social benefits, to reach the goal of healthy development. The ten-year strategic plan of creative industries proposed by the United Kingdom should be learnt, the fund for the development of museums could be increased, and digital technology reform should also be carried out. Only in this way can we promote the national cultural confidence and realize the goal of cultural power.

Effective Ways of Sustainable Development of Local Cultural Industry

- First, reproduction of cultural relics. The reproduction of cultural relics is the ancestor industry of cultural and creative industries (CCI), which has its sustainability. Copy the physical products of Zeng Houyi Chime Bells, such as small chime bells, audio-visual products, such as Bluetooth audio etc.
- Second, collection of goods. Collect postcards and commemorative badges related to Zeng Houyi Chime Bells, hold theme exhibitions, museums, and cinemas, and provide entrepreneurship platform for college students.
- Third, collection of theme poems and folklore. Poetry speech and performance competition should be organized, so as to develop Hubei culture. Historical allusions are an important “bridge” to convey the spirit of Chinese culture. General secretary Xi Jinping (2017) pointed out in the reports of 19th Session of National Congress of the Communist Party of China: “China will unswervingly promote the construction of international cooperation and win-win relations with all countries on the basis of the five principles of peaceful coexistence”. For example, the chime bell “double-tone bell” means that China and other countries should coexist harmoniously and abandon “military” for “music” and love peace.
Fourth, digitization. Literature monographs published are made into microfilm, and 3D digital animation technology is used to reproduce the chime culture, and the database is constructed for sustainable protection and inheritance.

Fifth, school combination. Research teams are composed of subject teachers in universities, subject librarians, and subject teachers in primary and secondary schools to jointly compile the bibliography of elective courses, such as Technology and Culture of Zeng Houyi Chime Bells, School-Based Quality Education of Zeng Houyi Chime Bells, and application for scientific research projects.

Sixth, improvement of cultural and creative industry activities. We will train primary and secondary school students to be volunteer interpreters of tourist spots, and carry out competitions about bookmark and cultural shirt design with the theme of “Legend of Yellow Crane Tower” and “Mystery of Chime Bell Pattern”. The dragon pattern on the Zeng Houyi Chime Bells is applied to the diversified products with medium depth in modern fashion design (Zeng, 2016).

Conclusions

Zhao Lingyun (2008), Secretary of the Party committee of Central China Normal University, believes that the development of Hubei’s cultural industry follows the strategic policy of “laying the foundation and managing the long term”. It has a deep foundation, good conditions, high potential development, and promising development prospect. He thinks that the construction of Hubei’s modern industrial system has highlighted the achievements, and high-quality development has been advanced. At present, we should cultivate Hubei’s world-class industrial clusters and industrial systems in the global industrial system, so as to construct the overall pattern of Hubei’s high-quality development of modern industrial system (Zhao, 2008). Xie Xuefang, deputy director of the Media Industry Research Institute of Tongji University in Shanghai, clearly pointed out China should learn from foreign cultural industry development strategy research, and implement the cultural industry development plan issued from the central government to the local government to the operational level of various industries (Xie & Zang, 2012).

In a word, we should learn from foreign countries. Under the leadership of the government with colleges and universities at their core, we should make use of the effective support of technology to develop the cultural resources of museum collection in a diversified way and carry out digitization, so as to promote the sustainable development of Hubei’s cultural industry. It plays a very good role in promoting the construction of relevant professional curriculum resources, the construction of local literature resources in the school library, and the first-class discipline construction of the school. It is of great guiding significance for the discipline construction of music history, history, library science, culture science and so on, and even promotes the discipline construction and cultural resources development of universities in Hubei Province and the whole country. It can also provide the reference and guidance for the sustainable development of the industry.

Reference

(Han) Sima Qian. Shi Ji (Vol. 129): Biographies of Merchants. Beijing: Zhonghua publishing house, 1959

In 2020, cultural industry will become the pillar industry of national economy [EB/OL] http://www.ocn.com.cn/chanye/201611/gozfp18081658.shtml2016-11-1

Unesco. (2003). Culture, trade and globalization: Questions and answers. Geneva: Unesco.

Xi, J. P. (2017). Win the battle to build a well-off society in an all-round way and win the great victory of socialism with Chinese characteristics in the new era. China Daily.
Xie, X. F., & Zang, Z. P. (2012). The development strategy of foreign cultural industry led by the government. *Journal of Beijing University of Technology*, (8), 24-30.
Zeng, Y. I. (2016). Design of chime bells of Marquis Yi of Zeng. *World of Cultural Relics*, (11), 23.
Zhao, L. Y. (2008). Viewing the future development of Hubei Provincial industry of culture from horizontal comparison. *Journal of Wuhan University of Technology*, (2), 27-28.