The Research on Culture Resources and the Development of Cultural and Creative Industries of Quanzhou “Maritime Silk Road”

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Abstract. The regional culture should be the core of the research and development of cultural and creative industries. The resourceful Quanzhou “Maritime Silk Road” culture constitutes a comparative advantage in the development of cultural and creative industries. The proposal of the strategies for the development of Quanzhou “Maritime Silk Road” cultural and creative industries on this basis aims to create industrial value while promoting and protecting Quanzhou “Maritime Silk Road” culture.

1. Introduction
Quanzhou, Fujian Province is the only starting point of Maritime Silk Road recognized by UNESCO and the Pioneer Zone of the 21st Century Maritime Silk Road in the Belt and Road Initiative. With its long history of overseas trade and its own culture by taking in the essence of different cultures, Quanzhou formed a unique national culture featuring richness, diversity and inclusiveness, and presentation. At the same time, its local government and people pay greater attention to the Culture of Maritime Silk Road in Quanzhou by holding various events such as the 2013 Minnan International Cultural Festival, being elected as a Cultural Capital in East Asia in 2014, Building 21st Century Maritime Silk Road Pioneer Zone and the 14th Asian Art Festival in 2015, 2016 CCTV Spring Festival Gala in Quanzhou, and Maritime Silk Road International Symposium, etc. All these fully proves that the charm of Quanzhou Culture of Maritime Silk Road has gradually become recognized and accepted by Chinese people with cultural consciousness and confidence.

Research on the cultural resources of culture of Maritime Silk in Quanzhou has seen much progress. For example, from the perspective of culture inheritance and promotion, it is proposed that Quanzhou, with its distinct feature of culture of Maritime Silk Road, should strengthen the exchange and academic research in this respect so as to promote the cultural brand [1]; from the perspective of cultural exchange, it is proposed to explore the origin between the Maritime Silk Road and southern opera of Quanzhou[2]. However, study concerning the application of culture of Maritime Silk, such as cultural and creative industry is relatively few. In Quanzhou, a place with distinct cultural resources of Maritime Silk Road, the key to develop and innovate the cultural and creative industry of the culture of Maritime Silk Road is to dig deep its culture and propose appropriate development strategies.

2. Comparative Advantages of Quanzhou Culture of Maritime Silk Road
Quanzhou, as an important starting point of the Maritime Silk Road in ancient China, has many related precious cultural relics, which help to create its unique culture of Maritime Silk Road [3]. Double
Towers in Kaiyuan Temple and arcades show people the rich Quanzhou Culture of Maritime Silk Road with its distinctive characteristics of the times; religious relics such as Laojun Rock, Qingjing Temple, and Mani Temple fully display the diversity and inclusiveness of Quanzhou culture; Liyuan Opera, Gaojia Opera, and Puppet performances show the refinement and potential of Quanzhou culture.

2.1. Cultural Richness
Quanzhou, boasting the essence of Minyue Culture, Central Plain Culture, Marine Culture and profound culture of its own, is the starting point of the Maritime Silk Road, the first historical and cultural city recognized by the State Council, and the only city in China that has three types of UN intangible heritage [4]. At present, Quanzhou is home to 802 cultural sites under government protection at all levels, including 31 at the national level, 96 at the provincial level, and 601 intangible cultural heritages at all levels. The level and quantity of cultural sites in Quanzhou are among the top 3 in China. Therefore, there is a saying: To see under-ground, go to Xi’an; to see above-ground, go to Quanzhou. Qingjing Temple, one of the four ancient temples of Chinese Islam, and Anping Bridge, the longest stone bridge and masterpiece of ancient bridge in China are among one of the first national key cultural relics under protection. Kaiyuan Temple, the largest Buddhist temple in Fujian Province and the highest stone tower with wood-like structure in China, and Luoyang Bridge, which is known as the First Bridge, are among the second batch of national key cultural relics under protection. In addition, the ruins of Dehua Qudou Palace Kiln and the ruins of Nankeng Kiln, which stand in the third batch of national key cultural relics under protection. Rich culture relics of Maritime Silk Road provide a unique resource advantage and broad space for Quanzhou to develop its cultural industries. Table 1 is the list of national key cultural relics under protection in Quanzhou.

| Number | Batch number | Name |
|--------|--------------|------|
| 1      | The first batch of national key cultural relics under protection | Qingjing Temple (North Song Dynasty), Anping Bridge (South Song Dynasty) |
| 2      | The second batch of national key cultural relics under protection | Kaiyuan Temple (Tang Dynasty), Zheng Chenggong Mausoleum (Ming Dynasty) |
| 3      | The third batch of national key cultural relics under protection | Luoyang Bridge (North Song Dynasty), Tianhou Palace (South Song Dynasty), Chongwu City Wall (Ming Dynasty), Laojun Rock Statue (Song Dynasty), Jiurishan Cliff Stone Carving (Song Dynasty), Ruins of Dehua Qudou Palace Kiln Site (Song Dynasty to Ming Dynasty), Islamic Holy Tomb (Tang Dynasty), Mani Temple |
| 4      | The fourth batch of national key cultural relics under protection | Manichean Stone Carving (Yuan Dynasty) |
| 5      | The fifth batch of national key cultural relics under protection | Quanzhou Government Confucious' Temple (Song Dynasty to Qing Dynasty), Ancient Residential Complex of Cai Family (Qing Dynasty) |
| 6      | The sixth batch of national key cultural relics under protection | Cizao Kiln Site (Song Dynasty to Yuan Dynasty), Ancestral Hall of Ding Family in Chendai (Ming Dynasty), Shilang House, Cie Tomb (Qing Dynasty), Dejimen Site (Song Dynasty to Ming Dynasty), Zhenwu Temple, Lusheng Tower, Jiangkou Wharf, Ancient Architecture in Quanzhou Port (Song Dynasty) |
2.2. Cultural Diversity and Inclusiveness
Quanzhou Culture of Maritime Silk Road inherits the Wuyue Culture of the Central Plain, is the advanced regional culture created by the Han people who moved to southern Fujian and the aborigines, and takes the essence of Nanyang culture, Arab culture and Western culture. Thus Maritime Silk Road Culture becomes more thriving and flourishing being an important part of Chinese traditional culture. With distinct local characteristics and rich cultural connotations, it is a wonderful work of Chinese culture with great diversity [5]. The maritime trade during the Song and Yuan Dynasties brought Quanzhou prosperity of “People from different places in the same market” and “Businessmen from different countries when sea rising” in business [6]. Trade development also brought cultural diversity and inclusiveness to culture with the religion as the typical representative. Quanzhou is known as a religious resort with the harmonious gathering of Buddhism, Taoism, Islam, Catholicism, and Christianity, leaving quantities of precious religious relics, making it a spectacle in the history of both Chinese and Western culture. Therefore, Quanzhou is also known as the World Religious Museum and has become the first World Multicultural Exhibition Center designated by UNESCO. Typical representatives include Laojun Rock, Kaiyuan Temple, Qingjing Temple, Mani Hermitage and so on. Distinctive culture of various religions reflects the inclusiveness of culture, offering the idea, form, style and color of cultural and creative products a kind of unique potential, providing rich materials and thinking modes for the development of cultural products.

2.3. Cultural Presentation
Quanzhou Culture of Maritime Silk Road has much to present and perform. Nowadays, Quanzhou has four world-class intangible cultural heritages and 31 national ones. Among them, two are on the List of Representatives of Intangible Cultural Heritage of Humanity, one on the List of Intangible Cultural Heritage in Urgent Need of Protection, and one on the List of Outstanding Practice of Intangible Cultural Heritage of UNESCO. Therefore, Quanzhou has become the only city in China that has three types of intangible heritages recognized by the UN. Table 2 is the catalogue of world-class intangible cultural heritage acquired by Quanzhou. Table 3 shows the catalogue of national intangible cultural heritage acquired by Quanzhou.

Table 2. Catalogue of World-Class Intangible Cultural Heritage in Quanzhou.

| Number | Type | Name |
|--------|------|------|
| 1      | Representatives of Intangible Cultural Heritage of Humanity | Southern Opera of Quanzhou, Skills of Building Chinese Traditional Wood Structure (Minnan Folk House) |
| 2      | List of Intangible Cultural Heritage in Urgent Need of Protection | Skills of Building Watertight Compartment in Ships |
| Number | Type                | Name                                                                 |
|--------|---------------------|-----------------------------------------------------------------------|
| 1      | Folk music          | Southern Opera of Quanzhou, North Tube of Quanzhou                     |
| 2      | Folk dance          | Chest-beating dance in Quanzhou                                        |
| 3      | Traditional drama   | Liyuan Opera, Gaojia Opera, Puppet Show (Quanzhou Pickup Puppet Show), Puppet Show (Jinjiang Puppet Show), Dacheng Opera, Gaojia Opera (Ke Style) |
| 4      | Folk art            | Hui’an Stone Carving, Lantern (Quanzhou Lantern), Yongchun Paper Weaving, Bamboo Weaving (Anxi Bamboo and Rattan Weaving) (Extension) |
| 5      | Traditional craftsmanship | Dehua porcelain firing technique, Paper-cutting (Quanzhou <Li Yubao> Paper Cutting), Puppet Head Carving (Jiangjia Puppet Head Carving), Skills of building Watertight compartment in Ships, Oolong Tea Making (Tie Guanyin Making skills), Skill of Building Minnan Traditional Houses Building (Quanzhou residential buildings), Skill of Building Traditional Residence in Minnan (Hui’an Traditional Architecture), Skill of Building Traditional Residences in Minnan (Traditional Residences in Nan’an) |
| 6      | Customs             | Hui’an Women’s Dress, Lantern Festival (Quanzhou Lantern Festival Custom), Lantern Festival (Lantern Customs in Dongshi, Mintai), Lantern Show (Baba Latern in Yingdu, Nan’an), Xunpu Women’s Customs, Dragon Boat Festival (Lotus Gathering in Anhai), Dragon Boat Festival (River Crossing Customs in Mintai, Shishi), Folk Beliefs (Qingshui Master) |
| 7      | Traditional medicine| Health preserving of traditional Chinese Medicine (Lingyuanwanying Tea) |
| 8      | Folk literature     | Story of Chen San and Wu Niang                                        |
| 9      | Acrobatics and Athletics | Wuzu boxing, Quanzhou Lion Dancing                                    |

Quanzhou, renowned for its operas and dramas, has formed a long-standing mechanism for the exchange between ancient operas such as Southern Opera of Quanzhou, Liyuan Opera, Gaojia Opera and Puppet Show with the operas along the Silk Road. Quanzhou is also renowned as The Hometown of Drama, The City of Puppets and The Capital of Southern Opera. For example, Southern Opera, the world-class and national intangible cultural heritage, is closely related to the Maritime Silk Road. It kept the Quanzhou dialect in the ancient Chinese language and was influenced by Persian culture, making itself the crystallization of traditional music exchange between China and foreign countries [7]. It is the cultural and religious exchange between the belief brought by merchants from all over the world who have stepped on the land of Quanzhou for the past thousands of years and the cultures of Quanzhou and Central Plain that have made Quanzhou what it is today. Nowadays, Southern Opera, carrying the love for hometown and families of people overseas, has been sung on the Maritime Silk Road.
Road for thousands of years. Rich cultural connotations, diversified forms of performance, and outstanding display methods are conducive to the development of cultural and creative products.

3. Research on the Development of the Cultural and Creative Industry Based on the Comparative Advantages of Quanzhou Culture of Maritime Silk Road

3.1. Strengthening Policy Guidance
State Council’s “Several Opinions on Promoting the Integration and Development of Cultural Creation, Design Services, and Relevant Industries” (Issued by the State Council [2014] No. 10) clearly stated that cultural and creative industry is of great important in promoting economic upgrading, improving living quality, and enhancing the soft power of culture. For example, the value of cultural industry in Quanzhou in 2017 increased by 26.9 billion yuan, a year-on-year increase of 20%, 5 percentage points higher than the GDP growth rate of the same period last year. It contributed 5.4% to GDP, and the proportion continued to increase, making itself the pillar of the national economy of Quanzhou. In recent years, the Quanzhou Municipal Party Committee and the Municipal Government have set up a leading group and a related office for cultural reform and development with Mayor as the leader. It has also issued a series of important policies supporting cultural industry, which has escorted the industrial development in Quanzhou. Strengthening policy guidance with emphasis on supporting projects, implementing the working mechanism of planning, signing, operating, producing, and increasing capital so as to fully promote the transformation of the cultural and creative industry are beneficial to the inheritance and development of Quanzhou Culture of Maritime Silk Road, to rich cultural resources, to strengthen cultural self-confidence, and to be the sustainable development of the cultural and creative industry.

3.2. Promoting Platform Building
It is necessary to build a public service platform for cultural resources and the cultural and creative industry with platform building as the carrier. It is feasible to build a municipal-level public service platform featuring the combination of Research and Development, public innovation, Internet plus, training, and communication, entrust qualified universities to set up courses related to the development of cultural resources and the cultural and creative industry in order to cultivate professional personnel of cultural resources and cultural innovation as well as talents in theoretical research. Meantime, it is necessary to support qualified vocational colleges to strengthen cultural and creative majors so as to cultivate design talents with good cultural and artistic tastes [8], and encourage universities and enterprises to jointly set up cultural research centers and laboratories to improve the R&D of products, promote application, strengthen research innovation and Industry-Academy-Research cooperation so as to facilitate industrial upgrading.

3.3. Promoting Industrial Integration
It is necessary to accelerate the integration of the culture of Maritime Silk cultural resources and the cultural and creative industry by grasp a cross-border integration platform. Enterprises shall be guided to follow a new design mode of “Culture of Maritime Silk Road plus cultural and creative industry”, develop products related to this culture, and create a new cultural format. At the same time, it is important to integrate culture with the tourism industry, highlight the hand-made cultural and creative products and tourism featuring the culture of Maritime Silk Road, organize competitions of tourism product design with the Tourism Bureau, and actively develop a new sightseeing tour route so as to create an industrial tour integrating production, display, experience, leisure, sightseeing and shopping.

3.4. Focusing on R&D Innovation
It is necessary to strengthen the mass entrepreneurship and innovation and promote the inheritance, innovation, and development of the Culture of Maritime Silk Road. First, it is important to increase the
introduction of new technologies. Advanced processing techniques at home and abroad shall be introduced and new technologies, new materials, new processes, and new equipment shall be actively applied in design, production and marketing of cultural and creative products so as to improve productivity efficiency. Second, it is necessary to guide independent R&D, set up quality testing centers meeting the standard of the industry, and in the meantime, encourage R&D institutions and design companies to develop and innovate together so as to become the R&D backbone of the cultural and creative industry of Maritime Silk Road. Third, it is necessary to strengthen Industry-Academy-Research cooperation, explore the development mode of the “Culture of Maritime Silk Road plus modern technology”, and take advantage of universities and scientific institutions to apply new materials and new technologies in the fields of ceramics, carvings and incense products so as to accelerate the transformation of products.

3.5. Increasing Market Expansion and Publicity
It is necessary to strengthen the strategic thinking of globalization, emphasizing both domestic and foreign markets so as to increase market share. First, it is important to go global by taking measures such as organizing overseas exhibitions for enterprises concerning the Culture of Maritime Silk Road, guiding enterprises to make new breakthroughs in the orders of the Canton Fair and Xiamen Cultural Fair, and encouraging companies to set up off-line stores and marketing outlets in large-and medium-sized cities in China to increase domestic market share. Second, it is important to develop new marketing channels. By using the e-commerce platform, expanding new consumption format, and taking advantage of online trading platform and global platform, the mode of “buy global, sell global” can be promoted and market share can be expanded. At the same time, it is necessary to build and promote the brand of Quanzhou Culture of Maritime Silk Road in an all-round way by increasing investment and producing promotional videos for Quanzhou entrusting professional institutions to promote the Visibility of Cities and Enterprises.

4. Conclusion
Quanzhou Culture of Maritime Silk Road boasts rich cultural resources and comparative advantages for the development of the cultural and creative industry. The key to innovate and develop the cultural and creative industry of Quanzhou Culture of Maritime Silk Road is to dig deep and integrate its cultural resources and propose appropriate development strategies. As the cultural and creative industry develops, we should also promote Quanzhou Culture of Maritime Silk Road and enhance the city’s reputation.

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