



# Research on the Development of Cultural Industry in Shandong Province

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**Abstract**— *with the development of economy, culture industry as an emerging industry in regional economic development plays a more and more important role, and gradually become a new bright spot of the development of the national economy. Shandong Province, as a major economic province, how to further develop the culture industry has become one of the key issues in the research. Based on the data of Shandong province in recent years, this paper analyzes the competitiveness of the cultural industry in Shandong Province, and draws the advantages of Shandong Province, which has a good foundation and the province's demand potential, but has the defects of low quality and regional imbalance in Shandong's cultural industry, and puts forward the corresponding countermeasures.*

**Keywords**—*cultural industry; Shandong province; Development Research*

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## I .THE DEFINITION AND SCOPE OF CULTURAL INDUSTRY

In March 29, 2004, the National Bureau of statistics and the relevant departments of our country's actual, research and development of "culture and related industries", the cultural industry is defined as the social public to provide culture, entertainment products and services, as well as the activities associated with the collection of live action". After 8 years of implementation of the original classification standard, the National Bureau of Statistics (2012) promulgated the new revision of the "culture and related industry classification (2012)" standards, culture and related industries are divided into 10 major categories, including "cultural creativity and design services" was first proposed in the "classification". Classification of cultural and related industries is defined as the "social public to provide a collection of cultural products and cultural products related to production activities".

## II .THE CURRENT SITUATION OF THE DEVELOPMENT OF CULTURAL INDUSTRY IN SHANDONG PROVINCE

### A. Cultural resources

Shandong is one of the important birthplace of Chinese culture, culture is of long standing and well established, the birthplace of many kinds of culture here is the hometown of Confucian founder of Confucius and Mencius, is the fusion of Mount Tai culture, the culture of Lu, Qi culture, the canal culture. Shandong has a long history, left many cultural relics. At present, the Shandong Province existing levels of national key cultural relics protection units 4743, including 51 national key cultural relics protection units, provincial key cultural relics protection units 397; Qufu "three hole" is world culture heritage, Mount Tai is the world cultural and natural heritage; historical and cultural city is 17, including national have eight; cultural relics in the province is 79.3 million, of which level cultural relics have 3869. Shandong has a long history, rich cultural heritage, for the development of cultural industry in Shandong province to provide a valuable cultural resources.

In 2013, there were 102 art performing groups in Shandong Province, 93 art venues, 210 museums, 151 public libraries, public libraries, 158 cultural centers, 1828 cultural stations, and 69000 rural culture. Provincial, city, county, township, village five public cultural service system is constantly improving, Qingdao is the first national public cultural service system demonstration area, Yantai city into the second batch of national demonstration zone, there are 5 cities, 17 counties for the first provincial-level demonstration area. At the end of the year, the comprehensive coverage of the population of 98.22% was 98.49%, the comprehensive coverage of the TV population was 2013. City movie box office revenues of 755000000 yuan, an increase of 30.3% over the previous year; the end of the city cinema line to join the theater of 278. The annual publication of all kinds of books 12132 kinds, 87 kinds of newspapers, 261 magazines. There are 12 national level cultural industry demonstration base, the provincial cultural industry demonstration base 104. Successfully held the Tenth China Art festival.

### B. Demand for cultural products

Production and consumption is the interaction. Consumption function in production, the formation of consumer demand will often lead to the rise and growth of an industry. In 2013 the province's GDP 5468430000000 yuan, according to comparable prices, than in 2012 increased by 9.6%, of which the first industrial added value of 474260000000 yuan, up 3.8%; second industrial added value of 2742250000000 yuan, up 10.7%; third industrial added



value of 225192000000 yuan, up 9.2%. Per capita GDP reached 56323 yuan, up 9%. Strong economic growth momentum has laid a solid foundation for the development of the emerging cultural industries, providing a substantial material support.

Residents living quality improved steadily. Urban residents per capita disposable income of 28264 yuan, an increase of 9.7% over the previous year, net of price factors, the actual increase of 7.4%. Urban residents per capita consumption of 17112 yuan, up 8.5%. Among them, food expenditure 5626 yuan, up 8.2%, urban residents Engel coefficient is 32.9%. Per capita net income of rural residents 10620 yuan, an increase of 12.4% over the previous year, net of price factors, the actual increase of 9.7%. Rural residents per capita living consumption expenditure 7393 yuan, up 9.1%. Among them, food expenditure 2554 yuan, up 34.5%, rural residents Engel coefficient is 10%.

As a result, Shandong has entered into the advanced stage of cultural consumption structure, with the increase of per capita GDP, per capita disposable income, people's consumption level not only stay in the material level, but pay more attention to cultural and spiritual needs. This will undoubtedly lead to the rise and development of the cultural industry, and promote cultural products and services to enhance and innovate.

#### *C. The government's positive guidance to the culture industry*

Shandong Province in the cultural industry to develop a number of corresponding policies. Early in the 2007 held in Shandong Province, the Ninth National Congress, Shandong provincial Party committee and the provincial government clearly put forward in Shandong Province to speed up the big province of cultural resources across cultural province. Shandong provincial government has formulated a series of preferential policies, such as the introduction of the "opinions on promoting the development of culture and prosperity" and "on deepening the reform of the cultural system, to accelerate the development of the culture industry", in finance, taxation, investment and financing, land, etc., put forward some policies to support the development of cultural industry. Established a strategic goal of prosperity and development of the rich characteristics of Shandong advanced culture, make great efforts to build cultural province, the further development of cultural industry in our province has made important deployment. Party committees and governments at all levels, the government's awareness of the development of cultural industries continue to enhance, making a series of cultural industries with regional advantages and local characteristics booming.

### III. THE DEVELOPMENT OF CULTURAL INDUSTRY IN SHANDONG PROVINCE

#### *A. lack of high-level talents in the cultural industry*

Although Shandong province has a large population, the number of people engaged in the cultural industry is relatively small and the overall quality is not high, especially in rural areas, the relevant data show that the number of people in every 100000 people in the province is far lower than the national average, which not only affects the acceptance and participation of the cultural audience, but also reduces the competitiveness and competitiveness of the cultural industry. On the whole, the cultural industry of Shandong province is mainly based on traditional cultural resources, traditional handicraft technology, scientific and technological content and added value are low. The shortage of high quality talents has become a bottleneck restricting the development of cultural industry in Shandong province. Cultivating and introducing the characteristics of the culture industry, and the management of the culture industry is an important aspect to promote the development of cultural industry in Shandong province.

#### *B. the low level of the cultural industry is low, the overall strength is poor*

Although there is a certain development of Shandong cultural market, but it has not formed a unified industrial chain, and the related industry is not high interactive. On the scale, the main body of the province's cultural industry is mainly small and medium enterprises, the number of large cultural groups is small, the industry is low, and the lack of market competitiveness. The province's cultural industry corporate units in the year to increase the value of the unit is less, the lack of international competitiveness of large groups, highlighting the allocation of cultural resources is too scattered. At the same time, Shandong Province famous tourism resource has not been excavated deep cultural connotation, the lack of attractiveness to related industries, it is difficult to form a radiation effect of the industrial park.

#### *C. the regional differences are obvious, and the development is not balanced.*

The scale of the cultural industry in Shandong province is developing rapidly, but the regional distribution is not reasonable, which not only affects the quality and efficiency of the development of the cultural industry, but also seriously restricts the long-term development of the cultural industry.



From the regional structure, the eastern coastal areas of Shandong Province, with its developed economic strength and superior geographical position, the residents income and consumption levels are significantly higher than the central and Western regions. According to the data show, Qingdao, Ji'nan, Weihai, Yantai and other cities in the province's cultural industry revenue accounted for more than half of the province's total income of the province's cultural industry, although some development, but compared with the eastern region, the total amount of small, small, characteristic is not obvious, the industry has a weak cohesion, and the eastern region is still in a clear gap.

#### IV. THE DEVELOPMENT OF CULTURAL INDUSTRY IN SHANDONG PROVINCE

##### *A. to strengthen the integration of resources and promote the coordinated development of various regions*

Shandong Province is rich in cultural resources, around the city should abandon their camp in traditional conception of competition, break area between segmentation and weakened geographical concept, strengthening regional cooperation, win-win and mutually beneficial development philosophy, adhere to the overall idea of complementary characteristics of product design and development, to achieve a number of related regional and Industry to integrate the advantages of resources. According to the characteristics of regional resources, the integration of regional assets and the integration of cultural resources, to avoid homogenization, low level, repeated construction and vicious competition. Through the formation of large-scale cultural enterprise groups, the establishment of a large number of leading enterprises in the development of cultural pillar industries in order to determine the pillar industry to promote the development of the province's cultural industry.

##### *B. To strengthen the training of cultural talents, highlight the bottleneck of the development of the industry*

Implementation of the construction of key projects, strong cultural industry research base construction, and promote cultural and theoretical innovation. Through various channels to introduce the need of various types of cultural construction of high-level personnel; to increase the breadth of training of the cultural industry, the specific circumstances of the post personnel in different areas of the culture industry, to carry out multi-channel, multi-level, multi form business learning and business training.

To strengthen the cultivation of cultural talents in Colleges and universities, and to highlight the role of the cultural industry and the art of Shandong's institutions of higher learning, not only to cultivate the cultural theory, but also to pay attention to the cultivation of cultural management, cultural management personnel. Cultural industry sector, government departments and institutions to establish a cooperative program with the higher education institutions, colleges and universities are responsible for the organization of effective educational resources, the implementation of the training of cultural industry personnel training program.

The establishment of talent incentive mechanism, with policy guidance to the growth of talent. Through a special fund, to scientific research has a great breakthrough and creation there are significant results, operation and management to achieve higher economic and social benefits of the talent and the team implement rewards. The comprehensive construction of the high level, innovative talents with the characteristics of Shandong.

##### *C. Broaden the cultural industry chain, the establishment of the Cultural Industry Park*

An important feature and trend of the development of cultural industry is the park, the cultural industry park as the core and pillar of the development of regional culture industry, and become an effective way to promote regional economic growth and optimize the industrial layout. Shandong province should use rich cultural resources, develop cultural brand, lengthen the cultural industry chain, change the development mode of cultural industry, transform and upgrade traditional culture industry, and promote the development of related industries such as culture and technology, capital, tourism and other related industries, accelerate the development of animation, network television, digital publishing and other emerging industries.

##### *D. promoting the integration of science and technology and culture industry, improving the core competitiveness of the cultural industry*

Technology innovation is an important basis for the development of cultural industries, strengthen independent innovation, focus on the implementation of a number of cultural and scientific projects with practical economic benefits and social benefits, priority development of high-tech content, high added value of new cultural industries, in the digital equipment, network systems, multimedia technology and other fields, focus on the development of high quality and international competitiveness of electronic information products, to create a leading digital technology and cultural industry base.



Promote the structural transformation of the cultural industry, promote the optimization and upgrading of the cultural industry, and with the advanced manufacturing, digital technology, cultural networks are increasingly integrated, forming a mutual support and complement each other's high-tech industry development system.

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