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## **Development Strategies for Culture and Tourism Industry in China**

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### **1. Background**

In 2021, China's culture industry continued to adjust its industrial structure, unleash consumption demand and expand its scale in the context of the new development pattern of "Dual Circulation", the accelerated impact of the global pandemic and the rollout of the 14th Five-Year Plan. Although the offline culture activities have undergone setbacks, with the deep integration of culture and technology, the cloud-based culture economy has accelerated development and new technologies, new forms of business, and new models keep emerging.

### **2. Strategies and Measures**

In May 2021, the Ministry of Culture and Tourism issued the 14th Five-Year Plan for the Development of Culture Industry, proposing that by 2025, the domestic culture industry system and market system and the structure and the quality of the culture industry will be significantly improved. Cultural consumption and the culture industry will continue to grow. Also, the proportion of the added value of the culture and related industries in GDP will increase. And the benefits of the development of the culture industry will be significantly enhanced, and its role in supporting and driving national economic growth will be given full play. The following fields should be emphasized:

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**First, focus on the high-quality development of the culture industry.**

During the 14th Five-Year Plan period, the culture industry should keep in line with the new development stage, apply the new development philosophy, create a new development pattern, focus on high-quality development and further integrate the industry into the national economic system.

**Second, adhere to the innovation-driven strategy to deepen the integration of culture, science and technology.**

We should build up an innovation mechanism and a service platform for the culture industry, expand the boundary of integration between technology and culture, give new forms of business with new technologies, and promote "industrial digitalisation" and "digital industrialisation".

**Third, upgrade culture consumption and industry supply system.**

We should focus on people's cultural consumption demand, expand the supply of quality cultural products, and optimise the supply structure of cultural products and services in all aspects.

**Fourth, upgrade spatial layout, regional development, and coordinated development between urban and rural areas.**

We should build up the regional industrial development belts with local characteristics, central cities, function areas and parks, villages and townships of the culture industry with a leading and demonstration role to change the unbalanced development pattern among eastern regions, central regions and western regions, southern regions and northern regions.

**Fifth, promote integrated industrial development.**

We should keep expanding the integration development of the culture and tourism industries by reshaping the tourism industry with cultural activities and boosting the culture industry with tourism resources. We should also promote rapid integration and development of culture and tourism, healthcare, wellness, investigative study,

business, etc.

**Sixth, parks should serve as an important means to stimulate the vitality of market players.** The innovation development platform for cultural market players should be built up with innovation as the core driving force, the service as the focus, the talent as the primary resources and the parks as the important means.

**Seventh, develop the advantages of international cooperation and competition.** International cooperation in the culture industry should be strengthened, and a new pattern in the international culture industry should be shaped. We should cultivate comprehensive capabilities and unique advantages in international cooperation and competition in the culture industry. We should innovate the supporting system of international cooperation in the culture industry to lift its position in the international market.

**Eighth, deepen cooperation between culture and finance with the power of capital.** We should build up a demonstration zone in culture and finance cooperation, a list of investment programs and finance of culture and tourism, financial service centres for culture and tourism to support the powerful development of the culture industry with finance.

### **3. Opportunities and Challenges**

The COVID-19 pandemic has had an unprecedented impact on the culture industry at home and abroad, changing the industrial logic and business model of the culture industry development. Due to the constant influence of the pandemic, the development of the culture industry tended to slow down in 2021, especially offline culture consumption. Many enterprises face the dilemma of declining sales performance, operational difficulties and staff turnover, etc.

However, with the deep integration of culture and technology, the industry status of the "cloud economy", such as cloud performance, cloud exhibition and cloud movie, has been rising. The sectors such as digital film and television, online social networking, e-sports and live streaming shopping are growing rapidly, accelerating the digital transformation and upgrading the culture industry and promoting the integration of the culture industry with technology, commerce, retail, manufacturing, services, etc.

The development of digital technology has transformed people's way of recreation. The customers tend to use digital cultural products and services more frequently, especially the young people who favour innovative, fashionable digital products adopting the latest technology and boasting fantastic novel user experiences. With the accelerated application of virtual reality, big data, blockchain, holographic imaging, naked-eye 3D, artificial intelligence and other new technologies, the digital culture industry has achieved explosive growth, with growing endogenous momentum and huge development potential.

#### **4. Suggestions for regional development and cooperation in China and Europe**

During the 14th Five-Year Plan period, it is recommended to focus on new models, new business forms, and new scenarios in the culture industry.

- 1) Keeping an eye on the important application scenarios of the culture industry in urban renewal and rural revitalisation.
- 2) Paying attention to the industry agglomeration development represented by cultural industry parks, especially the agglomeration of cultural digitalisation with deep integration of

culture and technology.

- 3) Focusing on the combination of international and domestic cultural elements, the important direction of the closed-loop online and offline businesses.