

# Exploration on the Construction Path of Cultural Industrial Park in North Anhui from the Perspective of High-quality Development

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**Abstract:** *There exist rich and varied characteristic cultural resources and historical cultural heritages in northern Anhui, and thus, there are advantageous resource conditions for developing the characteristic cultural creative industry. High-quality development strategy brings historical opportunity for the construction of cultural industrial park and the development of cultural and creative industries in Northern Anhui. Cultural industrial park brand building and cultural creative industry development needs to take a characteristic, integrated and coordinated development road. Through characteristic development, the park and cultural and creative industry brand building will be strengthened; through regional industrial linkage and collaborative innovation, the park's cultural and creative industries will be integrated and coexist; through coordinated development, regional cooperation and innovation will be promoted, supporting the construction of parks and the rapid development of cultural and creative enterprises.*

**Keywords:** *Northern Anhui, Park Construction, Creative Industry, High-quality Development, Path Exploration*

Under the background of high-quality development strategy, it is necessary to conduct on-the-spot investigation on the cultural resources and the status quo of the park construction in northern Anhui, and explore the construction path of the cultural industry park in northern Anhui. The characteristic cultural resources and historical and cultural heritage of northern Anhui are rich and diverse, with geographical proximity and cultural heritage. Excavating the historical and cultural resources of northern Anhui, cultivating and constructing a group of characteristic cultural industry parks (bases) with distinctive characteristics, prominent key points, reasonable layout, complete chain and obvious benefits, and developing characteristic cultural industries, will help promote local economic and social development in northern Anhui. It is of great significance to promote the construction of characteristic cultural towns and villages and accelerate the realization of high-quality development in the underdeveloped areas in northern Anhui.

## **1. High-quality development strategy provides new development opportunities for the construction of characteristic cultural industrial parks in northern Anhui**

The superior policy ecological environment provides an important opportunity for the construction of the cultural industry park in northern Anhui and the integrated development of industries. The strategy of the rise of the central part of the country and the construction of the Huaihe Ecological Economic Belt have injected a strong impetus into the economic development of northern Anhui and accelerated the realization of regional industrial coordination and innovative development in northern Anhui. The construction of Anhui Province as a national innovative province has been steadily and deeply advanced, and efforts have been made to implement the action plan for structural adjustment and transformation to promote upgrading, providing strong support for the transformation and upgrading of traditional industries in northern Anhui and the development and expansion of strategic emerging industries. The construction of the national new-type urbanization pilot province will effectively promote the urbanization of the agricultural population in northern Anhui near the local area, release huge investment and consumption demand, and accelerate the process of new-type urbanization in northern Anhui. In particular, the implementation of national development strategies such as the "14th Five-Year Plan for the Integrated Development of the Yangtze River Delta" and the "Implementation Plan for Shanghai, Jiangsu and Zhejiang Cities Pairing and Cooperation to Help Cities in Northern Anhui" [1] are conducive to further stimulating the endogenous development momentum in northern Anhui. At the same

time, it will help narrow the development gap within the Yangtze River Delta region and promote the underdeveloped areas in northern Anhui to keep up with the pace of integrated high-quality development in the Yangtze River Delta.

To promote high-quality development in underdeveloped areas in northern Anhui and jointly build inter-provincial industrial cooperation parks, it is necessary to comprehensively consider factors such as resource endowments, industrial characteristics, development levels, and cooperation foundations in the region. The homogeneous historical and cultural origins and ecological and cultural resources in northern Anhui have formed the similar social development status and humanistic characteristics of the region. Northern Anhui is rich in historical and cultural resources and rich in cultural forms. Taoist culture, Han culture, Daming culture, canal culture, emperor culture, Huaihe water conservancy culture, local folk culture, war culture, red culture, etc., have strong regional accumulation, strong characteristics, wide distribution and far-reaching influence. Although the culture of northern Anhui has the same origin and the same root, each city in northern Anhui also has its own main cultural theme. Bozhou is one of the important birthplaces of Taoist culture, Chinese medicine culture, Jian'an literature and wine culture. It is famous for Taoist culture, Sancao culture, Chinese medicine culture, liquor culture and intangible cultural heritage. Fuyang is famous for its folk art and intangible cultural heritage, and enjoys the reputation of "Hometown of Quyi". Huaibei has an ancient canal culture, and the Liuzi Sui and Tang Dynasty Grand Canal Site, as an important heritage site of China's Grand Canal, has been included in the World Cultural Heritage List. Huainan has Shouchun Chu culture, coal culture and Han culture known as Huainanzi. Suzhou has circus culture, Chu-Han culture, Yellow River old road culture, Lingbi stone culture and Zhongkui culture. Bengbu is famous for Shuangdun culture, Dayu culture, Dahan culture and Daming culture. Fengyang is the hometown of Zhu Yuanzhang, the founding emperor of the Ming Dynasty.

However, from the overall perspective of northern Anhui, the industrial foundation is weak and the degree of marketization is not high, and the development of the cultural and creative industry faces many development bottlenecks. The characteristic cultural resources in northern Anhui with certain comparative advantages are lack of in-depth exploration and effective integration, and the utilization rate of resources is low; the leading industries of the park are not clear, the brand structure of the cultural industry is unreasonable, there are many historical and traditional cultural brands and cultural resource brands, and modern cultural There are fewer brands and creative cultural brands, and fewer new cultural brands based on high and new technology. The blindness, randomness and homogeneity of park brand building are serious; park construction and brand building lack intellectual and creative support, not only There is a lack of leading enterprises with leading and demonstration roles, a lack of compound creative professionals, a lack of creative space in the park, a weak cultural and artistic atmosphere, low design content, and a low degree of agglomeration of creative enterprises. These problems have seriously affected the construction and development of the characteristic cultural industry in northern Anhui.

Therefore, in northern Anhui, it is necessary to use the paired cooperation and assistance forces of Shanghai, Jiangsu and Zhejiang cities to establish and improve regional cooperation and coordination mechanisms, rationally plan and jointly build inter-provincial cultural industry cooperation parks, explore innovative enclaves, parks within parks and other models, and promote projects and Capital efficient docking, promote the integration of culture and ecology, tourism, scientific and technological innovation, and jointly develop the advantageous historical and cultural tourism resources in northern Anhui.

## **2. Promote the characteristic and differentiated development of the brand building of the cultural industry park in northern Anhui**

Cultural industry parks provide an important carrier and support for the development of cultural and creative industries. The brand building of cultural industry parks generally goes through several stages, such as integrating resources, building platforms, gathering elements, brand building and brand promotion. The park brand is based on the strong manufacturing capacity and high market share of the park based on its leading products or services, and it has formed a high reputation, reputation and influence within a certain area. It uses distinctive cultural products and public service projects as the carrier to allow enterprises in the park and all walks of life to form a unique brand recognition in the product experience, and different cultural industry parks will naturally provide different corresponding cultural products. Or services, thus forming the distinctive features of the park brand. Therefore, the construction of the park and brand positioning must follow the principles of individualization and differentiation, focus on the extraction of the cultural value of industries or products, explore

differentiated and diverse cultural resources, and inherit its inherent culture from the aspects of brand attributes, interests and individuality. Connotation, forming a unique park brand. The brand building and promotion of the cultural industry park in northern Anhui needs to combine the historical and cultural resources, natural landscape resources, ecological environment, economic environment, industrial foundation and characteristics, human resources and rich cultural and creative activities of the region to mine and integrate these resources. Expand its potential and achieve the expectations and goals of brand building and promotion through regional cooperation and overall marketing strategies.

### ***2.1. Determine the cultural industry park brand, creative industry strategic planning and development model***

The brand value, brand awareness and reputation of the cultural park will generally penetrate into every cultural enterprise in the park through the utility of brand equity and the spread of brand associations, thereby affecting the creative products of cultural enterprises. Therefore, brand building of the park is very important.

(1) Deeply excavate the value of historical and cultural resources and natural ecological resources in northern Anhui, and do a comprehensive assessment and overall planning. Deeply excavate the cultural connotation of the above-mentioned resources, explore their inherent unique value, inheritance value, artistic value, historical value and social value, as well as economic value such as scale value, investment value, and driving value that may be developed and utilized. The focus is on identifying industries or industrial projects that already have comparative advantages, and looking for new economic growth points, including some new creative content projects that can stimulate the potential of industrial growth. Promote the transformation of traditional cultural resources into cultural capital through scientific and technological innovation, and promote the experiential, participatory and interactive development of local characteristic cultural resources and natural ecological resources; make overall planning to achieve effective allocation, combination, blending and integration of resources, give full play to the overall advantages of resources and achieve economies of scale.

In the process of promoting the construction of regional parks and creative industries, people often pay more attention to the development and utilization of existing cultural tourism resources, but not enough attention to new cultural brand projects based on high technology. Therefore, we should not only focus on the in-depth expansion of existing resources, further tap their development potential, and find new industrial growth points, but also attach great importance to high-tech-based new cultural brand projects.

(2) Determine the cultural and creative park brand and its creative industry strategic planning and development model, including the park and creative industry brand development orientation, development direction, development goals, constituent elements, industrial focus, business model, market segment and implementation path, etc. In the selection of the park and its industrial development model, it is necessary to determine the key points, and these key points include not only the parts that can achieve large-scale, high profit margin and branding with industrial chain structure, but also the key points in the development model and the branding process. It must be consistent with the overall strategy of the Wanbei Park brand and its creative industry planning, and at the same time, it is necessary to ensure the integrity and meticulousness of the implementation process. Standardize the rational distribution of cultural resources space, strengthen regional cooperation and coordinated development in northern Anhui, determine key development goals, and do a good job of hierarchical development in content based on resource endowments, development levels, and industrial foundations to avoid duplication of construction.

### ***2.2. Pay attention to the brand building of the park and the brand development of the cultural and creative industries***

Parks and enterprises should have a conscious brand awareness, adhere to the development concepts of "content is king" and "creativity is king", actively implement brand strategies, and build parks and creative industry brands.

(1) Accurately locate the brand connotation and explore the brand value. Do a good job in brand strategy analysis, highlight brand personality characteristics and cultural connotations, build, extend and protect brands with purpose and plan; deeply explore the connotation and extension of industrial culture, implant cultural genes into the entire process of industrial development, and enhance characteristics industrial value.

(2) Adopt government policy guidance and market-oriented operation. Strengthen the government's policy guidance and macro management of the park's brand building. The government provides assistance in the functional positioning of the park, cultivation of characteristics, publicity and promotion, policy support, etc., improves the park's brand building guarantee system and public service platform system, and concentrates its efforts on supporting the skills training of cultural and creative industry practitioners, corporate financial support, and intermediary service platforms. , intellectual property protection, cultural export support, etc., to improve the original ability and independent innovation level of parks and cultural enterprises. In addition, through market operation, promote brand building. Take the market as the orientation, carry out a clear and accurate market positioning for the industrial brand, find out its position among many brands or similar brands, determine the target market, market segment and consumer group of the brand, and enrich the business format with good ideas, Realize the linkage between product innovation and business format innovation, cultivate new consumer groups with new products and new business formats, stimulate new consumer demand, and create new industrial cultural brands.

(3) Create a good brand image, do a good job in brand management and communication. Introduce CIS design concepts, register trademarks and brands, adopt overall marketing strategies, and plan interactive activities such as large-scale cultural exhibitions, academic conferences, and non-governmental exchanges through visual logo integration, including brand names, logos, etc., using cartoons, stories Promote the brand image through film and television shooting, film and television advertising, etc.; improve the cultural and creative product marketing system, innovate marketing concepts, and develop e-commerce, logistics and distribution, chain operations and other modern circulation organizations and forms of circulation.

(4) Pay attention to brand intellectual property protection. Cultural industry brands are huge intellectual wealth, and their core assets are intellectual property rights. Intellectual property protection is an important guarantee for the healthy development of the cultural and creative industry. Establish a unique cultural brand certification and release mechanism, strengthen the building, publicity and promotion of unique cultural brands; improve the identification and protection mechanism for intangible cultural heritage items, traditional crafts, and skills, and focus on giving full play to representative intangible heritage inheritors, folk craftsmen, and arts and crafts masters The unique role of cultural celebrities and cultural celebrities in cultivating characteristic cultural brands; increase the protection and utilization of intellectual property rights, form a group of cultural brands with strong influence and market competitiveness, and enhance the regional image.

### ***2.3. Build a public service platform in the park and create a complete industrial chain in the park***

Create a good environment for industrial development, implement various cultural industry policies, improve the public service platform of the park, give full play to the positive role of the platform, strengthen the development of characteristic industries, extend the cultural industry chain, expand the development space of characteristic cultural and creative industries, and initially establish a unique cultural and creative industry. It is a characteristic cultural industry pattern that integrates creativity, design, research and development, production, display, operation and personnel training with industry-based and integrated development of the three industries.

(1) Build a public service platform for the park. Expand the development space of the creative industry, improve the intermediary service platform, and provide comprehensive public services for creative enterprises and individuals in the park; actively play the role of the existing creative industry platform, and continue to do well in the North Anhui Flower Expo, Jade Expo, Cultural Expo, Art Fair Existing festival exhibition brands such as Expo, Pear Blossom Festival, Traditional Chinese Medicine Expo, Tourism and Culture Festival, etc., make it a product display and industrial information exchange platform for the creative industry; establish and cultivate government-enterprise-school (research institute) and other social resource advantages A complementary and collaborative intermediary service platform, providing cultural enterprises with timely policies and regulations, legal consultation, market demand, entrepreneurial consultation, talent training and a series of services, creating an external environment conducive to the employment of creative talents and the transformation of creative achievements; encouraging and Support the establishment of professional and regional industry associations, provide relevant services for creative enterprises in the park, and promote the standardized and coordinated development of the creative industry; give full play to the power of social organizations, adopt government guidance, enterprise-led and market-oriented operations, and extensively absorb social forces to participate in the construction. A multi-level and professional public technical service platform for the society and small and medium-sized enterprises to promote the healthy development of

characteristic industries in the park.

(2) Build a complete industrial chain in the park. A complete industrial chain, including the development of main products and the development of related and follow-up products, is an important way to realize the leap-forward development of the cultural industry and promote the transformation and upgrading of traditional industries. The products related to the industry chain can achieve positive interaction and mutual promotion, which is conducive to the integration of marketing resources, the overall market development, and brings considerable economic benefits. Strengthen policy support, promote multi-industry, multi-industry, multi-format integration and coordinated development of culture and tourism, science and technology, agriculture, industry, sports, etc., cultivate emerging cultural formats, create characteristic cultural industry clusters suitable for local conditions, and cultivate and introduce characteristic cultural backbones Enterprises, play their leading role in creative research and development, brand cultivation, channel construction, market promotion, etc., to drive the development of regional characteristic cultural industries.

#### ***2.4. Implementing major project-driven strategies***

In order to achieve high-quality development of the cultural and creative industry, project support is inseparable, especially the demonstration and driving effect of large enterprises and large projects is very obvious. Implement the strategy of driving major projects, and give play to the leading role and demonstration effect of large enterprises and large projects in the development of the cultural and creative industry.

(1) Reasonably plan large projects and strengthen policy and environmental support. Through the planning and layout of the region and the implementation of major project strategies, the strong engine role of project construction in optimizing the structure will be brought into full play, and the development of industrial agglomeration will be promoted. Strengthen policy guidance, provide a good policy environment, adhere to the combination of "going out" and "inviting in", and attract large enterprises and large projects to settle in the park. Establish a responsibility system for major projects, strengthen responsibility, and ensure implementation. In accordance with the requirements of "one batch of projects, one batch of construction, one batch of completion, and one batch of reserves", do a good job in planning and construction of major industrial projects, and give full play to major projects. The leading role in transforming the economic development mode, promoting transformation and upgrading with enterprise cultivation, focusing on the implementation of large enterprise cultivation projects, accelerating the cultivation of a group of industry leaders with outstanding main businesses and strong driving forces, promoting enterprise transformation and upgrading, and accelerating development.

(2) Establish a library of key cultural projects. In accordance with the principles of voluntary declaration, dynamic management, and key support, establish a library of key cultural industry projects with "one product, one rhyme" characteristic of cities, counties, and districts, and strengthen the organization, management, coordination, support and service of key projects. Broadly attract social capital to participate in the construction, and expand the investment, financing, transaction and cooperation channels for key projects in the "one product, one rhyme" characteristic cultural industry. Priority is given to supporting qualified key projects to apply for the key cultural industry project library of the Ministry of Culture and Tourism, and encouraging participation in project promotion, roadshows and other activities.

### **3. Promote regional industrial linkage and cooperative innovation in the park to achieve industrial integration and symbiosis in the park**

Northern Anhui is rich in historical and cultural resources, and its social and cultural traditions are similar to its economic development environment. The similarity of the social and cultural environment in northern Anhui constitutes the consistency of the foundation of cultural creativity in northern Anhui, which is conducive to the cross-regional flow of science and technology, creativity, information, and talents, promotes regional industrial linkage and cooperative innovation, and realizes industrial integration and symbiosis in the park. Coordinated development.

#### ***3.1. Promote the linkage of park elements and realize the integrated development of park brands and industries***

A region is an economic relationship established on the basis of geographical commonality, resource

or economic structure similarity. Industrial linkage is an industrial cooperation activity between enterprises located in the same link or different links of the industrial chain based on industrial association. [2] Industrial linkage is a collaborative activity based on industrial association. It is a two-way or multi-directional mutually beneficial behavior. It improves the efficiency of industrial operation by breaking the boundaries of enterprises, industries or regions. Regional linkage is based on the dislocation of resources or industrial distribution, through the interaction between various economic factors such as people flow, logistics, capital flow, and information flow between different regions, and through the sharing and intercommunication of infrastructure such as transportation networks and communication networks. Realize the mutual cooperation and healthy development of complementation, mutual benefit and win-win. [3] The cultural industry is an emerging strategic industry with strong correlation. The industrial linkage between regions will greatly promote the optimal allocation and effective utilization of resources, and promote the transformation and upgrading of the regional industrial structure.

From the perspective of the overall coordinated development of the Yangtze River Delta region, strengthen the division of labor and coordinated development between North Anhui and the Yangtze River Delta and other economically developed regions, and promote each other's strengths, interaction and cooperation, resulting in a multiplier effect of "1+1>2". Therefore, northern Anhui needs to further improve industrial policies, strengthen policy guidance and support, improve the environment for industrial development, strengthen industrial linkages with economically developed areas in the Yangtze River Delta, actively undertake industrial transfer in developed areas in the Yangtze River Delta, and promote capital, technology, talent and information. The flow of other factors will promote the optimization and upgrading of the industrial structure of the entire Yangtze River Delta region and improve the level of industrialization.

### ***3.2. Cooperation and innovation to achieve industrial integration, symbiosis and coordinated development in the park***

Innovation is the driving force and important source of sustainable development of parks and cultural enterprises. The cultural parks, cultural enterprises, universities and research institutions in northern Anhui realize the integration, symbiosis and coordinated development of the parks, cultural enterprises and local universities through cooperation and innovation.

#### ***3.2.1. Driven by innovation, promoting the transformation and development of cultural industry parks and cultural enterprises in northern Anhui***

The driving force of my country's economic and urban development has gradually shifted from the past factor-driven and investment-driven to innovation-driven and creative-driven. my country's urbanization development has entered a new stage characterized by globalization, marketization, informatization and ecologicalization. The cultural industry, characterized by low energy consumption, high added value and strong integration, has become a new driving force for my country's regional economic transformation. Therefore, it is necessary to attach great importance to the core role of innovation drive in improving the construction of cultural parks and the competitiveness of the parks, improve the institutional environment conducive to innovation, improve the level of industrial digitization, networking, and intelligence, and build a cultural park with innovation as the main guide and support. And cultural enterprise development mode, give play to the important role of cultural innovation in the construction of the park and the development of cultural enterprises, and do a good job in the organic combination of cultural innovation and scientific and technological innovation.

In the process of park construction and cultural enterprise development, cultural innovation and technological innovation complement each other and develop together. Cultural innovation expands the space and field of scientific and technological innovation, and scientific and technological innovation enables cultural innovation to realize more value and obtain higher economic benefits. In order to promote the cooperation, innovation and coordinated development of parks and cultural enterprises, it is necessary to integrate the cultural and creative resource conditions of the government, universities, research institutes, cultural enterprises, and cultural parks, and use modern scientific and technological means such as information and the Internet to build resource sharing and industrial parks. A public service platform with service as the core, and a collaborative innovation and cooperation sharing mechanism is constructed. According to the growth law of cultural enterprises and the particularity of the development of cultural industries, the development and competitiveness of cultural enterprises depend on changes in the factors and resource conditions such as creative innovation, policy support, growth environment, and talent support. Four-way linkage of colleges and universities. [4] At present, in terms of the construction of the cultural park in northern Anhui, the situation of cooperation and innovation between the

government, parks, enterprises and universities is not very ideal. The functional effect is far from being manifested and exerted. Therefore, efforts must be made to overcome contradictions, build a coordination mechanism for the development of regional cultural and creative industries, and promote regional cultural integration and symbiosis.

As far as the government is concerned, the government's policy support determines the rise and fall of the creative economy in the park area. From the perspective of the development of cultural industry parks at home and abroad, the government plays a very important role in the different stages of park development, such as accelerating the concentration of creative talents, building investment and financing platforms, improving public service platforms, and increasing intellectual property protection. Therefore, regional cooperation and innovation in northern Anhui needs to vigorously strengthen the government's support.

As far as the park level is concerned, relying on the regional cultural resources, social resources and educational resources of colleges and universities and scientific research institutions, carry out industry-university-research cooperation, promote the transformation of creative ideas and creative achievements of colleges and universities into park management resources, and build knowledge exchanges including technical issues and cultural issues. The all-round mutual linkage mechanism of creative thought exchange, education training and incubation, and the use of professional equipment promotes the positive interaction between the park and the university.

As far as cultural enterprises are concerned, the key lies in the creation of a creative and entrepreneurial atmosphere, the optimization of the environment, and the cultivation of innovative culture. Enterprises should actively build a reasonable professional talent structure and create an internal and external environment for the growth of creative talents. In particular, it is necessary to integrate and absorb various external resources including creative resources, and internalize them into knowledge resources and innovation within the enterprise. The source and motivation of creativity.

As far as colleges and universities are concerned, increase investment in creative education, build a reasonable innovation and entrepreneurship curriculum system, pay attention to the cultivation of creative talents, improve the overall entrepreneurial quality of college students, and establish official industries where colleges, governments, parks, and enterprises have close cooperation and positive interaction. The innovative development model of the study-research region gives full play to the main function effect of colleges and universities in regional innovation cooperation.

### ***3.2.2. Regional coordination to promote the integration and coexistence of cultural industry parks and cultural enterprises in northern Anhui***

In order to promote the parks and creative industries to become new growth poles in the new round of economic transformation and urban-rural integration in northern Anhui, enhance regional synergistic competitiveness, and realize the improvement of core functions, spatial structure optimization, urban-rural integrated development and social and cultural development in northern Anhui. The goal of ecological synergy and high-quality development must strengthen the relationship and cooperation between cultural parks and cultural enterprises within and between regions in northern Anhui, promote the orderly and coordinated development of various subsystems within the park and the cultural and creative industry system, and strengthen government policies. Support and guide role, give full play to the optimal role of the market in the allocation of regional resources, and realize the value creation of stakeholders such as cultural parks, cultural enterprises, governments and markets within or between regions. Therefore, it is required to do: First, increase government policy support and factor guarantees, and improve the policy system for the coordinated development of regional industries. Second, improve the technical foundation of regional collaboration, build a regional collaborative innovation mechanism, and realize the exchange and sharing of regional space resources and the complementarity of regional industrial formats. Third, standardize and improve the regional collaborative evaluation system, build a standardized evaluation system for the five functions of the park's regional infrastructure, public services, investment-driven, innovation-driven, and comprehensive benefits, give play to the role of market players, and encourage and support parks and cultural enterprises. Collaborative competition. Fourth, build and improve the park's regional public service platform system, strengthen the park's infrastructure construction, and provide a good external environment for enterprises. Using modern network information dissemination means such as "Internet +", build a virtual creative park platform on the basis of physical facilities, build a digital network market trading platform and network information exchange platform, and carry out online information exchange, business transactions, scientific research achievements transformation and product promotion and sales, to achieve digital high-end integration in various chains such as government, industry, academia and research.

#### 4. Conclusion

In short, the brand building and the development of the cultural and creative industries in the northern Anhui park need to take a characteristic, integrated and collaborative development path. Strengthen the brand building of the park and cultural and creative industries through characteristic development; realize the integration and symbiosis of the park's cultural and creative industries through industrial linkage and collaborative innovation in northern Anhui; promote regional cooperation and innovation through collaborative development, and support the park and its cultural and creative enterprises to achieve rapid development developing.

Under the broad background of high-quality development, promoting the brand building of the characteristic cultural industry parks in northern Anhui and accelerating the development of characteristic cultural and creative industries are important for in-depth excavation and analysis of the era value of historical and cultural resources in northern Anhui, the inheritance and promotion of historical traditional culture, and the continuation of historical culture. development, optimize the layout of the cultural industry, deepen the structural reform of the supply side of cultural products and services, rely on the unique ecological environment, industrial foundation, historical culture, customs and other resources of the northern Anhui region, and promote the culture of northern Anhui through creative transformation and innovative development. Integrate and develop with agriculture, industry, tourism and other related industries, accelerate economic transformation and upgrading and new-type urbanization in northern Anhui, realize economic development and social harmony in northern Anhui, show the regional characteristics, national charm and spirit of the times in northern Anhui, and give full play to cultural educating the people, It is of great significance to accelerate the realization of the rise of northern Anhui by benefiting the people, entertaining the people and enriching the people.

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