

# On the International Development of Cultural Industry in the Belt and Road Initiative

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**ABSTRACT.** *Promoting the international development of the cultural industry under the Belt and Road Initiative can promote the development of the cultural industry towards pillar industries. This is of great significance to promoting cooperation among countries along the Belt and Road Initiative route, improving the understanding of various countries, and optimizing the industrial structure of China. Under the Belt and Road Initiative, China needs to take effective measures to promote the international development of the cultural industry in order to achieve the goals of improving the international competitiveness of China's cultural industry and the national comprehensive competitiveness.*

**KEYWORDS:** *The belt and road initiative, Cultural industry, International development*

## 1. Introduction

In order to adapt to the international situation and promote the stable development of the national economy, China proposed the Belt and Road Initiative in 2013 to strengthen the relationship and cooperation between China and other countries and promote the stable development of the regional economy <sup>[1]</sup>. The ancient Silk Road and the Maritime Silk Road can strengthen our country's business exchanges, exchange of ideas, and cultural integration with other countries, while conveying the spirit of friendship and peace, laying a cultural foundation for the implementation of the Belt and Road Initiative. In order to achieve the goals of the Belt and Road Initiative, it is necessary to strengthen cultural exchanges between countries and regions along the route. The international development of the cultural industry can promote the countries along the route to strengthen exchanges and cooperation.

## 2. Analysis of the Influence of Cultural Industry on the Globalization Pattern

Culture is the spiritual activity and product of human beings based on economy and politics, and it is a bridge between different peoples. While competition between

countries in the world is becoming fiercer, competition between countries is reflected in the level of economic development and culture. The cultural industry is the material carrier of culture, and at the same time it can fully demonstrate the level of national cultural soft power. To promote cultural development, it is necessary to ensure the prosperity of the cultural industry. If the competitiveness of the national cultural industry is insufficient, it will affect its competitiveness at the international level.

China has proposed the Belt and Road Initiative, which not only follows the geographical characteristics of the mainland and the historical development trajectory, but also the inevitable breakthrough of globalization. Under the Belt and Road Initiative, the economic and cultural ties between China and the countries along the route can be strengthened by promoting the international development of the cultural industry. The countries and ethnic groups along the Belt and Road Initiative route have certain differences in culture and customs, which makes the implementation of the Belt and Road strategy more difficult <sup>[2]</sup>. Under this circumstance, China needs to promote the development of the cultural industry towards internationalization and raise the level of China's cultural soft power. Compared with Western developed countries, China's cultural industry started late, and the national level of cultural industry is not high enough. How to improve the internationalization level of China's cultural industry has become a problem that China needs to analyze deeply.

### **3. The Development Path of the Cultural Industry Internationalization in the Construction of the Belt and Road Initiative**

#### ***3.1 Strengthen the Top-Level Design***

First, give full play to the leading role of government departments, while giving full play to the advantages of cultural resources in various regions, carry out policy research based on new development concepts, rationally formulate cultural exchange and interaction strategies, and enrich cultural exchange cooperation methods and content. Use cultural expositions, cultural forums and other means to integrate cultural cooperation with cultural tourism, cultural performing arts and other activities to ensure the smooth implementation of cultural exchange and interaction strategies.

Second, there are differences in languages and customs among countries and nations along the Belt and Road Initiative route. Some countries have higher requirements for foreign cultures, which is not conducive to cultural exchanges and interactions. To circumvent this problem, we not only need to strengthen the research on the countries, ethnic customs, customs and other cultures along the Belt and Road Initiative route. We also need to strengthen the research on the cultural industry policies of the countries along the route, explore the cultural convergence points of the countries along the route, strengthen the cultural exchanges and cooperation of the countries along the Belt and Road Initiative route, and promote

the regional economic development while promoting the development of the cultural industry.

Third, improve the cooperation system and establish and improve the legal mechanism, especially the protection of cultural intellectual property rights. Cultural products have the characteristics of quasi-public products and positive externalities, so government departments need to strengthen their intervention and guidance in the cultural industry. Government departments need to strengthen cultural exchanges between China and other countries in terms of top-level design and strategy formulation, and strengthen cultural exchanges between governments, non-governmental organizations, and cultural enterprises in different countries. Establishing a stable official exchange platform and perfecting cooperation systems are beneficial to promoting cultural exchanges between the two sides. Establish and improve legal mechanisms, clarify the definition of property rights with laws and regulations, and maintain cultural intellectual property rights, so as to stimulate the enthusiasm of the main body of the cultural industry.

### ***3.2 Give Full Play to Regional Advantages***

First, the regional cultural industry is an important part of the regional economy. It is necessary to promote the development of the regional cultural industry based on regional economic goals. China needs to strengthen cultural industry cooperation among countries and regions based on the distribution and overall planning of cultural resources in countries and regions along the Belt and Road Initiative route. Improve the communication system to ensure smooth communication between countries and regions along the Belt and Road Initiative route, strengthen the construction of transportation infrastructure in countries and regions, strengthen cooperation in the protection of cultural heritage and development of cultural resources, and create a good competitive environment.

Second, under the Belt and Road Initiative, in order to promote the national development of the cultural industry, it is necessary to break through administrative regional barriers and space constraints. Based on the profound cultural background and cultural connotation, we will deeply explore the unique cultural resources of different regions, shape cultural projects and products with regional characteristics, use business activities to promote cultural exchanges and cooperation, break down administrative barriers and strengthen cultural integration<sup>[3]</sup>. Reasonable allocation of cultural resources and integration of inter-regional cultural markets can achieve the establishment of a scientific, reasonable and distinctive cultural industry pattern.

Third, the central and western regions of China are not only important nodes for realizing the Belt and Road Initiative, but also important nodes for promoting the development of cultural industries. Under the Belt and Road Initiative, China needs to pay attention to and promote the development of the cultural industry in the central and western regions. The central and western regions should formulate and implement preferential policies to guide the development of talents and advanced technologies in the eastern region into the central and western regions and promote

the development of cultural industries in the central and western regions. Strengthen the exchange and cooperation of cultural industries in the central and western regions and the eastern region, dig deeper into international and domestic cultural resources, and strengthen the research on new cultural products in order to achieve the goals of enhancing the development level of domestic cultural industries and strengthening the cultural cooperation of countries along the Belt and Road Initiative route.

### ***3.3 Adhere to the Innovative Development Concept***

First, innovation is the foundation for promoting industrial development. Therefore, in order to promote the development of cultural industry, it is necessary to strengthen the combination of cultural industry and technology. With the continuous development of technologies such as the Internet, cloud computing, and big data, only cultural industries with innovative ideas and advanced technologies can stand out from the fierce competition. At the same time as the extension of the cultural industry and the continuous expansion of the entire industrial chain, advanced technologies need to be integrated into the cultural industry to increase the technological content of cultural products and the added value of cultural products. Strengthen the cooperation of countries along the Belt and Road Initiative route, give full play to the advantages of science and technology in different countries, optimize the integration of technology and culture, and promote the sustainable development of the cultural industry through innovation.

Second, based on market orientation, establish and improve the innovation mechanism of cultural industry, enhance the innovation awareness of cultural enterprises, strengthen the cooperation and innovation of cultural enterprises, universities, and scientific research institutions, and promote the development of cultural industry in the direction of specialization, scale, and internationalization. China's cultural industry has always been weak in innovation, cultural products have homogenization problems, and cultural brands and cultural products have weak international influence. Under this circumstance, China needs to attach importance to technological innovation, strengthen investment in cultural innovation, and use advanced technology to enhance the added value and technological level of cultural products. China needs to actively learn and introduce advanced technologies and management concepts from other countries, manufacture cultural products and cultural services in line with its consumption philosophy based on the cultural background and development level of countries along the Belt and Road Initiative route, and promote the development of China's cultural industry towards internationalization.

### ***3.4 Cultivating Cultural Industry Brands***

First, China has a long history of development and has formed rich cultural resources in its development. China needs to protect and inherit cultural resources and give innovative ideas to dig deeper into the value of cultural resources. Only by

combining the historical value and essence of cultural resources with cultural products can we fully demonstrate the value of our cultural products and the state of mind of our country. By optimizing the structure of cultural products and reforming the concept of research and development of cultural products, we can promote the development of cultural products in the direction of high-quality products and improve the effectiveness of cultural products.

Second, cultivate a cultural industry platform. In order to promote the stable development of the cultural industry and improve the level of China's cultural soft power, it is necessary to actively use domestic and foreign markets and cultural resources. China needs to establish and improve the international development system of the cultural industry, organically integrate the cultural elements of our country with those of other countries, manufacture cultural products that have the cultural elements of our country and are welcomed by other countries, and finally achieve the goal of improving the social and economic benefits of the cultural industry.

#### **4. Conclusion**

In summary, China's cultural industry development level can reflect China's cultural soft power. China needs to adopt strategies such as strengthening top-level design, giving full play to regional advantages, and cultivating cultural industry brands to promote the development of China's cultural industry towards nationalization and improve China's comprehensive competitiveness and international status.

#### **References**

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