

Research on Urban Cultural Heritage Protection and Cultural City Construction Based on Cultural Creative Industries

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ABSTRACT. *At present, the rapid development of urbanization in China has brought about an unprecedented scale and speed of urban construction. I think this period is the most urgent, dangerous and critical historical period for the protection of cultural heritage and the protection of urban cultural characteristics. Cultural heritage is not only yesterday's glory, today's wealth, but also tomorrow's hope. How to effectively promote the construction of urban culture and the protection of cultural heritage has become a realistic problem that urgently needs to be studied and solved. Faced with various problems and challenges in the protection of cultural heritage, we must examine them from the perspective of cultural strategy, and think and analyze them from the overall, macro, strategic and development perspectives. This leads to the recreation of culture in the sustainable development of urban historical and cultural heritage, and clarifies the positive role of cultural and creative industries in the protection of cultural context.*

KEYWORDS: *Cultural and creative industries; Urban cultural heritage; Construction research; Cultural city*

1. Introduction

Cultural heritage is the witness of human civilization and the wealth of national spirit. It is a precious non-renewable resource. It is our duty to protect and inherit cultural heritage, and it is the common lofty cause of mankind. Cultural heritage accumulates and condenses profound and rich cultural connotations, becoming a powerful material evidence reflecting the past living state of human beings, human creativity and the relationship between human beings and the environment, and becoming a monument to urban civilization [1]. After entering the industrial society, the scale of the city has been continuously expanding, and the functions undertaken by the city have become more and more abundant. As a specific cultural entity, every city with vitality develops and embodies the new cultural achievements of human beings on the basis of inheriting and spreading the previous culture. As a result, urban civilization can be improved and promoted. While some cities have made achievements in material construction, they have not paid enough attention to cultural construction. From this we can see the urgency of strengthening the construction of urban culture and avoiding the aggravation of urban cultural crisis [2].

2. The Significance of the Times in Protecting Cultural Heritage

2.1 Cultural Heritage Witnesses Urban Life Course

The cultural heritage resources of many historic cities in China are extremely rich, which not only contains the profound connotation of urban culture, but also reflects the contribution of cities to Chinese civilization. Urban cultural heritage is not only the historical witness of urban development, but also the realistic carrier of urban civilization. Urban memory is accumulated bit by bit in the long history, from cultural landscapes to historical blocks, from cultural relics and historical sites to local dwellings, from traditional skills to social customs and so on. However, in the construction and development of some cities, the urban landscape is rapidly moving towards convergence. Cities with national and regional characteristics are disappearing, replaced by almost identical high-rise buildings. These cultural heritages are the creation and accumulation of citizens from generation to generation, accumulating their outstanding contributions in various historical periods. They give us great material and spiritual enjoyment and inspire our wisdom to explore the future.

The positioning of a cultural city is determined by the characteristics of the city's cultural heritage. Cultural heritage involves the identity of city culture. A city lacking cultural resources and historical accumulation is not a healthy city. The more mature a city's cultural development and the deeper its historical accumulation, the stronger the city's personality, the higher its taste and the more distinctive its characteristics will be. Cultural heritage provides culture medium and creative source for the construction of cultural industry chain [4]. Therefore, the protection of cultural heritage can be realized through the wise path shown by cultural creativity. Cultural heritage can become the main way to enrich tourism products and improve the quality of tourism products.

2.2 Cultural Heritage Promotes Healthy Development of Cities

From the two manifestations of material and cultural heritage-the city's structural form and the material elements that make up the city's structural form, urban planning focuses on material and cultural heritage in the protection of historical and cultural heritage. However, in practice, the protection of urban historical and cultural heritage often results in the misplacement of objectives and results, which ultimately becomes a special value of trying to make use of historical and cultural heritage. The protection and renewal of material cultural heritage, which is concerned by urban planning, provides a space full of historical and cultural connotations for the creative creation of intangible cultural heritage. For the sustainable development of urban history and culture, the creative activities of cultural and creative industries are based on respecting the achievements of historical and cultural creation, drawing inspiration from the past creative process and re-creating. Urban culture mainly refers to the cultural resources, cultural literacy and cultural facilities contained in

the city. Urban industry mainly refers to industries related to cultural and creative ideas, which must have a very important influence and position in the city.

Urban culture is the vitality and source of life to support the development and growth of creative industries, and at the same time, it will promote the construction of cultural and creative industries agglomeration area. With the deepening of people's understanding of the significance of cultural heritage protection and the improvement of the balanced recognition of cultural discourse right, we will have a comprehensive and profound understanding and evaluation of the value of cultural heritage. In order to carry out safe tourism development under the premise of cultural heritage protection, a scientific tourism balance point must be determined. Through cultural and creative industries to achieve the greatest harmony between cultural heritage protection and tourism development [6]. Taking Beijing as an example, cultural and creative industries are increasingly becoming the pillar of the city's economy and the driving force of the city's innovation. Cultural and creative industries have become an important force in Beijing's economic growth.

Table.1 Overview of Beijing's Cultural and Creative Industries from 2015 to 2018

Particular year	2015	2016	2017	2018
Employees (10,000 people)	141.8	148.5	152.6	160.3
Asset size (RMB 100 million)	12658.3	13252.1	13658.2	14582.6
Business income (RMB 100 million)	9125.6	9852.7	10545.6	11586.2
Value Added (RMB 100 million)	2068.7	2158.4	2685.7	2945.1
Percentage of Beijing's GDP	12.26%	12.58%	12.87%	13.08%

3. Cultural creativity is an important way to protect intangible cultural heritage

3.1 The Role of Cultural and Creative Industries in Solving the Contradiction between Cultural Heritage Protection and Tourism Development

Cultural and creative industries are the core source of urban innovation, which can promote the upgrading of urban industries and further enhance the comprehensive competitiveness of cities [7]. From its essence, the cultural and creative industry is the manufacture of cultural products originated from human intelligence. It is an intellectual activity with human cultural achievements as its creative elements. Its characteristics are originality and innovation. Improve the management mechanism of cultural creativity and establish a set of management system for cultural heritage resources and tourism development at the government level.

One of the most important factors in the development of cultural and creative industries is creativity. Creativity, on the one hand, comes from professional organizations or artists through the transfer of professional knowledge, on the other hand, also comes from the opinions and suggestions of the general public. Through the formulation and improvement of intellectual property protection

systems and systems for related creative industries, a fair development environment is provided for the development of cultural city construction [8]. We should deepen the reform of the system, promote the development of cultural industry, encourage the export of cultural products and services, and ensure the matching of related economic policies, so as to promote the rationalization of the use of special funds for the development of urban cultural industry. Cultural and creative industry promotes the sustainable development of urban historical and cultural heritage with its cultural and innovative characteristics, and at the same time makes its place context interpreted and inherited.

Table.2 Environmental investigation and analysis of cultural heritage protection projects

Contents of the survey	classification		
	Central District	General urban area	Urban fringe
Location	Traditional Residential Areas	Traditional Business District	New Business District
Functional partition	Traditional Residential Areas	Traditional Business District	New Business District
Policy environment	Strong policy support	General policy support	No policy support
economic environment	Developed economy	Medium-developed	economic backwardness
Infrastructure and supporting conditions	Mature matching	General Matching	Matching is immature
architectural environment	Style approximation	A mixture of old and new	New Style
Historical and Cultural Environment	cultural relics and historic sites	Major historical sites	Cultural Style Area
Business needs	Tourism demand	Housing demand	Other business needs

3.2 With the help of the superior resources of cultural and creative industries, vigorously explore creative elements and build an intellectual system

Cultural heritage emphasizes inheritance, the core of which is to make these precious memories imperceptibly enter people's hearts, so a perfect interpretation system can also be organized by creative design [9]. As the carrier of human culture, the urban historical and cultural heritage also needs to evolve in line with cultural development, that is, the urban historical and cultural heritage needs to be developed. The protection of cultural heritage's material noumenon is important, but the rich connotation of spiritual world extracted from this material noumenon is even more important. Because the protection of cultural heritage is not only to preserve some static historical witnesses for the city, but also to promote the shaping of the city's humanistic environment through cultural heritage with living cultural values [10]. Cultural and Creative Industry Park is a model for the creative reuse of industrial heritage. The establishment of cultural and creative industrial parks can inject new cultural elements into the development of traditional urban industries, give new life to old buildings and make them representative landmarks. This not only protects the industrial heritage, but also completes the functional replacement and transformation of the industrial heritage site.

4. Summary

The existing cultural heritage in a city can often constitute a materialized history of urban development. It is a rare material evidence and an important carrier of the city's splendid culture. It is also the only material channel for citizens to contact and communicate with their distant ancestors. Cultural and creative industries with culture and creativity as their connotations are the driving force to promote social culture and economic development. Making effective use of traditional city culture, creating city cultural symbols suitable for city development, and casting city culture as a sharp sword to promote city development are the key elements of current city planning, and further research is needed. The world urban construction model with cultural and creative ideas as its core can support cities to gain worldwide influence and status, and is in line with the international trend of world urban construction in developed countries. Today's correct decision can be an invincible position in the face of the rapid development of urbanization in the coming decades and will open a new chapter in China's urbanization construction.

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