

Research on the Modernization Development of Cultural Industry Chain in Heilongjiang

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Abstract: Promoting the modernization of the cultural industry chain is a strategic measure to optimize the structure of the cultural industry and promote the transformation of the development mode of the cultural economy. It is the only way to deploy cultural innovation around the cultural industry and realize the independence, controllability and innovation of the cultural industry chain. This is an urgent need to ensure and improve people's livelihood. With the formation of a new dual-cycle development pattern, cultural industries characterized by new technologies, new infrastructure, new resources, new domestic demand, and new consumption have promoted a new production chain, supply chain, and demand for cultural products centered on the domestic cycle. Chain formation. The cultural industry in Heilongjiang Province should seize this opportunity to break through the constraints of the original structure and system and form a circular cultural industry chain with linkage from top to bottom, connection from left to right, one input and multiple outputs. Optimize and upgrade the original cultural industry in Heilongjiang Province. Under the new economic form, a new cultural industry model has been born. By optimizing, enriching and extending the cultural industry chain, the cultural industry has become an internal driving force for economic growth in the Northeast region.

Keywords: Heilongjiang; cultural industry chain; modernization

1. Introduction

The modernization of the industrial chain is significant planning and deployment made by the Fifth Plenary Session of the 19th Central Committee of China to develop a modern industrial system and promote the optimization and upgrading of the economic system. Modernizing the cultural industry chain is necessary to support the high-quality development of China's cultural construction. It has long-term, fundamental and crucial strategic significance for building a solid cultural country and realizing the comprehensive modernization of the country. "Promoting the deep integration and development of culture and science and technology through scientific and technological innovation, and implementing the 'three-wheel drive' of scientific and technological innovation, cultural innovation and financial innovation is the key to solving the above problems and promoting China's cultural industry to jump up the global value chain." [1] In June 2021, Heilongjiang Province issued the "14th Five-Year Plan for Cultural and Tourism Development", which focuses on optimizing Heilongjiang's cultural industry structure to promote the comprehensive revitalization of Longjiang to achieve breakthroughs. During the "14th Five-Year Plan" period, the cultural industry in Heilongjiang Province is in a period of strategic opportunities for outstanding achievements. It is necessary to accurately grasp the development law of the cultural industry, accelerate the modernization process of the cultural industry chain, and realize the extension and integration of the cultural industry chain in various fields.

2. Thinking on the development status of the cultural industry chain in Heilongjiang Province

With the deepening of the reform in the cultural field, the cultural industry in Heilongjiang Province has developed rapidly in recent years. It has formed an industrial chain in developing, manufacturing and marketing cultural products.

2.1 The cultural industry chain with "ice and snow" as the core element has begun to see benefits

"The whole industrial chain is an important mode of cultural format innovation and development, an effective means to solve a series of problems such as profitability, financing and innovation of small and medium-sized cultural enterprises, and an important measure to accelerate industrial structure

adjustment, market structure optimization and product structure upgrading, which helps to tap the intrinsic value of cultural products, enhance product competitiveness and enhance regional cultural brands." [2] The main product is one of the most important features of the cultural industry chain. The ice and snow culture industry is a unique resource-based industry formed based on developing ice and snow resources. It covers a wide range and has a huge industrial chain. It can be divided into three categories: the ice and snow cultural service industry, ice and snow cultural supplies and ice and snow culture-related products manufacturing industry and ice and snow cultural venue and facility construction industry.

Due to its unique geographical location and climatic factors, Heilongjiang Province is the first province in China to develop and operate an ice and snow culture industry. After a long accumulation and polishing, Heilongjiang Province has formed a unique ice and snow culture industry system. Heilongjiang's "ice and snow" culture has exerted extensive influence in the country and even the world and has formed a good reputation. It is full of competitiveness and market potential and brings substantial economic benefits to Heilongjiang Province.

Taking Harbin, the core city of the ice and snow culture industry, as an example, due to its unique geographical location and natural conditions, the average snow cover days in Harbin in winter is 105 days. Based on these natural factors, after more than 30 years of construction, Harbin has launched some influential cultural and tourism brands such as Ice and Snow World, ice Lantern Festival, snow sculpture festival and international ice sculpture. In 2021, Heilongjiang Province selected 100 key cultural tourism industry projects with a total investment of 179.28 billion yuan, focusing on making up for the shortage of adequate supply of ice and snow cultural tourism products; During the Winter Olympics, "Damei Longjiang" ice and snow art exhibition was launched, which closely integrated traditional culture and ice and snow culture, stimulated the enthusiasm of the whole people to welcome the Winter Olympics, and the "silver culture" heated up again.

According to the calculation method of the United Nations World Tourism Organization (UNWTO), in the 2021-2022 ice and snow season, China's ice and snow tourism will comprehensively drive the construction of ice and snow characteristic towns, drive the innovation of ice and snow cultural creation, drive the promotion of ice and snow sports, drive the development of ice and snow cultural manufacturing industry, and drive the rise of ice and snow cultural holiday real estate. As well as driving-related industries such as ice and snow culture exhibition, the output value of the ice and snow culture industry chain will reach 2.92 trillion yuan, so the cultural industry chain with "ice and snow" as the core element of Heilongjiang Province has significant advantages. The ice and snow culture industry has huge investment prospects.

2.2 The cultural industry chain with "characteristics" as the core element has begun to see benefits

Overall, the scale of developing the characteristic cultural industry in Heilongjiang Province is constantly expanding. Due to the rich cultural deposits and many ethnic minorities in Heilongjiang Province, the diversified culture has accumulated much experience for developing the cultural industry and provided a good foundation for extending and enriching the cultural industry chain. From the microscopic data, Heilongjiang Province's capital investment in the cultural industry shows an increasing trend every year, and the benefits brought by the cultural industry are also gradually increasing. Governments at all levels pay more attention to cultural industries and spend more and more money on cultural undertakings, accelerating the development of local cultural industries from a macro level.

Heilongjiang Province is a frontier province with 53 ethnic minorities living in a multi-ethnic diaspora. In addition to Manchu, Xian, Mongolian, Hui and Daur, which have many people and have lived in Heilongjiang, there are also some ethnic groups with a small number of people (less than 10,000). Such as Xibo, Hezhe, Oroqen, Ewenki, Kirgiz and other ethnic minorities; these ethnic minorities, in their development process, have accumulated their own unique culture, which makes Heilongjiang folk culture and art elements extremely rich. In recent years, relying on the natural and cultural resource advantages of ethnic minorities in the history and border areas, Heilongjiang has implemented the cultural development strategy of "grasping characteristics, building fine products and creating brands." In the development of cultural industries, Heilongjiang pays attention to highlighting the uniqueness, uniqueness and specialization of ethnic and cultural resources. It persists in the development and promotion of ethnic handicraft production technologies. Such as feather painting, ox horn painting, Helen paper-cut, etc., and in-depth excavation of folk literature and art, such as Oroqen Mosukun and Hezhe Imakan, to create the Manda culture and Jiejiang landscape culture.

Heilongjiang Province takes minority culture and intangible cultural heritage as the innovation points of cultural industry and is gradually building a new pattern of promoting the development of a cultural industry chain with a distinctive culture.

2.3 The cultural industry chain with "green" as the core element has begun to see benefits

Under the guidance of the concept of green development, Heilongjiang Province attaches great importance to the "green" as the core of the industrial structure adjustment to improve the cultural industry planning and takes the lead in driving the development of healthcare projects.

Heilongjiang Province has the most significant number of national forest parks in China and the largest area of the province; because it is located in the northernmost part of China, the average temperature in Heilongjiang in summer is 20°C, and the giant forest is truly a "natural air-conditioned room," comfortable and relaxed, constant wind speed, tree shade without ultraviolet trouble, and negative oxygen ions more than 27,000 / square centimeter "natural oxygen bar" function. The high-quality natural ecological health environment is a massive attraction for tourists. There are nearly 100 eco-tourism scenic spots in Heilongjiang Province, such as Yichun, Mudanjiang, Heihe and Daxingan Mountains, etc. In the online survey, Wudalianchi Scenic Spot, Mudanjiang Jingpo Lake Scenic Spot, Lianhuan Lake Hot Spring Resort, Daxingan Mountains Baiquan Valley Forest Health Resort, Yichun Jiayin Maolan Valley Scenic Spot, Yichun Tangwang River Forest Sea Rock Scenic Spot, etc. It has become a popular tourist destination.

Ecological health project is a distinctive green ecological whole industry chain. In the summer of 2020, 28 forest health tourism destinations in Heilongjiang were "organized" to make their debut, deeply explore the cultural value connotation of "green" elements, and make significant contributions to the local economy with "health" as the content support of the cultural industry. Promoting the deepening of the cultural industry with "green" as the core element and the added value of the cultural service industry will bring huge profits to the cultural industry in Heilongjiang Province and expand the development space for the modernization of the cultural industry.

3. Problems in the development of the cultural industry chain in Heilongjiang Province

The modern cultural industry chain emphasizes that cultural products should be led by creativity and centered on content. The development of the cultural industry can play a driving role in the manufacturing of cultural products, promoting wholesale and marketing, and orderly development of follow-up products in the chain of cultural industry, forming a virtuous economic cycle chain with effective linkage up and down, the compelling connection between left and right, one input and multiple outputs. From this chain point of view, there are still many weak links in the cultural industry chain of Heilongjiang Province.

3.1 Regional cultural resources are similar, but the homogeneity competition is severe, and the linkage is poor

Taking the ice and snow culture industry as an example, the ice and snow culture industry in Heilongjiang Province is in its initial stage. In terms of its overall development status in the national ice and snow culture industry, the development of the ice and snow culture industry in Heilongjiang Province is too simple. It has homogenized competition in Northeast China, failed to integrate and utilize new cultural elements, and the modernization degree of the ice and snow culture industry chain is not high.

(1) Although Heilongjiang Province is rich in ice and snow resources, the technical content, economic and social use value of cultural elements in the ice and snow cultural industry chain gradually converges. For example, most of the ice and snow industry in Northeast China focuses on ice and snow service, which focuses on ice and snow venue operation, ice and snow event services, mass ice and snow sports and training, ice and snow tourism, etc. It lacks a complete combination of ice and snow culture with other urban resources, such as humanistic culture, historical culture and intangible cultural heritage, and in-depth exploration of the connotation of tourism culture. The ice and snow cultural industry chain needs further extended and developed.

(2) The coupling effect of various driving factors in the agglomeration competitiveness of the ice and

snow culture industry in Heilongjiang Province is weak, and the linkage is not strong. The development of the ice and snow culture industry is closely related to the city's innovation environment, cultural heritage, reserve talents, transportation and market opening. However, from the current ice and snow culture industry chain perspective, the linkage between various driving factors contained in ice and snow culture is weak, resulting in the weak gathering competitiveness of ice and snow culture projects in Heilongjiang Province. Starting from the case that the regional agglomeration in the Pearl River Delta and the Yangtze River Delta has intensified the linkage development of regional cultural industries, Heilongjiang Province should also learn from experience and strengthen the linkage of cultural enterprises in ice and snow cities in the province and outside the province, to enhance the agglomeration competitiveness of the cultural industry chain in Heilongjiang Province.

3.2 Urban cultural industry gathers, but it has not been creatively integrated and efficiently utilized

Overall, in the current social and economic development stage, the main factors to enhance the agglomeration competitiveness of cultural industries in cities are the two driving factors of innovation ability and resource endowment. Although the degree of cultural resource endowment in Heilongjiang Province is reasonable, Heilongjiang Province does not pay enough attention to the innovation mechanism of the cultural industry, has low-quality personnel training engaged in the cultural industry, and has an insufficient investment in essential cultural resources. As a result, promoting and improving the city's cultural heritage is slow, resulting in a series of chain events. For example, the level of cultural consumption in Heilongjiang Province is low, the innovation ability of employees is insufficient, and the role of urban cultural heritage is small, which affects the improvement of the overall level of agglomeration competitiveness of most urban cultural industries in Heilongjiang Province. At the same time, although there are dozens of higher level institutions of higher learning and scientific research institutions in Heilongjiang Province, the cooperation and integration of the "industry-university-research" mode among cultural enterprises, institutions of higher learning and cultural institutions are not high, and the consciousness of win-win and complementarity is lacking, and the enthusiasm of universities and scientific research institutions to participate in the cultural industry chain has not been thoroughly aroused. It leads to a lack of creativity in the cultural industry chain.

3.3 The ecological and cultural resources are rich, but the resource dependence is strong, and the development level is low

Compared with the development mode of "research and development, production, processing and sales" of traditional industries, the ecological culture industry takes the ecological environment as the core element of the industry, but the cultural industry in Heilongjiang Province has not fully integrated with the cultural undertakings and the construction of ecological civilization, and the industrial system of the interaction of the first, second and third industries has not yet been formed.

Heilongjiang Province is rich in cultural tourism resources, and its ecological culture industry has also made specific achievements. The development level of the ecological culture industry is relatively low, and the panoramic industrial chain needs to be established urgently. The ecological resources have not been well combined with cultural activities, characteristic cultural resources, science and technology, product carriers and the human environment. The various elements in the ecological culture industry chain have not formed a benign interactive industrial value system, have not opened up a new space in the traditional ecological culture industry, and the value of the ecological industry has not been maximized. For example, developing ecological resources such as "snow appreciation in snow township and mountain appreciation in Yichun" focuses on the tourism level, lacking various forms of deep cultural mining and cultural development led by innovation.

Table 1: Income of A-class scenic spots in Heilongjiang in 2021

total revenue of A-level tourist attractions (100 million yuan)	A-level scenic area business income (100 million yuan)	A-class scenic spot ticket revenue (100 million yuan)	Non-operating income of A-class scenic spots (100 million yuan)
12.74	6.85	1.85	5.89

Source: Heilongjiang Tourist Attractions Development Report for the first half of 2021

The data in Table 1 shows that the business income of A-level scenic spots in Heilongjiang is mainly based on the income from tickets, catering and accommodation. The contact point between the cultural industry and the tourism industry has not been found from all links of the industrial chain, and there is an

urgent need to improve the connotation quality of tourism with culture to serve the needs of high-quality life.

3.4 It has the support of essential elements, but the technical content of the cultural industry is low

In addition to the essential core elements, the modern cultural industry chain also needs efficient and innovative talents, sound investment and financing system, cooperative division of labor of large and small enterprises, free competition market, which are the essential elements of the sustainable and healthy development of modern cultural industry and the construction of modern cultural industry system. As the institutional reform of Heilongjiang Province is not deep enough, the construction of a modern market system and cultural system is still under construction and improvement. Heilongjiang Province needs to more accurately grasp the objective needs of the sustainable development of the cultural industry and the deep-seated problems in the current development process of China's cultural industry. From the perspective of improving market elements, the cultural industry is a field that needs high-quality talents to conduct management and operation activities. Heilongjiang Province is located in the frontier and cold region, and the talent shortage has been difficult to solve for a long time. The cultural field of Heilongjiang Province is short of management talents with high cultural quality and intelligent minds, and technical talents. From the perspective of improving the system guarantee, economic policies such as fiscal, taxation, investment and land use still need to be established and improved, the system and legal norms for the development of cultural industry need to be standardized, the system and policy environment for the development of cultural industry need to be further improved, and the market should continue to play a positive role in the allocation of cultural resources.

4. The way to promote the modernization of Heilongjiang's cultural industry chain

Heilongjiang Province has a significant geographical advantage in the center of Northeast Asia, but also has the advantages of high grain output, rich energy resources, solid industrial foundation, and several industry leaders in equipment manufacturing, petrochemical, metallurgy and other fields, and has unique advantages in China's regional economic development. Heilongjiang's economy has shown a steady and good trend, and in the first half of 2021, Heilongjiang's economy has achieved double-digit rapid growth. However, the industrial structure of Heilongjiang Province is still not entirely out of the traditional mode. The heavy chemical industry dominates the industrial structure, the shortcomings are apparent, and the task of transformation and upgrading is heavy. To this end, we should fully seize the development opportunities during the "14th Five-Year Plan" period, enhance the modernization level of Heilongjiang's cultural industry chain, and promote the revitalization of Longjiang to make more significant progress in building a new development pattern.

4.1 Overall planning and overall layout to promote the diversified development of the cultural industry chain in Heilongjiang Province

Heilongjiang Province has jurisdiction over 12 prefecture-level cities, one regional administration, and 63 counties (cities). In urban development and economical construction, scientific and perfect planning and design should be conducive to integrating and utilizing cultural resources in various regions, the comprehensive docking of national strategies, and the development direction of the cultural industry in Heilongjiang Province.

To realize the modernization of the cultural industry chain in Heilongjiang Province, it is not only necessary to form a complete, efficient, collaborative and complementary industrial chain and innovation chain vertically. At the same time, in the horizontal spatial layout, it is also necessary to form an industrial pattern of overall coordination, complementary advantages and linkage development of inter-regional and urban-rural cultural industry development. With the implementation of the national "14th Five-Year Plan" Cultural Industry Development Plan and Heilongjiang Province's "14th Five-Year Plan" Cultural and Tourism Development Plan, the cultural industry in Heilongjiang Province will show a trend of vigorous development. In addition, specific cultural industry plans in various regions have been issued. The investment in cultural industry infrastructure and projects in Heilongjiang Province will gradually increase, and the industrial scale will continue to expand.

(1) It is necessary to highlight the characteristics and differentiation of Heilongjiang Province and avoid homogenization competition in and outside the province. The development of cultural industries in

Heilongjiang Province should pay attention to the local resource endowment and practical orientation, each with its characteristics, and build some regional cultural industry belts, cultural industry central cities, cultural industry functional areas and characteristic cultural industry towns with significant demonstration effect and leading role. Differences between attraction and delicate create competitiveness. Heilongjiang Province should start from the whole, innovate various elements of the ice and snow culture industry chain in a planned way, jointly explore and develop the overall creativity and attractiveness of the ice and snow culture industry chain, build a new development pattern of ice and snow culture in Heilongjiang, and enrich the modernization of the ice and snow culture industry chain in Heilongjiang with diverse ice and snow culture.

(2) It is necessary to emphasize the coordinated development of various cities in Heilongjiang Province. Based on the major national development strategies, as well as the historical evolution, cultural kinship and geographical space of different regions, Heilongjiang Province should put forward the development strategies of belt development and urban agglomeration, which will help Heilongjiang Province integrate industrial development resources and various cultural formats, avoid homogenization and decentralized management, and help the formation of industrial chain and scale effect of Heilongjiang Province. To explore and learn from the successful experience of advanced regions, establish a cultural brand alliance in Heilongjiang with core cities such as Harbin, Qiqihar, Daqing, Mudanjiang, Jiamusi and other cities as the center, promote the cross-regional integration and integration of cultural resources among cities in Heilongjiang province, and enhance the cultural influence of each city in Heilongjiang Province as a whole with diversified brands.

(3) To make up for the cultural industry chain design weaknesses. Heilongjiang Province needs to comprehensively improve the comprehensive and systematic design level of the cultural industry in the whole region, promote the collaborative creative design services of Heilongjiang Province, give full play to the role of brand design in building and spreading the influence of Northeast culture, increase the added value and attractiveness of cultural products, and give cultural products distinct regional characteristics and cultural connotations. Jointly create cultural products with Heilongjiang characteristics and promote them to the whole country and the world.

4.2 Strengthen the integration of cultural elements, focus on highlighting regional cultural advantages and showing regional cultural characteristics

The modern cultural industry chain includes many subdivisions which collect various cultural elements. At present, cross-border and integration have become an essential feature of the development of the cultural industry; under the tide of the new economy of "Internet +" and "culture +," the trend of "pan-entertainment" and "big culture" with high-quality IP as the axis and a variety of interactive entertainment content forms of coordinated development is becoming increasingly apparent, which is a manifestation of the high value of modern cultural industry chain.

(1) Give full play to the advantages of Heilongjiang's resource endowment, deeply integrate the ice and snow culture with the distinctive culture of Longjiang, and re-create the cultural symbols of Longjiang. For example, the ice and snow activity is held every year in Montreal, Canada, and set a theme every year, so this ice and snow activity is known to the world with incredible imagination and creativity. In formulating the development strategy of ice and snow culture in the Heilongjiang region, Harbin, Qiqihar and Qitai Rivers are taken as the iron triangle, the trinity of overall planning and the cultural IP of the Longjiang region is revitalized. For example, they are collecting, sorting out and creating traditional cultural resources related to Longjiang, such as myths, epics, classical novels, etc., making full use of traditional film and television drama resources, promoting animation games, and vigorously disseminating them on the emerging digital cultural platform with a broad user base with the help of the popular online literature, online music, online videos and another packaging. Create three-dimensional Heilongjiang cultural IP and super ice and snow cultural symbols in the communication chain of the extended cultural industry.

(2) Fully tap the cultural resources with Heilongjiang characteristics, give play to the advantages of local cultural resources with Northeast characteristics and create more distinctive brands with unique advantages. For example, to fully explore the spirit of resistance in Heilongjiang, Heilongjiang basin civilization, Heilongjiang local folk customs, Heilongjiang ethnic minorities and historical culture, border culture and garrison culture and other characteristics of culture in Heilongjiang, these characteristics of culture are essential factors and resource advantages to expand the cultural industry chain in Heilongjiang. Therefore, cultural workers in Heilongjiang Province should be encouraged to

fully integrate Chinese traditional cultural elements with Longjiang regional cultural resources, and innovate the cultural industry chain through the combination of the masses and classics, the combination of tradition and modernity, and jointly tell the story of Heilongjiang with new ideas and new thinking.

(3) Give play to the border advantages of the Heilongjiang region, from the cultural elements and cultural subjects to extend and expand the cultural industry chain. Heilongjiang Province is essential to connecting with Russia, North Korea, South Korea and Japan. Although communication has been hindered due to the COVID-19 epidemic, it can implement the platform economy strategy in the cultural field utilizing the Internet platform economic organization mode. It can absorb more cultural resources and elements to enrich the border culture and smooth the circulation channels of products in the cultural industry chain. Expand the market space directed by the cultural industry chain, release the potential of the consumption side of the cultural industry chain, expand the spatial dimension of the cultural industry chain in Heilongjiang province with multiple cultural elements and cultural platforms with large-scale coverage, and realize the multi-dimensional, multi-dimensional development of the cultural industry chain in Heilongjiang Province.

4.3 Deepen the reform of the cultural industry and promote the effective integration of various cultural elements with the market.

Heilongjiang Province should deeply study and implement the strategic deployment of cultural construction in the new development stage of the fifth Plenary Session and the Sixth Plenary Session of the 19th Central Committee of the Party, comprehensively and scientifically grasp the characteristics of The Times in the new development stage, fully implement the new development concept in the reform of the cultural industry in the new economy and society, and fully implement the requirements of high-quality development of the cultural industry.

In the process of promoting the modernization of the cultural industry chain, we must adhere to the principle of putting social benefits first, constantly deepen the supply-side structural reform in the field of cultural industry, optimize the structure of the modern cultural industry chain, improve the overall planning and construction policies of the modern cultural industry, improve the modernization development system of the cultural industry, and constantly stimulate the vitality of the main body of the cultural market. We will promote the formation of a new pattern for the development of cultural industries. First, we must accelerate optimizing and upgrading the cultural industry structure. The digital economy has become essential to the new economy and society. In the modernization of the cultural industry chain, we should pay attention to the development trend of digital industrialization and industrial digitalization, implement the digital development strategy in the cultural industry chain, accelerate the establishment of new cultural enterprises, guide the formation of new cultural formats, and promote the construction of new cultural consumption patterns. Improve the quality and efficiency of the modern cultural industry chain and the core competitiveness of the cultural industry chain, and promote cultural innovation and creation and local transformation of cultural achievements. Second, we should strengthen policy support and guidance and combine national cultural construction policies with regional cultural industry construction. We will guide cultural enterprises to make good use of national policies to increase investment in innovation and actively use market-based means to accelerate the transformation and upgrading of the cultural industry and other industries. Third, while cultivating and expanding the emerging cultural industry, we should strengthen the coordinated development of cultural elements mastered by various cultural enterprises and form a cultural industry pattern in which large, small and medium-sized enterprises support each other and integrate development.

4.4 Explore the mode of talent training and improve the system of talent flow and talent incentive

Innovation is the core ability of the modern cultural industry chain, and high-end cultural talents are the critical elements of the core ability of the cultural industry chain. In the new economic form, it is necessary to speed up the establishment of a diversified and three-dimensional new artistic talent training model adapted to the era of artificial intelligence and big data, which is also an effective way to improve the modernization level of the cultural industry chain and improve the innovation, research and development and design level of the cultural industry chain.

First, actively explore the "production, learning, research" integration of a professional, high-quality personnel training model. Heilongjiang Province should rely on the advantages of high quantity and high quality of universities and scientific research institutions in the province, strive to promote the construction of cultural industry research centers, and conduct targeted investigations and studies on the

practical problems in promoting the modernization of Heilongjiang's cultural industry chain through systematic professional training, specialized joint training, targeted commissioned training and other ways. Quickly cultivate a team of specialized and high-end talents who can grasp the operation laws of the market economy and be good at operation and management, With the model of "learning with production, promoting learning with production, combining production with learning, and interacting with both benefits," the achievements of the cultural industry are timely transformed into specific social and cultural productive forces, directly creating economic and social benefits, and realizing the effective docking of talent training and industry needs. Second, formulate flexible policies, strengthen exchanges and cooperation with the world's leading media groups, and actively promote the flow of talent training. It covers all links of the cultural industry chain and accelerates the training of industry leaders with a global vision. Third, formulate incentive policies. Implement effective incentive measures such as salary incentives, equity incentives and welfare incentives according to the actual situation, actively solve the practical problems faced by various cultural talents in work and life, improve the feasible measures to attract talents, retain talents while introducing talents, and improve the modernization level of the cultural industry chain with humanized and scientific talent cultivation policies. Create an institutional environment suitable for artistic talents to innovate and start businesses.

4.5 Stimulate the vitality of cultural innovation, and lead the integration of culture and technology with cutting-edge development concepts

With the rapid development of science and technology, the integration of culture and science and technology will appear as a new development pattern. "Technological innovation and creative design are at the upper reaches of the cultural industry chain, and many studies have linked industrial chain climbing with innovation." [3]

During the "14th Five-Year Plan" period, the cultural industry needs to transform and upgrade traditional cultural formats, promote the "use of data to enrich wisdom," accelerate the development of new cultural formats, promote the integration of online and offline, cultivate new formats, new consumption and new models, and promote the upgrading of the cultural industry foundation. While promoting the transformation and upgrading of the structure of traditional cultural industries, it is more necessary to comprehensively improve the level of new infrastructure and cultural equipment to construct cultural industry standards system, innovation and entrepreneurship carriers. Then the cultivation of a deeper innovation chain and industrial chain, the construction of an innovative development ecosystem, and paying more attention to improving the industrial chain's modernization level and the innovation chain's efficiency. Form a virtuous cycle of mutual empowerment of technology, industry and innovation, and crack the dilemma of the low-end industrial structure from a deeper level. First, we should make the cultural industry chain actively participate in the construction of innovation infrastructure, make profound use of 5G technology, big data, cloud computing, bright space and other new technological means, and open up the strategic vision of "culture +" and "Internet +." Second, it is necessary to create an important position for the integration of the cultural industry chain and science and technology, dig deep into the innovative ways of cultural industry in the digital era, and actively explore the guarantee mechanism for the deep integration of modern public culture and cultural industry in digital construction, so that the construction of digital cultural industry chain will play an important role.

5. Conclusion

According to the actual development status of Heilongjiang Province and the 14th Five-Year Plan for Cultural Industry Development issued by the Ministry of Culture and Tourism, Heilongjiang Province should strengthen the innovative development and industrial integration of the cultural industry and promote the high-quality development of the cultural industry chain in the aspects of structural optimization and upgrading, spatial layout, international cooperation and financial cooperation of the cultural industry. Provide good ideological support and cultural conditions for constructing cultural power and cultural province during the "14th Five-Year Plan" period.

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