

Research on the Development Path of Guitar+Industry Integration in Lishui, Zhejiang Province: From the Perspective of Building a High-level Cultural Strong City

Xiaosong Wang*

Lishui Vocational & Technical College, Lishui, 323000, Zhejiang, China

*Corresponding author

Abstract: With the continuous promotion of the construction of a strong cultural city, Lishui, Zhejiang has unique advantages in improving the overall level of cultural industry and promoting economic transformation and upgrading. The traditional bamboo and wood industry is facing opportunities and challenges for industrial transformation and modernization, and the incubation and development of the guitar industry can be the direction for its transformation and development. This article explores the integrated development path of the guitar industry in Lishui, Zhejiang Province, with local characteristic culture, tourism industry, and technological innovation from the perspective of building a high-level cultural strong city. By analyzing the current situation and potential of developing the guitar industry in Lishui, strategies such as promoting industry chain extension, innovation driven, cultural empowerment, and market expansion are proposed to promote the coordinated development of the guitar industry and local economy, and enhance the international influence of Lishui's cultural brand. This article provides theoretical support and practical guidance for the sustainable development of the guitar industry in Lishui, Zhejiang.

Keywords: Lishui, Zhejiang, Guitar Industry, Culturally Strong City

1. Introduction

With the cultural industry increasingly becoming an important force in promoting local economic development, Lishui, Zhejiang, as a city with profound cultural heritage, is committed to promoting the deep integration of economy and culture through the construction of a strong cultural city [1]. Although Lishui has not yet formed a guitar production industry, the local bamboo and wood resources are unique. Traditional bamboo and wood production is mostly limited to the field of small household furniture, and the industry urgently needs to be transformed and upgraded. In this context, the development of the guitar industry can be considered as a component of Lishui's distinctive cultural industry. The guitar industry not only has unique cultural value, but also plays a positive role in promoting local economic growth, enhancing cultural influence, and driving industrial transformation and upgrading.

Under the strategic framework of promoting the construction of a high-level cultural strong city in Zhejiang Province, how to promote the high-quality development of the guitar industry through industrial integration has become an important issue that urgently needs to be addressed. The integration of the guitar industry with other industries such as local tourism, education, and cultural creativity can not only enhance the overall competitiveness of the cultural industry, but also provide new impetus for Lishui to achieve high-quality economic development [2]. By conducting in-depth research on the integration path of the guitar industry with other related industries, exploring its unique value and role in promoting the construction of a culturally strong city, valuable practical experience and theoretical support can be provided for Lishui and other regions.

This study aims to explore the path of integrating the guitar industry in Lishui, Zhejiang with other industries from the perspective of building a high-level cultural strong city, and propose practical and feasible policy recommendations. By analyzing the current situation of the guitar industry in Lishui and combining it with the theory of industrial integration, this study will provide new ideas for promoting local economic transformation and enhancing the competitiveness of the cultural industry. Specifically,

this article will focus on the current situation and challenges of the guitar industry, explore its integrated development model with tourism, education, cultural creativity, and other industries, propose policy recommendations that are conducive to achieving the construction of a culturally strong city, and help Lishui achieve coordinated development of culture and economy in the context of the new era.

2. Analysis of the current situation of guitar industry in Lishui, Zhejiang Province

2.1 Market status of Lishui guitar industry

With the popularization of music education and the increase in entertainment and cultural consumption, guitar has become one of the basic musical instruments in many families. Guitar has become a popular cultural symbol and a tool for self-expression, with increasing popularity among both young and middle-aged people.

2.2 Advantages of developing guitar industry in Lishui

Although Lishui has not yet formed a complete guitar production industry chain, it has significant advantages in transforming into the guitar industry with its unique resource endowment and industrial foundation. Firstly, Lishui boasts abundant bamboo and wood resources, with local bamboo and wood materials being tough and having beautiful textures, providing natural and high-quality raw materials for guitar production. Compared to purchasing wood from other places, directly utilizing local bamboo and wood resources can significantly reduce the transportation and procurement costs of raw materials, laying a low-cost competitive foundation for the development of the guitar industry. Secondly, Lishui has a long history of traditional bamboo and wood production, and the people have accumulated exquisite bamboo and wood processing skills. From furniture carving to mortise and tenon craftsmanship, craftsmen are very skilled in grasping the characteristics of bamboo and wood materials. These skills can be quickly transferred and applied to guitar body construction, exterior decoration, and other aspects, becoming the technical support for industrial transformation. Thirdly, the government attaches great importance to the development of the cultural industry. In promoting the transformation and upgrading of traditional industries, a series of supportive policies such as land, taxation, and funding subsidies have been introduced, providing a favorable policy environment for the cultivation, incubation, and introduction of the guitar industry.

2.3 Challenges faced by Lishui's guitar industry development

The transformation from traditional bamboo and wood industry to guitar industry is not an easy task, and Lishui faces many challenges. At the level of industrial foundation, Lishui lacks mature guitar production enterprises and a complete industrial chain. From raw material processing, component production to finished product assembly, each link needs to be built from scratch, with large initial investment and long cycle. In terms of brand building, due to the lack of industrial accumulation, Lishui Guitar has no popularity in the market, making it difficult to quickly gain consumer trust and recognition compared to well-known guitar brands at home and abroad. In terms of technological innovation, guitar production involves professional techniques such as acoustic principles and wood treatment, especially high-end guitars that require extremely high material technology and production processes. Lishui lacks technical accumulation and research and development capabilities in this area. There is also a shortage of talent reserves. Although traditional bamboo and wood craftsmen have skills, they lack professional knowledge in guitar making. The design, research and development, tuning and other professional talents required for guitar making are very scarce in the local area, and the talent introduction and training system has not yet been established. In addition, the global guitar market is fiercely competitive, and domestic and foreign brands have already occupied a large market share. The guitar industry in Lishui faced enormous market pressure in its early stages.

2.4 Supporting resources related to industrial transformation

Lishui has certain supporting resources to transform into the guitar industry. In terms of natural resources, abundant bamboo and wood resources can achieve stable supply of raw materials, and bamboo and wood have a short growth cycle and are renewable, ensuring the sustainability of industrial development. In terms of transportation infrastructure, Lishui has a complete network of highways and railways, which can conveniently transport guitar products to various parts of the country and also

facilitate the introduction of advanced production equipment and technology. Meanwhile, Lishui is adjacent to economically developed cities such as Hangzhou and Wenzhou, which have strong consumption power and active cultural markets, providing a vast potential market for Lishui's guitar industry. In terms of educational resources, Lishui Vocational College and universities can offer professional courses such as guitar making and music arts according to industry demand, and provide targeted training for talents needed by the industry; In addition, the strong cultural atmosphere in the local area is also conducive to attracting professional talents from other places and promoting the development of the guitar industry.

3. The integrated development path of guitar industry and other industries

The integrated development of guitar industry and other industries is an important lever for Lishui to achieve the transformation of traditional industries relying on bamboo and wood resources. Through collaborative innovation in multiple fields, a characteristic development model of "bamboo based, music based, and multi industry linkage" can be formed [3].

3.1 Integration of guitar industry and tourism industry

The integration and development of the guitar industry and the tourism industry can be achieved by creating guitar cultural tourism attractions and activities. For example, by combining the local characteristics of Lishui guitar and relying on Lishui's ecological tourism resources, we can create a fusion scene of "guitar culture+landscape tourism". We have built guitar culture experience halls in areas with concentrated bamboo and wood resources, such as Qingyuan and Longquan, to showcase the entire process of bamboo and wood harvesting, guitar body processing, and finished product assembly. We have also set up a DIY handmade area for tourists to experience the creative process of "from bamboo to guitar" firsthand. Combining the landscapes of ancient villages and terraced fields in Lishui, we plan cultural and tourism IP activities such as the "Guitar Folk Music Festival" and the "Bamboo Grove Guitar Collection", inviting domestic and foreign musicians to perform on-site. We also develop a "Guitar themed Homestay" that integrates guitar elements into room decoration and catering services, creating an immersive tourism experience of "visiting mountains and waters, enjoying bamboo art, and appreciating music", driving tourism consumption and guitar brand promotion.

3.2 Integration of guitar industry and education industry

In response to the transformation needs of traditional bamboo and wood craftsmen in Lishui, a dual track training system of "vocational education+industrial training" will be established. Local vocational colleges offer guitar making technology majors and collaborate with bamboo and wood processing enterprises to set up training bases, combining traditional mortise and tenon techniques with guitar acoustic structure design, wood drying treatment, and other technologies to cultivate "bamboo art+music art" composite craftsmen. We introduce guitar enlightenment courses in primary and secondary schools, collaborate with music training institutions to carry out the "Guitar into Campus" activity, form student guitar clubs, hold campus guitar competitions, and cultivate a consumer group of young people. At the same time, we actively connect with universities such as Zhejiang Conservatory of Music, establish guitar design and research and development industry university research cooperation bases, and target the cultivation of high-end talents to solve the bottleneck of industrial technological innovation.

3.3 Integration of guitar industry and cultural creative industry

The integration of guitar industry and cultural and creative industry can enhance the added value of guitar products through creative design, brand culture shaping, and artistic activity promotion. We create differentiated guitar cultural and creative products by exploring the genes of "Jiangnan Bamboo and Wood Culture" in Lishui. We have collaborated with local designers to develop bamboo cultural and creative guitars, incorporating Longquan celadon patterns and Qingtian stone carving elements into the guitar's exterior design, and launching the "Chuzhou Bamboo Charm" series of limited edition products; We collaborate with intangible cultural heritage inheritors to transform cultural symbols such as Suichang dragon lanterns and Jingning She ethnic song and dance into guitar painted patterns, enhancing the cultural added value of our products. We actively promote the linkage between the guitar industry and the film, television, and gaming industries, customize themed guitar props for local films,

television dramas, and animated films, or implant Lishui bamboo guitar virtual instruments in popular games to expand brand influence through content marketing.

3.4 Integration of guitar industry and digital industry

The development of digital technology has brought new opportunities for the guitar industry. By integrating with the digital industry, the guitar industry can achieve intelligent and digital production of products. For example, guitar manufacturers can use 3D printing technology, virtual reality (VR), augmented reality (AR) and other technologies to improve the design and production process of guitars, making them more personalized and precise. The combination of digital music platforms and the guitar industry can also promote online sales and promotion of guitars, and expand new markets. At the same time, the guitar industry can also collaborate with digital technology companies to develop innovative products such as smart guitars, online education platforms, music social platforms, etc., to enhance consumer experience, promote technological progress and market expansion of the industry.

3.5 Integration of guitar industry and modern service industry

This study constructs a service system of "supply chain finance+smart logistics+precision marketing". The government takes the lead in establishing a guitar industry supply chain fund to provide raw material procurement loans and equipment upgrade subsidies for bamboo and wood processing enterprises; We cooperate with SF Express and JD Logistics to build a guitar specific warehousing center in Lishui Economic Development Zone. We use shockproof packaging and temperature controlled transportation technology to ensure the global transportation quality of our products. We actively introduce big data analysis tools to accurately target audiences such as music enthusiasts and cultural tourism tourists, and carry out targeted marketing through WeChat Moments advertising, music KOL cooperation, and other methods; Through cooperation with cross-border e-commerce platforms (such as Amazon, Alibaba International Station), we have opened an overseas zone of "Chinese Bamboo Guitar" and expanded the international market with the help of cultural exchange activities of countries along the "the Belt and Road".

Through the deep integration of the guitar industry with the tourism industry, education industry, cultural and creative industry, digital industry, and modern service industry, not only can it promote the incubation and development of the guitar industry, but it can also bring more development opportunities to various industries, promote collaborative innovation and resource sharing among multiple industries, and ultimately achieve the extension of the industrial chain and the improvement of comprehensive competitiveness.

4. Policy recommendations based on the construction of a high-level cultural strong city

In the process of building a high-level cultural strong city, promoting the development of cultural industries is the key. The cultural industry can not only enhance the cultural soft power of cities, but also promote economic growth and social harmony through industrial development. Therefore, from a policy perspective, the following suggestions are proposed to promote the healthy development of the cultural industry and enhance the comprehensive competitiveness of the city.

4.1 Strengthen policy support for cultural industries

The cultural industry, as an important economic growth point and driving force for social development, urgently needs policy support. The government should strengthen planning and guidance for the cultural industry, formulate special support policies, provide various policy incentives such as tax incentives, financial subsidies, and financing support, and reduce the operating costs of cultural enterprises. In addition, policies should be implemented to promote the development of cultural and creative industries, encourage the modernization transformation of traditional cultural resources, and promote the integration of culture, technology, and innovation. The government should also increase investment in cultural infrastructure construction, including the construction and maintenance of public cultural facilities such as cultural and creative parks, museums, and libraries, to provide a favorable environment and conditions for the sustainable development of the cultural industry.

4.2 Promoting industrial synergy and integrated development

The development of cultural industry is not just the promotion of a single industry, but involves the coordinated development of multiple related fields. Therefore, we should promote the deep integration of the cultural industry with other industries. Firstly, cooperation between the cultural industry and tourism, education, digital industries, and other fields can be encouraged to form interaction and complementarity between industries. By combining local characteristics and cultural resources, we aim to create cultural tourism projects and enhance the attractiveness of the tourism market. Secondly, we should support the integration of cultural and high-tech industries, utilizing advanced technologies such as big data, artificial intelligence, and virtual reality to innovate the forms and experiences of cultural products, and enhance the technological content and added value of cultural industries. Finally, it is necessary to promote resource sharing and joint innovation among cultural enterprises, facilitate collaboration between upstream and downstream enterprises in the industrial chain, and enhance the overall competitiveness and innovation capabilities of the industry.

We establish a cross departmental coordination mechanism of "Guitar Industry + Tourism/Education/Digital" and hold the Lishui Bamboo Guitar Industry Integration Development Forum every year, promoting cooperation and signing agreements between enterprises, cultural and tourism scenic spots, universities, and technology companies. We have developed the 'Lishui Bamboo Guitar Cultural Tourism Map' to connect guitar themed attractions and tourist routes throughout the city, and incorporated it into the 'Zhejiang Cultural Tourism Boutique Route' promotion system; We support vocational colleges and enterprises to jointly build a pilot program for "modern apprenticeship" and provide training subsidies for each apprentice.

4.3 Enhancing brand and market competitiveness

With the continuous development of the cultural industry, market competition has become increasingly fierce. In this environment, enhancing the market competitiveness of cultural brands is particularly important. Firstly, attention should be paid to the shaping and dissemination of cultural brands, and the government should actively promote the publicity and promotion of local cultural brands to enhance their visibility and influence. Secondly, cultural enterprises should focus on brand building, strengthening brand awareness in every aspect from product design, quality control to marketing. We enhance the interaction and stickiness between brands and consumers through innovative marketing methods such as social media marketing and digital communication. At the same time, cultural enterprises are encouraged to go global, participate in international cultural exchanges and cooperation, expand overseas markets, and enhance the global influence of their brands.

4.4 Improve the construction of industrial chain and supply chain

The development of cultural industry cannot be separated from a sound industrial chain and supply chain system. The government should increase its support for the construction of the cultural industry chain, promote the extension and improvement of the industry chain, especially investment in upstream cultural creativity, production, and design. At the same time, it is necessary to strengthen the supply chain management of the cultural industry, optimize the supply chain structure, and improve the overall efficiency and response speed of the industry chain. In practical operation, promoting industry university research cooperation, facilitating the transformation of scientific and technological innovation achievements, and promoting the diversification and personalization of cultural products can be achieved. In addition, the government should encourage the development of small and medium-sized enterprises in the cultural industry, provide them with more resource support, and promote the coordinated development of the entire cultural industry chain.

We have implemented the "Bamboo Guitar" full industry chain cultivation plan: upstream support for bamboo and wood deep processing enterprises to introduce equipment such as microwave drying and carbonization treatment to enhance the stability of bamboo; Midstream encourages enterprises to collaborate with China Academy of Art and Zhejiang University of Technology to develop carbon fiber bamboo composite materials, breaking through the bottleneck of high-end guitar acoustic performance; Downstream guides dealers to establish an experiential sales model of "front store, back factory" and open brand direct stores in cities such as Hangzhou and Wenzhou. We Establish a strategic reserve of bamboo and ensure stable supply of raw materials through government procurement and enterprise sharing models.

4.5 Promote the integration of local cultural characteristics and industrial development

Every place has unique cultural resources and characteristics, which provide enormous potential for local economic development. In the process of promoting the construction of a high-level cultural strong city, attention should be paid to the combination of local cultural characteristics and industrial development. Firstly, it is necessary to explore and protect traditional cultural resources with local characteristics, and combine them with modern industrial needs to transform these traditional cultural elements into modern cultural products. We promote the integration of local culture and creative industries, and enhance the influence of local culture through innovation and reconstruction of local characteristic culture. Secondly, we need to promote the branding development of local cultural industries, cultivate a group of internationally influential local cultural brands, and enhance the overall competitiveness of local cultural industries through cross regional cooperation in cultural industries. Finally, the government should encourage cooperation between local cultural enterprises and other local cultural enterprises, promote regional cultural cooperation and sharing, form a synergistic effect of regional cultural industries, and promote the common development of regional economy and culture.

Based on the policy recommendations for building a high-level cultural strong city, the core is to promote the healthy and sustainable development of the cultural industry by strengthening policy support, promoting industrial synergy and integration, enhancing brand and market competitiveness, improving industrial chain and supply chain construction, and combining local cultural characteristics with industrial development. These policies will provide good support for the future of the cultural industry, promote the improvement of urban cultural soft power, and inject new vitality into economic development.

5. Conclusion

Although Lishui, Zhejiang Province does not yet have a mature guitar production industry, it has enormous potential for industrial integration and development in the process of transitioning from traditional bamboo and wood industries to guitar industries, thanks to its abundant bamboo and wood resources, profound traditional craftsmanship, and unique regional cultural advantages. Against the backdrop of building a high-level cultural city, we will promote the transformation and upgrading of traditional industries, and construct a characteristic cultural industry ecology based on bamboo and integrating multiple industries. We Promote the deep integration of the guitar industry with local cultural, tourism, and technological industries, gradually forming a guitar cultural industry chain with local characteristics.

Firstly, the government needs to strengthen policy guidance and resource allocation, and include the guitar industry in local key support areas. We continuously increase policy guidance and support for the guitar industry, vigorously introduce guitar companies, incubate local guitar companies, encourage the integration of guitar companies with local culture, and enhance the innovation capability and market competitiveness of the guitar industry. We attract talents and enterprises to gather through the construction of guitar culture industry parks and innovation incubation platforms, creating a guitar culture industry ecosystem that integrates production, creation, performance, and education. Secondly, we need to promote the deep integration of the guitar industry with local cultural characteristics. We deeply explore the cultural characteristics of Lishui region, integrate Longquan celadon patterns and She ethnic folk elements into guitar design, and develop bamboo guitar products with cultural recognition; We collaborate with local intangible cultural heritage inheritors to combine traditional bamboo and wood crafts with modern guitar making techniques, enhancing the artistic value and market competitiveness of our products. In addition, Lishui should vigorously promote the deep integration of "guitar+cultural tourism" and "guitar+technology". Build a guitar cultural tourism brand to attract domestic and foreign tourists to experience and learn guitar. By organizing activities such as guitar music festivals and guitar performance competitions, Lishui aims to enhance its cultural awareness and international influence. Finally, Lishui should increase its support for upstream and downstream enterprises in the guitar industry chain, promote the integration and optimization of the industry chain, and enhance the industrial cluster effect. We continuously strengthen the integration of the guitar industry and the technology industry, promote the application of digital technology in guitar production, performance, education, and other aspects, and inject new vitality into the development of the guitar industry.

In summary, Lishui's promotion of traditional industry transformation through the guitar industry can not only activate the value of bamboo and wood resources, but also cultivate new economic growth

points. By promoting the deep integration of the guitar industry with local culture, tourism, technology, and other industries, not only can we create an internationally influential guitar culture brand, but we can also inject new vitality into the local economy, enhance the city's cultural soft power, and promote the coordinated development of economy, culture, and society.

References

- [1] Chen Z X. *Some Counter-measures on Cultural Industry in Lishui City [J]. Journal of Lishui University, 2006, (6): 16-19+25.*
- [2] Zheng Y. *Developing Cultural Industry in Lishui:A Perspective from "Two Mountains" Theory [J]. Journal of Lishui University, 2020, (4): 23-26.*
- [3] Zhou H. *The Path of Cultural Integration between Urban and Rural Areas from the Perspective of Zhejiang "Big Garden" Construction: Taking Lishui as an Example [J]. Journal of Lishui University, 2023, (1): 12-15.*