

Exploring the Impact of Cultural Arts Management on the Development of the Cultural Industry

Yaxuan Liu

Jiangnan University, Wuhan 430000, China

Abstract. In the context of China's socialist modernization, cultural construction is an important component. Promoting the healthy development of the cultural industry is a necessary requirement to enhance China's overall national strength. To facilitate the development of the cultural industry, it is essential to ensure the scientific nature of cultural arts management, produce an abundance of excellent artworks, establish a sound market mechanism, and protect artistic resources. In the context of the new era, cultural arts management presents new characteristics. With the continuous improvement of China's national economy, the cultural industry has entered a period of prosperous development. However, the rapid development has also led to instability in the industrial system and a weak capacity to respond to market risks, hindering the development of the cultural industry. In future development, efforts should be based on China's actual development situation, exploring positive and effective cultural arts management paths, purposefully optimizing cultural arts management, and achieving sustainable development of the cultural industry in China.

Keywords: Cultural arts management, Cultural industry, Significant impact.

1. Brief Overview of Cultural Arts Management and the Cultural Industry

In the process of developing the cultural industry, cultural arts management should be given high priority to promote the rapid development of the cultural industry. Through management activities, it is ensured that various matters can be implemented in an organized and planned manner, thereby highlighting the importance of reasonable and scientific management, achieving a highly efficient outcome[1-2]. Management itself has a strong driving force that can facilitate rapid production. The management of cultural arts differs from the management of ordinary work, as cultural arts management aims to satisfy the spiritual needs of the people, emphasizing its public welfare nature. In contrast, other types of management work have a stronger commercial focus[3]. For cultural arts to be profitable, attention must be paid to management, especially when the cultural industry is developing in cities like Chengdu, where the management process must ensure adequate funding to guarantee stable and sustainable development, maximizing the effectiveness of cultural and artistic works. To manage effectively, scientific methods must be employed to introduce capital for market-driven operations, fostering a thriving cultural industry[4-5]. Arts management relies on modern management concepts, requiring managers to formulate targeted plans, showcase the functions of cultural arts to the public, and enhance the people's level of artistic appreciation[6].

2. The Role of Cultural Arts Management in Promoting the Development of the Cultural Industry

2.1. Promoting the Flourishing Development of Cultural Arts

Cultural arts, as reflections of the zeitgeist in different historical periods, contain diverse inherent values. In the new era, cultural arts play an important role in nurturing and promoting socialist core values, with outstanding cultural artworks serving as key vehicles for these values. In this context, cultural arts management focuses on creating a clean and upright cultural development environment, guiding the cultural industry's regulated development through sound regulations and policies. Cultural arts management adheres to the creation principle of "people-centered" production, generating works that touch the heart, evoke emotional resonance, and move audiences[7-8]. This standard is of great significance in spreading socialist core values, promoting excellent Chinese

culture, and cultivating cultural aesthetic literacy among citizens, injecting continuous impetus into the flourishing development of cultural arts.

2.2. Maintaining Efficient and Orderly Development of the Cultural Industry

As social transformation continues, industrial structures should also adjust based on developmental needs. The cultural industry has gradually realized the prosperity of cultural products and entrepreneurship, which can improve national cultural literacy and aesthetic abilities. However, tendencies toward pan-entertainment and over-aestheticization have emerged, threatening the healthy development of the cultural industry's ecology. Therefore, cultural arts management should focus on optimizing the structural layout of the cultural industry, strengthening cultural infrastructure, and achieving a combination of modern artistic expression and industrial operation to ensure the healthy development of cultural ecology at an overall level. In practice, cultural arts management should demonstrate strong innovation and technological awareness, emphasizing the use of creative innovations in management practices to adapt to the needs of cultural and creative industry development, creating works of cultural and artistic excellence that both reflect the values of the times and lead the trends.



Figure 1. Maintaining Efficient and Orderly Development of the Cultural Industry

2.3. Scientifically Regulating Cultural Market Operations

In today's globalized world, the scale of socio-cultural and arts consumption has become an important indicator of a country's cultural soft power and artistic influence, directly determining the reach of art and, at a deeper level, reflecting the prosperity of national culture and the richness of people's spiritual lives. In cultural arts management, new media forms can be used to enhance the promotion of cultural arts, stimulating public desire for artistic consumption, expanding the supply of cultural arts, and enhancing the capacity for cultural consumption, thereby promoting the cultural industry[9]. Furthermore, leveraging information technology and advanced management concepts to explore market audience needs and implement differentiated management, scientifically regulating the value and circulation of artworks, regional market trends, and innovating cultural industry development mechanisms ensures optimal allocation of resources and industrial development.

3. Problems in the Current Development of the Cultural Industry

3.1. Lack of a Sound Management Mechanism

Against the backdrop of the rapid development of the cultural industry in China, the lack of a sound management mechanism has resulted in low levels of cultural industry development. As the development of the cultural industry is relatively recent in China, the construction and optimization of management mechanisms are still in the exploratory phase, resulting in a significant gap between China's cultural industry development level and international standards, with insufficient internal driving force for growth. Additionally, the relevant departments and enterprises do not have a comprehensive and scientific understanding of cultural industry development, failing to recognize the importance of standardized development and modern management in enhancing the pace of cultural

industry development[10]. For instance, there are few incentive policies for cultural industry development, and relevant laws and regulations are not well established, reducing the orderliness of the cultural market and hindering market harmony. The cumbersome traditional management processes cannot meet current societal development needs.

3.2. Limited Capability of Management Personnel

To promote the vigorous development of China's cultural industry, management personnel play a critical role, with their comprehensive capabilities directly influencing the future development of the cultural industry (Figure 2). However, many management personnel have significant shortcomings in terms of innovation level and practical experience, directly restricting cultural industry development. At the same time, some management personnel have incorrectly assessed the impact of the cultural industry on the national economy and social life, failing to critically inherit and develop traditional management models and mechanisms, nor have they made accurate judgments about the current state of cultural industry development, let alone promptly adjusting work methods and goals according to changes in enterprise development conditions and the external environment[11]. Such a lack of foresight and sensitivity directly reduces the positive influence on enterprise and cultural industry development.

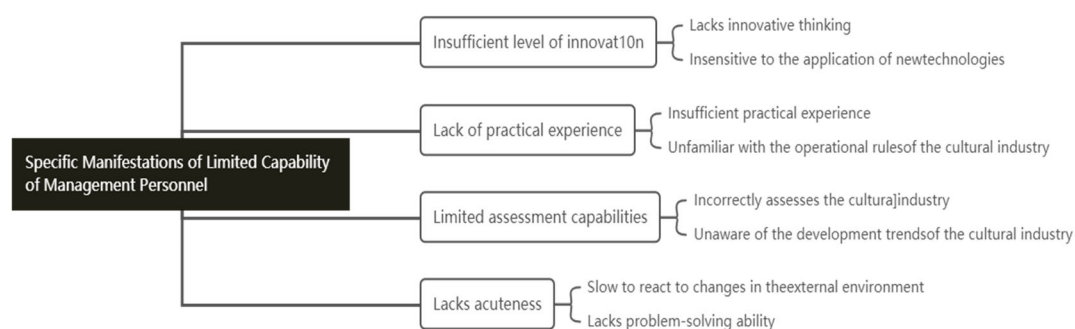


Figure 2. Specific Manifestations of Limited Capability of Management Personnel

3.3. Insufficient Product Development Efforts

To promote industry progress, cultural product development must be prioritized, but current efforts in this regard are noticeably insufficient, even limiting high-quality development. Artistic quality is one of the basic attributes of cultural products; however, current cultural products overly focus on functionality or cost-effectiveness, neglecting artistry, which widens the gap with the public's aesthetic expectations, making it harder for companies to increase sales or revenue. Although most enterprise leaders have studied cultural arts, they lack accurate predictions of market development trends and audience tastes, overly emphasizing artistry and uniqueness while neglecting practicality and cohesiveness. This deviation affects market performance and impedes industry development.

4. Cultural Arts Management Measures in the Development of the Cultural Industry

4.1. Clarify the Value of Arts Management

Cultural arts management has a deep historical background and is not exclusive to modern society. As early as the pre-Qin period, China already had embryonic forms of cultural arts management, emerging alongside culture and maturing throughout history. In modern times, China's cultural arts management has inherited traditional culture while being influenced by Western thought, gradually forming a system with Chinese characteristics. In recent years, China's cultural industry has

continued to deepen its market orientation, combining unique traditional culture with appropriately innovating and borrowing from Western cultural arts management methods, based on China's national conditions. The orderly development of cultural arts management will undoubtedly bring considerable returns, with the cultural industry displaying highly significant profit-making characteristics as the social economy grows. Therefore, it is crucial to emphasize innovation and enhancement in cultural arts management, applying advanced scientific and managerial concepts to cultural industry operations, improving the quality and efficiency of cultural arts management[12].

4.2. Innovate Cultural Activity Content

The development of China's cultural industry possesses unique advantages, with traditional culture deeply rooted in the hearts and souls of generations of Chinese people. As people's material living standards improve, there is increasing demand for cultural consumption. Enterprises and arts managers should consider how to cater to market demands while also providing valuable cultural services that uplift the public's spirit. At this stage, China is capable of managing its cultural industry well, taking full advantage of rich cultural resources and using advanced management methods to achieve the best outcomes. Thus, advanced management concepts should be applied in practice to cultural industry development, fully implementing measures, exploring current management mechanisms, and establishing a management system that meets national needs, optimizing resource allocation, and laying the foundation for sustainable cultural development.

4.3. Update Management Concepts

Table 1. Ways to Update Management Concepts

Method	Description
Expand international perspective	Analyze the international political, economic, and cultural situation to clarify the positioning and opportunities of China's cultural industry on the international stage.
	Draw on successful cases of cultural industry management from other countries and regions, and combine them with local realities for localized innovation in China.
Evaluate the merits of concepts	Review the strengths and weaknesses of existing cultural and art management and cultural industry development concepts.
	Through comparative analysis, clarify the aspects that need to be retained and optimized, as well as the areas that need to be discarded and innovated.
Apply information technology	Utilize information technology tools, such as big data analysis and cloud computing, to enhance management efficiency and the scientific nature of decision-making.
	Leverage cutting-edge technologies like artificial intelligence and virtual reality to innovate cultural and artistic forms of expression.

With the increasing frequency and scope of international cultural exchanges, the development of China's cultural industry is no longer confined domestically but exists in a broader international context. This presents both challenges and opportunities for the inheritance and development of Chinese traditional culture. It is necessary to analyze the relationship between cultural industry development and changes in international political, economic, and cultural dynamics scientifically (Table 1), identifying the strengths and weaknesses of current management and development concepts and actively learning from successful management experiences in other countries[13]. Cultural industry development trends and characteristics should serve as the foundation for exploring more efficient and reasonable development paths. At the same time, the advantages of information technology should be fully utilized, keeping pace with the times, and timely updating management

concepts and tools to guide cultural arts management work. Platforms like WeChat Public Accounts and Baijiahao can be used to promote the latest research results, create an online interaction platform for industry development, conduct online training and academic exchange activities, broadening horizons, and enhancing consensus.

4.4. Strengthen Product Development Efforts

Against the backdrop of cultural diversification, the cultural industry is a symbol of national soft power, and product development is becoming increasingly important. To cope with intense market competition and meet consumer aesthetic needs, cultural enterprises should timely adjust their strategic objectives to adapt to the new market environment. In practice, network surveys and big data techniques can be used to understand audience aesthetics and consumption habits, and create products that combine artistry and functionality^[14]. Companies should also increase personnel and financial investments, purchase the latest research systems, expand development teams, and hire people with strong creative abilities and experience to strengthen research capabilities. A professional marketing team should be formed, with marketing strategies aligned with product performance and cultural connotations to expand market influence and increase economic benefits.

4.5. Improve Management Systems

In the context of global cultural integration, constructing a sound arts management system requires that relevant departments and enterprise managers maintain an open and inclusive attitude, viewing the differences between traditional Chinese and Western cultures dialectically, deeply exploring the essence of traditional Chinese culture, and incorporating elements of new era thought and culture [15]. In the process of inheritance and innovation, it is important to actively organize international cultural exchange activities, learn from Western culture, and use it as a reference for developing new products. Encouraging the use of digital media technology in cultural industry development and creating cultural arts management platforms helps extend the range of art products and facilitates interaction and exchange activities, providing opportunities for enthusiasts to appreciate works up close.

5. Conclusion

To promote the healthy and sustainable development of the cultural industry, the role of arts management is crucial. In the context of the new era, China's cultural development shows new characteristics, and cultural arts management methods have also changed. To fully realize the value of cultural arts management, it is necessary to strengthen innovative and differentiated thinking, explore management methods suitable for China's conditions and cultural development, and expand the advantages of cultural industry development, thereby comprehensively advancing cultural industry construction in China.

References

- [1] Shaw, M. (2008). Community development and the politics of community. *Community Development Journal*, 43(1), 24–36.
- [2] National Arts Council (NAC). (2014). *National Population Survey on the Arts 2013*. Singapore: NAC.
- [3] Yu, Xin. (2020). Current status and reflection on talent cultivation in art finance. *Art Work*, (06), 102–105.
- [4] Gerlieb, A. (2021). TikTok as a new player in the contemporary art market: A study with special consideration of feminist artists and a new generation of art collectors. *MDPI in Arts*, 10(3), 52.
- [5] Rose, N. (1999). *Powers of Freedom: Reframing Political Thought*. Cambridge: Cambridge University Press.
- [6] Quemin, A. (2020). The market and museums: the increasing power of collectors and private galleries in the contemporary art world. *Journal of Visual Art Practice*, 19(3), 211–224.

- [7] Neo, C. C. (2012). 'Social, community issues increasingly important': PM announces MCYS and MICA to be restructured. TODAY, 1 August. Retrieved from Factiva.
- [8] Zhang, Xialu. (2021). The important role of culture and art management in the development of cultural industries. Culture Journal, (10), 34-37.
- [9] Bataille, P., Hedinger, J., Moeschler, O. (2020). Visual Artists' Professional Situations and Trajectories. Between Institutions and the Market.
- [10] Ong, S. C. (1973). Speech given by Parliamentary Secretary to the Minister for Foreign Affairs and M.P. for Nee Soon, at the Opening of the Art for Everyone Exhibition Organised by the Ministry of Culture and the People's Association at the Nee Soon Community Centre, 6 April 1973, Singapore.
- [11] Mateos, A., Peiro, N. (2019). Sustainable management of contemporary art galleries: a Delphi survey for the Spanish art market. Sustainability, 11(2), 541.
- [12] Lu, Sun. (2023). Research on the Generation and Development of Art IP. Lu Xun Academy of Fine Arts.
- [13] People's Association. (2014). Stories of W.O.W.! PAssionArts Festival 2014. Singapore: People's Association.
- [14] Shetty, D. (2012). Singapore pulls out of Venice Biennale. The Straits Times, 29 August.
- [15] Shanmuguratnam, T. (2013). Speech by Deputy Prime Minister, Minister for Finance and Advisor to the Jurong GRC Grassroots Organisations at the opening of Our Museum @ Taman Jurong, 12 January.