

Research on the Current Situation and Countermeasures for the Development of the Digital Culture Industry in Shiyan City

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Abstract: With the advent of the digital era, the digital culture industry has become a crucial engine for economic growth and cultural innovation. This paper focuses on Shiyan City in Hubei Province, conducting an in-depth analysis of the current state of its digital culture industry. It identifies several challenges faced by Shiyan's digital culture industry, including small industry scale, insufficient diversification, a shortage of digital culture talent, and inadequate policy support. To address these issues and promote high-quality development of the digital culture industry in Shiyan City, the paper proposes the following countermeasures: strengthening policy guidance for the digital culture industry, establishing and improving mechanisms for talent cultivation and recruitment, actively fostering new business forms in the digital culture industry, and vigorously supporting leading enterprises in the digital culture sector.

Keywords: Shiyan City; Digital Culture Industry; High-Quality Development; Countermeasures.

1. Introduction

In recent years, with the integration and development of digital technologies such as artificial intelligence, big data, and blockchain with the cultural industry, a range of digital culture industries, represented by digital tourism, digital publishing, gaming and animation, and online audio-visual media, have rapidly emerged. These developments have expanded the boundaries of traditional cultural industries, extended the cultural industry chain, and become a crucial engine for economic growth [1]. In 2022, 16 industry subcategories characterized by new cultural business forms in China achieved a total operating income of 5.0106 trillion yuan, accounting for 30.3% of the total operating income of the cultural industry, showcasing the enormous development potential of new digital culture business forms [2]. The development of the digital culture industry is not only a necessity for urban modernization but also an opportunity for cultural inheritance and innovation. Compared to developed countries such as France, the United States, and South Korea, China's digital culture industry is not as advanced [3]. However, in the context of the trends of digital industrialization and industrial digitization, China is accelerating its efforts and actively exploring sustainable development paths for the digital culture industry.

Shiyan City, a prefecture-level city in Hubei Province, located in the northwest of the province, is renowned for its "three business cards" of "sacred mountains, beautiful waters, and the automobile city." Shiyan boasts rich natural resources and historical cultural heritage, making the development of its digital culture industry highly anticipated. The prosperity and innovation of the digital culture industry largely depend on robust support from the digital economy. To actively promote the development of the digital economy, Shiyan City has successively issued policy documents such as the "14th Five-Year Plan for the Development of the Digital Economy in Shiyan City" and "Several Measures for the Breakthrough Development of the Digital Economy in Shiyan City." These

documents outline development directions such as consolidating new digital infrastructure, promoting industrial digital transformation, advancing digital industrialization upgrades, and strengthening the support elements of the digital economy. The digital culture industry, based on digital industrialization and characterized by industrial digitalization, has become an essential part of Shiyan City's digital economy and represents the mainstream direction of the city's cultural industry development [4].

Therefore, this paper will take Shiyan City in Hubei Province as the research object, conducting a comprehensive analysis of the current state of its digital culture industry, revealing the challenges it faces, and proposing practical countermeasures. Through an in-depth study of Shiyan City's digital culture industry, this paper aims to provide valuable references and insights for the development of Shiyan City's digital culture industry, striving to put it on a high-quality development path and make a positive contribution to the overall enhancement of the city's digital economy.

2. Current Situation of the Digital Culture Industry in Shiyan City

2.1. The Development of Digital Cultural Tourism Shows Strong Momentum

Digital cultural tourism is a new form of industry formed by the deep integration of digital technology and information communication technology with the tourism industry, using the internet as its carrier [5]. In recent years, leveraging its advantages in natural landscapes and historical cultural resources, Shiyan has comprehensively developed diverse formats such as mountain tourism, health and wellness resorts, red tourism, rural leisure, and educational tourism. The scale and variety of the cultural tourism industry have grown significantly, transitioning from the dominance of Wudang Mountain to a new pattern of comprehensive cultural tourism development across various areas. In 2022, Shiyan had a total of 94 A-level scenic spots, ranking first in the province; the

city received 100 million tourists, generating a total tourism revenue of 102.4 billion yuan. Tourism revenue and visitor numbers ranked second in the province after Wuhan and Yichang. The value added of the tourism industry reached 38 billion yuan, an increase of 5% compared to the previous year, accounting for about 4% of the city's GDP. Driven by the wave of digitization, Shiyan's digital cultural tourism industry demonstrates broad development prospects and a positive growth momentum.

Wudang Mountain, renowned as a sacred site of Taoism and a UNESCO World Heritage Site, represents the most iconic cultural and tourism resource in Shiyan City. In October 2023, the "One Code Travel to Wudang" mini-program, serving as the official smart cultural tourism platform for Wudang Mountain, was launched. Leveraging the tourism resources of Wudang Mountain Scenic Area and integrating cultural tourism elements within and around Wudang Mountain, this platform utilizes information technology solutions to provide tourists with convenient and intelligent services, including online ticket booking, GPS public information services, AR navigation, smart voice customer service, and online shopping, empowering cultural tourism with intelligence. This initiative strengthens the construction of smart tourism in scenic areas and heralds a new era of "technology + cultural tourism" for Wudang Mountain.

Digital collections are another important aspect of Wudang Mountain's smart cultural tourism development. With the continuous advancement of digital technology, digital collections have emerged as a new medium for disseminating culture, art, fashion, and social content due to their unique collection, viewing, and social attributes. Leveraging blockchain technology, the Wudang Mountain Special Zone presents numerous national treasure-level cultural relics from the Wudang Royal Architectural Complex and the Wudang Museum in digital form. It has launched series of digital collections such as "Beautiful Wudang," "Wudang: Book of Life," and "Wudang: Immortal Child," effectively promoting the innovation and inheritance of Wudang culture.

In addition, in August 2023, Yunxi County, Shiyan City, introduced virtual digital figures of the Cowherd and Weaver Girl at the Tianhe Qixi Cultural Tourism Festival. These virtual digital figures represent a creative expression of the Qixi Festival in the era of the metaverse. Serving as pioneers in the areas of scenic area navigation, intelligent promotion ambassadors, and AI question-and-answer interactions, the virtual digital figures of the Cowherd and Weaver Girl continuously accelerate the digitization process. They utilize VR and MR technologies to create a "parallel world" within the scenic area, offering a fully immersive and highly interactive experience. This initiative integrates various tourism entertainment technologies such as lighting, sound, and multimedia to accelerate the iterative development of scenario-based experiential tourism, bringing about a more extensive interpretation space and upgrading the service model for digitalization, intelligence, and humanization in Yunxi tourism.

2.2. Accelerated Digitization Transformation of Public Services

The widespread application of digital technology has significantly propelled the digitization of public services in Shiyan City, with the most representative examples being the Shiyan City Digital Library, Digital Cultural Center, and

Digital Archives. In 2011, the Shiyan City Library became the first pilot project for the National Digital Library Promotion Project in Hubei Province, recommended by the Hubei Provincial Department of Culture and Provincial Library. Subsequently, the Shiyan City Library successfully completed the construction of its digital library system platform, establishing various sections such as the Social Sciences Branch, Children's Branch, Blind Branch, English Branch, and Music Branch, providing readers with richer and more convenient access to digital literature resources.

The Shiyan City Digital Cultural Center was established based on the Shiyan City People's Art Museum, offering a variety of services including live broadcasts, event enjoyment, talent learning, venue reservations, book reading, market visits, and intangible cultural heritage exploration. It provides citizens with a one-stop digital cultural service platform, expanding the service scope of cultural centers and deeply integrating digital technology with cultural arts, thereby promoting the digitization upgrade of cultural services and enriching citizens' cultural experiences. The Shiyan City Archives has accelerated its transformation and upgrading, actively promoting archival informatization construction, and pioneering smart archival management in the province. It has established a collection of over 18 million digital archival resources, making it the first national demonstration digital archives in China, the first in the central and western regions, and the only one in Hubei Province.

2.3. The Formation of Digital Cultural Industry Parks Begins to Take Shape

Currently, the Longma Cultural Industry Park and the Shiyan Daily Media and Cultural Industry Demonstration Park have been approved as provincial-level cultural industry demonstration parks in Shiyan. Additionally, Shiyan also boasts two major digital cultural industry parks: the Shiyan Radio and Television Digital Cultural and Creative Industry Park and the Danjiangkou Taiji Metaverse Industrial Park.

The Shiyan Radio and Television Digital Cultural and Creative Industry Park project was initiated at the end of 2020 and has since developed digital film and television and e-commerce cultural and creative industry sectors. The digital film and television sector leverages the Shiyan Radio and Television New Media Platform, injecting new vitality into film and television production, cultural creativity, and talent cultivation. The e-commerce cultural and creative sector combines e-commerce with cultural and creative industries, establishing the "Wudang Selection" online shopping platform. It has launched a digital live broadcasting base in northwest Hubei, integrating high-quality agricultural products, cultural tourism, art creation, and cultural heritage.

The Danjiangkou Taiji Metaverse Industrial Park is the first Taiji Metaverse industrial park in China. It is invested and constructed by He Taiji Cultural Tourism Industry Development (Hubei) Co., Ltd. Currently, seven companies, including China Digital Culture Group and China Animation Group, have settled in the park. The park aims to promote industrial integration, promote Taiji culture, and extend the spatial and temporal experience of cultural tourism scenes. The construction of these digital cultural industry parks has accelerated the aggregation of the digital cultural industry in Shiyan, driven regional digital economic development, and promoted high-quality development of the city's digital cultural industry.

3. Challenges Facing the Digital Cultural Industry in Shiyan City

3.1. Small Industry Scale

Compared to other cities in the province such as Wuhan and Yichang, Shiyan City lags behind in the development of its digital cultural industry. In 2022, the operating income of Wuhan's cultural and related industries reached nearly 300 billion yuan, with over 1,000 large-scale cultural enterprises, including prominent ones like Shengtian Network and Fulu Technology, listed on domestic and overseas stock exchanges. Yichang boasts 470 large-scale cultural enterprises, whereas Shiyan only has 213 such enterprises, with a total operating income of 2.89 billion yuan. Additionally, Shiyan has fewer and smaller-scale leading digital cultural enterprises. Among the 76 listed reserve cultural enterprises selected by the Hubei Provincial Cultural Industry Development Leadership Office for the years 2023-2024, only one enterprise from Shiyan, the Shiyan Daily Media Group Co., Ltd., made the list, while Wuhan had 34 enterprises selected and Yichang had 10 enterprises selected.

3.2. Insufficient Diversification in Development

Building upon its abundant tourism resources, Shiyan City has strategically focused on developing the digital cultural tourism industry, successfully creating a series of distinctive digital cultural tourism products that have attracted a significant number of tourists. However, the digital cultural industry in Shiyan is still in its early stages of development, with an overall low level of development and insufficient diversification, particularly in areas such as online audio-visual media and gaming and animation. The online audio-visual media industry not only holds immense market potential but also plays a vital role in shaping and promoting the city's image. However, Shiyan's investment in this field is relatively insufficient, lacking high-quality local digital content and platforms, as well as influential online audio-visual programs. The gaming and animation industry in Shiyan is also relatively underdeveloped, with a lack of scale and the absence of well-known local cultural symbols. Overall, the collaboration among various segments of the digital cultural industry chain in Shiyan is not sufficiently close, hindering the deep development of the digital cultural industry.

3.3. Shortage of Digital Cultural Talents

Talent is one of the key factors driving innovation in the digital cultural industry. With the continuous growth of the digital cultural industry in Shiyan City, the demand for high-quality, multi-level, and specialized talents is increasing. However, compared to the market demand, the supply of professional talents in the digital cultural field is far from sufficient, resulting in a certain talent gap. Although Shiyan City has a considerable number of universities, ranking second only to Wuhan City in the province, the quality of higher education is not high, and the current allocation of educational resources is insufficient to cultivate innovative digital cultural talents with expertise in computer technology, artistic design, and cultural communication. Additionally, Shiyan City is located in the northwest border of Hubei Province, with relatively inconvenient transportation and economic development at a lower level as a fourth-tier city. These geographical and economic factors pose challenges for Shiyan in attracting talents for the digital cultural industry,

thereby restricting the comprehensive development of the digital cultural industry.

3.4. Inadequate Policy Support

Although Shiyan City has introduced a series of policies to promote the development of the digital economy, there are currently no clear policy documents specifically aimed at the development of the digital cultural industry. Firstly, the digital cultural industry often requires significant research and development (R&D) investment and technological innovation. However, inadequate financial and tax support may hinder the innovative vitality of enterprises. The inability of enterprises to bear high R&D costs makes it difficult for digital cultural enterprises to gain advantages in competition, affecting their profitability and development prospects. Secondly, the lack of clarity and stability in the policy environment may also become obstacles to the development of the digital cultural industry in Shiyan City. The absence of long-term, stable industrial policies makes enterprises hesitant to invest too many resources, affecting the formulation and implementation of their long-term development plans. These factors to some extent affect the sustainable development and innovation capability improvement of the digital cultural industry in Shiyan City, leading to enterprises being unable to fully unleash their potential and restricting the competitiveness of the digital cultural industry in the market.

4. Strategies for the Development of the Digital Cultural Industry in Shiyan City

4.1. Strengthening Policy Guidance for the Digital Cultural Industry

The government plays a crucial role in guiding and supporting the development of the digital cultural industry. Shiyan City can promote the healthy development of the digital cultural industry by implementing a series of incentive policies, providing a better development environment, and fostering innovation opportunities for enterprises.

Firstly, the government can provide direct financial support to the digital cultural industry through fiscal measures. This can include establishing special funds to support the research and development, production, and promotion of major projects and key enterprises. Subsidies and rewards can be used to encourage enterprises to invest more funds in technological innovation and talent cultivation, thus enhancing the industry's overall innovation capabilities. Additionally, encouraging financial institutions to increase loans to the digital cultural industry can lower the financing threshold for enterprises and promote the healthy development of startup digital cultural enterprises. Secondly, implementing tax preferential policies to reduce operating costs can attract more capital into the digital cultural industry. This can encourage enterprises to increase investment, expand their market, improve profitability, and stimulate innovation and production scale expansion. Lastly, the government should establish a sound legal system to protect intellectual property rights (IPR), which will increase enterprise innovation initiatives. Providing legal consultation services ensures that innovative achievements are properly protected. Through various incentive policies such as financial support and legal protection, the government provides a better development environment for enterprises,

stimulates their innovation potential, and promotes the flourishing development of the digital cultural industry in Shiyang City.

4.2. Establishing a Sound Mechanism for Talent Cultivation and Introduction

In the process of developing the digital cultural industry, talent is the core factor driving innovation and enhancing competitiveness. Therefore, to promote the healthy development of Shiyang City's digital cultural industry, it is necessary to establish a sound mechanism for cultivating and attracting digital cultural talents, providing high-quality talent resources to support the industry's development.

Firstly, through collaboration with higher education institutions, comprehensive talent cultivation plans should be formulated, and digital culture-related majors should be established to teach skills and knowledge required by industries such as digital media design, virtual reality technology, and artificial intelligence, thereby cultivating professional talents adaptable to the needs of the digital cultural industry. Secondly, close industry-academic cooperation relationships should be established with industry enterprises to conduct regular industry demand surveys, adjust training programs promptly, and enable students to better integrate into the digital cultural industry through internship plans and the provision of industry mentors. Meanwhile, through talent introduction, more innovative forces can be injected into Shiyang. Talent introduction policies can include providing competitive salary packages, housing subsidies, and simplifying procedures for talent introduction. Particularly for digital cultural professionals with rich experience and innovative awareness, more flexible working environments and attractive welfare benefits can be provided to attract them to work in Shiyang. By cultivating and attracting digital cultural talents, a solid foundation is laid for the sustainable development of Shiyang City's digital cultural industry.

4.3. Actively Cultivating New Formats in the Digital Cultural Industry

Shiyang City boasts abundant local cultural resources, including the UNESCO World Cultural Heritage site Wudang Mountain, the Danjiangkou Reservoir—the water source of the central route of the South-to-North Water Diversion Project, the Qinglong Mountain dinosaur and dinosaur egg fossil group, Dongfeng Motor Corporation, and the "Yunxian Man" skull fossil, among other precious cultural elements. To fully exploit the potential of these resources, Shiyang City should delve deep into its local culture, leveraging advanced digital technology to create cultural masterpieces, nurture new formats in the digital cultural industry, and enhance the visibility and influence of its cultural brands. For instance, using virtual reality (VR) technology, tourists can experience Wudang Tai Chi on Wudang Mountain or explore the mysteries of the dinosaur era on Qinglong Mountain.

Furthermore, by utilizing digital technology, performances of martial arts at Wudang Mountain, the natural beauty of the Danjiang River, the dinosaur culture of Qinglong Mountain, and the cultural heritage of Dongfeng Motor Corporation can be integrated into various cultural and creative products such as VR films, digital books, and cultural handicrafts, providing unique shopping and cultural experiences for residents and tourists alike. Moreover, establishing a digital platform for cultural dissemination on the internet, through social media

and online education, can facilitate the in-depth propagation of these cultural elements, allowing more people to understand and appreciate Shiyang's local cultural resources. Finally, by blending elements such as Wudang Mountain and the Danjiang River with modern culture, creating cultural symbols that resonate with contemporary aesthetics and cultural demands, and promoting the development of related industries such as film, animation, and gaming, Shiyang City can inject new vitality into its digital cultural industry.

4.4. Vigorously Supporting Leading Enterprises in the Digital Cultural Industry

Currently, Shiyang Daily Media Group Co., Ltd. is a prominent cultural enterprise within Shiyang, boasting influential platforms such as Shiyang Daily, Shiyang Evening News, Qinchu Net, and the Shiyang Government Website. Notably, Shiyang Evening News has amassed 6.64 million followers on the Douyin platform, while Qinchu Net stands as the most widely covered online media outlet in the Shiyang region, having received accolades such as "National Top 100 News Websites," "Top 10 News Websites in Prefecture-level Cities Nationwide," and "Key News Website in Hubei Province." Shiyang City should focus on nurturing these indigenous digital cultural leading enterprises, leveraging their innovative models and integrated development to radiate and drive progress.

Additionally, by capitalizing on the construction and development of the Guangdian Digital Cultural and Creative Industry Park and the Taiji Metaverse Industry Park, Shiyang can attract leading digital cultural enterprises from other regions to settle in Shiyang. This move would bring various resources such as talent, technology, and capital, enhancing the competitiveness of local digital cultural enterprises and achieving comprehensive improvement in the digital cultural industry. Furthermore, industry associations should organize industry matchmaking meetings, forums, exhibitions, and other events to facilitate communication and collaboration among upstream and downstream enterprises in the digital cultural industry chain, thereby promoting coordinated development within the digital cultural industry chain.

5. Conclusion

With the rapid rise of the digital economy, Shiyang City needs to seize the emerging opportunities in the digital cultural industry, optimize its industrial layout, enhance the overall competitiveness of the digital cultural industry, and promote its prosperity and innovation. This will inject new vitality into the local economy, fostering economic growth and development.

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