Pathways to Sustainable Competitiveness Upgrading in Shenyang's Cultural Industries

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Abstract. As an emerging industry, the cultural industry has become an important indicator for measuring the comprehensive competitiveness of a city. Shenyang, as the region with the most concentrated historical and cultural relics in Northeast China, the cultural regional center of Liaoning Province and the "birthplace of one dynasty and capital of two emperors", boasts diverse cultural resources such as Qing culture, Republic of China culture, Anti-Japanese War culture and old industrial base culture. It plays a leading role in the cultural industry pattern of the whole province. However, influenced by the overall economic situation in Northeast China, Shenyang's cultural industry is confronted with problems such as a weak demand foundation, scattered layout, incomplete industrial chain, and insufficient innovation capacity. Compared with advanced cities like Beijing and Shanghai, there is still a gap. Based on the theory of cultural industry competitiveness and in combination with the current development status of the cultural industry in Shenyang, this article proposes targeted strategies from the dimensions of stimulating cultural consumption demand, integrating cultural industry resources, extending the cultural industry chain, and enhancing cultural innovation capabilities, aiming to provide theoretical support and practical guidance for the high-quality development of the cultural industry in Shenyang.

Keywords: Cultural Industry; Industrial Competitiveness; Industrial Integration.

1. Introduction

Shenyang is a national historical and cultural city with a history of 2,300 years. In particular, the Qing culture represented by the "One Palace and Two Mausoleums", the Republic of China culture represented by the former residences of Zhang Zuolin and Zhang Xueliang, the Anti-Japanese War culture represented by the "September 18th" Memorial Hall, and the old industrial base culture represented by the Locomotive Museum all demonstrate the huge potential of this cultural city.

As a cultural and creative center in Northeast Asia, Shenyang's cultural industry has gradually become an important engine for economic growth in recent years, driven by policy support, technological progress, and consumption upgrade. However, the cultural industry in Shenyang still faces many challenges, such as a weak demand foundation, scattered layout, an incomplete industrial chain, and insufficient innovation capabilities. Against this backdrop, how to enhance the competitiveness of the cultural industry and transform the advantages of cultural resources into industrial advantages has become a key issue for Shenyang to achieve comprehensive revitalization..

2. Research Status of Cultural Industry about Shenyang Area

Yu Xibin, starting from the advantages and disadvantages of Shenyang's cultural industry development, proposed the "Shenyang Model" for creating a cultural and creative industry to contribute to the comprehensive revitalization and social progress of Shenyang [1]. Zhang Ling conducted in-depth research on the industrial heritage resources in Shenyang and proposed that VR technology could be introduced into local cultural and creative activities, and cultural tourism projects in Shenyang's creative industrial parks could be developed by utilizing industrial heritage, etc., to promote the development of Shenyang's cultural industry [2]. Xu Changcui pointed out the significant meaning of accelerating the construction of a cultural city in Shenyang. Subsequently, she put forward suggestions for accelerating the construction of a cultural city from aspects such as strengthening

cultural confidence, integrating characteristic and advantageous cultures, and accelerating the development of the cultural and creative industry [3].

3. The Current Situation of Cultural Industry Development in Shenyang

Shenyang's cultural industry covers multiple fields such as news publishing, entertainment performances, animation production, cultural tourism, film and television media, creative design, and digital culture. According to the Statistical Yearbook of Shenyang City, in 2023, the city had a total of 21 public libraries, 15 cultural venues, 13 museums, 10 professional art performance groups, and 134 large-scale cultural, sports and entertainment enterprises, achieving a total operating income of 5.083 billion yuan [4]. In the past five years, the average cultural consumption expenditure of residents has been nearly 4,000 yuan, and the proportion has increased from 6% to 7% in 2016 to 2018 to 9% to 10%. However, compared with cities like Beijing and Shanghai, there is still a considerable gap. Meanwhile, the cultural industry in Shenyang is characterized by "abundant resources but insufficient development" - resources such as Qing culture and Republic of China culture have not been fully transformed into industrial competitiveness. Most cultural enterprises are small and medium-sized ones, lacking leading enterprises to drive development, and the industrial concentration is low.

4. Problems in the Development of Shenyang's Cultural Industry

4.1 Weak Demand Foundation of the Cultural Industry

In recent years, the economic development activities in Shenyang have been insufficient, and the income of its residents still lags behind that of cities at the same level to a certain extent. This has, to some extent, suppressed the potential demand in the cultural market. In terms of cultural consumption, the consumption concepts of residents in Shenyang are relatively backward, and their demand for cultural entertainment is not strong. The development of the cultural industry in urban and rural areas of Shenyang is unbalanced. The radiation power of cultural products is not strong, and the cultural industry is mainly concentrated in the urban area, with very little involvement in the vast rural areas.

4.2 Incomplete Industrial Chain

At present, the overall layout of Shenyang's cultural industry is still relatively scattered, fragmented and repetitive. It has not been examined based on the comprehensive nature of Shenyang as a historical and cultural city and a modern metropolis to determine its overall strategic layout. A spatial pattern of "core leadership and coordinated development" has not yet been formed. For instance, cultural resources such as those in Qipanshan and along the Hun River have not been effectively integrated. The industrial chain is relatively short and incomplete. Cultural enterprises have insufficient integration with related industries such as equipment manufacturing, tourism, and technology. As a result, cross-border integration industrial clusters like "culture + technology" and "culture + tourism" have not been formed, and the efficiency of resource utilization is low.

4.3 Insufficient Innovation Capacity

The lack of innovation in the development of Shenyang's cultural and creative industry is also a bottleneck for its growth. Shenyang lags far behind Beijing, Shanghai and Guangzhou in the cultivation, introduction and utilization of cultural and creative talents. In addition, most folk arts are experiencing a shortage of talent. For instance, Northeastern Errenzhuan is extremely popular across the country, but it has lost its unique music, singing style, dance and so on. Moreover, some intangible cultural heritages are also facing the embarrassing situation of no one to pass them on.

5. Suggestions

5.1 Stimulate Cultural Consumption Demands

Greater efforts should be made to stimulate cultural demands, especially those of rural residents. Improve the income distribution system and establish a sound social security system. Through education and guidance, enhance the cultural literacy of residents, improve their aesthetic standards and spiritual realms, and cultivate correct and healthy cultural consumption concepts. Support the development of key cultural industry projects through project subsidies and other means, encourage cultural enterprises to innovate, and enrich the types of cultural products and services. Integrate urban and rural cultural resources, form urban-rural interaction, and improve operational efficiency. At the same time, we should improve the institutional construction of the cultural market, promote the marketization of public cultural services, and maintain the normal operation order of the cultural market.

5.2 Integrate Resources and Transform Resources into Culture Industries

Strengthen the development of cultural resources and give full play to their advantages. At the same time, we should vigorously develop core industries and optimize the industrial structure. Promote the development of the cultural industry through technological means such as "Internet Plus". Through the dissemination and penetration of "Internet +", a good positive feedback loop has been formed between traditional industries and cultural industries. The demand of traditional industries for culture has shifted from simple absorption and combination to the exploration and creation of cultural elements.

5.3 Extend the Cultural Industry Chain

The cultural industry is an industry with relatively strong correlation. The government should start by optimizing the internal and external environment for the integrated development of industries to promote the integrated development of the cultural industry and related industries. Actively promote technological innovation in the intersection of the cultural industry and related industries, and build a common technology platform for the cultural industry and related industries. At the same time, we should adhere to the market-oriented approach, integrate various cultural resources and infrastructure within the city, promote the formation of a unified and orderly market, and give full play to the role of the market in regulating and allocating resources. In accordance with the nature of industrial associations, cultivate industrial clusters that integrate the cultural industry with related industries.

5.4 Enhance Cultural Innovation Capabilities

Increase investment in innovation funds, set up a special fund for the development of the cultural industry, and support cultural enterprises in research and development. Introduce and cultivate innovative talents, and attract outstanding creative talents at home and abroad, such as designers, artists, digital technology experts, etc. Strengthen cooperation between universities and enterprises, establish "cultural and creative industry incubators", and promote the transformation of scientific research achievements. Implement a brand strategy, create cultural brands with Shenyang characteristics such as Shenyang Imperial Palace cultural and creative products, Zhang's Mansion cultural brand, and industrial cultural brand, enhance brand influence through various expos and large-scale galas, and form unique cultural brands.

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