

Analysis of Key Success Factors in Cultural and Artistic Management and Educational Model Innovation

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Abstract: In the context of globalization and digitalization, cultural and artistic management and educational model innovation have become the core driving force for the sustainable development of the industry. This article systematically sorts out the six key success factors of strategic planning, content innovation, organizational change, user orientation, and dynamic evaluation through case analysis and theoretical discussion. These factors work together to provide a clear path and impetus for the sustainable development of the cultural and arts industry.

Keywords: Cultural and arts management; Educational model innovation; Key success factors

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1. Introduction

Today, as digital technology reshapes society, the cultural and art industry and the education sector face challenges such as low efficiency of traditional models, scattered resources, and diversified user needs. How to break through bottlenecks through innovation has become a topic of common concern in academia and industry. This article combines typical cases such as a city's "One Person, One Art" art popularization project, a film and television IP strategy, and an AI education assistant to analyze the factors for successful innovation from multiple dimensions and provide a practical path for reference for the industry.

2. Strategic planning: Synergy between policy orientation and resource integration

Strategic planning is the core driver of innovation in cultural and artistic management and education models. Its success depends on the top-level design guided by policies and the systematic layout of resource integration. At the policy level, the "One Person, One Art" national popularization project incorporates art popularization into the public cultural service system through the government-led "4+2" content system, forming an ecological

model of “government setting the stage, social participation, and national sharing”^[1]. The project not only received an average of 4.5 million yuan in special financial support per year, but also clarified the responsible entities and assessment mechanisms through the “Regulations on Public Cultural Service Guarantee of a Certain City” to ensure the sustainability of policy implementation. As of 2020, the number of registered users reached 650,000, with an overall participation rate of over 80%, becoming a benchmark case for public cultural service innovation across the country. The Ministry of Education’s “Education Digitalization Strategy” also promotes AI, big data, and other technologies to empower new education tracks through policy guidance. For example, the “Education Informatization 2.0 Action Plan” proposes the “three comprehensive, two high, and one large” goals, clarifies the path and standards for the integration of educational technology, and provides institutional guarantees for industry innovation^[2].

In terms of resource integration, cross-domain collaboration is the key to breaking through the dilemma of decentralized resources. The “Cultural Gas Station” project in Beilun District of a certain city integrates the resources of 344 institutions, such as cultural centers, communities, and enterprises, through the “1+N” digital service platform to form a “menu-style” service architecture. The platform adopts the “online appointment + offline experience” model, serving more than 100,000 people per year, and increasing resource utilization by 40%. In the field of education, a certain university has jointly developed the “Zhi Hai” intelligent education model with Alibaba, SenseTime, and other companies to build an industry-university-research collaborative innovation network. Through the “data sharing + joint research and development” mechanism, the platform deeply integrates the academic resources of universities with the technical capabilities of enterprises, and has incubated 12 innovative achievements such as AI teaching assistants and virtual laboratories, covering more than 200 universities across the country. In addition, the synergy between policies and resources needs to be optimized through a dynamic feedback mechanism^[3].

3. Technology empowerment: Efficiency and model reconstruction driven by digitalization

AI and big data technologies promote the transformation of services from “standardization” to “personalization” by accurately analyzing user needs. The “One Person, One Art” cloud platform in a certain city mentioned above uses user portrait technology to integrate registration information, course click-through rate, completion rate, and other data to build a “multi-dimensional label system” and recommend adaptive courses through collaborative filtering algorithms^[4]. For example, the “Introduction to Animation Art” course is pushed to young users, and the “Appreciation of Traditional Opera” is recommended to middle-aged and elderly users, which increases the course matching degree by 35% and covers more than 500,000 users. The “Xiaohang” AI assistant of a certain university provides integrated support for “learning, research, and management” for teachers and students through natural language processing technology. In the learning scenario, it can answer subject questions and recommend knowledge graphs; in the scientific research scenario, it integrates literature data and data analysis tools to assist in paper writing; in the management scenario, it automates the processing of homework grading, attendance statistics, and other matters, and improves the work efficiency of teachers by 40%^[5].

Technologies such as virtual reality (VR) and augmented reality (AR) break the limitations of time and space and reconstruct cultural and educational scenarios^[6]. For example, the “Digital Cultural Relics Restoration” project of the Palace Museum simulates the restoration process of cultural relics through VR

equipment. Users can “touch” virtual cultural relics and learn traditional skills. After the project was launched, the number of visits exceeded 2 million. In the field of education, a university’s “Metaverse Classroom” uses AR technology to visualize abstract concepts, such as converting quantum mechanics wave functions into three-dimensional dynamic models, which improves students’ understanding efficiency by 60%. In addition, AI-generated content technology promotes the democratization of artistic creation, such as the “AI Composition Assistant” developed by the Shanghai Symphony Orchestra. Users can generate customized melodies by entering emotional keywords, lowering the threshold for creation and stimulating the enthusiasm of the public to participate in art ^[7].

4. Content innovation: Interdisciplinary integration and value transformation

Interdisciplinary education cultivates compound talents by breaking down disciplinary barriers. The “10+35” model of a middle school integrates subject knowledge such as Chinese, history, and science into project-based learning ^[8]. For example, in the “Yellow River Ecological Governance” project, students need to analyze basin characteristics based on geographical knowledge, interpret governance policies based on historical background, evaluate ecological impacts based on biological subjects, and propose solutions through data analysis. This model improves students’ critical thinking ability by 25% and their ability to apply interdisciplinary knowledge by 40%. The field of educational technology also integrates online resources and offline interactions through “hybrid teaching.” The “smart classroom” system of a university integrates MOOC courses, virtual simulation experiments, and classroom discussions. Students can learn basic theories online and simulate chemical reactions or historical scenes offline through VR, realizing the closed loop of “knowledge input-practice verification-reflection optimization.” In the cultural field, a city’s “art popularization + rural construction” project deeply integrates art popularization with rural revitalization to create an “art empowers rural areas” model.

The transformation of cultural values needs to be based on traditional elements and to achieve national expression through modern narratives. The “super IP strategy” of a certain film and television company has promoted works such as “The Rise of Phoenixes” to the international market through the three-step method of “cultural decoding-creative reconstruction-global communication.” For example, the drama is based on Tang Dynasty costumes and etiquette, and incorporates suspenseful plots and visual aesthetics. It has been broadcast overseas more than 500 million times, and its derivative sales have reached 200 million yuan. In the field of education, cultural identity is strengthened by “intangible cultural heritage in the classroom.” For example, a middle school has developed a “Wu Culture Course Package” to integrate intangible cultural heritage skills such as Suzhou embroidery and Pingtan into aesthetics and Chinese teaching. Students can achieve the integrated inheritance of “knowledge-emotion-action” by making Suzhou embroidery bookmarks and writing Pingtan stories. In addition, value transformation needs to be combined with technology to achieve scene reconstruction. The “Digital Cultural Relics Library” of the Palace Museum has transformed “A Thousand Miles of Rivers and Mountains” into a dynamic digital volume through 3D modeling and interactive design. Users can “walk into” the painting to experience the landscape of the Song Dynasty. The number of visits to the project exceeded 100 million after it was launched ^[9].

5. Organizational change: Flexible mechanisms and open ecosystems

Traditional bureaucratic systems are difficult to adapt to the needs of rapid iteration. In the enterprise field,

Giant Network reconstructed its organizational structure through the “modular division of labor + dynamic collaboration” mechanism. It split the R&D team into “small front-end” groups of 15–20 people, each focusing on the development of a single product function, and set up a “middle-end” to share technical resources and data support, while the back-end is responsible for strategic coordination and risk control. This model shortens the project iteration cycle by 30%, and the user retention rate of the “Zhengtu” series of games has increased to 65%. The “One Person, One Art” social alliance in a certain city has absorbed 344 cultural institutions, enterprises, and social organizations through the “government-led + institutional collaboration” mechanism, forming a “demand docking-resource integration-effect evaluation” closed loop. For example, the community art festival matches the dancers’ association, enterprises, and school activities through the alliance platform. The preparation time is compressed from 3 months to 15 days. In the field of education, the “271” teaching model of a middle school releases students’ subjectivity through the reconstruction of classroom structure. Teachers only spend 20% of their time explaining knowledge points, 70% of their time guiding students to explore in groups, and 10% of their time on personalized tutoring. This model breaks the traditional “cramming” teaching method, and the student participation rate has increased from 45% to 82%. The college entrance examination key rate has increased for 10 consecutive years. A certain No. 3 middle school has further implemented the “project-based grade group,” which consists of a fixed team of interdisciplinary teachers to jointly design thematic courses such as “garbage classification” and “urban traffic optimization,” and the teacher’s writing efficiency has increased by 50% ^[10].

An open ecosystem is the guarantee for the sustainable development of innovation. In knowledge sharing, Harvard University’s “Open Educational Resources” project breaks down regional barriers and promotes global knowledge sharing. For example, its “Calculus” online course has attracted a total of 1.2 million learners and has spawned collaborative teaching projects at 15 universities around the world. In the field of art, the “Crowd Innovation Space” brings together designers, technical teams, and market experts to accelerate the transformation of results. For example, a team of digital artists worked with an AR company to develop the “Virtual Dunhuang” exhibition, which took three months from concept to implementation and attracted more than 50,000 tourists. In addition, in the field of education, a local “Future School Laboratory” has joined forces with universities and scientific research companies to develop AI teaching tools, such as the “Intelligent Composition Correction System,” which has covered 200 schools and increased teacher correction efficiency by 70% ^[11].

6. User-oriented: Demand insight and value co-creation

User demand is the core driving force of innovation, and its identification and satisfaction need to rely on data intelligence and scenario-based design. In the field of tourism, a city’s tourism platform achieves precise service supply through “multi-source data fusion + behavior modeling,” integrating 10 types of data sources such as OTA reservation data, scenic spot Wi-Fi positioning, and social media comments to build a tourist preference map. The platform uses machine learning algorithms to identify segmented needs, such as parent-child travel and silver-haired travel, and dynamically adjusts recommendation strategies. In 2023, the user complaint rate will drop by 42%, and market satisfaction will increase by 7.05%. In the field of education, the “Zhi Hai Personalized Learning Platform” diagnoses students’ weak links through knowledge graphs, generates a combination of “micro-class video + wrong question analysis + interactive exercises,” and dynamically adjusts the difficulty based on learning time, accuracy, and other data, so that students’ scores improve by an average of 25%. Such practices show that data-driven precision services need to take into account both technical depth

and scenario adaptation, and maximize user value through the closed loop of “demand identification-path generation-effect iteration.”

Deep user participation can strengthen value recognition and promote service innovation and cultural heritage. The Palace Museum’s “Digital Cultural Relics Restoration” project achieves value transformation through the “public participation-professional guidance-results sharing” model. Its users simulate the steps of splicing and coloring cultural relics through the app. Experts comment online and select high-quality solutions for reference in physical restoration, and make excellent works into digital collections to provide feedback on cultural relics protection. After the project was launched, the number of public participants reached 8 million, and the degree of cultural dissemination increased by 3 times ^[12]. In the field of education, a school’s “project-based learning” allows students to lead the design of topics. For example, the “community elderly care plan” project was led by students to survey needs and connect resources, and the final plan was adopted and implemented by the government. This model has improved students’ problem-solving ability by 40% and their social service awareness by 65%. The essence of user co-creation is to build “demand expression-cooperative design-value sharing” and achieve two-way empowerment of individual creativity and organizational goals through technical empowerment and mechanism incentives.

7. Evaluation and iteration: Dynamic optimization and risk management

The improvement of innovation efficiency depends on scientific evaluation and a dynamic iteration mechanism. The “One Person, One Art” social alliance of a certain city verified the effectiveness of the project through the dual-track evaluation system of “third-party evaluation + user feedback.” It commissioned a university team to quantify 12 indicators such as participation rate, satisfaction, and cultural popularity, and established an “opinion wall + online questionnaire” to collect citizen suggestions. Data shows that in the three years since the implementation of the project, the citizen art participation rate has increased from 15% to 43%, and the satisfaction rate has reached 92%. In the field of education, a full-cycle evaluation model is constructed by combining “process evaluation + result evaluation.” For example, the second middle school of a certain city adopts the three-dimensional indicators of “classroom performance data + project results + peer evaluation” to dynamically adjust the “271” teaching model. A district introduced a “learning analysis system” to warn of learning risks through data such as homework completion rate and knowledge point mastery curve. After teacher intervention, the student pass rate increased by 28%. Such practices show that evaluation needs to take into account both quantitative indicators and qualitative feedback, and achieve continuous improvement through the closed loop of “data collection-effect analysis-strategy adjustment.”

Innovation needs to balance efficiency and risk, and technological ethics and cultural adaptation are key considerations. In the field of AI applications, algorithmic bias may exacerbate social injustice. For example, an AI art creation platform has a low recognition rate of 35% for oriental-style works because its training data is biased towards Western painting styles. Later, by introducing a “Cultural Fairness Review Committee” to optimize the dataset, the recognition accuracy rate increased to 89%. Over-reliance on technical tools in educational innovation should be taken into consideration. For example, AI art creation needs to avoid algorithmic bias, and educational innovation needs to prevent the instrumentalization of technology from weakening humanistic care. A school once caused student anxiety due to the “AI proctoring system,” and later added a “psychological assessment module” and allowed 20% of courses to return to traditional teaching, and the student stress index dropped by 40%.

8. Conclusion

Cultural and artistic management and educational model innovation are systematic projects that require coordination in multiple dimensions, including policy, technology, content, organization, users, and evaluation. In the future, we need to further explore the application of generative AI in content and teaching, build an immersive experience that combines virtuality and reality, and promote cross-cultural dialogue and international expression based on local culture. Only in this way can we achieve two-way empowerment of social and economic benefits and inject lasting impetus into the construction of a cultural power.

Disclosure statement

The author declares no conflict of interest.

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