

Research on the Communication and Development of Heilongjiang Cultural and Creative Industry under the Background of “Belt and Road”

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Abstract: This paper focuses on the research on the dissemination and development of cultural and creative industries in Heilongjiang Province under the background of “Belt and Road.” Firstly, the paper analyzes the main characteristics of cultural and creative industries in Heilongjiang Province and then puts forward the leading advantages of the government to promote the development of cultural and creative industries. The government gives full play to its regional advantages and creates Longjiang cultural products, while also accelerating regional industrial cooperation and innovative cultural communication forms. In-depth discussion is made on integrating scientific and technological means of the times and strengthening the cultivation of innovative talents. The government optimizes the communication and development path of the Heilongjiang cultural entrepreneurship industry and brings positive influence to the stable development of the Heilongjiang region in the future.

Keywords: Belt and Road background; Heilongjiang; Cultural and creative industries; Communication and development

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1. Introduction

Under the background of the new era, in the Report to the 20th CPC National Congress of the Communist Party of China, the chairman of the CCP clearly proposed to “enhance the communication influence of Chinese civilization” and “deepen the exchange and mutual learning of civilizations and promote Chinese culture to the world better.” The implementation of the “Belt and Road Initiative” provides a once-in-a-lifetime historical opportunity for the transformation of China’s foreign cultural exchanges and accelerates economic cooperation among countries along the route. As one of the key provinces in Northeast China, Heilongjiang is not only rich in natural resources but also famous for its unique ice and snow culture and

national resources, which provides rich creative inspiration and materials for cultural and creative industries. Taking the “Belt and Road” as an opportunity, it is necessary to start with the cultural and creative industries, explore their potential markets in the new era, construct the “going out” road of Heilongjiang culture, improve the cultural influence of Heilongjiang, realize global economic development and change, explore more cultural resources in Heilongjiang, introduce more new industrial models, strengthen international cooperation, and help Heilongjiang cultural and creative industries to enter new fields. This is not only of great strategic significance but also of strong practical value.

2. Main features of Heilongjiang’s cultural and creative industries

2.1. Rich and colorful folk cultural resources

Heilongjiang has a vast territory, which contains a variety of national cultural resources, which is the key factor in helping the development of cultural and creative industries, as many products also show the regional cultural characteristics of Heilongjiang to a certain extent. Whether it is embroidery or paper-cutting, intangible cultural heritage has become a precious resource in the Heilongjiang region, and it is also the focus of China’s cultural heritage ^[1]. It is precisely because of these special cultural elements contained in the Heilongjiang region that with the development of the times, the integration effect of creative design and modern technology has been increased, and it has been transformed into a new cultural creative product, which not only occupies a certain position in the market, but also injects more support into the development of cultural entrepreneurship industry in Heilongjiang.

2.2. Unique ice and snow resources

Heilongjiang ice and snow resources are a business card of the city, which provides support for the subsequent creation of ice and snow creative industries. In recent years, Heilongjiang has invested a lot of attention and energy in the ice and snow economy, successively developed various ice and snow cultural and creative products, and attracted more and more tourists through diversified ice and snow art projects, thus forming a brand-new “ice and snow+” new situation ^[2]. For example, some ice and snow products in “Harbin Ice and Snow World” and “Sun Island Snow Expo” in Heilongjiang are well known by many people, attracting more and more tourists to come to Heilongjiang. At the same time, Heilongjiang also pays attention to exploring more ice and snow cultural resources, providing internal kinetic energy for the development of ice and snow cultural creative industries and creating a more distinctive national cultural business card.

2.3. Innovative development of cross-border integration

In the process of the spread and development of cultural and creative industries in Heilongjiang, the idea of cross-border integration is upheld to realize the integration of traditional culture, art, and technology, and to show a new cultural product with a new era. For example, using virtual reality technology and artificial intelligence technology, on the one hand, the government can realize scene reconstruction, on the other hand, the government can realize historical restoration of non-legacy projects and build an interactive experience effect. For another example, Heilongjiang also actively explores the integration with agriculture and tourism, develops brand-new cultural creativity and leisure tourism, and opens up a comprehensive new industry with the support of intelligent technology ^[3].

3. Communication and development path of Heilongjiang cultural and creative industries under the background of “Belt and Road”

3.1. Playing the leading role of the government in promoting the development of cultural and creative industries

Under the background of “One Belt, One Road,” to achieve better results, it is necessary to clarify the dominant position of the government and lay a solid foundation for the development of cultural and creative industries in Heilongjiang. First of all, the government plays a leading role in formulating relevant policies and regulations, which are conducive to promoting the stable development of cultural entrepreneurial industries, such as setting up a special cultural and creative industry development fund to ensure adequate financial support. Some preferential tax policies can also be promulgated to reduce the capital cost of cultural and creative enterprises in essence. It can also enhance the protection of intellectual property rights and encourage more cultural and creative enterprises to have corresponding legitimate rights and interests. Secondly, the government also plays a traction role, creating a brand-new cultural and creative industrial site, attracting more and more powerful cultural and creative enterprises to participate in it in the form of industrial parks, and bringing certain industrial cluster effects ^[4]. Through this form, it can help cultural and creative enterprises to improve the market competition effect and improve production efficiency in essence. It can also achieve the integration of cultural and creative industries and more new industries, and highlight a brand-new industrial chain. Finally, the government can regularly carry out communication and exchange activities in cultural and entrepreneurial industries, such as holding international cultural and creative exhibitions or cultural exchange activities, to provide a new platform for cultural and entrepreneurial industries in Heilongjiang to go abroad, and also pay attention to introducing more new ideas and technologies to jointly paint a new chapter in the spread of more prosperous cultural and creative industries in Heilongjiang.

3.2. Giving full play to its regional advantages to create Heilongjiang cultural products

Creating high-quality cultural and creative products has always been one of the effective means to accelerate the spread and development of Heilongjiang culture. Therefore, it is necessary to increase the development of some unique cultural and creative projects in Heilongjiang. For example, ice and snow tourism has always been a brand of Heilongjiang, which not only has many ice and snow resorts but also contains rich resources. For example, Xue Cun in Mudanjiang is one of the shooting places of the famous program “Where is Dad?”, and it is its unique and charming snow scene that attracts countless tourists. For another example, Harbin, the capital of Heilongjiang Province, holds an ice and snow festival and an ice lantern garden party every year, which is not only very charming but also has a certain grandeur. The staff innovates the artistic content of ice lanterns every year as if it has become an ice city that countless people yearn for ^[5]. Through the above examples, it can be seen that Heilongjiang has fine products, so it is necessary to explore more new tourism products and provide better products and services for people. For example, give full play to the characteristics of traditional crafts and folk art in Heilongjiang, and design more new products, such as integrating ice and snow sculpture with Chinese culture, presenting a strong local cultural atmosphere in Heilongjiang, giving each ice and snow product its own unique story. It is also possible to integrate ice and snow products with folk stories, which not only enhances the appreciation, but also strengthens communication, greatly enhances the tourists’ interest in understanding Heilongjiang culture, deepens the connotation of cultural creative products, and contributes to the spread and development of Heilongjiang culture ^[6].

3.3. Accelerating regional industrial cooperation and innovative forms of cultural communication

With the implementation of the “One Belt, One Road” initiative, cultural and creative industries have gradually merged with other industries, completely changing the previous single development model. Therefore, during the spread and development of Heilongjiang’s cultural entrepreneurship industry, it is necessary to start from multiple angles, to promote the cultural communication path in the joint progress of various industries and let Heilongjiang’s ice and snow culture and national resources spread across the country. First, starting from the cultural content, actively cooperate with other industries to continuously expand the new market of ice and snow cultural entrepreneurship, constantly optimize the shortcomings, strengthen the development advantages, and further enhance the competitive strength of Heilongjiang cultural and creative industries in the market through technology sharing and resource sharing. For example, establish cooperative relations with some ice and snow tourist destinations, create distinctive routes, and bring new tourist experiences to tourists^[7]. Second, pay attention to sports, art, and other industries, find the convergence point between the ice and snow cultural entrepreneurial industry and it, and find some potential markets, such as connecting the ice and snow cultural industry with the sports industry, launching ice and snow sports competitions in the new situation, and introducing various ice and snow sports. It can also be integrated with art, constantly innovating the theme of ice and snow, conveying richer cultural connotation of Heilongjiang to people through various art exhibitions and performances, and constantly expanding the new direction of the development of national capital by using the function of visual art, so that people can feel the charm of new cultural and creative industries through experience and interaction, and truly use various industries to enhance the communication path of Heilongjiang cultural and entrepreneurial industries.

3.4. Utilizing the era of scientific and technological means to strengthen the cultivation of creative talents

In the dissemination and development of cultural and creative industries in Heilongjiang Province, it is necessary to focus on folk resources, including characteristic industries, brand industries, ethnic villages, towns, and so on, to further enhance publicity through the form of exhibition of ethnic products or online e-commerce publicity, continuously expand the scope of publicity, and at the same time innovate the service chain, to provide more services for more ethnic enterprises, such as design services, production services, and sales services^[8]. Secondly, to enhance the market competitive strength of cultural and creative industries, the government should actively introduce new Internet technologies, give full play to the advantages of online e-commerce platforms, and rely on the network to sell, thus creating a brand-new P2P trading situation. In the whole process, consumers can enter the network platform to build handicraft models, so that more people can experience the charm of product making and fundamentally enhance the people’s desire to buy. To improve the application effect of science and technology, the efforts to cultivate creative talents cannot be ignored, mainly from the following aspects. First, Heilongjiang should make full use of university resources, screen some superior universities, establish cooperative relations with them, guide them to carry out cultural entrepreneurship-related majors, set up corresponding learning courses, not only carry out interdisciplinary comprehensive education, but also cultivate a group of new talents who understand the market and art, and strengthen the working ability of creative talents by using various practices such as school-enterprise cooperation^[9]. Second, Heilongjiang has built a complete service system for creative talents, which includes not only talent evaluation, but also entrepreneurial guidance, and is committed to providing a better environment for the development of creative talents. Regular cultural entrepreneurship competitions and

creative fairs can mobilize the initiative of more creative talents, explore more potential talents, constantly improve the team of cultural entrepreneurship talents in Heilongjiang, and make contributions to its dissemination and development.

4. Expected effect

Under the background of “One Belt, One Road”, the dissemination and development of cultural and creative industries in Heilongjiang Province not only bear the responsibility of cultural inheritance but also bear the responsibility of promoting regional economic development in Heilongjiang Province. Solving the shortcomings in the integration and utilization of Heilongjiang folk culture, folk art, ice and snow culture, and other resources will have a positive impact on the economic, social, and regional image promotion of the Heilongjiang area.

4.1. Economic benefits

Nowadays, the Heilongjiang cultural and creative industry has become a new economic growth point, no longer limited to the comfort of traditional industries, but integrated with art, science, technology, and other fields, giving it new added value. For example, when Heilongjiang develops ice and snow culture and minority culture, it constantly innovates competitive new cultural entrepreneurial products such as film and television production and handicraft art, further promotes the development of related industries, and truly builds industrial clusters to help Heilongjiang’s economy develop continuously. At the same time, it also provides a lot of jobs, effectively relieves the pressure on the job market, and drives the employment rate of related accommodation industries and transportation industries to a certain extent ^[10].

4.2. Social benefits

As far as the development of cultural and creative industries is concerned, it is also a manifestation of cultural self-confidence. On the one hand, it inherits Heilongjiang’s paper-cut intangible cultural heritage, on the other hand, it integrates more modern design ideas and constantly innovates traditional culture, injecting more vitality and vitality into it, effectively narrowing the distance with people’s aesthetic needs. At the same time, it also enhances social benefits and strengthens social cohesion. The highly participatory art exhibitions and cultural festivals carried out by cultural and creative activities not only enrich the spiritual culture of the people in Heilongjiang, but also deepen the cultural exchange effect of various groups to a certain extent, realize national unity and development, and effectively enhance the social cohesion effect.

4.3. Regional image enhancement

Heilongjiang is endowed with a superior geographical location and unique natural resources, giving it the special title of “land of ice and snow.” Through the dissemination and development of cultural and creative industries, people can deeply explore more regional advantages of Heilongjiang and create Heilongjiang regional intellectual property with distinctive characteristics, which can not only enhance the brand characteristics of Heilongjiang but also occupy a place in many domestic and foreign markets. In addition, it also plays a certain role in promoting tourism, designing cultural and creative industries into tourism commemorative products, mobilizing people’s willingness to buy, and effectively expanding tourism-related products. By opening art towns and other places, more and more tourists are attracted to experience and generate relevant consumption, which promotes tourism growth in Heilongjiang.

5. Conclusion

To sum up, exploring the spread and development of cultural and creative industries in Heilongjiang under the background of “Belt and Road” is not only an exploration of the regional cultural characteristics of Heilongjiang but also an effective way to realize multicultural and economic development. Therefore, in future development, it is necessary to combine the ice and snow culture and national resources in the Heilongjiang region, continue to innovate industrial innovation, enhance the exchange effect with domestic and foreign countries, and enhance the competitiveness of cultural and creative products in the market. At the same time, people should call on the government, society, enterprises, and other social subjects to actively participate in the communication and development project of Heilongjiang cultural and creative industries, play the leading role of the Belt and Road, jointly create a new chapter in Heilongjiang cultural and creative industries, and help Heilongjiang culture to enter the world and realize the dissemination and promotion of Chinese culture.

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