

“Promising Government+Effective Market”: Exploration on the Development Path of Red Culture

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Abstract: Red cultural resources play an irreplaceable role in the great rejuvenation of the Chinese nation. This paper explores the development path of red culture under the mode of “promising government+effective market.” The promising government provides a solid guarantee for the inheritance and promotion of red culture by actively formulating policies, increasing investment, strengthening protection, and taking other measures. The effective market uses the market mechanism to optimize the allocation of resources, stimulate innovation vitality, and make red culture enter the lives of all living beings in multiple forms. By analyzing the advantages and synergy between the government and the market, this paper provides a feasible path reference for the inheritance, innovation, and development of red culture.

Keywords: Promising government; Efficient market; Red Culture

Online publication: August 12, 2025

1. Introduction

As the precious spiritual wealth of the Chinese nation, red culture provides an inexhaustible spiritual impetus for the great rejuvenation of the Chinese nation. The report of the 20th CPC National Congress pointed out that we should carry forward the spiritual pedigree of the Chinese Communists with the great spirit of party building as the source, make good use of red resources, carry out in-depth publicity and education of socialist core values, deepen patriotism, collectivism and socialism education, and strive to cultivate new people of the times who are responsible for national rejuvenation, which stimulated the society’s attempt and exploration to develop red culture^[1]. In 2022, the opinions of the CPC Central Committee and the State Council on accelerating the construction of the national unified market put forward the new concept of “effective market and promising government”, which requires both “effective market” and “promising government”, which provides a new reference paradigm for promoting the development of red culture^[2].

The current academic research on the development of red culture mainly focuses on the unilateral effect

of the government or the market, and there are few studies on the “integration effect” of the combination of the government and the effective market. Based on this, this paper deeply discusses the high-quality development path of red culture under the synergy of “promising government” and “effective market” in order to provide a useful reference for the development of red culture.

2. “Promising government+effective market”: The internal logic of the development path of red culture

2.1. The traditional development mode of red culture encounters difficulties

2.1.1. Absence of governance subject

Under the traditional development mode, the development of red culture mainly depends on the overall planning and conditional support of the government. However, with the aggravation of the absence of governance subject, its development faces many challenges. At the level of protection and development, due to the lack of local institutional protection, some regions have a weak awareness of red resources protection, and buildings collapse, overdevelopment, and other phenomena occur frequently. In terms of governance subjects, the subjects involved in governance are single and difficult to form a joint force. In terms of development mode, focusing on traditional tourism display, ignoring innovation and mode transformation, it is easy to lead to multiple hazards such as cultural inheritance fracture and limited economic development, which restrict the long-term development of red culture.

2.1.2. Market vitality is not stimulated

The market is an important means to develop the red economy. Rational use of the market can promote the creative transformation and innovative development of red culture, and “invigorate” the red economy. However, there are multiple problems in the traditional mode of red culture industry: in terms of resource allocation, market players’ weight is on short-term economic interests, resulting in excessive commercialization of red tourism, and the enterprises are small in scale, weak in strength, lack of leading leadership, and difficult to adapt to competition. At the market demand side, there is no consumer feedback mechanism, and the product cannot be optimized according to demand. At the municipal coordination level, government planning lacks market orientation, resource allocation is administrative, and market entities have high barriers to entry and cumbersome approval, which restrict market vitality.

2.2. “Government for good” provides a guarantee for the high-quality development of red culture

At present, the academic circles’ definition and research perspective of the concept of “promising government” mainly start from the relationship between the government and the market. Chenyunxian pointed out that the socialist economy with Chinese characteristics is the combination of a promising government and an effective market. The government needs to make progress in the functional role system of non-operational, operational, and quasi-operational resources to achieve the unification of resource allocation, policy support, and goal realization^[3]. Liu believes that the government should provide macro-control resources through effective policies, overcome market failure, and do a good job in creating a good development environment, providing high-quality public services, and maintaining social fairness and justice^[4]. Zhu regards “effective market and promising government” as a complementary integration model of strong government and strong market^[5]. In the field of red

culture, a promising government refers to a government that actively acts and performs its duties on the basis of respecting the laws of the market and does not excessively interfere with the market, so as to promote the healthy development of the economy and the prosperity of the red culture industry.

“Promising government” is crucial to the high-quality development of red culture. Its positive, efficient, forward-looking, and service characteristics make it work in many fields. In terms of industrial development, formulate strategic planning and provide top-level design. In terms of protection and inheritance, the government should improve laws and regulations, establish a long-term mechanism, and guard the ruins. In terms of publicity and education, the government should broaden channels, carry out red culture publicity, integrate it into the education system, and build a solid ideological foundation. In terms of policy supervision, the government introduced tax relief and other policies to stimulate market vitality, while strengthening quality supervision, cracking down on illegal acts, and escorting the development of red culture.

2.3. “Effective market” brings opportunities for the development of red culture

Economic foundation is the premise of a country’s government governance, and the level of government governance performance is the embodiment of its economic development level to a certain extent ^[6]. The market subject is the basic carrier of economic development, the main participant in economic activities, the main provider of employment opportunities, and the main promoter of technological progress, and plays an indispensable role in the national economic development ^[7]. In the field of red culture development, an effective market refers to the market environment that fully plays the role of the market mechanism and promotes the inheritance, innovation, and development of red culture. In terms of resource allocation, the effective market guides the flow of funds to potential red culture projects to achieve resource optimization. The rational market mechanism attracts professionals and injects creative vitality into the development of red culture. At the product innovation level, in order to meet the diversified needs, the market main body developed new products such as red theme games and animation to enrich the forms of expression on the basis of retaining traditional products such as red tourism and books. At the same time, under the pressure of competition, product quality is improved through technology upgrading and optimization design. In terms of marketing promotion, market players use advertising, online marketing, and other means to enhance the popularity of red culture, and develop the consumer market according to the needs of different groups. The development of the red culture industry can also drive catering, accommodation, and other surrounding industries, promote each other among industries, form a virtuous circle, and help the prosperity and development of red culture.

3. Development path of red culture under the mode of “promising government + effective market”

3.1. Resolving the failure of the red culture market with the government of promising

Market failure means that the optimal allocation of resources cannot be achieved through market allocation, and monopoly, externality, and other factors are its incentives.

3.1.1. Strengthen system guidance and make up for market weakness

Driven by utilitarianism, the main body of the red culture market is prone to over-exploitation of resources and industrial homogeneity. Institution is the most important determinant of economic performance. Dynamically speaking, an institution establishes the incentive system for the organization’s business activities and determines

whether the organization carries out the promotion of technological progress ^[8]. In this regard, the government should promote the formulation of laws and regulations, clarify the protection scope, standards and responsible subjects of red cultural resources, and severely punish destructive acts. On the other hand, the government need to strengthen market supervision and evaluation, improve the supervision mechanism, strengthen the inspection of protection and development work, and ensure the healthy development of the market.

3.1.2. Encourage diversified governance and stimulate market vitality

The inheritance and promotion of red culture need the collaborative governance of the whole society. Collaborative governance is the process of benign interaction between various stakeholders, including government and non-governmental subjects, in order to achieve common governance goals on the basis of mutual trust ^[9]. At present, the main body of red culture governance is single, and social organizations and public participation are insufficient. The government can break the situation from three aspects: formulating tax incentives and subsidies to attract enterprises to invest in the red cultural industry; Guide social organizations such as the Red Culture Research Association to give full play to their professional advantages and carry out research and protection activities; Strengthen publicity and education, enhance public awareness through theme activities, establish participation mechanisms, and mobilize public enthusiasm.

3.1.3. Science and technology engine industry, creating innovation ecology

Doing a good job in the “integration” of culture and science as technology is an important part of the construction of a cultural power ^[10]. The government can set up a special fund for red culture science and technology to support technology research and development and product development; Encourage enterprises to increase R&D investment with tax incentives and financial subsidies. At the same time, colleges and universities should be promoted to set up relevant courses and cultivate interdisciplinary talents; Hold industry forums and seminars to improve the technology application ability of practitioners; Hold scientific and technological innovation competitions to promote the transformation of achievements, establish innovation demonstration bases, play a leading role in demonstration, and comprehensively help the development of red culture.

3.2. Make up for government failure with an effective market

Government failure means that when the government intervenes in economic and social life, it has new defects due to its own limitations and objective constraints, resulting in the suboptimal allocation of social resources.

3.2.1. Optimize the allocation of resources by relying on the market mechanism

Government failure will lead to uneven distribution of resources, price fluctuations, and imbalance between supply and demand in the red culture market. An effective market can realize the optimal allocation of resources by means of self-regulation. Through benign competition, the market allocates red cultural resources to subjects with more development ability, improves utilization efficiency, and guides the flow of funds, talents, and other factors to production. The price mechanism plays an important role in the market. Reasonably determining the price of red cultural products and services can not only ensure the income of enterprises, but also make consumers accept it, but also promote enterprises to improve quality and enhance competitiveness. In addition, the market mechanism promotes win-win cooperation among enterprises, tourism enterprises and cultural and creative enterprises jointly develop integration projects, and universities, scientific research institutions and enterprises cooperate to carry out

research and innovation, providing support for industrial development.

3.2.2. Pay attention to demand feedback and guide demand upgrading

When the government formulates policies and provides services, it may have the problem of an insufficient grasp of demand. An effective market can quickly and accurately reflect changes in consumer demand and make up for the weakness of the government. Market players face consumers directly and can timely capture demand dynamics and adjust products and services. At the same time, the market can guide demand upgrading through innovation and marketing, launch high-quality, high value-added products and services, stimulate consumers' deep demand for red culture, and promote the transformation of cultural consumption to a deep experience.

3.2.3. Strengthen municipal cooperation and give play to the integration effect

Handling the relationship between the government and the market well and promoting a better combination of the two are the development trends of the times. In the development of red culture, municipal cooperation is crucial. In an effective market, the government and market players work together to promote the optimal allocation and efficient use of resources. The market integrates industrial chain resources through mergers and acquisitions and cooperation, while the government guides enterprises to optimize industrial layout. In addition, the government and enterprises work together to build red culture brands. Enterprises are responsible for brand marketing. The government organizes promotional activities to jointly enhance the popularity and reputation of red culture and release greater development energy.

Disclosure statement

The author declares no conflict of interest.

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