

# Study on the Development of the Cultural Industry Projects under Urban and Rural Co-Ordination in Lixian County

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## Abstract

Since the reform and opening up, China has improved its comprehensive national strength and accelerated the process of urbanization. The important tasks that Lixian County currently facing are to develop cultural industry and promote urban and rural co-ordination. Lixian County is located in the core area of China Tibetan and Qiang culture corridor and has a large number of representative cultural resources and products. On the cultivation and hatching of a large number of the cultural industry development projects of regional characteristics and market competitiveness, scientific determination of the key development industries and fields and the development timing, vigorous support of a number of potential cultural enterprises and through the development of nine key projects, the cultural industry of the whole Lixian county should be driven.

## Keywords

Urban and Rural Co-Ordination, Lixian County, Cultural Industry, Key Projects

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## 1. Introduction

Lixian County is an administrative county located at eastern Qinghai Tibet Plateau, southeast of Aba Tibetan and Qiang Autonomous Prefecture and north-west of Sichuan Province in China. As a typical ethnic minority region, Lixian County possesses special and rich cultural resources.

As of 2017, in Lixian county, there is a total of 2 national 4A level scenic spots (Taoping Qiang Village and Ganbao Tibetan Village, Bipeng Valley), 4 national key cultural relics protection units (Taoping Qiang Village, Choubian building,

Cliff inscriptions on Putou Mountain, Baizhangfang Gallery Road), 7 provincial cultural relics protection units (Ganbao Tibetan Village, Historic Site of Wei city, Zagu chieftain bunker group and Arrows mountain ancient ruins, Xuecheng city-gate red army stone slogan, Zhang's blockhouse and JianWei general's tomb), and there are 78 state and county cultural relics protection sites, a total of 3 national intangible cultural heritage projects (Qiang Year, Bobasengen and Tibetan folk songs in Western Sichuan), 5 provincial intangible cultural heritage items (Jew's harp of Qiang people, construction techniques of watchtower, Guairu Festival, Shibi drama of Qiang people, sheepskin drum), 36 state-level items and 41 county-level intangible cultural heritage items.

A three-dimensional traffic network has been formed with the G317 as the axis, the provincial and county roads as the main skeleton in Lixian County. But for a long time, due to the complex geological conditions in Lixian County, part of serious geological disasters, tourism accessibility and safety has been greatly affected, which restricts the development of county tourism. There is a length of 116 kilometers of Wenma highway in Lixian County, and achieves 7 full interoperabilities (full interoperability in Taoping, Xuecheng Town, the east half of Lixian, Putou Guankou Village, Guer Valley Xinqiao Village, half of Miyaluo Town and Miyaluo Town Jintou Village). There is a Highway S446 with a total length of 95 kilometers from Lixian to Heishui County, whose planning and construction are in accordance with the third level highway standard (of which 55 kilometers are newly built by Lixian County). There is a County Road S450 with a total length of 71 kilometers from Lixian to Xiaojin County: whose planning and construction are in accordance with the third level highway standard (of which 46 kilometers are newly built by Lixian County) [1].

The county is very rich in resources, but these resources are not used properly, resources and development potential is yet to be developed. The development level of the cultural industry of the county is not high. Thus Lixian is in urgent need of development planning. Not only the direction of the development of the cultural industry should be cleared, based on the confirmed development direction, a group of projects cooperating with the development should also be emphasized and designed [2] [3].

## **2. Problems**

### **2.1. Low Industrialization**

The cultural resources of Lixian County is rich in variety but lack of top-level ones which have certain influences in the whole country and even in the world. Meanwhile, the industrialization development of cultural resources is also deficient, which does not match to the abundant resource endowment. It has not formed the business operation mode and organization type of serialization and branding and lacks landmark cultural industry project which has the characteristic of Lixian County and great influences in the country. The integration level of resource development and resource intensification level is not high, and it has

irrational allocation of resources, short industrial chains, shallow cultural connotations. Moreover, the resources advantages have not yet been translated into industrial advantages and market advantages [1] [4].

## 2.2. Poor Brand Effect

In the product brand construction, Lixian County lacks cultural brand with international and domestic influence. In the cultural products market of Lixian County, the brand contribution level is low, and the international and domestic brand awareness has not reached the corresponding requirements. In the construction of enterprise brand, cultural enterprises are small and have poor basis and their overall strength and operating ability cannot compete with well-known cultural brands at home and abroad. In the brand construction strategy, their thoughts are outmoded. The brand positioning is not accurate and the brand image is vague. The strategies and methods of brand promotion should also be improved [1] [3].

## 2.3. Hysteretic Concept

Part of the townships and departments of Lixian County lack systematic cognition on the development of cultural industry, understanding of the internal development factors, operational law, mechanism and mode of cultural industry, comprehensive understanding of strategic significance of the leaping development of the cultural industry and understanding of the mechanism on cultural industry promoting the regional economic development. The formulation of plans, targets and measures for the overall development of cultural industries has yet to be attached to important agenda. The working mechanism of the relevant departments has not been straightened out [2].

## 2.4. Professionals Deficiency

Currently, the cultural industry of Lixian County lacks professional talents, especially cultural creative talents, management talents, scientific and technological research and development talents, marketing talents and the compound senior talents who understand both culture and management. The number of workers engaged in the cultural industry in Lixian County is not more than 60 and the number of high-end talents workers are even less than 5. Some traditional crafts and folk arts are facing with the danger of disappearing. The pace, quantity and structure of the talent training of the cultural industry cannot meet the needs of the rapid development of cultural industries. Meanwhile, Lixian County is deficient in its service and training platform which can attract high-end talents of cultural industry because of the relatively hysteretic development of cultural industry and unable to achieve the concentration of talents in cultural industry [1] [3].

## 3. Key Projects

In accordance with the county urban spatial structure determined by Urban

Comprehensive Planning, Major Function Oriented Zoning and Outline of the 13th Five-year Plan of Lixian County, to adopt the “one county, multi points, policy coverage” model of development on the basis of culture, tourism, dwelling, settlement, education, health and other resources, closely linked to the cultural and creative industries in Lixian County, from the three aspects of industry, industry chain and industrial development, systematically the township cultural creative industry development foundation and resources, the formation of “Guer Valley tourism plate, Xuecheng historical and cultural town theme plate, Taoping-film and television arts display base plate, the characteristics of Tibetan culture station troops in Ganbao, Putou international outdoor sports base plate, Shangmeng, Xiameng photographic expedition experience industry key projects, Puxi-Qiang culture experience center, Zagunao culture and entertainment plate, Key projects-Miyaluo exhibition Festival plate” nine functional areas of industrial sectors, with a total area of 1.5 square kilometers [5] [6].

### 3.1. Overview

“Guer Valley-town of Hot Springs Resort”, with the landscape as the theme, hot spring culture as the core, the Tibetan ethnic customs domain for the soul, integrated “leisure, recreation and holiday resort” as the characteristics of hot spring tourism projects. Guer Valley is the region in Miyaluo leisure tourism resorts to support the tourism development, focusing on the development of summer vacation and the natural ecological tourism product, forming a comprehensive regional tourism of ecological tourism, Jiarong Tibetan style experience and characteristic leisure tourism.

“Xuecheng-historical and cultural theme town”, Xuecheng has a long history and rich cultural resources. Among them, there are 3 provincial protection units. Xuecheng is one of the four nodes in the overall planning of county government tourism development, it is not only to highlight the characteristics and the national characteristics in modern building, but also to show the simple and ancient Tang Dynasty characteristics, therefore, based on the full integration of resources, make efforts to build the three nodes of Ancient Tea Horse Road, Xuecheng Town, Tang legacy. To promote the development of historical and cultural education bases in an all-round way, to improve the quality of tourism brands and to form a new pattern of “historical culture + tourism culture”.

“Taoping-film and television display base”, with the full-bodied Qiang culture as the theme, extends the ancient Qiang’s history and culture, and creates a series of works about Qiang’s film and television. To dig into the rich historical and cultural resources of the county, to create a film and television display base with the characteristics of the Qiang people, and to produce a number of high-quality film and television dramas. Taking the construction of the Qiang people’s film and television base as an opportunity, we should innovate the way of thinking and develop bravely, adhere to correct guidance and strengthen management, build a beautiful Taoping with the Qiang Village settlement herit-

age as the foundation, Qiang Village building as the cornerstone, and Qiang culture as the characteristic.

“Ganbao-Tibetan characteristics station troops cultural blocks, with profound historical and cultural and ethnic customs as the theme, the continuation and extension of the Tibetan village of the historical and cultural context, development of ancient village tourism, folk culture experience, the ancient village houses and leisure tourism activities. With Tibetan culture as the theme, station troops culture as the basis, focus on the construction of the Cultural District, creating the unique Tibetan culture and Tibetan school health experience, focus on the development of leisure tourism, history and culture, religious and cultural exchanges, ecological tourism industry, the construction of Tibetan cultural tourism showcase area. Ganbao Tibetan Village” to shape the brand of “station troops ancient village quest, Tibetan country side holiday”.

“Putou-international outdoor sports base”, taking outdoor sports as the theme, takes hiking, camping, riding, skiing and rock climbing as an international first-class outdoor sports resort. Taking sports activities as the theme, with outdoor development as the core, focusing on the construction of sports venues and facilities, focus on the development of sports, sports rehabilitation, leisure, cultural exchanges, outdoor sports and other activities, the construction of a set of international sports events, entertainment, health care and high-end business and leisure in one of the world-class sports and leisure resort.

“Shangmeng and Xiameng—photography adventure experience center”, taking “natural scenery as the backing”, carry out photography, expeditions, sightseeing tours and other activities to create an ecological holiday resort with national culture style. Taking photography and adventure as the theme, Mengtun Valley, Tasi dam valley and Gaoqiao valley as the focus, to develop leisure tourism, cultural exhibition, religious and cultural exchanges, ecological tourism industry, cultural tourism and construction of humanistic culture and ecological culture in the showcase area. Create a certain scale of the jungle secret Road, so that the explorers can be more close to nature, experience nature, into the nature.

“Puxi Ancient Qiang characteristic culture experience center” extends the ancient Qiang’s history and culture, inherits the intangible cultural heritage of the Qiang nationality, and carries out a series of top-quality activities on natural tourism, ancient village entertainment and folk culture experience. Taking Qiang culture as the theme, building a new socialist countryside and the development of rural tourism as an opportunity, based on the advantages of Puxi lake, sheepskin drum etc., to develop Puxi, Muka (Jiuzi, Tonghua, Ganxi) together, to create a lake pastoral leisure resort with ethnic cultural characteristics, and to build a beautiful Puxi of Qiang village characteristic culture protection center based on Qiang village buildings as the cornerstone and with Qiang culture featuring.

“Zagunao cultural entertainment tourism center”, Zagunao town, is the center

of the county, is the most densely populated, the most culturally rich and most economically developed area. Taking “Qiang entertainment culture” as the theme to build the business card highlighting the local Tibetan and Qiang ethnic cultural entertainment brand in the city of Lixian Zagunao town core area. Taking the cultural and entertainment products sales as the platform, combining the minority cultural industry and commerce activities, introducing multi culture products and services, to create a multi plate combination of one-stop leisure culture.

“Miyaluo-Exhibition Festival Project”, create the brand business card of red leaves in Lixian Miyaluo. Based on regional advantages, relying on the unique red leaves culture, taking leaves as the medium, and transferring emotion through sceneries, to build China Sichuan Miyaluo red leaves Hot Spring Festival, and to promote the development of rural ecological tourism quality in Lixian. Building the “one-stop” service center, improving service levels, enhancing festival exhibition quality, and enhancing the popularity and reputation of Miyaluo, to promote the development of Miyaluo red leaves exhibition festivals [7] [8].

### **3.2. Positive Effects**

With continuous improvement of the comprehensive strength of cultural industry, the total amount and scale of cultural industries have significantly improved [2] [3]. The average annual growth rate of the added value of culture industry and relevant industries will be higher than that of others in the same period, and the proportion of regional GDP will also be improved. Therefore, it has great significance in promoting the economic growth of Lixian County.

It accelerates the formation of the modern cultural industry system which takes cultural tourism, art performance and entertainment, design and production of national handicraft, exhibitions of festivals, outdoor sports and leisure and health care as the main body.

It increases the public cultural investment and accelerates the construction of major cultural infrastructure for establishing the status of cultural center of the county. The public cultural service institutions in counties, townships and villages are connected to the internet for achieving the resources integration and functional expansion. The public cultural service venues become free and the service capability is improved for ensuring the basic cultural rights and interests of urban and rural residents. The construction of the general and branch county public library system is accelerated. The activities of “sending culture to primary levels” become normalized and cultural activities and creation become popularized. The satisfaction of mass cultural participation and cultural enjoyment will be improved [9] [10].

## **4. Measures**

On the basis of the overall framework of China’s development, the minority areas, represented by Aba state, will be the focus of the next stage of develop-

ment. Lixian as a potential and characteristics of the town, completely rely on their own advantages, Benefit from the all-round promotion of regional social economy, also have more development opportunities [11]-[16].

Closely stick to the “13th Five-Year” cultural industry function positioning, development goals and key tasks to formulate and implement feasible and effective policy and strategy, for the completion of the “13th Five-Year” development goals, to provide effective policy safeguard to promote the development of cultural industry.

#### **4.1. Management Strengthening**

Firstly, taking the urban and rural co-ordination mechanism as the basis to develop specific laws and regulations and other rules and regulations for the cultural industry, in order to form a cultural industry fair social atmosphere, the specific content can refer to experience of economically developed countries and regions, and establishing the establishment of market access, market management norms, self-discipline mechanism, and the investment and lending market supervision and evaluation to promote, subsidies and tax incentives and other policy tools system. Secondly, we should establish and improve the leadership system, organize and plan the development of cultural industry, and give full play to the role of culture, tourism and transportation departments, so as to provide organizational guarantee for the development of cultural industry. Third, the implementation of standardized management, we should actively learn foreign culture industry development experience, the county cultural industry standardization, systematization, standardization and institutionalization. Fourth, Lixian County government should adopt the way of financial appropriation, the introduction of senior management personnel training for the cultural industry operators, so as to enhance the management of the cultural industry service level and service ability. Fifth, we should set up supervision and execution agencies, supervise the quality of service in the cultural industry, and put forward punishment and improvement measures for the problems existing in the operators of cultural industry, so as to promote the sustainable and healthy development of cultural industry. Sixth, strengthen the demonstration role of cultural industry tourist spots. The county should be based on the actual situation, choose a part of the cultural industry demonstration, to enhance the visibility of the cultural industry demonstration point. Therefore, based on the urban and rural co-ordination mechanism, the laws and regulations suitable for the cultural industry will be established so as to promote the sustainable and healthy development of the cultural industry.

#### **4.2. Brand Establishing**

According to the analysis of the present situation of Lixian County cultural industry, Lixian County cultural industry publicity is not in place, lack of influence, so the development of the cultural industry must be based on the urban



and rural coordinated development, establish the corresponding brand. In the cultural industry market, firstly, the government should take the balanced development of urban and rural areas as a support to actively guide the development direction of the cultural industry, and at the same time, give more preferential policies to the cultural industry. Secondly, we should vigorously promote the international advanced tourism management, tourism development and tourism service, so as to improve the competitiveness of the cultural industry. Third, due to the market orientation of Lixian County's cultural industry is rather vague, we can take three of the three auxiliary "principle, namely to higher income groups, with low income supplement; Sichuan is the main tourist and the foreign tourists are supplemented. In the middle and high age, mainly tourists, with low age group of tourists as a supplement. Finally, we should encourage and support all kinds of business entities to establish tourism economic entities in Aba state and invest in the developing tourism resources. Therefore, the development of Lixian County cultural industry, urban and rural areas coordinated developed should be as an important support, establish a cultural industry brand, in order to promote the sustained and rapid development of cultural industries.

### **4.3. Industry Cultivating**

Lixian County cultural industry should take the integration of urban and rural areas as the goal, the innovation as the driving force, to develop the existing cultural industry resources, highlighting its own characteristics and style, enhance the attraction of tourists. On the cultural connotation, cultivate a long life cycle and cultural elements with high content of tourism products, to upgrade the cultural industry products in Lixian County, achieve the transition from a single mode of development to a diversified mode, realize the transformation of cultural industry from resource oriented to market oriented in Lixian County. At the same time, in the process of operation, we must highlight the characteristics of "culture", which takes culture as the base, ethnic as the characteristic and people as the main body, to provide better cultural industry products and services for the majority of tourists.

### **5. Conclusion**

In summary, the cultural industry in Lixian County should make full use of existing cultural resources, play to their competitive advantages, seize the opportunities for development as an emerging industry, to innovate according to the cultural industry conditions. The building of the nine key projects embodies the development objectives of Lixian cultural industry and the integration with the suggested policy measures can promote the development of Lixian cultural industry more effectively. We should constantly tap the potential of tourism resources and integrate all kinds of tourism resources effectively, so as to achieve sustained, rapid and healthy development of cultural industry under the background of urban-rural integration. Still, the research does not involve intensive



study of the important industries related to cultural industry and lacks the development idea of Lixian cultural industry as a whole.

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