

# **STUDY ON INTERNATIONALIZATION OF CULTURAL INDUSTRY DEVELOPMENT IN OLD REVOLUTIONARY BASE AREAS<sup>1</sup>**

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**Abstract:** Since 1990s, the world cultural industry is developing rapidly and the market size continues to expand, which has made great contributions to the growth of the national economy and of the employment rate. Now it has become a pillar industry in many economic entities. Generally speaking, old revolutionary base areas (ORBAs) in Chinese Sichuan is difficult in economic development. To accelerate economy, it is necessary for the ORBAs to draw on the useful experience of the international community, to identify the problems and weaknesses and to formulate specific measures so as to promote the healthy and rapid development of the economy and cultural industry in the ORBAs.

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**Keywords:** internationalization; cultural industry; development; old revolutionary base areas; economic growth

## **1 Introduction of the ORBAs**

In the past difficult war years, the people in the ORBAs throughout the country actively supported the Chinese Communist Party and its army. The people did their best to provide all that the Party needed for the long-term revolutionary struggle and paid a huge sacrifice and contribution. The ORBAs throughout the country can be said to be the cradle of new China. The revolutionary tradition and

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historical experience of the ORBAs are the precious spiritual wealth of our Party and will be remembered and passed down for ever.

### 1.1 Definition of the ORBAs

“Laoqu” that We often refer to is the short form for the old revolutionary base areas or Chinese old revolutionary liberated bases, which were created by the older generation of proletarian revolutionaries under the leadership of the Communist Party of China during the Agrarian Revolutionary War and the Anti Japanese War. The old liberated areas are distributed in more than 1300 counties (municipalities, autonomous regions) of 28 provinces, except Xinjiang, Qinghai and Tibet.

Many places in the old revolutionary base areas like Dabie Mountain, Yimeng Mountain, Jinggan Mountain and Huaying Mountain are well-known to people. Generally speaking, most people in those areas live in wooded areas or remote villages, where the infrastructure construction is slow and the traffic is inconvenient. We can say that they are at a relatively backward level.

### 1.2 The ORBAs in Sichuan

As far as the ORBAs in Sichuan are concerned, a number of revolutionary base areas and guerrilla zones were established successively. As we all know, the old liberated areas in Sichuan played a bridge role in the shift of the Chinese revolutionary focus from the southeast to the northwest, and played the role of transit base in the strategic shift of the Red Army's main force from south to north. According to complete statistics, there were more than 120 thousand people in the old liberated areas who participated in the Red Army or the guerrilla force, more than 90 thousand of whom sacrificed their lives for the revolution. The Chinese people will never forget that the people of the old liberated areas gave their great support to the Red Army, both in human and material resources, even though they were under the conditions of great hardship. Men of talent came out in multitudes from the ORBAs in Sichuan. 91 persons out of the Red Army soldiers there became the first generation of generals of People's Republic of China; Sichuanese accounted for four of the Chinese ten Marshals, who were Zhu De, Liu Baicheng, Chen Yi and Nie Rongzhen; Commander-in-Chief Zhu De, the General Secretary Deng Xiaoping and Chief of

Staff Luo Ruiqing were all from Sichuan. Hence one can see that the people there did make great contributions to the Chinese revolution. Their great service to the country obtains eternal glory, which is the precious spiritual wealth always inspiring continuous innovation and enterprising of Bashu people.

According to the statistics of related data, the ORBAs in Sichuan are distributed in 11 municipalities over the province, accounting for 52.38% of the 21 municipal administrative systems. 63 counties of the province has the ORBAs, accounting for 34.81% of the 181 county-level administrative units. The province has 1345 towns related to the ORB, comprising 26.69% of the 5039 villages and towns, from which we can see that the ORBAs are widely distributed in Sichuan and there is a great number.

## 2 The Concept of Cultural Industries

The cultural industry refers to group enterprises engaged in the production, sale and related services of spiritual products. It has certain attributes necessary for the general industry, and its connotation a

and denotation continue to extend. The United Nations defines the "cultural industry" as an industry that engages in the creation, production, and distribution of products and services with cultural attributes. Cultural products and services have cultural attributes in nature and are often protected by copyright. The primary economic value of cultural products and services lies in their cultural values, and through the creation and use of intellectual property rights, they have the potential to create wealth and jobs. This definition emphasizes the industry form and its attributes of "cultural industry", determining its operation mechanism and policy system as the industry. However, the cultural industry, as a special cultural form and a special economic form, different countries from different perspectives, tend to have different understandings. For example, Britain, Singapore, India, Austria, Thailand and so on, call them as Cultural and Creative Industries. Spain and some other countries mention them as cultural leisure industries, while South Korea gives the name of the content industry. Since 1990s, the global cultural industry has been developing rapidly, and the market scale has been expanding. It has become a new growth pole of the world economy, and its contribution to the society has become increasingly prominent. In addition, the cultural industry and the industry of science and technology are combined increasingly closely, so that new industrial formats continue to emerge; the industrial structure of culture is obviously upgraded and developed toward large-scale, intensity, monopoly, which increases employment and economic growth ceaselessly, becoming one of the pillar industries in many of the world's economic entities.

### **3 Problems Faced with in the Development of Cultural Industries in the ORBAs**

In the past six decades and more, since the founding of the People's Republic of China, and particularly since the reform and opening-up program was launched over 30 years ago, profound changes have taken place in the ORBAs, and the people's life there has been improved significantly under the support of governments of various levels. But due to the influence of nature, history and multiple factors, some of the ORBAs are relatively lagged in their development, such as weak infrastructure, people's poor life level. With the deepening of reform and opening up and the acceleration of the modernizational drive of the country, many of the old revolutionary base areas still face many difficulties and problems, which greatly restrict the development of local cultural industries, mainly including the following aspects.

#### **3.1 Sichuan Has a Large Proportion of the ORBAs and Poor Population**

The 63 counties or districts account for 34.81% of the total number of counties, districts or municipalities in Sichuan Province, with wide distribution, low income and poor population. Many people even have not yet solved the problem of adequate food and clothing. The poverty population is mainly distributed in minority areas, remote areas or mountainous areas. The large poverty area, poor population, relatively backward economy and insufficient investment in culture from the governments there have influenced the development of local cultural industries.

#### **3.2 The ORBAs in Sichuan Have a Slow Economic Development, Because of the Limit of Natural Conditions**

The ORBAs in Sichuan are mainly distributed in remote mountainous areas, plateau pastoral areas and some endemic areas. Some of them are contiguous poverty-stricken areas, and their infrastructure

construction lags behind. Usually these areas have poor land and slow economic growth. In industrial development, their technology is low in general, so that their products are uncompetitive. A variety of adverse factors restrict capital, projects, and the introduction of talents. The natural resources are not optimized, which has greatly affected the local economic development, so the situation of poverty and backwardness can not be improved fundamentally. This is also the reason restricting the economic and social development and the development of cultural industries.

### **3.3 The ORBAs in Sichuan Have Weak Self-development Ability Because of Heavy Economic Burdens.**

Since the reform and opening up, all levels of governments have attached great importance to the development of the ORBAs. Due to restriction and influence of various factors, the gap in infrastructure, education, culture, health, science and technology and the development of social undertakings has been bigger and bigger, compared with the developed areas. This situation makes it difficult to adapt to the needs of the economic development and the improvement of people's living standards of the ORBAs. In some places, their conditions are rather weak, which becomes a "bottleneck" factor, restricting the development of the ORBAs. Since many places have a slow economic development, the overall economic development level is low, the debt burden is heavy and hematopoietic function is weak, many people might fall back into poverty once a natural disaster or disease happens. The economic burden, poor quality of laborers and weak self development ability have also hindered the development of cultural industries.

### **3.4 The Cultural Industry Development in Sichuan ORBAs Lags Behind, and Structural Contradictions Are Prominent.**

In Sichuan ORBAs, generally speaking, the development of the cultural industry is slow, and structural contradictions are prominent. In some places, the cultural industries are even losing money and unsustainable. The main reason is that the local places have certain blindness in the development of cultural industries. Many cultural industry parks have industries without culture, or have culture without industries, which can not be matched very well with the market; people's minds aren't yet emancipated in some management sections and some cultural institutions lack of autonomy and the right to operate; some project plans are not so good, leading to a waste of resources, a low industrial level, serious homogeneous competition, unhealthy and unsustainable development and structural problems of cultural industries.

### **3.5 The Development of Cultural Industries Is Not Given Enough Attention in Sichuan ORBAs, and There Is a Lack of Coordination Among the Areas.**

In some local areas, they don't pay much attention to the importance of the development of cultural industries, and there is a deviation on how to protect and develop the cultural resources. The construction of public cultural infrastructure is relatively backward; some managers just have their eyes outward, but do not pay enough attention to the unique local cultural resources; in the process of development of cultural industries, sometimes they act of their own free will among the various areas. The cultural management system is not suitable and lacks of coordination. Due to the lack of interaction and

fusion, the cross-regional, cross-sectoral development of local cultural industries meets difficulty in carrying out collaborative projects. Naturally projects or products in cultural industries are short of innovativeness, and the poor quality or service of cultural products lacks of competitiveness.

#### **4 The Advantages of Internationalization of Cultural Industries in the ORBAs**

##### **4.1 The Harmonious Blending of Unique Culture and Natural Landscape**

The natural scenery is beautiful in the ORBAs, with a long history and rich culture. There the human cultural landscape is amazing and folk customs are simple. The diversity, uniqueness, integrity and fusion of cultural resources provide a material basis for internationalization of Sichuan cultural industries, which is conducive for the ORBAs to make use of the advantages of cultural resources and enhance the cultural quality. Rich cultural heritage, cultural atmosphere and unique natural scenery, ethnic customs and traditional arts and crafts will produce people a feeling and enjoyment of unique culture so long as they enter the ORBAs in Sichuan. The infection of this feeling and enjoyment gives one a deep impression and memory, which will be subtly blended with the natural landscape and become more durable. As of the year 2000, a little-known hill gully in Ya'an was developed, and was named Bifengxia scenic spot, which was formally opened with good ecology and Nuwa culture based. Just in that year, they received 600 thousand tourists and got good results of 60 million yuan tourism revenue. The unique cultural and natural landscape of the Bifengxia scenic spot left the visitors a very deep impression.

##### **4.2 The Interactive Communication Between Regional Culture and Transnational Culture**

The unique regional culture of Sichuan ORBAs provides the basis of cultural exchange for the internationalization of Sichuan cultural industries. For instance, the Aba area in Sichuan belongs to one of the old revolutionary base areas, inhabited by Tibetan and Qiang Minority, where there are also Jiuze Valley, Wolong Panda Reserve, the world-known "Snow-capped Mountains and Marshlands" and the Long March road of the Red Army. The regional nature of culture determines that the sightseeing experience seen as activities of different places is bound to be an intercultural communication activity, the most typical of which is naturally the transnational experience. In international cross-cultural environment, cultural differences between the tourists from different countries and regions will, no doubt, have a direct impact on their social interaction. Therefore, to fully understand the cross-cultural characteristics of international tourism experience is an inevitable requirement for the rapid development of cultural industries in our old liberated areas. It is also an important prerequisite for the cultural industry in the old liberated areas to move towards internationalization and marketization.

##### **4.3 Cultural and Economic Activities Promote Each Other**

Economic globalization and the implementation of the strategy of reform and opening to the outside world are conducive to expanding the international cultural market. The governments at all levels in Sichuan will hold some special activities of various topics each year, the most prominent feature of which is to use culture as the intermediary, carrying on activities for economy and trade. On July 23 to 28, 2016, Sichuan International Cultural Tourism Festival aimed to promote the deep integration of culture and tourism, enhance the image of Sichuan, actively improve Sichuan integrated i

into development strategy of the national Belt and Road Initiative and help Sichuan with the destination construction of world cultural tourism. Some of the ORBAs in Sichuan also organized many activities, covering scenic sightseeing, experience of special folk customs and tea culture, photography, root carving, pottery, other leisure entertainment, sports, forums, business negotiations, etc. The rich and colorful events attracted many consular officials and foreign guests to participate in, who were from Australia, Germany, South Korea, Israel, Thailand, Italy, Britain, Burma, Bangladesh, India, Japan and some other countries. Related cultural and economic activities also drew on many enterprises with hundreds of commodities, which were shown at trade fairs. By doing so, they achieved the goal of both enjoying cultural leisure and making profits, obtaining good economic and social benefits and forming the new economic growth point of their areas.

#### **4.4 The Effective Expansion of the Extraordinary Circumstances and Unique Resources**

The special investment environment and location in Sichuan ORBAs, closely combined with special cultural resources and economic activities, has laid the foundation for the promotion of internationalization level of cultural industries, so that the old liberated areas have not only promoted the construction or updating of venues and reception facilities, but also greatly improved the development of culture,

commerce and exhibitions while they engage in economic and trade activities. So, the old liberated areas, through its special environment, can give full play to the traditional advantages of the history, folklore and modern culture, can effectively expand cultural tourism and leisure activities, films and TVs, ballad singing and dancing folk arts, cultural relics and museum industry, and can promote, together with the unique advantages of “red”, natural and green, the upgrading of cultural industries with the help of consuming effect of business activities.

For the newly-emerged cultural industries in the ORBAs, the start-up, integration and packaging of these rich nature-endowed cultural resources, can form the characteristics of their own cultural industries and they can be expected to occupy a considerable advantage in the fierce competition in the global market.

#### **5. Conclusion**

Although the economic development in the ORBAs is relatively backward and they face many problems in the development of cultural industries, we should see that the cultural resources that can be developed are very rich. Through the revitalization of traditional technology, the development of special cultural industries, strengthening inter-regional cooperation, focusing on creating some more classic brands, fostering a number of well-known cultural festivals, etc., the internationalization of cultural industries in the old liberated areas is promising with the support of all sides.

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