

Analysis of the Problems and Countermeasures on the Development of Yanbian Culture Industry

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Abstract

With the rapid development of the global economic tide, the economic development has entered a new stage. The traditional pattern of economic development gradually farewell to history and the cultural industry is striding forward in a brand-new posture into the public's view. Culture is the soul of a nation; it brings not only a gift of value, but also a new economic growth point. Whether this economic turning point can be grasped or not is crucial to the development of the regional economy. This paper will make a brief summary of the cultural development and cultural industry in Yanbian, which hoping to find out the problems and provide some constructive suggestions for the long-term development of the cultural industry.

Keywords: Yanbian Prefecture; Culture Industry; National Culture; Problems and Suggestions

1 INTRODUCTION

China Yanbian Korean culture is like a proudly blooming Jindal in a splendid garden of Chinese culture. It is bright as if rosy dawn, scorching like clouds, strong and flexible, attracting the attention of the world with its unique charm. However, there are many bottlenecks in the development of its cultural industry, which need to be imperatively examined, analyzed and solved.

The rapid development of China's economy has quietly brought the new concept of "cultural economy" into public view. It is a close combination of culture and economy, which intuitively shows the complex historical culture and presents in a different posture in front of us. There is no doubt that it turns investors and managers on. Promoting the healthy development of the cultural industry not only injects fresh blood into the state economy and accelerates the formation of a pillar industry, but also promotes national unity and enhances the nation's self-confidence so that it is known to the world in an outstanding manner. At present, the world cultural industry is in the ascendant, and the yanbian state attaches great importance to the strong penetration of culture to the economy and vigorously develops the "cultural economy".

2 THE DEVELOPMENT STATUS OF CULTURAL INDUSTRY IN YANBIAN STATE

2.1 The Inherent Advantages of Cultural Development

Its advantages can be seen as follows. Yanbian is the only Korean Autonomous Prefecture and the largest gathering area of the Korean nationality in China. It has a long cultural history and a thick cultural background. It is known as the "hometown of song and dance", and has a strong national characteristics and distinctive local characteristics in the history of Chinese culture. Yanbian is an open border area. It has been blessed with a series of policies, such as the western development of the Central Committee, the revitalization of the old industrial base in the northeast, the cooperation and development of the Tumen River in China, the preference of the border areas and minority areas, which provide a rare opportunity for the development of Yanbian's cultural industry. Yanbian's unique national cultural advantages and national policy support have laid a good foundation for the development of cultural industry.

2.2 The Development Goal of Cultural Industry

The state of Yanbian insists on Deng Xiaoping's theory and the important thought of "Three Represents". Guided by

Scientific Outlook on Development, the state has carried out the party's spirit of nineteen and the third Plenary Session of the 19th CPC Central Committee, deeply implements the important speech of general secretary Xi Jinping and the important speech in the Symposium on literary and art work, and deeply implements the development of "culture strong state". The strategy will promote the development and prosperity of the cultural industry. To accelerate the transformation of state economic development mode, to further emancipate and develop cultural productive forces, to further strengthen the construction of "five Yanbian" and to achieve the goal of "better life for all the people of all ethnic groups in the state", to provide healthy and rich cultural products and services for the people, and to cultivate the cultural industry into a new increase in the national economy. Long points and important channels can satisfy people's multi-level spiritual and cultural needs. To flourish and develop the strategic height of Yanbian's cultural industry, fully excavate and give full play to the advantages of Yanbian's national and regional cultural resources, firmly grasp the key links of implementing major projects, promoting industrial agglomeration, deepening institutional reform, fostering backbone enterprises, promoting industrial integration, and creating characteristic brands, so as to make the cultural production of our state. The scale of the industry is large and the brand is called to achieve the goal of increasing the annual growth value of the cultural industry by 30% in the next five years. To build Yanbian into a famous Korean cultural and Art Center in China, an important window for the cultural exchange of the Northeast Asia, and a cultural tourist resort with unique national characteristics in Yanbian.

2.3 Excellent Achievements in the Development of Cultural Industry

Cultural Infrastructure	The establishment and improvement of Yanbian Museum, Yanji Chinese Korean folk custom garden and dream Du Mei folk custom tourism resort provide a platform for the inheritance and development of Korean culture.	
Cultural Tourism	The Tumen River Cultural Tourism Festival and the Dragon Jindalei Folk Tourism Festival have been successfully held. The original Korean song and dance "Legend of Changbai Mountain" by Chinese Koreans enables domestic and foreign tourists to enjoy the original Korean audiovisual feast.	
Cultural Performing Arts	The Yanbian Song and Dance Troupe "Arirang in Changbai Mountain" performed more than 500 performances, achieved more than 1,800,000 yuan in performance income, and 560 performances of the "King of Four Seasons" performed by the Korean Art Troupe of Yanji City, realizing a performance income of RMB 1.6 million.	
Cultural Enterprise	Dunhua City Knife & Art Co., Ltd. was named Jilin Province Cultural Industry Demonstration Base. Dunhua Liuding Mountain Cultural Tourism Zone was named the Provincial Cultural Industry Demonstration Park. It won the "Outstanding Organization Award" and "Advanced Individual Award" for two consecutive times.	
Cultural Education	books	26,388 species, 225.56 million copies in total
	Audio and Video Products	136 species, 0.28 million in total
	Newspaper	13 species, 54.96 million in total
	Periodical	21 species, 4.54 million copies in total
	Publishers	With the establishment of a branch in South Korea and the People's Publishing House set up a cooperative publishing center in Pyongyang, the publisher's "going out" development strategy has received good results.
Radio and Television	The radio and film industry in the prefectures and counties has developed rapidly. Yanbian TV station has filmed a series of films and television dramas such as "My Family at Changbai Mountain" and "The Rice Flower by the Hailan River". The translated film and television works have reached more than 470 episodes, and the newly added TV viewing groups have exceeded 33 million.	

2.4 The Problem of the Development of Cultural Industry

1) Relatively Backward Economy

Since the reform and opening up, Yanbian's economy has achieved rapid development and the people's happiness index has improved significantly. However, compared with developed cities, the economic development in Yanbian still lags behind, and the core driving force of the economy is obviously insufficient. Culture and economy are closely related. The economy determines culture and culture relies on economy. It is imperative to promote economic development and promote cultural prosperity.

2) Structure Not Optimized

In the course of economic development in Yanbian area, culture and tourism are undoubtedly two important pull forces that pull the area forward quickly. Culture guarantees the prosperity of tourism, and tourism shows the charm of culture. The Yanbian area is rich in tourism resources and attracts a large number of tourists from home and abroad. However, its industrial chain development is single, infrastructure construction and scenery resources are misplaced, and it has failed to actively promote the development of cultural industries. The overall scale is too small to form a large-scale industrial group, resulting in insufficient cluster effect.

3) Scarcity of Talent

The healthy development of the cultural industry cannot be separated from the support of outstanding talents, which makes the culture burst out with endless potential and subtly converts its internal advantages into new economic advantages. The development of the modern cultural industry has put forward a higher level requirement for professional talents. Its growth urgently needs a large number of all-around talents integrating economy, culture, marketing, and innovation. However, all parties in Yanbian Prefecture have not paid enough attention to the training of heirs to the Korean cultural industry, the selection and training system of the administrative departments is not yet perfect, and institutions of higher learning have paid more attention to the training of talents in the performing arts, coupled with the serious outflow of personnel. The shortage of Korean cultural talents has become more severe and urgent.

4) Incomplete Implementation of Enabling Policies

In recent years, provinces and countries have successively promulgated policies to support cultural industries. The state governments have also fully supported the development of cultural industries and provided comprehensive subsidies in terms of funds. They have striven to ensure the inheritance of historical culture, the effective integration of modern culture, and the development of advanced culture. All-dimensional three-dimensional building of a new cultural Highland. However, these are only spiritual guidelines. The grassroots people generally believe that there is greater resistance to practice and there is no in-depth guidance from the actual operating layer.

5) Weak Core Competitiveness of Cultural Industry

Yanbian's ethnic culture forms are rich and varied, and cultural development is deepening. More and more Korean culture is well known to the public, and national culture is going out. However, the core competitiveness of its cultural industry is insufficient, and key cultural projects need to be further promoted.

3 DEVELOPMENT COUNTERMEASURES OF CULTURAL INDUSTRY IN YANBIAN STATE

3.1 Devote Major Efforts to Developing Regional Economy

It is high time that we took some actions to handle the problems. The economy provides the building materials and the material conditions for the development of the culture. Whether it is the establishment of public cultural service system and the arrangement of cultural supervision funds, or the salary of cultural workers and the expenditure of cultural consumers, all require strong economic support. Therefore, we should speed up the pace of regional economic development so as to form a cultural environment conducive to innovation and development. Besides, we will enrich the forms of cultural development and continuously improve the quality and efficiency of the cultural industry. Promoting cultural market prosperity through economic strengthening can enhance the overall strength and competitiveness of culture.

3.2 Expand the Scale of Industry

We will deepen reform of cultural enterprises, promote the integration of resources and facilities, and expand the scale of the industry. In addition, we will strengthen the competitiveness of the cultural industry with collectivization, follow the path of sustainable development, and comprehensively implement cultural creativity and design services and industrial integration. By optimizing the industrial chain and improving the development of the industrial cluster, the largest scale effect of industrial clusters can be brought into play.

3.3 Focus on Cultivating Outstanding Talents.

Human resources are the first resources. Actively develop the educational functions of major universities in the province and promote the strategy of talent accumulation. A multi-level, multi-channel, and multi-category talent training program has been formulated. It is dedicated to nurturing outstanding talents with high standards, ideas, creativity, and talents. It is also possible to regularly hold training classes for the Korean cultural industry, to cultivate local talents in a targeted manner, to grasp the pulse of personnel, and to accumulate talent resources.

3.4 Implement Government Support Policies

We will further strengthen support for the cultural industry and set up a special fund for the development of the Korean cultural industry. We will ensure that policies and guarantees are effectively implemented, and that cultural policies are effectively implemented at the local level, so that spirit and action develop in tandem. The higher level should not only give local policy support, but also set up a special group to strengthen guidance at the operational level.

3.5 Strengthen the Core Competitiveness of the Cultural Industry

Concentrate dominant cultural resources to create gold cultural products. Yanbian is rich in cultural resources. It should actively use its own cultural advantages, use marketing strategies and media influence, integrate production and sales, promote brand promotion, and build key cultural projects in depth.

4 SIGNIFICANCE OF THE DEVELOPMENT OF YANBIAN CULTURE INDUSTRY

4.1 Enhancing the Competitiveness of National Culture

The cultural integration under the global cultural background makes the minority culture have to face the strong impact of foreign culture and modern culture while seize the opportunity to perfect itself. Our national culture is at risk. The development and growth of the cultural industry is conducive to inheriting and promoting the excellent Korean traditional culture and enhancing the core competitiveness of the national culture.

4.2 Increase Economic Benefits

The cultural industry has advantages that are incomparable to other industries. Not only is it serviceable, knowledgeable, creative and profitable, but more importantly it is pollution-free. This industry has enabled Jinshan Yinshan to have both lucid waters and lush mountains. It is a wise choice for changing the economic development mode and creating a new engine for the economy.

4.3 Protect People's Cultural Rights

Modern people's definition of happiness has been transformed from material needs to spiritual needs. People are no longer satisfied with food and clothing, but more pursue spiritual enjoyment. In addition to the dissemination and promotion of national culture, the cultural industry can also enhance the spiritual and cultural quality of the general public, cultivate "four citizens", and protect the cultural rights and interests of the people.

4.4 Promote National Unity

Culture is the inner soul of national development and the key to the long-term stability of the nation. The further development of culture is conducive to promoting regional harmony and stability, enhancing national cohesion, establishing cultural self-confidence and promoting national unity and prosperity.

5 CONCLUSIONS

This paper mainly discusses the culture industry, in which the text summarizes the advantages and problems of Yanbian in the development, and puts forward some reference suggestions. As far as I am concerned, the development of yanbian cultural industry is in full swing, which will be the best driving force for the development of the state

economy in the future. We sincerely hope that Yanbian will seek advantages and avoid disadvantages in its future plans to march forward.

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