



Research Paper

# Research on the Path and Strategy of the Deep Integration of Culture and Technology in Anyang

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## ABSTRACT

This paper meticulously delves into the accomplishments of Anyang in harnessing technological advancements to empower its cultural industry and foster cultural innovation. Concurrently, it pinpoints a myriad of challenges encountered in the ongoing integration of culture and technology within Anyang. These challenges encompass a disconnect between policy formulation and implementation, a superficial level of integration, a fragile industrial foundation coupled with inadequate resource consolidation, a shortage of talent and constrained innovative capacity, as well as a pressing need to elevate external promotion and brand influence. To address these issues, the paper advocates for the establishment of a targeted policy framework, aimed at deepening the integration of technology and culture. It further underscores the importance of strengthening industrial foundations, enhancing resource integration, intensifying efforts in talent cultivation and attraction, and bolstering brand development and publicity. This comprehensive approach not only provides theoretical underpinnings and practical guidance for fostering a profound fusion between culture and technology in Anyang city and even the wider region, but also serves as a valuable reference and source of inspiration for other cities embarking on similar endeavors.

**KEYWORDS:** Integration of culture and technology, Anyang, Cultural industry

Received 01 Sep., 2024; Revised 09 Sep., 2024; Accepted 11 Sep., 2024 © The author(s) 2024.

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## I. INTRODUCTION

With the deepening of globalization, the assessment of a nation's comprehensive strength and international competitiveness is no longer limited to the traditional economic hard power, but more covers the national soft power represented by cultural industries and the national hard power with high-tech industries as the core. This trend has not only reshaped the international competitive landscape but also presented new avenues for development for various countries. China is actively exploring the profound integration of cultural industries with technology to enhance its overall national strength and international influence.

Since the 18th National Congress of the Communist Party of China, the Party Central Committee has attached great importance to the integration of culture and technology, regarding it as the key path to enhance the country's soft power and promote high-quality economic and social development. In practice, a series of policy documents have been issued at the national level to promote the integration of culture and technology. For instance, the Ministry of Culture and Tourism's "Opinions on Promoting the High-Quality Development of the Digital Cultural Industry" in 2020 outlined specific plans and deployments across enhancing industrial foundations, fostering emerging industrial formats, and constructing a digital cultural ecosystem, offering robust guidance for the practical integration of cultural industries and technology.

The integration of culture and technology has become the focus of academic circles. This trend not only reshapes the boundary between cultural industry and science and technology industry, but also injects new impetus into the improvement of the country's comprehensive strength. At present, the research on the integration of culture and technology in China has achieved fruitful results, mainly focusing on the connotation and significance of integration, influencing factors, integration models, implementation pathways, and measurement of integration levels. In particular, studies on the path selection for the deep integration of cultural industries and technological innovation demonstrate a profound practical concern and theoretical exploration among Chinese scholars. Through in-depth study of the current situation of the integration of cultural industry and technology in a certain region, they accurately identify the existing problems and challenges, and put

forward a series of practical countermeasures and suggestions. At the same time, some scholars have quantitatively evaluated the integration degree of cultural industry and technological innovation in a certain region by constructing a scientific and reasonable index system, which further reveals the inherent laws and future trends of integrated development.

The in-depth research in this field by academic circles not only provides us with rich theoretical basis and valuable experience, but also points out the direction for the development of cultural industries in specific regions [1]. Anyang, as a city with profound cultural background and rich red cultural resources, the development of its cultural industry is of great significance to the construction of China's "cultural power". In recent years, Anyang has actively explored the integration of cultural industry and technological innovation. However, due to historical reasons and existing conditions, the development speed of its cultural industry is relatively slow, the overall foundation is relatively weak, and the policy system for the integration of culture and science and technology is not perfect, and the integration effect has not yet fully appeared. Confronted with this reality, how to fully exploit and leverage Anyang's unique cultural resources, leveraging its industrial base and the power of digital technology to propel high-quality development in the cultural industry, has emerged as a pressing issue.

This paper aims to conduct a thorough analysis of the current status of the integration of cultural industries and technological innovation in Anyang, explore its existing problems and challenges, and put forward targeted and operable policy suggestions on this basis. We hope that this study will serve as a valuable reference for Anyang and other similar regions in their pursuit of integrating cultural industries with technological innovation, collectively advancing the high-quality development of cultural industries.

## **II. THE PRESENT SITUATION OF THE INTEGRATION OF CULTURE AND TECHNOLOGY IN ANYANG**

### **2.1 Rich in Cultural Resources**

Anyang, as a city with a long history, has profound and colorful cultural resources, which constitute a unique cultural style and heritage. Anyang's cultural resources are first reflected in its long historical sites. As one of the cradles of China's ancient civilization, Anyang has many ancient sites and tombs with high historical value, such as Yinxu, a world cultural heritage. It is not only the first ancient capital site in the history of China that has been documented and confirmed by Oracle Bone Inscriptions and archaeological excavations, but also a treasure of Chinese civilization. In addition, Cao Cao Gaoling and Xiaonanhai primitive cave sites have witnessed the long historical process and the evolution of human civilization in Anyang. In terms of intangible cultural heritage, Anyang also performed well. Its rich folk arts, traditional operas and folk activities, such as huaxian county Daxian Opera, Anyang county Huai Diao and other national intangible cultural heritage projects, as well as many provincial and municipal intangible cultural heritage projects, together constitute Anyang's unique cultural ecology. These intangible cultural heritages are not only precious wealth handed down from generation to generation by Anyang people, but also an important embodiment of the cultural diversity of the Chinese nation. Besides the material and intangible cultural heritage, Anyang also pays attention to the construction and development of modern cultural landscape. The completion of modern cultural facilities such as National Museum of Chinese Writing and Anyang Museum not only provides rich cultural experience for citizens and tourists, but also further enhances Anyang's cultural soft power and influence. In addition, the natural scenery of Anyang is also an important part of its cultural resources. Whether it is the majestic famous mountains such as Linlv Mountain and Qingliang Mountain, or the water landscape such as Xiaonanhai Reservoir with rippling blue waves, it has added a bit of beauty and agility to Anyang. These natural scenery not only provide citizens with a good place for leisure and entertainment, but also provide strong support for the development of the city's cultural tourism industry.

### **2.2 The Cultural Industry Demonstrates a Robust and Favorable Development Trend**

In recent years, Anyang has actively promoted the development of cultural industry, and the scale of cultural industry has been expanding, which has become an important force to promote urban economic growth. With the promotion of a series of major cultural tourism projects and the in-depth development of cultural tourism integration, the contribution rate of Anyang's cultural industry to economic growth continues to increase. Oracle Bone Inscriptions Broadcast Gymnastics, which was originally created in Anyang City, scientifically combines Oracle bone inscriptions with music and body movements to exercise and spread culture. It has been widely welcomed, entered schools, institutions and communities in Anyang. The "Zhongyuan Bank Oracle Bone Inscriptions Cup" 2024 Anyang Marathon started in full swing. More than 15,000 marathon enthusiasts ran on the "most cultured track" and ran into the sunny spring with dreams and passion. Anyang insists on taking tourists as the center, and promotes the integration of culture, technology and fashion. The "Huan River Night Tour" has been upgraded to launch a large-scale immersive live performance drama "Back to

Dayi Merchants", which reproduces the prosperous chapter of Dayi Merchants and brings visitors an audio-visual feast that has passed through 3,000 years. From "Lighting the Ancient City" to "Huan River Night Tour" and then to "Lighting the Yinxu", the trilogy of night tour makes the ancient capital Anyang more exciting.

The cultural and tourism industry in Anyang has accelerated its iterative upgrading, continuously unleashing its unique cultural charm. By "lighting up" the Yinxu, the ancient city, and museums, a diverse array of folkloric and trendy cultural experience scenarios have been created. Activities such as traditional cultural heritage experiences, folk marketplaces, and traditional cultural performances have been introduced, integrating instrumental music, dance, parades, and other performance forms. This blend of excellent traditional culture and modern artistic methods has garnered numerous followers both online and offline, establishing itself as a new landmark for nighttime cultural tourism. In the first half of 2024, Anyang received a total of 43.1499 million tourist visits, with a comprehensive tourism income of 37.491 billion yuan, representing year-on-year increases of 33.98% and 14.04%, respectively.

### **2.3 Significant Enhancement in the Construction of Cultural Industry Parks and the Strength of Cultural and Technological Enterprises**

By deeply exploring its historical and cultural resources, Anyang City has established a series of culturally tourism attractions and routes with local characteristics. Notable achievements include the completion and opening of major cultural landmarks such as the expansion project of the National Museum of Chinese Writing, the Chinese Character Park, the Caocao Gaoling Mausoleum Museum, and the first phase of the Yinxu Archaeological Cultural Tourism Town. Significant progress has also been made in the Yinxu Museum, the Yinxu National Archaeological Heritage Park, and the Restoration and Revitalization Project of the Ancient City of Anyang, all of which constitute new cultural landmarks that showcase the distinct features of Anyang, collectively forming a portfolio of flagship cultural tourism products. In the comprehensive construction of a cultural space characterized by an ancient capital, Anyang adheres to the construction concept of "building a city with culture" and has successively developed two historical and cultural districts in Cangxiang Street and Xianqian Street.

According to incomplete statistics, there are currently over 80 cultural and creative enterprises in the city, among which 10 are Chinese creative enterprises. More than 110 types of cultural and creative products are available in the market. By the end of this year, the city aims to introduce and cultivate more than 10 additional above-scale cultural tourism and creative enterprises, with mainstream cultural and creative products exceeding 20 types, gradually forming a design, development, and marketing system for cultural and creative products that are unique to Anyang, innovative, and highly competitive in the market.

In 2024, Henan Hongqi Canal (Group) Co., Ltd. was listed in the list of new national cultural industry demonstration bases, and Henan Anxiu Cultural Industry Group Co., Ltd. was listed in the list of national cultural industry demonstration bases that passed the review. So far, the number of national cultural industry demonstration bases in Anyang has increased to two.

### **2.4 Continuous Enhancement of Scientific and Technological Innovation Capabilities**

Through the investigation found that the school made the parents understand the upcoming after-school services and encouraged the parents and students to actively participate in it, and the move has received considerable results. In addition, the author also made a questionnaire survey on the parents' understanding of the policies and documents related to after-school service. The survey results show that 7% of parents said they did not understand the relevant policy documents; 46% of parents said they had seen them a little; 37% of parents said they had seen them; and only 10% of parents expressed a thorough study of the relevant policies and documents.

## **III. PROBLEMS IN THE INTEGRATED DEVELOPMENT OF CULTURE AND TECHNOLOGY IN ANYANG**

### **3.1 Inadequate Policy Support and Implementation**

Anyang has issued a series of related policies to promote the integration of culture and technology, but there are still some problems in the formulation and implementation of these policies. First of all, there may be a lack of sufficient research and demonstration in policy formulation, which leads to the lack of concrete policy content and operability, and it is difficult to effectively implement it in actual operation. Secondly, there are many departments involved in the process of policy implementation, and the coordination mechanism is not perfect, which leads to the inefficiency of policy implementation and even instances of policy conflicts. In addition, the supervision and evaluation mechanism of the policy is not perfect, and it is impossible to timely and accurately evaluate and adjust the implementation effect of the policy. The existence of these problems has seriously restricted the in-depth development of the integration of culture and technology in Anyang.

### **3.2 Shallow Integration of Culture and Technology**

The integration of culture and science and technology in Anyang is still in the primary stage, with limited depth of integration. On the one hand, the application of science and technology in the cultural industry has not been widely popularized, and the promotion and adoption of new technologies and models face numerous constraints, such as high technical barriers, substantial capital investments, and talent shortages. On the other hand, the cultural industry itself lacks sufficient technological innovation capabilities, including independent research and innovation, and it is difficult to adapt to market changes and evolving consumer demands. In addition, the products and services that integrate culture and technology are limited in variety, lacking innovation and differentiation, and it is difficult to meet the diversified needs of the market [3].

### **3.3 Weak Industrial Foundation and Ineffective Resource Integration**

The foundation of the cultural industry in Anyang is relatively weak, with an incomplete tourism industry chain that primarily relies on ticket sales. Related product development is inadequate, and there are few experiential projects for tourists. At the same time, there exist numerous challenges in resource integration. Firstly, the excavation and organization of cultural resources are not sufficiently in-depth, with many valuable cultural resources yet to be effectively utilized. Secondly, the integration and development of the cultural industry with other industries are not tightly linked, lacking inter-industry linkage and synergistic effects. Additionally, due to imperfections in management systems and mechanisms, the efficiency of cultural resource integration and utilization is low, making it difficult to achieve scale effects and agglomeration effects.

### **3.4 Talent Shortage and Insufficient Innovation Capabilities**

Talent serves as one of the critical factors for the successful integration of culture and technology, but there is an obvious shortage of talent in Anyang. On one hand, the local talent pool is insufficient, particularly in terms of high-quality interdisciplinary talents who possess both cultural and technological expertise. On the other hand, constrained by factors such as geographical location and economic development level, Anyang encounters significant challenges in attracting and retaining talent. Furthermore, enterprises and individuals demonstrate limited innovative consciousness, with inadequate research and development (R&D) investments and limited innovation capabilities. These issues have severely hindered the in-depth development of the integration of culture and technology in Anyang.

### **3.5 Insufficient External Promotion and Brand Influence**

There are obvious deficiencies in Anyang's external publicity, which leads to the weak brand influence of the integration of culture and technology. On the one hand, it is difficult to attract the attention of tourists and investors because of the single propaganda means and outdated methods. On the other hand, the publicity content lacks new ideas and highlights, and it is difficult to form a unique brand image and characteristics. In addition, because Anyang's international popularity and influence are relatively low, it is difficult for its brand with the integration of culture and technology to be widely recognized in the international market. These problems not only affect the foreign exchange and cooperation of Anyang's cultural and scientific integration, but also restrict its competitiveness in the domestic market.

## **IV. STRATEGIES FOR ENHANCING THE INTEGRATION OF CULTURE AND TECHNOLOGY IN ANYANG**

### **4.1 Establishing a Comprehensive Policy Support System and Efficient Implementation Mechanism**

In order to effectively solve the gap between policy formulation and implementation, Anyang should build a comprehensive and multi-level policy support system. First of all, it is imperative to strengthen the forward-looking research and planning of policies to ensure that the policy content not only meets the current development needs, but also has future orientation. By conducting thorough market research and consulting experts, specific and actionable implementation guidelines should be formulated to provide a solid policy guarantee for the integration of culture and technology.

Concurrently, establishing an efficient policy implementation mechanism is crucial. Anyang should establish an inter-departmental coordination body tasked with overseeing and coordinating the implementation of various policy measures. This can be achieved through regular joint meetings, the establishment of an information-sharing platform, and other means to enhance communication and collaboration among departments, breaking down barriers and fostering policy synergy. Furthermore, a robust policy evaluation and feedback mechanism should be put in place to track the effectiveness of policy implementation in a timely manner. Based

on the evaluation results, policy measures should be adjusted and optimized to ensure the achievement of policy objectives.

#### **4.2 Deepening the Integration Pathway of Technological Applications and Cultural Innovations**

In view of the limited depth of integration of culture and technology, Anyang should actively explore avenues for deepening the fusion between technological applications and cultural innovation. On one hand, it is necessary to intensify technological investment, supporting enterprises, universities, and research institutions in conducting research and development in the field of cultural technology. This involves importing advanced technologies and management experiences from both domestic and international sources to enhance the independent innovation capabilities and core competitiveness of the local cultural technology industry.

On the other hand, promoting the profound integration of technology and the cultural industry is essential. Cultural enterprises should be encouraged to employ modern information technology tools such as virtual reality, augmented reality, and big data to enhance the creativity, interactivity, and experiential quality of cultural products. At the same time, support should be given to cultural enterprises engaging in cross-industry collaborations, forming industrial alliances with technology enterprises, tourism enterprises, and others, to jointly develop new products and markets [5]. By empowering the cultural industry with technology, we can achieve its transformation, upgrading, and high-quality development.

#### **4.3 Strengthening Industrial Foundations and Resource Integration Capabilities**

To strengthen the foundation of industrial capabilities and resource integration, Anyang should embark on the following strategies: Firstly, it is imperative to refine the construction of the cultural industry chain by enhancing the connection and collaboration between upstream and downstream sectors. This can be achieved by fostering the development of interrelated industries such as cultural creativity, performing arts, and cultural exhibitions, thereby establishing a comprehensive cultural industry chain system. Secondly, emphasis should be placed on the protection and utilization of cultural resources. Local cultural resources need to be thoroughly excavated and organized, with the establishment of a cultural resource database and sharing platform to facilitate their transformation into tourism products, cultural goods, and other value-added forms. Thirdly, the promotion of industrial convergence is vital. Efforts should be made to deeply integrate the cultural industry with tourism, technology, agriculture, and other sectors. Through industrial linkage and cross-boundary fusion, the added value and market competitiveness of these industries can be elevated.

#### **4.4 Cultivating and Attracting Interdisciplinary Talents in Culture and Technology**

The cornerstone of integrated cultural and technological development lies in human talent. Anyang should endeavor to establish a comprehensive talent support system, reinforcing both talent cultivation and attraction efforts. On one hand, the city should forge partnerships with universities and research institutions to jointly nurture interdisciplinary talents proficient in both culture and technology. Furthermore, the enhancement of vocational education and continuing education systems is crucial to elevate the quality and competency of local cultural and technological talents [6]. On the other hand, preferential policies for talent recruitment should be formulated to attract outstanding domestic and international cultural and technological professionals to work and reside in Anyang. Additionally, a talent incentive mechanism and career development pathways must be established, offering a conducive work environment and ample room for growth.

Concurrently, igniting innovative vitality serves as a pivotal driving force behind the integration of culture and technology. Anyang should encourage enterprises and individuals to embark on innovative endeavors, supporting them in patent applications, trademark registrations, and other intellectual property rights protections. An innovation reward system should be instituted, recognizing and compensating units and individuals who have made outstanding contributions in the realm of cultural and technological integration. By fostering a vibrant innovation ecosystem and stimulating innovation across society, Anyang can continually elevate its cultural and technological integration to new heights.

#### **4.5 Enhancing Brand Building, Propagation, and Promotion Efforts**

To enhance the visibility and influence of the integration of culture and technology in Anyang, it is imperative to strengthen external publicity efforts. Leveraging modern communication tools such as new media and the internet, innovative promotional strategies and methodologies should be employed to create a distinctive brand image and promotional content that resonates with local characteristics. Simultaneously, active participation in international cultural exchange and cooperation activities is crucial, fostering strengthened ties with foreign cultural institutions and enterprises to propel Anyang's cultural and technological products onto the global stage.

Furthermore, hosting cultural festivals, exhibitions, and other events can attract the attention of domestic and international tourists and investors, thereby elevating Anyang's reputation and prestige. Through

the implementation of these measures, Anyang will be able to establish a favorable ecosystem that fosters deep integration and innovative development of culture and technology, injecting fresh momentum and vitality into the sustained economic and social development of the region.

## V. CONCLUSION

The integrated development of culture and science and technology in Anyang is a long-term and arduous task. This paper has delved into the practical progress, challenges faced, and corresponding strategies adopted by Anyang in the realm of cultural and technological integration. The proposed countermeasures encompass the establishment of a precise policy framework, deepening the integration pathways, strengthening industrial foundations and resource integration, cultivating and attracting interdisciplinary talents, as well as enhancing brand building and promotional efforts. These recommendations aim to propel the in-depth development of cultural and technological integration in Anyang, infusing new vitality into the high-quality growth of the cultural industry. Looking forward to the future, as technology and culture continue to intertwine, Anyang is poised to achieve even more remarkable accomplishments in this field, offering invaluable insights and experiences for the practical exploration of cultural and technological integration.

## ACKNOWLEDGEMENTS

The works presented in this paper are partially supported by the 2023 Special Project of Key Research and Development and Promotion in Anyang City (Grant No. 2023C02GH047, 2023C02GH064).

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