

# ***Research on the Innovative Development of Traditional Cultural and Creative Industries in Henan Province***

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**Abstract:** China is celebrated as a cradle of civilization, particularly Henan Province, which is the heartland of Chinese heritage. This region's traditional culture is the cornerstone of our national identity and underpins our cultural confidence, essential for sustainable, high-quality development. In today's rapidly evolving world, the demands for preserving and propagating traditional culture have escalated. Addressing the challenge of how to innovatively transform and develop traditional culture is crucial. The cultural and creative industries, a burgeoning economic sector, offer substantial potential. Through the development of cultural and creative industries, it can spur local economic growth, create jobs, enhance incomes, and promote cultural diversity and inclusivity, thereby igniting innovative and creative energies across society. This study uses a SWOT analysis to explore the current landscape of Henan's traditional cultural and creative industries. It pinpoints the constraints hindering their growth and suggests strategies for fostering innovative and sustainable development in this sector.

**Keywords:** Traditional culture, cultural industry, innovative development, SWOT analysis.

## **1. Introduction**

Exemplary traditional culture forms the bedrock and soul of the Chinese nation, with Henan Province standing as a pivotal origin of Chinese culture and a deep-rooted spiritual pillar through the ages. The evolution of various information technologies has dramatically enriched both the visibility and the dissemination of culture. Leveraging media and information technology to promote traditional culture, infusing it with youthful vigor and innovative perspectives, is essential for deeply embedding these cultural roots in contemporary society. Henan, rich in historical and cultural heritage and among the oldest cradles of Chinese civilization, naturally boasts significant cultural resource advantages and appeal. Nevertheless, the development of local traditional cultural and creative industries has been less than satisfactory, grappling with issues such as uncoordinated efforts, insufficient integration, and incomplete industry chains. This paper employs SWOT analysis to evaluate the current landscape of Henan's traditional cultural innovation industry, identifies key challenges hindering the growth of traditional cultural enterprises, and proposes strategies for enhancement, aiming to guide the high-quality development of Henan's traditional cultural innovation industry.

## **2. The Necessity of Developing Traditional Cultural and Creative Industries in Henan Province**

Henan Province, steeped in history and rich cultural heritage, is endowed with an abundance of traditional cultural resources, including historical sites, folk customs, and traditional crafts. The development of the traditional cultural and creative industries is not only necessary but pivotal for Henan, leveraging its extensive cultural assets to drive economic growth and cultural preservation.

### **2.1. Macro Policy Requirements**

Traditional culture forms the core cultural identity and invaluable heritage of Henan Province. The advancement of the creative industries related to traditional culture is crucial for preserving and perpetuating these cultural treasures, safeguarding them from oblivion or decline. Firstly, by nurturing the creative industries, traditional culture can be reinterpreted and shared anew, thus gaining renewed life and relevance in today's society. However, the significance of the traditional cultural creative industry extends beyond mere cultural preservation—it is also a crucial driver of economic progress. Secondly, by fostering these cultural and creative industries, there is potential to stimulate related sectors such as tourism, handicrafts, and cultural performances. This, in turn, generates employment opportunities and boosts regional economic development. Traditional culture embodies the significant soft power of a region, reflecting its history, values, and lifestyle. Creative industries, characterized by a dual core of cultural creativity and high-tech innovation and driven by creative disruption, effectively foster the optimization and upgrade of the existing industrial framework. They serve as catalysts for new supply and consumption in the modern era, infusing the new economic landscape with fresh vitality and momentum [1]. Lastly, the growth of creative industries can significantly enhance Henan Province's cultural influence and prestige, strengthening cultural self-confidence and promoting indigenous culture.

### **2.2. Highlighting Regional Advantages**

It is widely acknowledged that the Central Plains region is among the earliest hubs of human activities. Weathered by the sands of time, this area has amassed a wealth of cultural resources, forming the cultural mainstream and backbone of the Chinese nation, and occupying a prominent place in the annals of world civilization [2]. Situated at the strategic heart of China, Henan Province is a key origin and conduit for Central Plains culture. Cities within Henan, such as Zhengzhou, Luoyang, and Kaifeng, are not only pivotal cradles of ancient Chinese civilization but also custodians of rich historical remnants and cultural symbols. Luoyang's Longmen Grottoes and Kaifeng's Song Dynasty cultural heritage, for example, are significant markers of Henan's traditional culture. The province is home to an array of historical sites and ancient architectures, including the renowned White Horse Temple and Longmen Grottoes in Luoyang, and the Daxiangguo Temple in Kaifeng. These historical and architectural treasures are not merely of immense historical and artistic value; they are also vital assets for cultural tourism in Henan. Additionally, Henan has nurtured numerous cultural icons and literary giants such as Du Mu and Bai Juyi, whose poetic and literary contributions have profoundly shaped Chinese literature, enriching Henan's cultural depth and humanistic spirit.

### **3. Current State of Traditional Cultural Creative Industries in Henan Province**

#### **3.1. Internal Strengths and Weaknesses**

Henan Province has heavily invested in cultural infrastructure, establishing a plethora of museums, cultural and arts centers, and traditional craft demonstration bases. These facilities provide robust support for the burgeoning cultural and creative industries. Leveraging its abundant tourism resources and markets, Henan is well-positioned to develop cultural and creative products that cater to tourists' demand for rich cultural experiences. This synergy is likely to enhance market promotion and boost sales. The local government has introduced a suite of supportive policies aimed at propelling the cultural industry forward, including financial subsidies, tax benefits, and the development of cultural industry parks, thus nurturing a conducive policy environment for enterprises and individual creatives.

However, despite its profound historical and cultural heritage, Henan has witnessed the erosion of much of its traditional culture, especially folk crafts, which have not been comprehensively safeguarded [3]. While it boasts considerable cultural resources and infrastructure, the cultural and creative industry chain in Henan is still in its nascent stages, lacking cohesive integration and synergy across creative design, production, and market promotion. Henan trails behind other regions in terms of innovativeness within cultural and creative products. There is a pressing need to enhance the training and recruitment of creative talents to foster innovative thinking and the application of new technologies. Although buoyed by the tourism market, Henan continues to grapple with challenges in developing effective market strategies for its cultural and creative products. Despite the presence of numerous universities and research institutions, the province faces hurdles in professional training and talent acquisition for the cultural and creative sectors.

#### **3.2. External Opportunities and Threats**

The rapid evolution of the digital economy and internet technologies presents an invaluable opportunity for the cultural and creative industries. These sectors can harness online platforms for promoting and selling creative products, thereby transcending geographical limitations and broadening market reach, which in turn increases the visibility and influence of these products. There is a growing international appetite for traditional Chinese culture, such as traditional festivals and intangible cultural heritage, which enhances global recognition and offers Henan a platform for international cultural exchanges and marketing of local cultural products through the cultural and creative industries. The Central Plains Economic Zone, a pivotal development area as per national zoning, encompasses Henan and extends to surrounding regions. Its strategic location, agricultural strengths, and rich cultural heritage render it crucial in national reform and development strategies [4]. Government support for cultural industries continues to swell, with the introduction of various supportive measures including, financial aid, tax incentives, and the development of creative industry parks. These initiatives provide a robust support framework and financial backing for the growth of the cultural and creative industries.

Despite notable advances in the nascent cultural industries, Henan's competitive edge remains relatively muted when juxtaposed with regions like Beijing-Tianjin-Hebei, the Pearl River Delta, and the Yangtze River Delta, along with the emerging powerhouse, Hunan [5]. The cultural and creative industry market in China is fiercely competitive, contending not only with domestic powerhouses such as Beijing and Shanghai but also with international market dynamics. Cultural and creative products from Henan must continually strive to stay competitive by innovating, ensuring quality, and refining marketing strategies. Compared to renowned cultural and creative industry hubs, Henan's brands lack widespread recognition, necessitating persistent efforts in brand

development and market promotion to amplify their impact and visibility. Moreover, certain cultural and creative enterprises in Henan lag in adopting advanced technologies and fostering innovation, which curtails their capacity to develop novel creative products, impacting their competitive stance and market share.

#### **4. Constraints on the Innovative Development of Traditional Cultural and Creative Industries in Henan Province**

Due to its location in the Central Plains, Henan Province began cultivating its cultural industries relatively late, which has resulted in a somewhat underdeveloped cultural and creative sector [6]. First, from an economic perspective, there is a significant shortage of funding. Traditional cultural projects often require substantial investment, but the cultural industry typically sees a prolonged period before yielding returns, leading to financial constraints. Many cultural and creative enterprises in the region are relatively new and small. Being in their growth or startup phases, these companies generally do not yet see high profit levels [7]. Furthermore, the market demand for some traditional cultural products is quite limited, preventing these items from achieving substantial commercial success. From a societal angle, the swift pace of urbanization and modernization has increasingly pushed traditional cultures to the margins. The younger generations show diminishing interest in these cultural forms. Social transformations and disruptions in cultural transmission have put many traditional skills and knowledge at risk of being forgotten. In terms of local policy, the support provided is not yet adequate. While there are some governmental support measures in place, there remain gaps in funding, resource allocation, and effective policy implementation that hinder the full-scale development of traditional culture. Moreover, there are gaps in legal protection. The current framework for safeguarding traditional cultural heritage and intellectual property rights is insufficient, leading to losses and infringements of cultural resources. From a cultural identity perspective, the level of identification with local traditions is low among certain demographics, who lack cultural confidence. This lack of engagement challenges the efforts to transmit and promote traditional cultures. Additionally, the pressures of international competition are significant. In an era of globalization, the influx of foreign cultural influences subjects local traditions to severe competitive pressures.

#### **5. Paths for Enhancing the Innovative Development of Traditional Cultural and Creative Industries in Henan Province**

The cultural industry serves as a crucial conduit for the flourishing development of socialist culture in a market economy. It addresses the people's diverse, layered, and multifaceted cultural and spiritual needs, and plays a pivotal role in steering economic structural adjustments and transforming modes of economic development [8]. Economically speaking, attracting social capital is essential. By encouraging and guiding its involvement in the cultural and creative industries, we can develop a variety of financing channels, such as cultural industry funds, venture capital, and equity financing. Additionally, introducing financial products and services tailored to the cultural and creative industries, like loans dedicated to cultural industries, cultural property trading, and intellectual property-backed lending, can further catalyze growth. Enhanced government support is also vital. This includes crafting and implementing targeted policies, increasing fiscal support and tax incentives for traditional cultural and creative industries, and setting up dedicated funds and incentive schemes. It is crucial to formulate strategic development plans that set clear goals and focus areas, and to strategically establish cultural and creative industry parks and demonstration bases. Governments and enterprises should work together to forge talent development and incentive mechanisms, focusing on attracting and retaining exceptional talent and building a talent reserve.

Universities and businesses should bolster their cooperation, offering internships to students in relevant fields to merge academic theory with practical experience, thereby cultivating a cadre of high-quality, versatile talents [9]. By expanding cultural exchanges and enhancing collaborations with cultural institutions both domestically and internationally, Henan's traditional culture can elevate its global stature. Adopting advanced foreign cultural and creative ideas and technologies, and engaging actively in international cooperative projects, can significantly enhance the innovative capacity of the local cultural and creative industries. Innovating the dissemination methods of traditional culture within the cultural creative industry also involves optimizing the communication structure, which in turn enhances the broader dissemination of these industries. Such optimization not only refines the communication methods within the industry but also fosters innovative advancements in the transmission of traditional cultural elements [10]. Lastly, the protection of cultural heritage must be intensified by bolstering the safeguarding of traditional cultural heritage, enacting pertinent laws and regulations, and establishing robust protection mechanisms to ensure the sustainable development of traditional culture. Exploring "living heritage" practices that integrate traditional culture into contemporary life, and blending creative design and cultural performances with traditional elements, are also promising strategies.

## 6. Conclusion

As highlighted earlier, Henan Province, as a core birthplace of Chinese civilization, possesses abundant traditional cultural resources that confer unique advantages for the evolution of its cultural and creative industries. These industries have seen notable strides through the integration of in-depth cultural exploration with contemporary technologies. Henan not only succeeds in safeguarding and transmitting its extensive cultural heritage but also in leveraging these cultural assets to fuel new economic growth vectors. The joint efforts of the government, the corporate sector, academia, and societal stakeholders are pivotal in driving the innovative advancement of the cultural and creative sectors. Nonetheless, the development of these industries faces numerous challenges, including uneven resource distribution, lagging innovation capabilities, and fierce market competition. Henan Province should, therefore, intensify its efforts to preserve and utilize its traditional cultural resources, actively foster the fusion of cultural creativity with cutting-edge technology, and enhance the overall competitiveness of its industries. Additionally, by shaping policies and nurturing talent, the province can refine the developmental ecosystem for these industries, fostering their sustainable growth. By accomplishing this, Henan Province can secure a prominent role in the cultural and creative sectors both nationally and globally, infusing fresh vitality into regional economic development and promoting the enrichment and propagation of superb traditional Chinese culture. Looking ahead, as technological progress and societal needs evolve, the pathways for the development of Henan's cultural and creative industries promise to diversify even further. We must relentlessly pursue innovation and exploration to ensure the perpetual vitality of this sector. Such initiatives will enable Henan to manifest its unique allure and profound cultural heritage on the global stage, achieving simultaneous uplift in cultural and economic value. In this endeavor, cultural confidence will serve as a relentless driver for continual innovation within Henan's cultural and creative industries. Through sustained exploration and practical application, Henan is poised to offer valuable insights and models for the global cultural industry. Thus, Henan Province will maintain its commitment to an innovation-driven strategy, aiming to establish itself as a globally influential hub of cultural creativity and authoring a new chapter in the cultural renaissance of this era.

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