

Analysis of the Current Situation and Development Trend of Central Plains Cultural Industry Under the Perspective of "Belt and Road"

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Abstract: As the birthplace of Chinese civilization, the Central Plains region boasts a cultural heritage and historical tradition spanning thousands of years. The Chinese culture formed by radiating outward from the Central Plains has become an indispensable part of the current wave of world culture. Therefore, to promote Chinese culture to the world, disseminate Chinese stories, and showcase Chinese characteristics and style, it is necessary to firmly grasp the root of Central Plains culture. Meanwhile, as an important region for the development of mutually beneficial cooperation under the Belt and Road Initiative, the Central Plains region holds significant meaning for building a cultural highland for the entire country and realizing the great vision of a socialist cultural power. This poses a requirement for the exchange and dissemination of the essence of Central Plains culture and the construction of a systematic Central Plains cultural industry. Currently, the development of the Central Plains cultural industry lags behind in four dimensions: content development, cultural dissemination, integration with modern technology, and the scale of the industry. By deeply exploring the difficulties facing the development of the Central Plains cultural industry, we can predict its future development trends and further demonstrate the resilience of Chinese culture amidst the turbulence of global cultural trends.

Keywords: Belt and Road; cultural industry of Central Plains; Central Plains region.

1. Introduction

In 2020, the "Proposal of the Central Committee of the Communist Party of China on Formulating the 14th Five-Year Plan for National Economic and Social Development and the Long-Term Goals for 2035" pointed out that the cultural undertakings and cultural industries should be flourished and developed to improve the country's cultural soft power. The 2023 National Conference on Propaganda, Thought and Culture was held in Beijing, at which Chairman's cultural thought was formally put forward, marking the height of the party and state's understanding of the socialist cultural construction with Chinese characteristics. In the same year, the "the Belt and Road" and Central Plains Cultural Exchange Exhibition was held in Bishkek, the capital of Kyrgyzstan. The holding of this exchange exhibition is enough to show that the development and transformation of the current cultural industry is very important. It can be demonstrated that the "Belt and Road" initiative has led to a more profound implementation of cultural industry development in the Central Plains, providing robust support for the high-quality development of socialist cultural construction with Chinese characteristics in the new era. Furthermore, it has further invigorated the core spirit of Chinese culture, injecting a continuous stream of new impetus and vitality into Chinese civilization.

2. The Value of The Central Plains Cultural Industry

The "Belt and Road" initiative connects the Eurasian continent not only promotes countries along the Belt and Road, but also firmly maintains world peace and development. Its core is to promote the building of a community with a shared future for mankind. The diplomatic concept of "One

Belt, One Road" highlights China's international image as a responsible great power and the great contribution of the Chinese nation to world peace and development. Under the construction of promoting industrial interconnection and road connectivity, the joint "Belt and Road" deeply embodies the Chinese style, which is full of the excellent traditional Chinese culture. As the fertile land of Chinese culture, the culture industry in the Central Plains can move forward with a vigorous attitude, which not only demonstrates the charm of regional industrial development, but also promotes the national pride and self-confidence, and is of great significance and far-reaching influence in carrying forward and spreading the excellent traditional culture of the Chinese nation and promoting the innovative reform of the culture industry.

2.1. Spiritual level: to enhance the cultural self-confidence

The "Belt and Road" initiative has been put forward for decades, and by 2023, more than 150 countries have joined the joint "Belt and Road" initiative. According to statistics, in September 2023, China-Europe freight trains have traveled to more than 20 countries, running through more than 200 cities, and have made remarkable achievements until today. Among them, "Zhengzhou-Luxembourg", as the bridge of the Air Silk Road, provides new ideas for the dissemination of central Plains cultural spirit and the development of cultural industry in Central Plains. Under the influence of the Air Silk Road, the Central Plains has continuously promoted the innovation of the cultural industry, and distributed the cultural charm of the Central Plains continuously in the process of realizing the mutual communication between China and foreign countries. At the opening ceremony of the Third Belt and Road Forum for International Cooperation, Chairman called out that only win-win cooperation can achieve successful, good and major things. In the context of global cultural integration and

confrontation, Central Plains culture represents the quintessence of Chinese civilization, Amidst inter-country cooperation and exchange, despite inevitable cultural clashes, Chinese civilization continues to offer solutions rooted in Central Plains culture, showcasing Chinese wisdom and facilitating cross-cultural exchanges, This process serves to instill national self-confidence and pride among the people.

2.2. Content: Inheriting excellent culture

The development of cultural industry in Central Plains has profound significance for inheriting the excellent traditional culture of the Chinese nation, In his speech in Fujian in 2021, Chairman pointed out that the creative transformation and innovative development of fine traditional Chinese culture should be promoted, and the vitality of fine traditional Chinese culture should be activated with the spirit of The Times, As is known to all, the Central Plains is rich in excellent traditional culture, Since the Xia, Shang and Zhou dynasties, the Central Plains has always been the highland of Chinese culture, Chinese characters, surnames, science and technology and various schools of thought all originated in the Central Plains, With the fusion of Chinese and Western cultures in the Central Plains, a convergence of politics, philosophy, medicine, agriculture, and other cultural elements highlights the extensive and profound cultural history of this region. Then how to realize the purpose of carrying forward and developing Chinese excellent traditional culture cannot be separated from the construction of cultural industry in Central Plains, With Henan Province as the main representative, according to the detailed statistical data, Henan's cultural industry showed a strong momentum of development in 2022, of which the operating revenue reached 486. 51 billion yuan, More particularly worth mentioning, Henan Province, above-scale cultural new industry of 16 industry subcategories, operating income has achieved significant growth, compared with the previous year, an increase of up to 39. 4 per cent. This achievement fully demonstrates the vigorous development of the cultural industry in Henan Province in the emerging fields, It is obvious that the sustainable development of the cultural industry in the Central Plains can inject new impetus into the excellent traditional Chinese culture at this stage.

2.3. Carrier aspect: industrial technology innovation

The Implementation Plan of Henan Province's Participation in the Construction of the Silk Road Economic Belt and the 21st Century Maritime Silk Road points out that it will strengthen the international influence of the Chinese Heritage and innovation Zone, build cooperation with countries along the Belt and Road to build a number of platforms for cultural exchanges, and build a cultural exchange center of the Silk Road, With the full support of national policies, the development of the Central Plains presents a positive attitude, which provides a strong guarantee for the reform of the cultural industry in the Central Plains, By 2022, there are 2, 894 legal entities of cultural industry above designated size in our province, among which there are 1 national demonstration park, 1 national cultural export base, 12 cultural industry bases, 19 provincial cultural industry demonstration parks and 163 cultural industry demonstration bases respectively, For a long time, the Central Plains has continuously improved the reform of the cultural industry system, realized the further optimization of the layout of the

cultural industry, and promoted the continuous technological innovation of the cultural industry in the Central Plains, It can be seen that the cultural industry enabled by technology will highlight the new trend and characteristics of development.

3. Current Situation of Cultural Industry in Central China

With the implementation of the "Belt and Road" initiative, the cultural industry in the Central Plains has made remarkable achievements, but there are still several problems that need to be solved on the road of the development of the cultural industry in the Central Plains, This requires a deep analysis and exploration of its development defects, so as to accurately plan the future development trajectory of the cultural industry in the Central Plains, and deeply thinking about the development status of the cultural industry in the Central Plains will lay a solid foundation for its high-quality development.

3.1. Content development is weak

The Central Plains is rich in historical and cultural resources, Henan accounts for four of the eight ancient capitals of China, so it has a large number of ancient tombs, ancient buildings and historical and cultural sites, such as the ruins of the Dahe Village in Zhengzhou, the Erlitou Ruins in Yanshi, and the Shuanghuishu Ruins in Gongyi. According to statistics, Henan has 65000 cultural relics, ranked second in the country, including the world cultural heritage 5, national key cultural relics protection units more than 400, provincial key cultural relics protection units more than 1500, in addition, Henan museum nearly 100, more than 170 million cultural relics, more than one eighth of the national collection of cultural relics, However, in the current development of the cultural industry, many cultural resources have not been fully utilized, When we make an in-depth analysis of the 2022 Chinese Cultural Industry Development Index released by the Cultural Industry Research Institute of Renmin University of China, we will find that Henan Province ranks the second lowest among the top ten provinces and cities in the comprehensive index of Chinese cultural industry development in 2022, which undoubtedly reveals the problem of insufficient development of cultural resources in the Central Plains, In order to find a way to break the situation, it will be required to explore this dilemma in order to realize the flourishing situation of the cultural industry in the Central Plains in the future.

3.2. The way of communication is backward

As times change, there are many modes of communication and communication channels, but there is no high coupling between old and new media, which is worth exploring, Beijing normal university cultural innovation and communication institute in the "Belt and Road" along the seven youth cognition of Chinese culture " survey, detailed statistics and analysis, finally found that the seven youth through the Internet to understand Chinese culture accounted for 53. 6%, through interpersonal and organization communication channels to understand the number of Chinese culture far more than the number of newspapers, radio and magazines of communication channels. And it is precisely the Central Plains cultural industry dissemination methods rely on the vast majority of the traditional sense of the dissemination method, although the Central Plains culture

is rich in resources, but the dissemination of the effect is poor, resulting in can not completely open the Central Plains cultural industry market, resulting in the Central Plains cultural industry consumer market is weak.

3.3. Lack of technology integration

In recent years, with the new round of information technology breakthroughs represented by big data, Internet, Internet of Things and artificial intelligence, the full application of reality, virtual reality and mixed reality in the field of cultural tourism has been realized, The "14th Five-Year Plan" Cultural Tourism Integrated Development Plan of Henan Province also clearly proposes that "cultural creativity + scientific and technological innovation" is the basic route and main direction, and strive to promote the construction of digital scenic spots and digital resorts, Although technological change is so rapid, along with the depth of the development of the "Belt and Road", the cultural industry and science and technology in the Central Plains is reflected in the lack of integration of the problem, reflected in these aspects, First, the lack of senior talents in the cultural industry, it can be found that the distribution of universities in the Central Plains is uneven and the proportion of universities is low, Secondly, the loss of scientific and technological talents, as we all know, Henan, as a large population province, has a large base of population loss every year, The above two factors will lead to the level of cultural industry in the Central Plains is too low, thus found that science and technology to empower the cultural industry in the Central Plains has also become particularly important.

3.4. The industrial scale is lacking

The scale of the cultural industry in the Central Plains is backward, and only a few industrial cultures in the Central Plains have been widely spread, such as the martial arts culture of Songshan Shaolin Temple, the stone carving culture of Longmen Grottoes in Luoyang, the Buddhist holy land of White Horse Temple and the historical relics of Yin Ruins in Anyang, can only be known, However, the vast majority of other cultural industries are little known, and their popularity and influence have yet to be enhanced, mainly due to the following reasons. First, the Central Plains cultural industry rules and regulations are not perfect, The cultural industry in the Central Plains is many kinds and small in scale, the effect of coordination and integration between the cultural industries is weak, and the macro-control ability of the cultural industry shows serious deficiencies, Secondly, the structure of cultural industry in the Central Plains is unreasonable and homogenisation is serious, and it can also be found that the structure of cultural industry in the Central Plains is lacking in innovativeness, With the development of commercialisation, the degree of homogenisation is getting higher and higher, and the scale and quantity of low-end cultural industry is significant, With the development of commercialization, the degree of homogenization is getting higher and higher, and the scale of low-end cultural industries is significant, Just as at the present stage, although the traditional Chinese dresses have become a craze in the Central Plains, the level of the cultural industry in this aspect is low, which is reflected in the slow matching of the scale of the industry in the aspects of dresses, make-up and photography, It is urgent to solve the structural disharmony of cultural industry and realise the balanced development of cultural industry scale.

4. Central Plains Cultural Industry Development Trend

The pace of "One Belt, One Road" is getting steadier and steadier, then realising the future development of cultural industry in the Central Plains is the most solid channel to inherit the culture of the Central Plains. After researching the value and current situation of the cultural industry in the Central Plains separately, we have a better grasp of the specific development of the cultural industry in the Central Plains at present, which will be helpful to reach a precise painting of the future development trend of the cultural industry in the Central Plains. Specifically, the development of the cultural industry in the Central Plains in the future should start from four aspects: Specifically embodied in the future development of the cultural industry in the Central Plains should be from the excavation of the essence of culture, enrich the mode of dissemination, the realisation of science and technology to empower the cultural industry in the Central Plains to create a landmark cultural industry and the cultural industry and other industries in the vertical dimension of the intermingling of the four aspects, so as to achieve the thickness of the cultural industry level, enrichment.

4.1. Deep cultivate the essence of the central Plains culture

Since the 18th National Congress, Chairman has visited Henan several times, and in October 2022, when Chairman came to Anyang, Henan Province to visit, he said, "Yinxu, I have longed for a long time, and this time I came to learn and understand the Chinese civilisation in a deeper way, and to use the past for the present, so as to provide reference for the better construction of the modern civilisation of the Chinese nation, The central Plains culture is rich and colorful, to promote the progress of the cultural industry in the Central Plains, the need to take over the overall situation. Firstly, the layout of the province's cultural resources, Such as the realisation of China's humanities founder Huangdi's hometown to the world, the depth of historical celebrities, historical and cultural relics to tell the story of China, red cultural products to the world to spread the value of socialist culture, etc. , multi-dimensional, multi-angle thinking about the cultural resources of the Central Plains region, Secondly, it is to oversee the national cultural industry planning. Under the promotion of the national cultural policy, it realises the vigorous development of the cultural industry internally and externally, which is embodied in enhancing the sense of cultural identity and strengthening the cultural confidence at home, and carrying out cultural trade abroad, spreading China's voice and displaying China's elegance, so as to promote the cultural industry of the Central Plains not only to shine in breadth, but also to sparkle in thickness by the two-pronged approach,

4.2. Explore the diversity of ways of transmission

Traditional newspapers, radio and other communication methods should not be discarded, and at the same time, the Internet should enable the development of the cultural industry in the Central Plains, With a new round of scientific and technological change, the development of the Internet has turned the world into a huge global village, At the sixth World Internet Conference, Chairman pointed out that it is the common responsibility of the international community to

develop, utilize and govern the Internet and make the Internet bring better benefits to mankind, With the promotion of regional strategic planning, Along with the regional strategic plan, the realisation of the development of cultural industries in the Central Plains will require these aspects. First, to build a digital information platform for the dissemination of the Central Plains culture through the Internet, and the dissemination of the Central Plains cultural industry under the Internet can realize the precise management of the Central Plains culture, Secondly, to promote personalised dissemination, while ensuring value guidance in the process of Internet dissemination, The Internet is able to promote the precision of each person, grasp and make good use of this feature to achieve cultural dissemination to different countries and regions, and promote the influence of the cultural industry of the Central Plains to spread all over the world. In this process, we should give full play to the role of the top-level design of the government, reduce the information loss in the process of dissemination, so as to realize the correct understanding of the people in different regions for the traditional culture of the Central Plains.

4.3. The heterogeneity of the casting cultural industry

The construction of zhengbianluo international cultural tourism destination is the key move for Henan to build a world cultural tourism resort, In 2024, will start the preparation of the Zheng BianLuo international tourism destination development planning, mainly from building "growth pole", "product package", "new image" presentation, focus on building Zhengzhou cultural tourism creative city, Kaifeng cultural tourism, Luoyang immersive tour destination, plastic young, fashion, dynamic "new capital". This is to take advantage of the cultural resources of the Central Plains to form the characteristic cultural industries of the Central Plains, and to create a representative cultural industry chain that elaborates on the "Book of Earth" culture, IP industry clusters and cultural relics. Some scholars have pointed out that it is important to promote benign interaction among science and technology, capital and industry, attract more capital into the cultural industry, promote scientific and technological innovation, and promote the upgrading of the cultural industry. Under the promotion of the "Belt and Road" initiative, making full use of the role of the new quality of productive forces to create iconic cultural industry clusters is very useful for the development of cultural industries in the Central Plains region.

4.4. Construct a system of industrial integration

To ensure the integration of cultural industries in different fields, the impetus of the cultural industries in central Plains to go out should not be underestimated, First, the realization of digital cultural industry, cultural venues to break down the physical distance barriers, to achieve the real scene, digital

pavilion and other real scene simulation. Secondly, the digital industry, manufacturing industry and new industries in the service industry will be integrated to form a digital culture industry IP cluster and an industrial chain with the mark of the Central Plains. Thirdly, expanding new forms of cultural industries in the Central Plains, constructing new forms of cultural industries and tourism, animation, film and television, and performing arts and entertainment, and making bold attempts to turn the impossible into the possible, Fourth, the cultural industry of the Central Plains should combine with high technology, protect the Central Plains culture, reduce the phenomenon of no one inheriting, and use science and technology to inherit and develop the Central Plains cultural industry, so that the Central Plains culture can continue, so as to nourish the Chinese civilization.

5. Conclusions

In his speech at the symposium on cultural inheritance and development, Chairman pointed out that it is our new cultural mission in the new era to continue to promote cultural prosperity, build a cultural power and build a modern Chinese civilization from a new starting point, In the process of "Belt and Road", to build the cultural industry with characteristics of central Plains and inherit and develop the culture of Central Plains, we must fully understand the limitations of our own development and seek truth from facts to strengthen their own understanding, From the four perspectives of the root of the Central Plains culture, the communication mode of Chinese culture, the characteristics of the cultural industry of the Central Plains and the integration of the cultural industry, the blueprint for the development of the Central Plains cultural industry under the perspective of the "Belt and Road" initiative, which is an important mission to realize China's entry into the world and spread the voice of China.

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