

Analysis of Jilin Province's Cultural Trade Development under the Background of "One Belt and One Road"

Yang Zhang^{*1,a}, Qing Zhang^{2,b}

¹ School of International Economics and Trade, Jilin University of Finance and Economics, Changchun, China

² College of Civil Engineering, Jilin Jianzhu University, Changchun, China

Abstract. Cultural trade is the new growth point of today's economy. This article analyzes the current situation, development advantages and challenges of Jilin Province's cultural trade under the background of the "One Belt and One Road", and proposes strategies to optimize Jilin Province's cultural trade development.

1 Introduction

As an important part of service trade, cultural trade is becoming increasingly important in today's international trade. Many developed countries have listed the development of cultural trade as an important strategy and a new economic growth point. Countries all over the world have realized the importance of cultural trade and actively explored and developed the cultural trade market. China's cultural trade started late, but developed rapidly. China has leapt to become the world's largest trading country but the proportion of cultural trade in the total trade volume is relatively low. In recent years, it has developed rapidly and the trade volume has increased year by year, but there is still a big gap from developed countries. As a traditional old industrial base in Northeast China, Jilin Province has lagged behind in recent years, and its GDP growth rate is the lowest of the country. "One Belt and One Road" initiative has brought new development opportunities to the old industrial base in Northeast China. How Jilin Province takes advantage of its geographical location, explores rich natural and folk cultural resources, tells Jilin stories well, and promotes foreign cultural trade is the key to revitalizing the old industrial base in Northeast China.

2 Current status of cultural trade development in Jilin Province

In recent years, Jilin Province has steadily implemented various cultural industry development strategies with the strategy of "build a culturally strong province", and the cultural industry in the province has developed rapidly. From 2011 to 2015, the growth rate of the cultural industry in Jilin Province has been around 20%, exceeding the GDP growth rate of the province. Jilin Province adheres to the combination of reform and integration, and cultivates key cultural enterprises, forming a cultural industry with Changying Group, Jilin Publishing Group, Jishi Media Co., Ltd., Jilin Song and Dance Theater, Jilin Film and

Television Production Group, Jilin Animation Group. The circle has further enhanced the competitiveness of industries such as film, television, publishing, performing arts, and animation.

According to Jilin Province's 2019 National Economic and Social Development Statistical Bulletin [1], The mass cultural of Jilin Province are keep growing in recent years, as shown in Table 1. By the end of 2018, there were 79 cultural centers (including mass art galleries), 47 art performance groups, 66 public libraries, and 107 museums throughout the year. The number of visitors to the museum reached 9.36 million. A total of 19,384 titles (sets) of books were published throughout the year, of which 13,820 titles were newly published, with a total price of RMB 6.031 billion. The total number of newspapers printed in the year was 646 million copies, and the total price was 983 million yuan. The total number of periodicals printed in the year was 501.886 million copies, and the total price was 388 million yuan. At the end of the year, the comprehensive coverage rate of broadcasting was 99.36%; the comprehensive coverage rate of television was 99.41%. The actual number of cable broadcast TV users is 435,400, of which the actual number of digital TV users is 4,262,500.

Table1. Basic situation of mass cultural in Jilin Province (2015-2018)

Index	Year			
	2015	2016	2017	2018
Number of institutions	979	979	980	980
Mass Art Gallery	14	14	14	14
Cultural Center	64	64	65	65
Cultural Station	901	901	901	901
Number of employees	4534	6739	4359	4405
Exhibition	1781	1658	1801	1873
cultural activities	14977	14892	15196	15267
training courses	8096	12640	14650	16055

*^aCorresponding author: zhangyang@jlufe.edu.cn ^bzhang_qing_z@126.com

3 Analysis of the advantages of cultural trade in Jilin Province

3.1 Favorable policy environment

In recent years, Jilin Province has attached great importance to the development of cultural trade and has launched a series of policies to encourage the development of culture Industry and cultural trade. For example, in 2015, Jilin Province issued the "Implementation Opinions on Accelerating the Development of Foreign Cultural Trade" (Jizhengfa [2014] No. 43) and "Administrative Measures for Jilin Provincial Cultural Industry Development Guidance Funds". In May 2017, the General Office of Jilin Province issued the "Implementation Opinions of the General Office of the People's Government of Jilin Province on Financial Support for the Development of Cultural Industry" to support the development of cultural industries. In 2019, the General Office of the People's Government of Jilin Province issued the "Implementation Opinions on Promoting the Innovation and Development of Service Trade". The policy support from the national and provincial governments has laid a good foundation for the revitalization and development of cultural trade in Jilin Province.

3.2 Unique location advantage

Jilin Province has the advantage of being along the coast and offshore, and is one of the nine border provinces in the country. It is an important window for the country to open to the north along the "One Belt One Road". Hunchun at the eastern end of Jilin Province is only 15 kilometers away from the Sea of Japan and 4 kilometers away from the Pochet Bay of Russia. It is an important channel for foreign trade and foreign exchange in Jilin and even China. Jilin Province has the advantages of revitalizing the old industrial base, and the processing and manufacturing industry is relatively developed. The five key industries of automobile, petrochemicals, food, equipment manufacturing, and medicine and health are the leading domestic level, especially automobile and high-speed rail manufacturing; Jilin Province is an important national commodity grain production base, and is located in the world-famous "Golden Corn Belt" and "Golden Rice Belt"[2]. Jilin Province is a national ecological construction pilot. There are 58 nature reserves in the province, accounting for 14.33% of the province's land area. The Changbai Mountain Nature Reserve has been designated by the United Nations as a "human and biosphere" natural reserve, and breeds internationally endangered wild species such as the Siberian tiger and Oriental white crane.

3.3 Historical and cultural accumulation

Jilin Province has a long history of development and is rich in folk culture. Since the pre-Qin period, Jilin has been placed under the jurisdiction of administrative regions by successive central authorities. In 1907, it was

officially called Jilin Province. Minorities in Jilin Province live together, with unique folk resources. There are many ethnic minorities such as Korean, Manchu, Mongolian, Hui and Xibo. There are 4 ethnic autonomous areas in the province. Jilin Province has a variety of distinctive art forms such as Yangge, two-person turn, stilts, dry boat, etc. There are also special Northeast dishes, such as raw mixed vegetables, Di San Xian, pork stew noodles, eight bowls of Manchu, cold noodles of Chao nationality, etc. There are also colorful festival activities, such as "Frost Ice Festival", "Beishan Temple Fair", "Chagan Lake Ice Fishing and Hunting Culture Tourism Festival", "Changchun Vasaloppet China", "Changchun Film Festival", "Changchun Auto Expo"[3]. Jilin Province vigorously develops thematic cultural industries such as ice and snow cultural industry, leisure and summer cultural industry, construction of characteristic towns and characteristic small towns.

4 Analysis of the dilemma and challenges of Jilin Province's foreign cultural trade

4.1 Small scale of cultural trade

Although in recent years, Jilin Province's cultural trade has achieved remarkable results, the amount of cultural trade in Northeast China increased by 22.5% in 2018. However, compared with developed provinces, the gap is still very obvious. As shown in Fig. 1, the scale of Jilin's cultural trade is relatively small, and the overall strength of cultural trade import and export is relatively weak. According to statistics, in 2018, China's cultural trade exports were mainly concentrated in the eastern region. Shanghai, Beijing, Guangdong, Jiangsu, and Zhejiang ranked in the top five, accounting for 91.5% of total exports of cultural services trade. Moreover, there is insufficient cultivation of the cultural trade market. How to make consumers of different nations and religious beliefs from different "One Belt One Road" countries to recognize the cultural products of our country and become mutual cultural trade partners. And how to exploit the cultural trade market is the direction of Jilin Province.

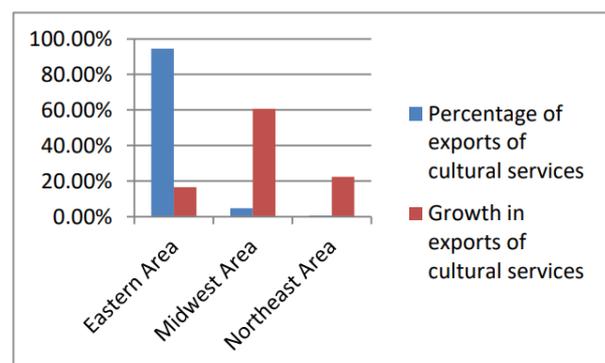


Fig1. Regional Development of Culture Services in China

4.2 Unreasonable foreign cultural trade structure

From the perspective of the types of cultural products and services exported by Jilin Province, high-tech movies, books and other knowledge-intensive products account for a small proportion, while local, traditional, and single labor-intensive products account for the main share. The level of cultural products is low, lack of the leading high-end cultural products; there is still a large gap in filming and cartoon with developed countries such as the United States and Japan. The "One Belt One Road" countries have many ethnic groups, different religious beliefs, different customs and habits, and different demands for cultural products and services. How to design cultural products and services that meet the needs and preferences of the country according to the characteristics of different countries is another challenge.

4.3 Lack of talents for foreign cultural trade

With the continuous expansion and deepening of economic and trade cooperation between China and the countries along the "One Belt One Road", there is a new demand for international economic and trade talents. Under the background of the vigorous development of the digital economy, there is an urgent need for a group of people with global vision and digital business values that can master and apply Digital business law, combination of knowledge and skills, multiple thinking, with high IQ & EQ and high moral and ethical qualities, such as compound, innovative, application, and skill-oriented "four-in-one" economic and trade talents. However, the current economic and trade talents trained by colleges and universities cannot meet the actual needs of enterprises, and there is a "mismatch between supply and demand" in employment. Specifically in the following areas: First, the lack of characteristics and levels of talent training, the international economic and trade majors in colleges and universities have similar in teaching plans, curriculum settings and training goals. The second is that the training of cross-culture and cross-language communication ability is not enough. The third is the lack of cultivation of innovation and entrepreneurship. Therefore, how to establish a new application-oriented international economic and trade talent training model based on market orientation is a subject that needs to be explored.

5 Jilin Province's cultural trade development strategy under the background of "One Belt and One Road"

5.1 Adapt to local conditions and give priority to the development

Among the countries along the "One Belt and One Road", determine and cultivate the key priority countries and product markets for the cooperation with Jilin Province based on national political risks, cultural identity degree, geographic location, economic base and other factors of

different countries. Determine the corresponding cultural trade products and policies according to different ethnic groups, religions, Culture and other factors [4]. Adhere to the concept of mutual respect and harmonious coexistence of multiple cultures and religious beliefs, and strive to break the barriers of cultural trade and provide required cultural trade products and services.

5.2 Optimize the structure of cultural trade

According to the theory of comparative advantage, develop a type of cultural industry that has obvious and potential comparative advantages in the international market, and change the trade structure of cultural trade in Jilin, which is dominated by labor-intensive products. Create famous brand cultural trade products and services in Jilin, strengthen brand communication and promotion, and use the brand effect to expand the influence of Jilin Province cultural trade. Accelerate the cultivation of key cultural enterprises and the development of cultural enterprise clusters [5]. Give full play to the active synergy of advantageous industries, participate in international competition with cluster brands.

5.3 Cultivation of "One Belt and One Road" cultural trade talents

One is to vigorously train new type of talents. The economic and trade education of colleges and universities in Jilin Province should be combined with the development of regional economy. Through the update of training objectives, talent training models, innovative practice teaching systems and other methods, we will focus on the development of complex, application, innovation, and skill-based international cultural trade talents that meets the needs of Jilin Province. The second is to enhance the various treatments and benefits of economic and trade talents, so that people can do their best, and make the best use of them to prevent the loss of talent. The third is to create local characteristics and attract outstanding talents from home and abroad to settle down by providing economic treatment, entrepreneurial support and other supporting policies.

5.4 Create a new model of foreign cultural trade under the digital economy.

In the era of rapid development of the digital economy, we must use big data to assist 5G technology, vigorously develop the "Internet + culture" model, and expand foreign cultural trade development channels. Through online live broadcast, offline interaction and other means, such as design, consulting, performance, film, TV and other non-physical form but with higher added value of cultural and creative output on the Internet to the "One Belt and One Road" countries. This can not only change the way of cultural creation and dissemination, and the mode of product and service transactions, but also break through the time and space restrictions of cultural production and consumption.

5.5 Make full use of the advanced experience of developed countries and domestic regions

Emperor Taizong once said: "Take copper as a mirror, you can dress up, take man as a mirror, you can see the gains and losses, and if you use history as a mirror, you can know the rise and fall." From an international perspective, by comparing the development paths of cultural trade among developed countries, it can provide experience and reference for the revitalization of the old industrial bases in Jilin province [6]. From a domestic perspective, by horizontally comparing the development paths of the developed provinces and cities of domestic cultural trade, it can propose the correct direction for the development of cultural trade in Jilin Province.

6 Conclusion

In short, the development of cultural trade is an important way to revitalize the old industrial base in Northeast China, and it is also an inevitable requirement for promoting the economic development of Jilin Province. Jilin Province has unique geographical advantages and folk cultural resources. Only by firmly grasping the historical opportunities brought by the "One Belt and One Road", optimizing the foreign cultural trade structure, cultivating new cultural trade talents, combining cultural trade with the digital economy and pay attention to comparative studies, can we achieve the goal of a strong cultural province as soon as possible.

Acknowledgment

"13th five-year-plan" social science project of the Education Department of Jilin Province (JJKH20180475SK)

References

1. 2019 Bulletin of national economic and social development statistics of Jilin Province .http://www.jl.gov.cn/sj/sjcx/ndbg/tjgb/202004/t20200403_7024695.html.
2. Li X.M, Li J.S, Report on the Development of China's International Cultural Trade (2018), [M]. Social Sciences Academic Press (China), 2019.
3. Zhang B.Z, Research on the Development of Culture Industry in Jilin Province[D]. Jilin University , 2012.
4. Qin S.J, Li B.J, Chen Z.X, Shanghai's Development of International Cultural Trade under 'one belt one road' Strategy: New Opportunities and Path. [J]. *Journal of Shanghai University of international business and Economics*, Jul 2016, Vol 23, No.4,pp35-44.
5. Zha Z.Q, On the New Path of Zhejiang's International Cultural Trade Development. [J]. *China Opening Journal*, Feb 2017, No.1,pp106-109
6. Zhang X.T, Country Reports on the Economic and Trade Cooperation between China and Countries

along the Belt and Road (Southeast Asia and South Asia), [M]. Economic Science Press, 2017