Cultural Industry Competitiveness Based on the Diamond Model: Literature Review

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Abstract— The cultural industry is such a profoundly significant new business, the development of the cultural industry is the strategic goal of constructing a contemporary and powerful cultural province. This paper, which takes the competitiveness of the cultural industry in Anhui province as the research object and makes an empirical analysis on the influencing factors of cultural industry competitiveness in Anhui province based on Porter's diamond model, is a part of a larger project that takes the cultural industry competitiveness of Anhui province as the research object. The findings of this study also include recommendations to enhance the competitiveness of the cultural industry in the province of Anhui.

Keywords— Cultural industry, Diamond model, Anhui province, competitiveness.

I. INTRODUCTION

At the moment, China's cultural industry, which is experiencing a good start with profound transformation and gaining a strong momentum, exerts influence on promoting economic restructuring and transforming economic development mode. This is because it is in the process of going through a good start with profound transformation and gaining a strong momentum (J. Li, 2021a; Zhou et al., 2020a). Additionally, the cultural industry's qualities of cheap costs, lower energy consumption, and high intangible economic value contribute to the sustainable development of the third tertiary sector as well as the broader economy (Fan & Xue, 2018). According to the 14th Five-Year Plan for Cultural Development (2021-2025), which was published by the General Office of the CPC (Communist Party of China) Central Committee and the State Council, the primary objective of the Chinese cultural industry during the years 2021 to 2025 is to ensure that cultural programmes and industries have become more prosperous, and that the system of public cultural services, cultural industries, media communication, and protection, cultural heritage inheritance, and protection have all been completed. The cultural industry, on the other hand, despite its status as a key rising sector, is still in the stage of discovery and trial (J. Li, 2021b). Therefore, China should embrace the opportunity and investigate the variables that influence the competitiveness of the cultural sector in order to make effective use of the motivating potential of soft power and ensure that its national economy is of high quality (Zhou et al., 2020b).

Anhui province is a powerful economic and cultural province in China. It is rich in cultural resources and has a high degree of economic development, both of which give

exceptional circumstances for the growth of cultural enterprises (Zeng & Yang, 2022). As can be shown in Table 1, the value-added of cultural and allied sectors increased from RMB 105.231 billion in 2016 to RMB 119.595 billion in 2017 and RMB 153.728 billion in 2018, respectively accounting for 4.03%, 4.00%, and 4.52% of the total gross domestic product (GDP). The value-added of cultural and allied sectors in Anhui province reached RMB 166.542 billion in 2019, while their contribution to the province's GDP remained the same as in 2018 at the same percentage. In the year 2020, the value-added of cultural and allied sectors in the province of Anhui plummeted to RMB 160.720 billion, and their participation in the province's GDP dropped to 4.22%.

TABLE 1. Value-added of Cultural and Related Industries of Anhui Province in 2016-2020 (Source: Anhui Bureau of Statistics)

Year	2016	2017	2018	2019	2020
Value-added of cultural and related industries (100 million yuan)	1052.31	1195.95	1537.28	1665.42	1607.20
Composition of GDP (%)	4.00	4.03	4.52	4.52	4.22

The development of the cultural industry in Anhui province, on the other hand, is lagging behind that of other regions of the country. The value-added of national culture and allied sectors in 2020 was 4,494.5 billion yuan, which was an increase of 1.3% over the previous year (without accounting for pricing effects). This represented 4.43% of the GDP, which was a decrease of 0.07 percentage points over the previous year. In addition, the value-added of cultural and related industries in China's capital city of Beijing in 2020 reached RMB 377.02 billion, accounting for 10.5% of the regional GDP and placing it in first place across the country. The value-added of Shanghai's cultural and allied sectors reached 238.964 billion yuan in 2020, which was equivalent to 6.1% of the city's GDP at the time. According to the statistics that were presented earlier, it is clear that there is still a significant gap in the economic contribution and development degree of cultural and related industries in the province of Anhui when compared with Beijing, Shanghai, and other provinces and cities in China. This gap is especially noticeable when comparing Anhui province to Beijing and Shanghai. Therefore, it has become increasingly important to investigate the influencing factors and put forward related strategies in order to make contributions of the cultural industry that are

sustainable to the national competitiveness. This is because the cultural industry is considered to be the locomotive of the national technology move; as a result, it has become increasingly important to investigate the influencing factors and put forward related strategies (Bilan et al., 2019).

In the 14th Five-Year Plan for National Economic and Social Development of Anhui Province and 2035 Vision Outline, which was published in 2021 by the provincial government of Anhui, it was made abundantly clear that it is of the utmost importance to accelerate the construction of a modern cultural industry system, promote the development of cultural tourism integration, and consolidate the strategic pillar industry position of the cultural tourism industry in the national economy, as well as cultivate an ecological system that is both dynamic and inventive. This paper analyses the current situation of the cultural industry development of Anhui province based on Porter's diamond model to make an empirical analysis on the influencing factors of cultural industry competitiveness in Anhui province with the goal of putting forward corresponding countermeasures and suggestions for the development of cultural industry competitiveness in Anhui province. In this context, the paper analyses the current situation of the development of the cultural industry in Anhui province based on this context.

II. LITERATURE REVIEW

The academic examination of cultural industry competitiveness mostly consists of quantitative analysis, qualitative analysis, and the combination of quantitative and qualitative analysis in terms of research methodologies in the cultural industry (Strijker et al., 2020). The majority of the sample data used in quantitative analysis comes from statistical yearbooks, statistical bulletins, or other sources. Following the collection of the sample data, quantitative analysis is carried out using factor analysis, principal component analysis, cluster analysis, grey correlation degree analysis, or other statistical methods (Khaldi, 2017). When conducting qualitative research, only qualitative indicators are developed, as opposed to quantitative processing (Aspers & Corte, 2021). There are also some researchers who use a mix of qualitative and quantitative methods in their investigations (Timans et al., 2019).

Analyzing the determinants that affect the industrial competitiveness of electronic manufacturing by analytic hierarchy process (AHP) (Singh et al., 2018); analysing Turkey's defence industry by applying the diamond model and expert opinion survey to collect variables under determinants (Bilgen & Varoglu 2016); analysing the national competitiveness in the European Union (Bilgen & Varoglu 2016); analysing the national competitiveness in the United States of America (Singh et al

After examining the current state of cultural industry competitiveness in Anhui province based on the diamond theory in order to present a holistic approach to cultural industry competitiveness, the next step in this research is to investigate the influencing factors that determine and contribute to the growth of cultural industry competitiveness in Anhui province. The primary purpose of this research is to

examine the current situation of cultural industry competitiveness in Anhui province. In light of this, this study will centre on conducting a critical literature assessment on the competitiveness of the cultural business.

An organised method was created and carried out in a sequential manner in order to achieve the goal of gaining an in-depth comprehension of the degree of competition present in the cultural business. The pieces of research that were published in reputable journals served as the basis for the literature review. The relevant literature review and theoretical review were derived from preliminary and full literature searches that were carried out through peer-reviewed journal articles, books, SCOPUS, Emerald, EBSCO, Science Direct, CNKI (China National Knowledge Internet), Web of Science, ProQuest, Springer Link, and Google Scholar. The cultural industry, competitiveness, comparative advantage, and diamond model were among the primary keywords that were utilised. While this was going on, the search engine known as Google Scholar was also used to look up things like cultural industry, industrial competitiveness, cultural industry competitiveness, and other related concepts. A number of other context-related research publications were discovered as well, however these were excluded from the research study. The Global Competitiveness Report (2019) published by the World Economic Forum as well as the national and Anhui provincial 14th five-year Plan for Cultural Development were both analysed as part of this research (2021-2025). In this dissertation, a citation analysis was performed on the chosen papers that were available and applicable as a result of the methods described above.

In their research on this subject, some academics utilised a quantitative approach. Rodrguez-Daz and Pulido-Fernández (2020) sorted out the relationship between the innovation of cultural and associated businesses and regional economies by using the term "culture and creative industries," analysing numerous definitions of the term, and applying an innovation system method. According to the findings of the study, the innovative performance of cultural and creative companies represents a potential source of advantages for the social economy and has an effect on the social and cultural aspects of people's living standards. Building a competitiveness index on the basis of the diamond theory, Dou et al., (2021) studied the most recent development trends of manufacturing in G20 participating countries from 2008 to 2018. The time period covered by their study was from 2008 to 2018. In this particular scenario, they used a panel regression model to carry out an empirical investigation into the myriad of factors that influence the manufacturing industry's ability to remain sustainably competitive.

Other researchers carry out a qualitative analysis of the level of competition. By utilising the diamond model, Fernando (2021) is able to determine the techniques that will be utilised by the tourism industry in Sri Lanka in order to recover. The research gathered qualitative information from six different elements, which were referred to as "Themes." The researchers Zeng and Yang (2022) use qualitative analysis to investigate the regional cultural characteristics and development status of Anhui Province first, and then make an

in-depth analysis of 20 policy texts about the development of China's cultural and creative industry by performing grounded research and qualitative text analysis using the Nvivo12 qualitative analysis software. This allows them to perform an in-depth analysis of the policy texts. This study proposed three fundamental factors, namely, development task, development aim, and development guarantee, which have the potential to motivate policymakers in Anhui province to further innovate and promote cultural and creative industries.

There are other researchers who used a variety of various analysis methodologies to investigate the competitiveness of the cultural industry in the province of Anhui. Several of these investigations, for example, utilised the diamond approach. Zhou and Liu (2018), for instance, utilised the diamond approach to specify affecting elements and did an empirical study with principal component analysis to uncover options for promoting the development of Anhui's culture. In addition, they used the diamond method to specify affecting factors. According to the findings of this study, the expansion of the cultural industry has been accorded a high level of importance across the entire nation (China), and a number of policies aimed at hastening the growth of the cultural industry have been implemented, which have contributed to the active promotion of the expansion of the cultural industry. On the other hand, because the foundation of China's cultural industry isn't very strong, there is still a contradiction between supply and demand in the structure of the cultural industry structure. At the present time, the cultural sector in the province of Anhui has achieved tremendous development; however, there are still certain deficiencies in fundamental infrastructure, finance channels, and government investment, among other things. An additional illustration is provided by Su (2019), who investigated the means of fostering cultural industry competitiveness in Anhui province by evaluating the indicators and exploring the way to do so. According to the findings of the study, the competitiveness of the cultural industry in Anhui may be improved by bolstering top-level design, making use of regional predominance, and applying mixed methods to investment, innovation, and consumption. With the exception of the situations that have been stated previously, Zhao and Wang (2020) adopted the SWOT theory and underlined that the government policy Going Out Strategy should be executed steadily in order to build Anhui culture.

In the academic community, every theoretical debate and method that is attempted is a contribution to the study of the competitiveness of the cultural sector. In addition, these discussions and methods give a helpful reference and motivation for this research on this subject. However, there is no generally accepted theory about the variables that contribute to the competitiveness of the cultural industry. As a result, the purpose of this study is to perform an analysis of the current development status of the cultural industry's competitiveness in the Anhui province based on Porter's diamond model, and to investigate the factors that have an impact on that status through the utilisation of an empirical analysis.

III. OVERVIEW OF RESEARCH AREA BASED ON DIMOND MODEL

In the year 1990, Michael Porter, a professor of management at Harvard University, put forth the idea of national competitive advantage in the context of the investigation of international economic and trade competition (Porter, 1990). According to his findings in the study, the most important aspect of the competitive advantage hypothesis, which seeks to identify the fundamental reasons behind the rise and fall of nations, is whether or not those nations are able to gain an advantage in global competition (Porter, 1981, 1990). In addition, the incorporation of four fundamental aspects as well as two auxiliary elements is necessary for a nation to achieve a position of superiority in the global market. Among them, the core aspects include factors conditions, demand conditions, connected and supporting industries, company structure and strategy, while the auxiliary elements include government and chance (Porter, 1990; Vlados, 2019). These components have a reciprocal and interacting effect on one another, and together they form a diamond-shaped system (see Figure 1)
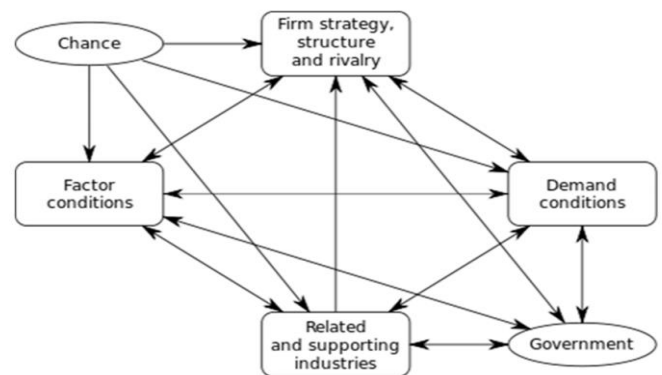

Fig. 1. Porter's Diamond Model Source: Porter, 1990

Porter believes that the possibility of a country to achieve international success in a certain industry is the result of the comprehensive effect of the four basic elements and two auxiliary elements in the diamond model. Moreover, the four elements should exist at the same time in order to effectively affect and promote the development of competitiveness (Porter, 1990; Rugman & D'cruz, 1993). Comparing with other industrial competition theories, diamond model is more comprehensive and systematic for the reason that it analyzes the micro, meso and macro factors that affect industrial competitiveness from the perspective of industrial chain (Garcia et al., 2017). Meanwhile, diamond model makes competitive advantage dynamic, and it emphasizes the importance of domestic demand and highlights the dynamic role of government (Xu, 2019).

It seems that diamond model is applied with different methods within the scope of academic studies. For example; numerous scholars analyzed the influencing factors of a certain industry based on the diamond theory in with the perspective to enhance the competitiveness, such as in

agricultural industry (Huo et al., 2020), tourism (Xu, 2019), manufacturing industry (Dou et al., 2021) etc. Moreover, Liu (2021) applied Porter's diamond model to analyzes the competitiveness of Hong Kong's cultural and creative industry (CCI). The study explored the six elements, factor conditions, demand conditions, strategy, market structure and rival firms, related supporting industries and the role of government and chance. As the author stated in the study, there are 11 component domains of Hong Kong's CCI: art, antiques and crafts; cultural education and library, archive and museum services; performing arts; film, video and music; television and radio; publishing; software, computer games and interactive media; design; architecture; advertising and amusement service. Based on analysis of added value of creative industries in nominal terms, it concluded that Hong Kong's CCI enjoys great advantages in capital, talents and technology. Korkmaz & Topcu (2021) used diamond model to analyze Turkey's defense industry competitiveness. This study, which is also based on Porter's diamond model, to analyze the current situation of cultural industry competitiveness in Anhui province from the following six aspects, namely, factor conditions, demand conditions, related and supporting industries, firm strategy, structure and rivalry, government and chance.

1. Factor conditions

Factor conditions are not only the starting point of any production activities, but also the basis of cultural industry competitiveness. According to Porter's analysis (Porter, 1990; Vlados, 2019), factor conditions in this research include human resources, public cultural resources, knowledge resources, capital resources and infrastructure, which consist of the primary conditions for a certain industry. Take the study case, Anhui province, as an example. Anhui province, located in central and eastern China, is the most dynamic part of the Yangtze River Delta. The province is about 570 kilometers long from north to south and 450 kilometers wide from east to west. The total area is 140,100 square kilometers, accounting for about 1.45 % of China's land area. According to Anhui Provincial Statistical Bulletin of National Economic and Social Development, the province had a permanent population of 61.13 million at the end of 2021. Anhui province has 16 prefecture-level cities, 9 county-level cities, 50 counties and 45 metropolitan areas, with Hefei as its capital city.

In 2020, there were 2,334 art performance groups in Anhui Province, with 39,174 employees, 17 municipal and mass cultural centers with 299 employees; 105 county and city-level cultural centers, employing 1,115 people; 1,505 cultural stations with 4,808 employees; 10 cultural and scientific research institutions with 148 employees; There were 9,810 operating units in cultural market, employing 37,801 people; 131 libraries with 1,572 employees and 230 museums with 3,342 employees (see Table 2).

According to *Anhui Province 2021 Statistical Bulletin of National Economic and Social Development*, by the end of 2021, there were 175 national and 915 provincial key cultural relics under protection., 99 items on the national intangible cultural Heritage list and 479 items on the provincial list.

Besides, the province has 78 radio and television stations, covering 99.9% of the population with radio programs and 99.9 % of the population with television programs. Cable TV subscribers reached 7.717 million households. In 2021, 88 newspapers were published with a total print run of 560 million copies, 181 kinds of periodicals (magazines), with a total print run of 34 million copies and 10,126 kinds of books with a total print run of 320 million copies. At the end of the year, there were 125 national general archives at various levels in Anhui province, with a collection of 55.548 million volumes (pieces and volumes), and a total construction area of archives was 631,000 square meters.

TABLE 2. Number of Culture and Art institutions and personnel of Anhui Province in 2020 Source: Anhui Statistical Yearbook

Institution	Number of intuitions (unit)	Number of Employees (person)
Art Performance Group	2334	39174
Municipal and Mass Cultural Center	17	299
County and City-level Cultural Center	105	1115
Cultural Station	1505	4808
Cultural and Scientific Research Institution	10	148
Operating Units in Cultural Market	9810	37801
Library	131	1572
Museum	230	3342

Moreover, Anhui Province has continuously expanded the channels and fields of utilizing foreign capital and promoted foreign capital to play an important role in the development of the provincial national economy. In 2021, the province actually used foreign direct investment (including reinvestment, retained earnings and other assets) of USD19.3 billion, with a year-on-year increase of 5.4%, 475 new foreign-invested enterprises, with a year-on-year increase of 20.9%.

All in all, Anhui Province's cultural industry has a good momentum of development (X. Li et al., 2021).

2. Demand conditions

The demand of cultural consumption determines the capacity of cultural industry market. Only the market that can produce cultural products and services to meet the demand of people, can the cultural industry market have vitality quote. Therefore, the scale of demand can be measured by the per capita disposable income of urban and rural residents and the per capita consumption expenditure of urban and rural residents.

In terms of demand scale, the current economic development momentum of Anhui province is very strong, and people's living standards are constantly improving, which provides sufficient impetus for the development of cultural industry in Anhui province. In 2019, the disposable income of urban and rural residents in Anhui province was RMB 37,540.0 yuan per person and RMB 15,416 yuan per person. In 2020, the per capita disposable income of urban and rural residents was RMB 39,442.1 yuan per person and RMB 16,620 yuan per person, which increased by 5.07% and 7.81% respectively compared with 2019. In 2021, the per capita

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disposable income of permanent residents in Anhui province was RMB 30,904 yuan and the per capita consumption expenditure was RMB 21,911 yuan. The per capita disposable income of permanent urban residents in 2021 was RMB 43,009 yuan, with an increase of 9 %, or 8 % in real terms. In 2021, the consumption expenditure per capita was RMB 26,495 yuan, growing by 16.8 %. The per capita disposable income of permanent rural residents in 2021 was RMB 18,368 yuan, with an increase of 10.5 % over the previous year, or 9.8 % in real terms. Per capita consumption expenditure was RMB 17,163 yuan, increasing by 14.2%. The continuous improvement of people's living standards has provided sufficient impetus for the development of cultural industry in Anhui province.

3. Related and supporting industries

The modern economic system contains many industries, among which the development of each industry cannot rely solely on its own strength, but needs the support and promotion of other industries, and the cultural industry is no exception. Information technology not only opens up a new space for the development of cultural industry, but also has a revolutionary impact on communication channels, business models, target audiences and people's consumption habits. Zhou et al. (2020b) indicates in the study that science and technology needs to be integrated with cultural industry for the development of cultural industry. In 2021, the total number of high-tech enterprises in Anhui province reached 11,368, with a year-on-year growth of 32.8%. The output value and added value of high-tech industries increased by 21.4% and 15.5%, respectively. The province registered 17,755 scientific and technological achievements; The number of invention patents owned by 10,000 people was 19.9, a net increase of 4.5.

It has been emphasized that travel and tourism is an important source of foreign exchange as well as an emerging economic sector all over the world (Fernando, 2021; Zhang, 2019). Tourism industry and cultural industry are mutually integrated and can promote each other. Anhui Province has accelerated the integration of culture and tourism, and established the Yangtze River Delta Integrated Tourism Alliance, with more than 600 A-level and above tourist attractions in the province. In addition, the Southern Anhui International Cultural Tourism Demonstration Area and 53 red tourism scenic spots have been built. In 2020, Anhui province earned USD 274.658 million dollars in foreign exchange from international tourism and RMB 422.15 billion yuan from domestic tourism.

4. Firm strategy, structure and rivalry

The development of cultural industry mainly examines the enterprise's strategy, management, organizational structure, competitors, competitive environment and other conditions. This indicator reflects the scale and relative intensity of the development of cultural industry, and relates to the industrial scale and market operation ability. The industrial scale can be measured from the perspectives of scale and proportion. The added value of cultural industry and the proportion of the added value of cultural industry in the national cultural industry can be used as measuring indicators. In 2021, Anhui's regional innovation capacity continued to rank eighth in the country with Guangdong, Beijing, Jiangsu, Shanghai and Zhejiang occupying the top five, and remained among the top ten for 10 consecutive years. This reflects the capacity of enterprises in management innovation, basic research and original innovation, the commercialization of scientific and technological achievements etc (Rodríguez-Gulías et al., 2020).

5. Government

It refers to the intervention or influence of the government on the other four elements through the formulation of policies and strategies, so as to ultimately affect competitiveness (Zeng & Yang, 2022). The supportive behaviors of the government are mainly reflected in the aspects of policies, funds and basic services.

In 2020, Anhui Province developed the *Grade Evaluation Standard for Township Comprehensive Cultural Stations in Anhui Province*, *Action Plan for the High-quality Development of Rural Tourism in Anhui Province (2022-2024)*, *Measures for the Establishment and Accreditation of the Whole Tourism Demonstration Zone in Anhui Province (for trial implementation)*, *Development Report of Digital Creative Industry in Anhui Province (2021)* and other documents. Besides, a number of smart museums and other new public cultural spaces were built. Cities in the southern Anhui International Cultural Tourism Demonstration Zone were encouraged to apply for the 2022 National Intangible Cultural Heritage Protection Special Fund. The provincial digital creative industry development promotion meeting was held. All the above-mentioned actions under the guide of government were too provide preferential policies, investment environment and well-established infrastructure to Anhui's industrial development.

6. Chance

Anhui province plays an active role in hosting international exhibitions. For example, the 2021 World Manufacturing Conference was successfully held in the capital city Hefei from November 19 to 22. More than 1,400 guests from 24 countries and regions attended the conference. More than 20 events were held at the conference, resulting in 703 cooperation projects with a total investment of RMB 582.18 billion. More than 400 leading enterprises in the industry participated in the exhibition. More than 40 CIIE (China International Import Expo) exhibitors gathered in the import goods exhibition area. The online exhibition hall operates 365 days a year, creating a never-ending cloud exhibition. It has been spread by more than 400 million people on the whole network, conveying the voice of Anhui to the world and exerting a great influence of Anhui province, which is also helpful to improve the competitiveness of cultural industry in Anhui Province.

IV. RESEARCH METHODS AND DATA SOURCES

4.1 Research Methods

After reviewing many literature related to research on cultural industry competitiveness and considering the availability and authenticity of the data, this study selected 9 indicators as influencing factors to analyze the cultural industry competitiveness in Anhui province, namely, total collections in public libraries (X1), collections of public libraries owned per person (X2), number of performance by art performance troupes (X3), number of students enrollment of regular institutions of higher education (X4), consumer price indices (preceding year=100), education, culture and recreation (X5), foreign exchange earnings from international tourism (X6), total investment of foreign funded enterprises (X7), local governments expenditure, science and technology (X8), number of patent applications for inventions of industrial enterprises above designated size (X9).

V. FINDINGS

It is possible to draw the following conclusion after reviewing Tables 5 and 6: the total variance explained by the first main component is 68.93%, which indicates that it is capable of representing 68.93% of the 9 initial indicators. The significant proportion that was explained demonstrates that a significant proportion of the primary component was represented in the original indicators. According to Table 6, it is clear that the most important step to take in order to improve the competitiveness of the cultural industry in the province of Anhui is to increase the overall competitiveness power of Anhui's culture industry. The total investment of foreign funded enterprises (X7), the number of students enrolled in regular institutions of higher education (X4), foreign exchange earnings from international tourism (X6), and collections of public libraries owned per person (X2) are the four indicators that have the largest loading in the first principal component. Their respective loadings are 98.7%, 93.6%, 91.1%, and 90.8%. This suggests that these four components have a significant influence on the competitiveness of the cultural industry in Anhui. The number of performances given by art performance troupes (X3), consumer price indices (the year before was set at 100), and education, culture, and recreation (X5) all exhibit significant loadings of 94.1% and 91.9%, respectively, for the second major component. This refers to the elements that influence the competitiveness of the cultural sector in the province of Anhui, and they are industrial operation factors.

Using Porter's diamond model as a foundation, the first part of this study looks at the existing state of the cultural industry in Anhui province and how it is developing. In the second step of the process, an empirical study was carried out to discover the elements that influence the level of competitiveness in the cultural industry in the province of Anhui. Thirdly, based on the research presented above, this article makes the following recommendations for improving the cultural industry's competitiveness in the province of Anhui: Strengthen the infrastructure structure of cultural industry

Attach importance to the construction of cultural industry infrastructure, and constantly improve the culture-related supporting service system. On the one hand, Anhui province should increase the number of libraries, museums, and other basic facilities such as places for cultural activities, to develop the cultural industry vigorously and realize the popularization, diversification and personalization of cultural consumption. On the other hand, Anhui province should make good use of the opportunity of the construction of Rural library Project and National Cultural Information Resources Sharing Project to strengthen the construction of rural culture, and promote the development of cultural industry comprehensively.

Anhui province should supply policy support and strengthen top-level design for investment in the cultural industry (Zeng & Yang, 2022). First of all, modern financial tools and leverage and financing functions of finance need to be used to raise funds for the development of cultural industries. Secondly, we should attract social funds to the development of cultural industries, especially make full use of private capital, and constantly optimize the structure of investment and financing in cultural industries. Besides, foreign capital is encouraged to invest in cultural and related industry in Anhui province. Fourthly, the fiscal and taxation system should be implemented to reduce the investment burden of small and medium-sized cultural enterprises.

VI. CONCLUSION

Colleges and universities should be regarded as the base of talent training and strive to make the cultivated college students become the main talents in the development of cultural industry. In addition, great efforts should be made to promote the cultivation of talents in the process of cultural industry development, and cultivate a group of cultural industry talents with professional quality and professional skills in the development of cultural industry. By expanding government investment in cultural industries and increasing social capital investment, cultural facilities and conditions are to be improved for cultural consumption. The government should guide and support the cultural industry enterprises to increase the variety and quantity of cultural products and services to meet the needs of cultural consumption at different levels. Also, the digitalization and network process of cultural products and services needs to be accelerated, and the consumption of new media culture also need to be encouraged and expanded. Through the cooperation of government and personal cooperation, a service platform for sharing cultural consumption resources will be built. Thus, supporting services for cultural consumption will be improved. There are some similarities in the development mode of cultural industry of different regions in Anhui Province. Therefore, when formulating the development plan and policy of cultural industry, the government should strengthen communication among cities, encourage them to learn from each other and promote the overall development of regional cultural industry in Anhui province. At the same time, according to the development advantages and characteristics of cultural industries in various regions, Anhui province should formulate differentiated policies to support and develop cultural

industries and guide the investment directions of cultural industries in different regions of the province, and promote the coordinated development of overall cultural industry competitiveness.

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