

Research on the Practical Teaching Model of Integrating Local Cultural Resources into Cultural Industry Management Majors in Universities

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ABSTRACT

There is a mutual influence and promotion relationship between the cultivation of cultural industry management talents in universities and the local culture. The establishment of cultural industry management majors in universities can, on the one hand, promote the development of the cultural industry by cultivating and exporting a large number of cultural industry management talents, serving the development of local cultural resources and cultural industry as well as cultural construction; on the other hand, standing on the foothold of cultivating cultural industry management talents, universities can also consciously use the cultural resources of the local area as their valuable practical teaching resources, utilize local cultural resources to cultivate cultural industry management talents that meet current market demands, and integrate into various teaching processes of universities' cultural industry management majors such as teacher construction, classroom teaching, internship and training base construction, graduation thesis design, and integration of local cultural resources and so on. This paper takes the teaching practice of the Cultural Industry Management Major at Shanghai Ocean University as an example to explore and attempt its integration method.

Keywords: Cultural resources, Practical teaching, Cultural industry management.

1. INTRODUCTION

China's cultural industry is currently in a golden period of development and is gradually becoming a pillar industry in economic development. The report of the 20th CPC National Congress proposes to improve the modern cultural industry system and market system and implement the strategy of driving major cultural industry projects. It's crucial to strive to fully, accurately, and comprehensively implement the new development concept with major cultural industry projects as the focus and innovation as the core driving force, optimize the industrial structure layout, expand cultural consumption of urban and rural residents, and enhance the overall strength and competitiveness of industrial development. It's necessary to adapt to the development trend of digital industrialization and industrial digitization and promote the application of technologies such as 5G, big data, artificial intelligence, virtual reality, augmented reality, and ultra high definition in various aspects

such as cultural creation, production, dissemination, and consumption. Efforts should be made to transform traditional business forms and cultivate new business forms and models. It's needed to accelerate the cultivation of a group of branded cultural industry parks that can enhance the construction level of national cultural industry parks. Relevant departments need to promote the construction of national nighttime cultural and tourism consumption clusters, national cultural and tourism consumption pilot cities, and demonstration cities. They also need to establish a new type of market supervision mechanism based on credit, promoting the formation of a unified, open, and orderly competitive market system, and establish a scientific and effective evaluation system for the quality of cultural tourism market services. Under the new situation, the country attaches great importance to the development of the cultural industry, various departments related to the cultural industry have gradually increased their reserves of professional talents, and the demand for cultural

industry management professionals is also gradually increasing.

2. THE CURRENT SITUATION OF PRACTICAL TEACHING IN CULTURAL INDUSTRY MANAGEMENT MAJORS

In the new era, with the increasing attention of national policies to the cultural industry as well as the development and growth of the cultural industry, more and more universities are paying attention to and offering cultural industry management majors to meet the demand for cultural industry talents in society. In terms of curriculum design and training direction, cultural industry management majors in various universities are also being adjusted and improved. Many universities focus on combining theory with practice in their curriculum design, cultivating students' comprehensive qualities and abilities, while also placing greater emphasis on international development, providing students with more opportunities for international exchange and cooperation. However, cultural industry management majors also face some challenges and problems. On the one hand, the problem of disconnection between academic and industrial circles still exists, and there is a certain gap between academic research and industrial practice. On the other hand, the employment prospects of cultural industry management majors are relatively broad and various universities have their own advantages in the setting of training programs. However, compared to the "professionalism" of traditional disciplinary majors, when it comes to cultural industry management, due to the wide coverage of the cultural industry, its professional curriculum design appears to be "extensive", and employers require students to have certain professional skills and practical experience. The need for a large number of practical teaching activities to cultivate students' practical operational abilities has become a top priority for cultural industry management majors. However, some universities lack practical teaching methods or fail to delve deeply into actual teaching content, resulting in students not being able to truly master practical operational skills, which is also a shortcoming in the teaching content of some universities. In addition, some universities lack opportunities to connect with industries, resulting in students lacking practical understanding and experience of the industry. Cultural industry management majors should be closely integrated

with the cultural industry, providing students with practical and employment opportunities.

From the above situation, it can be seen that cultivating students' practical operational abilities in cultural industry management majors requires a large number of practical teaching links.

3. THE RELATIONSHIP BETWEEN LOCAL CULTURAL RESOURCES AND PRACTICAL TEACHING OF CULTURAL INDUSTRY MANAGEMENT MAJORS IN UNIVERSITIES

In response to this situation, it is urgent to carry out high-quality practical teaching for cultural industry management majors in universities. The practical teaching of cultural industry management majors in universities can utilize regional cultural resources through on-site investigations, case analysis, and practical operations, enabling students to have a deep understanding of the characteristics, values, and development trends of cultural industry management and master practical operational skills and methods. At the same time, the practical teaching for cultural industry management majors in universities can also effectively protect and inherit regional cultural resources, providing talent support and intellectual security for the development of local cultural industries.

There is a mutual influence and promotion relationship between the cultivation of cultural industry management talents in universities and the local culture. The establishment of cultural industry management majors in universities can, on the one hand, promote the development of the cultural industry by cultivating and exporting a large number of cultural industry management talents, serving the development of local cultural resources and cultural industry, as well as cultural construction; on the other hand, standing on the foothold of cultivating cultural industry management talents, universities can also consciously use the cultural resources of the local area as their valuable practical teaching resources, as well as a foothold for cultivating cultural industry management talents. Universities can utilize local cultural resources to cultivate cultural industry management talents that meet current market demands, integrate into various teaching processes of universities' cultural industry management majors such as teacher construction, classroom teaching, internship and training base

construction, graduation thesis design, and integration of local cultural resources and so on, provide professional talents that meet the current market demand to cultivate cultural industry management talents, and attempt to integrate local cultural resources into the cultural industry management majors of universities. Exploring and attempting such a path of integration, this project explores the teaching practice of the Cultural Industry Management Major at Shanghai Ocean University.

4. THE EXPLORATION OF THE PRACTICAL TEACHING MODEL OF INTEGRATING LOCAL CULTURAL RESOURCES INTO CULTURAL INDUSTRY MANAGEMENT MAJORS IN UNIVERSITIES

The Shanghai Municipal Government attaches great importance to the development of the cultural and creative industry, and there is a great demand for cultural and artistic talents, providing good opportunities and prospects for Shanghai universities to cultivate cultural and creative industry management talents. The reason why Shanghai Ocean University is chosen for the study of utilizing local cultural resources to carry out practical teaching is also closely related to its location in Lingang New Area, Pudong New Area, Shanghai. The Lingang New Area is a major strategic deployment under overall planning and scientific decision-making made by the Central Committee of the Communist Party of China, with Comrade Xi Jinping as the core, to further expand opening up. The Lingang New Area is located in the southeast of Shanghai, adjacent to Pudong International Airport to the north and Yangshan International Hub Port to the south, with convenient comprehensive transportation advantages such as sea transportation, air transportation, railways, highways, inland waterways, and light rail transportation, being an important measure in the new era that demonstrates China's clear attitude towards all-round opening up and actively leads the healthy development of economic globalization, also serving as an important node in the Shanghai coastal corridor. The Lingang New Area encourages international high-quality capital to enter public service fields such as education, healthcare, elderly care, culture and sports, park construction, and urban operation. In accordance with the overall requirements and development

goals of promoting all-round high-level opening up at a deeper level, in a wider field and with greater efforts, it strengthens the construction and management of various types of infrastructure and enhances the function of high-quality international urban services. It aims to create a modern new city, with open innovation and smart ecology, integrating industry and city, which is suitable for business and living.

Under the high standard development plan, Shanghai Ocean University, located in the Lingang New Area, combines regional advantages to explore various characteristic cultural resources of the Lingang New Area. Based on local characteristics, it integrates Jiangnan culture, marine culture, and fish culture, establishes a curriculum system with its own characteristics, and combines various characteristic cultural resources of the Lingang New Area to carry out practical teaching there in the integration of characteristic cultural resources and other aspects.

4.1 Cultural and Tourism Resources

The 14th Five-Year Plan of Shanghai focuses on promoting the brand of cultural and tourism in the new cities and expanding new growth poles. It's important to strengthen investment in the construction of cultural and tourism resources in the five major new cities, based on the positioning of independent comprehensive node cities. The first is to concentrate on the layout of a number of major cultural and sports facilities that continuously enhance the functions of tourist attractions in the region. The second is to accelerate the introduction of high-quality cultural and tourism resources and promote brand activities, and deeply explore the unique cultural genes of the new cities. Among them, the characteristic brands centered around the "Future City" of Nanhui New City should promote investment in tourism software and hardware and continuously enhance the attractiveness and influence of the new city. In the future, the country will fully leverage the comprehensive empowerment role of cultural and tourism, comprehensively gather advantageous cultural and tourism resources, and ensure the case and practice of future cultural and tourism construction in Nanhui New City that conforms to the new trends and concepts of urban development, becoming a world-class platform for China's cultural and tourism investment aggregation, resource allocation, and innovative development of cultural and tourism. At the same time, the country will also deepen the

integration of cultural tourism within the region, drive urban revitalization with the new development of the cultural tourism industry, shape the high-quality, international, and distinctive urban image of the new area, create high-energy and international urban cultural tourism service functions, continuously improve the "activity, intelligence, convenience, satisfaction, reputation, and contribution" of cultural tourism, and create a highly attractive international quality cultural tourism consumption scene. The purpose is to create a new pattern of international quality towns and to build Nanhui New City into a world-class cultural and tourism pioneer, near Yueyuan. The abundant cultural and tourism resources in Lingang, combined with the cultural industry park resources, such as the Dayin Lakeside Bookstore, the Zilihangjian Qishan Bookstore, the China Maritime Museum, the Shanghai Astronomy Museum, the Lingang Contemporary Art Museum, the Youth Activity Center, the Lingang Science and Technology Innovation Center, the Lingang Creative Industry Park, the Shanghai Haichang Ocean Park, etc., as well as the Lingang Cultural Industry Park and the establishment of internship bases in Lingang, will directly inform talent training units of the needs of employers, and enable them to develop an internship teaching plan. For another example, in the management of marine cultural tourism, the Zhoushan Islands, which are very close to Lingang, have become a famous tourist destination for marine islands both domestically and internationally. How to plan and leverage the innovative initiative of scientific research and teaching in universities to effectively serve local economic development is not only a challenge for regional economic development, but also a challenge faced by universities in practical teaching. Many professional practical activities can rely on the numerous cultural industry bases in Lingang New City, Pudong New Area, Shanghai as practical teaching locations. Universities can guide students to conduct research, effectively combine practical teaching, excavate the foundation of local culture, extract cultural representative symbols, and plan cultural and tourism development wind vanes with distinct regional characteristics. It's important for students to truly integrate theory with practice, serve integrated development, and apply the cultural industry management knowledge learned in the classroom to local tourism.

4.2 Intangible Cultural Heritage Resources

Near Nanhui New City in Pudong New Area, Shanghai, there are abundant local intangible cultural heritage resources such as Nanhui Bird Whistle, Sanlin Winding Dragon Lamp, Academy Reed Weaving, Straw Making Skills, Nanhui Cooking Bench Painting, Xinchang Town, Nicheng Town, Nanhui Academy Stone Carving, Shanghai Woolen Embroidery, Sanlin Porcelain Carving, Sanlin Pang's "Yunyuan" Bonsai, Chinese "Sanlin Pang's Bonsai", Sanlin Embroidery, Sanyangtai Pastry, and Nanhui Wanxiang Folk Handmade Ribbon and so on, which are dizzying. Universities can utilize various intangible cultural heritage resources within the area, integrate into the construction of the teaching staff for cultural industry management majors in universities, enrich social teaching resources, strengthen mutual communication between professional teachers and social teachers, and increase the proportion of dual teachers in universities. In classroom teaching, teachers can introduce practical projects for the inheritance and innovation of intangible cultural heritage, encourage students to conduct in-depth research on local cultural resources, and closely link internship and training bases with the inheritance and innovation development of intangible cultural heritage. On the one hand, it can create practical conditions for students, and on the other hand, it can open up new development directions and provides new talent reserves for intangible cultural heritage. Universities, enterprises, industries and students cooperate together, providing new development directions for intangible cultural heritage. In addition, teachers should make the inheritance and development of intangible cultural heritage the main goal of ideological and political education in the curriculum, running it through various teaching stages of cultivating cultural industry management talents that meet the current market demand.

4.3 Digital Cultural Resources in the New Era

Universities should pay attention to the expansion and development of practical training equipment for cultural industry management majors both on and off campus. Due to the fact that most universities only offer cultural industry management majors in recent years, the experimental equipment for the majors has not been fully purchased and the experimental system is still

being explored. Therefore, when purchasing experimental equipment, universities can consider using the visual advantages of new technologies, combined with the latest VR, AR and other technologies, to increase the immersive effect of practical training, which can expand students' horizons and ideas for designing cultural development plans. When constructing university resources, it's necessary to take local cultural resources as the guide, build visual resource libraries, cultural environment resource libraries, historical and intangible cultural heritage resource libraries, etc., establish practical training venues that are in line with the market, and ensure that students can apply what they have learned. Teachers should carry out teaching work in flexible and diverse forms. In addition to traditional teaching classrooms, teachers should also combine excellent online teaching resource courses, closely cooperate with practical training bases, and leverage the power of enterprises. For example, Shanghai Daydream Technology Co., Ltd. is an internship base for the Cultural Industry Management Major at Shanghai Ocean University, and the school plans to introduce enterprise ecological resources and technology platforms into the campus, build a professional system based on digital technology, optimize the talent training structure and social needs, in order to meet the needs of the times for the cultivation of digital economy composite talents.

5. CONCLUSION

For cultivating cultural industry management talents, integrating regional cultural resources into the practical teaching process of cultural industry management majors in universities has a very positive promoting effect on the development of local cultural industries and economic and cultural construction. The selection of Lingang New Area, a representative future city, in this project is first and foremost an innovative point. In addition, combining the existing cultural resources and cultural industry development needs of the new area with the practical teaching needs of cultural industry management majors in universities, this study proposes to closely link them together, to promote and develop each other. On the one hand, students have been provided with high-level professional practice platforms in terms of professional practical skills, professional abilities, social practice abilities, etc., enjoying valuable opportunities for exercising and effectively improving their abilities. On the other hand, it is

conducive to creating a good situation of co-construction and mutual promotion between universities and local areas, laying a solid foundation for further integration and continuous development and progress between universities and local areas. It is also conducive to promoting the development, utilization, and inheritance of contemporary cultural resources, as well as promoting the development of the cultural industry and cultural undertakings.

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