Analysis on the Reasons for the Development of Cultural Technology Integration in Guangdong-Hong Kong-Macao Greater Bay Area

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Abstract: Promoting the integrated development of culture and technology in the Guangdong-Hong Kong-Macao Greater Bay Area is currently an important measure for my country to enhance its international influence and promote regional development. In order to realize the effective integration and development of culture in the Guangdong-Hong Kong-Macao Greater Bay Area, it will strengthen the development of cultural and technological integration in the Guangdong-Hong Kong-Macao Greater Bay Area. Research has an extremely important role and value. To this end, the article uses the entry point of the motivation for the development of cultural and technological integration in the Guangdong-Hong Kong-Macao Greater Bay Area, briefly expounds the development of the Guangdong-Hong Kong-Macao Greater Bay Area, and briefly analyzes the motivation and current situation of the cultural and technological development in the Guangdong-Hong Kong-Macao Greater Bay Area. It is clear that there are shortcomings in the process of cultural and technological integration in the Guangdong-Hong Kong-Macao Greater Bay Area, and targeted strategies to promote the integration and development of cultural and technological development in the Guangdong-Hong Kong-Macao Greater Bay Area are expected to be helpful to relevant practitioners.

1. Introduction

In the context of the gradual acceleration of globalization, all countries need to use an effective way to enhance their influence in the international environment, and economics, politics, culture, technology, etc. are undoubtedly important elements to enhance their influence. Driven by the development of the market economy, realizing the integration and development of culture and technology has become an effective way for regional development and promoting international cooperation [1]. In order to effectively promote the development of the Guangdong-Hong Kong-Macao Greater Bay Area, the state has taken the integration of culture and technology in the Guangdong-Hong Kong-Macao Greater Bay Area as an important way for high-region economic development. On the one hand, the integration of science and technology provides the basic driving force and development carrier for the development of culture, which can effectively enhance the influence of Chinese culture. On the other hand, the development of culture can also provide the development basis and direction for the development of science and technology, and can enhance the effectiveness and correctness of the development of science and technology in our country. To this end, it is of practical significance to strengthen the research on the motivations for the development of cultural and technological integration in the Guangdong-Hong Kong-Macao Greater Bay Area.

2. Overview of Guangdong-Hong Kong-Macao Greater Bay Area

The construction and development of the Guangdong-Hong Kong-Macao Greater Bay Area has gone through more than 20 years from theory to practice. Since 1994, when Wu Jiawei, president of the University of Science and Technology, proposed the Shenzhen-Hong Kong Bay Area, scholars and experts have continued to conduct research and analysis on the construction of the Guangdong-
Hong Kong-Macao Greater Bay Area. By 2014, the Shenzhen Municipal Government formally put forward a work plan for “Building the Bay Area Economy” in the relevant government work report. My country also put forward work plans and requirements for the construction of the Guangdong-Hong Kong-Macao Bay Area in March 2016. It is necessary for the Guangdong-Hong Kong-Macao region to give play to its due advantages and value in the construction and development of the country. With the promotion of Premier Li Keqiang and Chairman Xi Jinping, the Chief Executive of the Hong Kong Special Administrative Region Carrie Lam, the Chief Executive of the Macau Special Administrative Region Cui Shian, the Director of the National Development and Reform Commission He Lifeng, and the Governor of Guangdong Province Ma Xingrui jointly signed the “Deepening Cooperation between Guangdong, Hong Kong and Macau”. Framework Agreement on Promoting the Construction of the Greater Bay Area. After that, the development scope and basic framework of the Guangdong-Hong Kong-Macao Greater Bay Area were gradually formed through continuous supplementation and improvement by relevant staff. In terms of regional composition, the current Guangdong-Hong Kong-Macao Greater Bay Area mainly refers to Hong Kong, Macau, Guangzhou City in Guangdong Province, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen, and Zhaoqing. Great development advantages have gradually become an important part of my country's development strategy [2].

3. Motivation for the Development of Cultural and Technological Integration in the Guangdong-Hong Kong-Macao Greater Bay Area

3.1 External Factors for the Integration and Development of Culture and Technology in the Guangdong-Hong Kong-Macao Greater Bay Area

Under the current social background, the integrated development of culture and technology in the Guangdong-Hong Kong-Macao Greater Bay Area cannot be accomplished by one or two developments alone. His development is based on the development of basic national and social undertakings. Specifically, the external factors that promote the integration and development of culture and technology in the Guangdong-Hong Kong-Macao Greater Bay Area mainly lie in the following aspects: First, the normalization of the integration and development of culture and technology. The development of modern information technology has gradually broken the industrial barriers between the traditional cultural industry and the technology industry, making it possible for the integration of culture and technology to develop, especially in areas similar to blockchain technology, holographic imaging simulation technology, and artificial intelligence. Driven by the development of 5G technology, the integration and development of culture and technology is showing the characteristics of normalization [3].

Second, the industrialization and large-scale development of the integration of culture and technology. As the country attaches importance to innovation and development, the integration of culture and technology has gradually spawned some emerging industries, such as animation design, game design, live broadcast, etc., and promoted the industrialization and large-scale development of culture and technology. In particular, driven by the development of many different industries, such as online novels, song creation, jewelry design, animation creativity, and scenic spot design, the development of culture and technology reflects the trend of industrialization and large-scale development. This development trend has laid the foundation for the integrated development of culture and technology in the Guangdong-Hong Kong-Macao Greater Bay Area.

Third, the value and advantages of the integrated development of culture and technology. Driven by the development of modern science and technology, the integrated development of cultural science and technology has gradually shown higher development advantages, and these advantages continue to promote more and more people to focus on the direction of cultural and technological integration. For example, the richness of the integration and development of cultural and technological industries. The process of cultural integration and development gradually covers a variety of different development industries such as books, animation, film, music, education, design, etc., which can not only provide a sufficient development basis for the development of
cultural and technological industries, but also meet to a greater extent the needs of regional development. Moreover, under this development trend, the integration and development mechanism of culture and technology has gradually shown mature characteristics, which can provide sufficient impetus for the integration and development of culture and technology in the Guangdong-Hong Kong-Macao Greater Bay Area.

Fourth, financial support from the financial sector. The economic development of the Guangdong-Hong Kong-Macao Greater Bay Area is one of our country’s major development strategies. In order to comprehensively promote the construction and development of the Guangdong-Hong Kong-Macao Greater Bay Area, the state and regions have given certain financial support and guidance to the economic development of the Guangdong-Hong Kong-Macao Greater Bay Area. The scientificity, correctness and effectiveness of the development of the Guangdong-Hong Kong-Macao Greater Bay Area have been comprehensively improved.

Fifth, the construction of the talent market. In recent years, in order to meet the needs of social and national development for talents, my country has gradually increased its attention to the domestic talent training mechanism, which has greatly improved the scientific and cultural literacy of the people, and laid the foundation for the construction and development of the Guangdong-Hong Kong-Macao Greater Bay Area.

3.2 The Internal Reasons for the Integration and Development of Culture and Technology in the Guangdong-Hong Kong-Macao Greater Bay Area

For the integrated development of cultural technology in the Guangdong-Hong Kong-Macao Greater Bay Area, the driving force of external factors is an important factor in achieving the integrated development of cultural technology, but it is not a key factor. In order to realize the effective integration and development of culture and technology in the region, it is more critical and important to strengthen the internal analysis of the cultural and economic integration of the Guangdong-Hong Kong-Macao Greater Bay Area. Based on the analysis of the current actual development of the Guangdong-Hong Kong-Macao Greater Bay Area, the internal factors that promote the integrated development of culture and technology in the Guangdong-Hong Kong-Macao Greater Bay Area mainly include the following two levels. First, the needs of the development of emerging markets in the Greater Bay Area. As far as the needs of regional economic construction and development are concerned, the traditional development model can no longer meet the needs of the economic development of the Greater Bay Area. The Guangdong-Hong Kong-Macao Greater Bay Area needs more advanced and efficient development models to meet the needs of regional economic development. The integration of culture and technology can not only provide a new development direction for the development of the economy, culture, and technology of the Greater Bay Area, but also meet the needs of the market economy development in the Greater Bay Area.

Second, the guidance of systemic policies by governments at all levels in the Greater Bay Area. In recent years, in order to promote the effective development of cultural science and technology in the Greater Bay Area, the Greater Bay Area has promulgated the National Cultural and Technological Innovation Project Outline, the National Innovation-Driven Development Strategy Outline, and the National Development Strategy in 2012, 2016, 2017 and 2019. The “Outline of the Cultural Development and Reform Plan during the 13th Five-Year Plan”, the “Guiding Opinions on Promoting the Deep Integration of Culture and Technology”, and the “Outline of the Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area”, etc., have realized the effective integration and development of culture in the Greater Bay Area. Guidance has provided an important development foundation, conditions and motivation for the integration and development of culture and technology in the Guangdong-Hong Kong-Macao Greater Bay Area.

4. Status Quo of Cultural and Technological Integration and Development in the Guangdong-Hong Kong-Macao Greater Bay Area

In recent years, as the country attaches great importance to the development of the Guangdong-
Hong Kong-Macao Greater Bay Area, more and more people have gradually increased their attention to the construction and development of the Guangdong-Hong Kong-Macao Greater Bay Area. This emphasis has not only been given to the country’s financial resources, but also reflected in the influx of more and more enterprises and talents, it provides an important development foundation for promoting the deep integration of culture and technology in the Guangdong-Hong Kong-Macao Greater Bay Area. However, in terms of the actual development status analysis, there are still some shortcomings in the development process. This deficiency is mainly manifested in the following levels. First, the cultural and technological integration system is not yet complete. Affected by the “one country, two systems” system, the Guangdong-Hong Kong-Macao Greater Bay Area lacks a scientific, standardized and efficient market regulation mechanism in the process of cultural and technological integration and development. In the process of the integration of culture and technology, there are problems such as unbalanced distribution of market resources and faults in the integration of culture and technology, which have a negative impact on the overall development of the Guangdong-Hong Kong-Macao Greater Bay Area. Second, the level of integration of culture and technology needs to be strengthened. Although driven by modern information technology and market economy, the industrial barriers between the cultural industry and the technology industry have been broken, but there are still larger industries among some industries. Barriers, it is difficult to achieve in-depth integration and development [5]. Third, the lack of talent reserves in the market. Although the improvement of my country's talent training system has greatly increased my country's talent reserves, it still has shortcomings compared with the needs of the integrated development of culture and technology in the Guangdong-Hong Kong-Macao Greater Bay Area. Especially for some high-quality compound talents.

5. Strategies to Promote the Integrated Development of Culture and Technology in the Guangdong-Hong Kong-Macao Greater Bay Area

In order to promote the effective integration and development of culture and technology in the Guangdong-Hong Kong-Macao Greater Bay Area, relevant researchers should consider the motivations and shortcomings of the integration and development of culture and technology in the Guangdong-Hong Kong-Macao Greater Bay Area, and propose targeted strategies to promote the integration and development of culture and technology in the region. To this end, the article suggests that relevant staff can think from the following perspectives. First, attach importance to the direction of development and give full play to industrial advantages. Compared with some regions in China, the Guangdong-Hong Kong-Macao Greater Bay Area itself has a relatively high foundation for development. In order to enhance the effect and level of cultural and technological integration and development in this region, relevant staff should strengthen their grasp of the regional development direction and make good use of the Regional development policies, technology, industry, resources and geographical advantages.

Second, focus on market orientation and standardize content innovation. Meeting the needs of market development is an important source of driving force for the integration and development of culture and technology in the Guangdong-Hong Kong-Macao Greater Bay Area. For this reason, relevant staff must accurately grasp the development direction of the market and continuously innovate the content of the integration and development of culture and technology. Thinking about the content of cultural technology innovation, the way of content presentation, and the platform of content presentation, we will continue to expand the ways of cultural technology integration and development.

Third, focus on increasing motivation and improve fiscal guidance. The financial support of government departments in the Greater Bay Area is one of the important sources. In order to achieve the improvement of the effect and level of the integration of cultural and technological development in the Greater Bay Area, strengthening the financial support of regional government departments is to promote the integration of cultural and technological development in the Guangdong-Hong Kong-Macao Greater Bay Area. One of the necessary choices.

Fourth, attach importance to demonstration bases and accelerate industry gathering. The
construction of industrial bases (parks) can form a certain demonstration effect for the integration and development of regional culture and technology, guide related industries to actively complete industrial clusters, and comprehensively promote the integration and development of regional culture and technology. Therefore, in order to realize the effective advancement of the integration of culture and technology in the Guangdong-Hong Kong-Macao Greater Bay Area, attach importance to the construction of demonstration bases and accelerate the development of industrial agglomeration is one of the necessary considerations for relevant staff.

Fifth, attach importance to the development of talents and achieve reasonable development. Talents are the foundation of regional economic construction and development. In order to realize the effective integration and development of culture and technology in the Guangdong-Hong Kong-Macao Greater Bay Area, relevant personnel should also think based on the construction of a high-quality talent team, and innovate the path of talent team construction, which is a cultural technology integrated development lays a solid foundation for development.

6. Conclusion

In order to realize the effective integration and development of culture and technology in the Guangdong-Hong Kong-Macao Greater Bay Area, relevant staff need to conduct in-depth research on the needs of the work during the work process, clarify the motivations and shortcomings that promote the integration and development of regional culture and technology, and make targeted adjustments. The strategy of promoting the integrated development of culture and technology in the Guangdong-Hong Kong-Macao Greater Bay Area will comprehensively promote the economic construction and development of the Guangdong-Hong Kong-Macao Greater Bay Area.

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References


