

# Liaoning's Cultural Soft Power Construction Policy and Investment Orientation Optimization Based on SWOT Analysis

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**Abstract:** Culture is the unique soul of a city, and cultural growth is inseparable from urban growth. Cultural soft power is a significant component of enhancing national and regional comprehensive strength, and has significant practical and strategic significance in promoting social and cultural growth. Promoting the high-quality growth of the cultural industry is not only an objective requirement to adapt to the transformation of the main contradictions in the new era society, but also a necessary path to enhance cultural soft power and cultural competitiveness. Improving cultural soft power is a significant manifestation of implementing the socialist ideology with Chinese characteristics in the new era, a significant force in promoting high-quality economic growth, and a significant way to enhance comprehensive national strength, enhance national cohesion, shape the image of a great country, and strengthen cultural confidence. Emphasizing the growth of cultural industry construction, promoting the optimization and upgrading of cultural industry structure, and accelerating the diversified integration of cultural industries are effective ways to enhance the construction of national soft power. This article will use the SWOT analysis method as the research foundation, and based on a thorough and systematic analysis of the advantages, disadvantages, opportunities, and challenges of Liaoning's cultural soft power construction, propose relevant strategies that are conducive to Liaoning's cultural soft power construction.

## 1. Introduction

In today's world, while the economy and culture are developing rapidly, the relationship between the two is also becoming increasingly close, interacting, infiltrating, and blending with each other. As a result, the cultural industry has emerged[1]. As a "green industry" and "sunrise industry", the cultural industry is not only the driving force of economic growth, but also the driving force of cultural growth[2]. In traditional international competition, hard power plays an irreplaceable role, but in today's globalized economy and information, the interests between countries are becoming increasingly close. Relying solely on the threat of force and economic bribery cannot maintain long-term stable international cooperation relations[3].

Liaoning has a long history, splendid culture, and unique and advantageous conditions for cultural growth[4]. In recent years, the tourism market has been unprecedentedly booming, and cultural tourism, as a new form of tourism, is increasingly popular among people. In the growth process of modern tourism, the relationship between culture and tourism is even more inseparable. Culture is regarded as the soul of tourism and the core attraction of tourism; Tourism, as a significant carrier of culture, provides an audience platform and source market for the promotion and inheritance of culture. The Liaoning Provincial Government continuously explores new paths for cultural growth, promotes the growth of cultural undertakings and industries, and has formed a multi-level and multi-dimensional new pattern of cultural growth. Liaoning is one of the birthplaces of the Manchu people and also the main settlement of the Manchu people. The Manchu population in Liaoning accounts for more than half of the total Manchu population in the country, making it the most populous ethnic minority in the province. The Manchu and Han ethnic groups, as well as other ethnic minorities, coexist in Liaoning region, presenting a situation of large dispersion and small

settlement. As early as over 5000 years ago, this place gave birth to the "Hongshan Culture" represented by the "Niuheliang Hongshan Cultural Site", and is one of the earliest regions in China to enter the threshold of civilization. With the changes in society and the growth of economic globalization, Manchu culture, as one of the significant components of traditional Chinese culture, is also receiving increasing attention[5].

The growth of urban tourist destinations is a process in which economic, cultural, tourism, and social factors work together. With the continuous improvement of material civilization level, cultural soft power has become a new field of competition for urban tourist destinations [6]. Liaoning, as the birthplace of Manchu culture and the eldest son of the Republic, has numerous historical and cultural, industrial and red cultural sites and relics, which have unique advantages in developing cultural tourism. Leveraging the advantages of Manchu cultural resources in Liaoning and accelerating the growth of the cultural industry not only plays a significant role in implementing the growth concept of "exploring a new path of high-quality growth guided by ecological priority and green growth", but also enhances Liaoning's cultural soft power, promotes the transformation of old and new driving forces, and promotes the transformation and upgrading of Liaoning's economy. Realizing high-quality growth of the cultural industry is not only an objective requirement to adapt to the transformation of the main contradictions in the new era society, but also a necessary path to enhance cultural soft power and cultural competitiveness.

## **2. The Advantages, Disadvantages, Opportunities, and Challenges of Liaoning's Cultural Soft Power Construction**

### **2.1. Advantages and Disadvantages**

Liaoning, as a multi-ethnic province, has formed a rich and colorful ethnic culture with the unique customs, religious beliefs, architectural costumes, festivals, and celebrations of various ethnic minorities. The abundant cultural resources of ethnic minorities have laid a solid foundation for the growth of the cultural industry in Liaoning Province[7]. Liaoning has rich ethnic cultural resources, rich traditional culture, and multiple world cultural heritage and ancient cultural sites, which are cultural symbols and historical sources of Liaoning, leaving it with precious cultural and spiritual wealth. As the birthplace of the Qing Dynasty, Liaoning has a profound Qing cultural heritage, preserving numerous historical sites of the Qing Dynasty's unification of China, as well as unique Manchu style legends and splendid palace architecture. These profound cultural heritage constitute a solid foundation for Liaoning to build a culture of Qing history (as shown in Figure 1, the Shenyang Palace Museum in Liaoning). The unique connotation and value of Manchu culture can meet people's spiritual needs, making it irreplaceable and gradually releasing greater consumption potential[8].



Figure 1 Shenyang palace museum

Liaoning has a long history, rich cultural resources, and traditional ethnic culture. However, due to the low emphasis on traditional culture, many cultural resources have not been developed and applied, and even idle. In addition, cultural growth also lacks innovation, technological research and growth, and marketing management, resulting in a lack of well-known cultural brands and leading enterprises in Liaoning's cultural growth. Liaoning lacks diversified cultural tourism projects, and currently mainly focuses on sightseeing tourism. Special and cultural tourism projects are still in their early stages. Historical and cultural tourism resources are non renewable resources, but currently, due to low growth levels and poor management, cultural connotations have not been fully explored, and some historical and cultural resources are not effectively protected. Due to the lack of original ability and creative works, Liaoning's export of cultural products to the outside world is limited, which cannot meet the needs of the general public for cultural products.

## **2.2. Opportunities and Challenges**

The improvement of people's living standards provides broad space for the growth of the tourism industry. With the adjustment of national holidays and commemorative days, people have more leisure time. The growth of high-speed rail, highways, sea and air transportation has also made people's travel more convenient and efficient. Since the beginning of the 21st century, the growth of the cultural industry has been vigorously promoted by the country. At a critical period when China's economy and society are entering a new normal and building a moderately prosperous society in all respects, the country attaches great importance to the growth of the tourism industry and has successively introduced a series of policy measures to support its growth. In the construction of ecological civilization, the tourism industry is a significant way and carrier to build a "beautiful China". Through the growth of the tourism industry, it can promote the construction of ecological civilization, strengthen the awareness of ecological environment protection, enhance the public's sense of responsibility for the ecological environment, and thus form a sustainable tourism area. The emergence of new information dissemination media tools has promoted the growth of the cultural industry in a deeper direction. The Internet has broken traditional geographical boundaries, making communication and exchange faster and more convenient, promoting mutual understanding between China and the world, and mutual identification with various ethnic groups and cultures[9].

Against the backdrop of tourism gradually becoming a key industry focused on by various countries and regions, the growth of cultural tourism in Liaoning is facing fierce market competition[10]. Due to the interaction of various factors in geography and history, compared to the Jiangsu and Zhejiang regions, Liaoning Province lacks its own cultural heritage and historical accumulation, which has made it difficult for Liaoning Province to become a culturally strong province. In some areas, there are external uneconomical behaviors that damage the surrounding natural environment and resources, resulting in serious consequences of non renewable tourism resources. How to protect the environment while developing the cultural tourism industry is a major challenge facing cultural tourism in Liaoning Province.

## **3. Policy and Investment Guide**

Throughout the history of world economic growth, many developed countries have already regarded the growth of cultural industries as a significant national strategy, transferring the potential of economic growth to the growth of cultural industries. This article takes four primary indicators, namely industrial innovation, industrial coordination, industrial openness, and industrial sharing, as examples to construct an evaluation index system for the high-quality growth of the cultural industry (as shown in Figure 2).

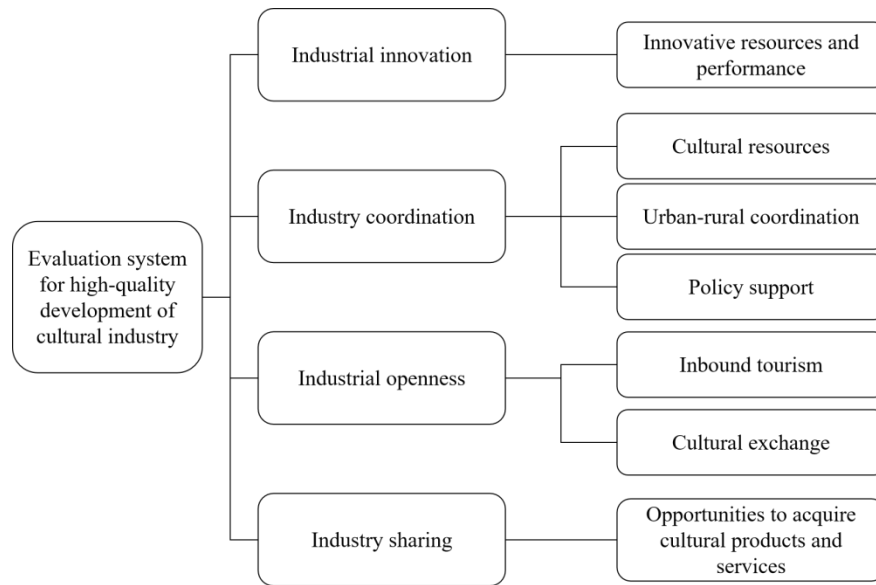


Figure 2 Evaluation indicators for high-quality growth of cultural industry

### 3.1. Policy recommendations

With the growth of the economy and society, cultural growth requires a good external environment. Therefore, the government should increase investment, pay attention to guidance and support. The Ministry of Culture and Tourism, the Ministry of Propaganda and other cultural related departments should assist in the growth of the cultural industry according to their division of labor and functions, transform from "managing culture" to "managing culture", and form a good coordination mechanism between the government and the market. At the same time, increasing investment in the construction of the cultural industry, governments at all levels should establish special funds for the growth of the cultural industry to stimulate new vitality in the construction of the cultural industry. Relevant departments should formulate preferential policies to promote the growth of the cultural industry, attract social capital and talents to turn to the construction of the cultural industry in the process of industrial restructuring; establish a provincial tourism industry development fund to widely attract the participation of social capital, make full use of the current new financial development model, innovate the management mode of Liaoning tourism assets, support and create a number of high-quality tourism projects, and promote them to the capital market; strengthen the construction and training of cultural industry talents, make full use of the advantages of scientific and technological innovation and education, support various colleges to establish specialized cultural industry colleges where conditions permit, and shape professional cultural industry talents.

### 3.2. Establishing A Diversified Investment System

The significant source of funding for cultural construction and cultural industry growth in developed countries is government supported commercial credit, which mainly takes the form of government loans and low interest loans from financial institutions. The government uses one-third or one-quarter of the funds as guidance to attract more funds from society. Consortium financing is a significant financing method for the growth of cultural industries in developed countries. Corporate sponsorship is a significant financing channel for cultural construction in developed countries. The government should form a new situation in which government-guided funds, private special funds, financial leasing, corporate bonds, traditional loan business and other financing methods are fully active, so as to promote the healthy growth of tourism in Liaoning Province. At the same time, relevant departments formulate laws and regulations to encourage charitable donations, give full play to the leading role of financial funds, and guide financial and social capital to participate in the construction of cultural and creative centers. The prosperous capital markets in developed countries provide a good platform for financing cultural enterprises. By relying on the

special funds for the construction and growth of Liaoning Cultural and Creative Center, an investment guidance fund and financing risk compensation fund pool will be established to facilitate the participation of social capital in investment and financing. The government should bring the construction and development of cultural industry into the economic management of the whole province and all regions, re-examine and locate the development direction of cultural industry in Liaoning Province and local areas, base on reality, focus on the long term, foster strengths and avoid weaknesses, highlight characteristics, implement policies according to local conditions, and strive to explore a new model of differentiated development.

#### **4. Conclusions**

In the context of deepening globalization, cultural soft power has become a significant component of comprehensive national strength and a driving force for the economic and social growth of various countries. It has significant practical significance in maintaining national cultural security, strengthening national cohesion, and improving national image. The inclusive Manchu culture in Liaoning not only promotes the abandonment of traditional customs and culture, but also absorbs, enriches and develops the customs and culture of other ethnic groups, and creates unique customs and culture in specific environments. Although the cultural industry construction in Liaoning is at a relatively low level, there is significant room for improvement and growth advantages. The SWOT analysis of the growth of cultural tourism in Liaoning can provide reliable basis for further proposing countermeasures for the growth of cultural tourism in Liaoning. In the era of rapid growth of market economy, Manchu culture is a precious resource with considerable growth prospects and application value. Only by increasing the practice and exploration of cultural industry construction, continuously improving the competitiveness of the cultural industry, forging ahead on the road of cultural industry construction, opening up a new era of industrial construction in Liaoning, can we steadily promote the economic level of Liaoning Province. The scientific growth and utilization of Manchu cultural resources, the creation of "Manchu" characteristic brands, and the enhancement of the competitiveness of Manchu cultural industries are of great significance for the revitalization of Liaoning's old industrial base and the great growth and prosperity of national culture.

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