

Analysis on the Development Environment of Etiquette Culture Industrialization

Xueling Rao, Wang Lijun

Sanya Institute of Technology, Sanya 572022, Hainan, China

Email:raorao67@163.com

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Abstract: As one of the important components of the cultural industry, etiquette culture also presents an unprecedented development trend driven by the vigorous development of the cultural industry. For the development of etiquette culture industrialization, it mainly refers to the development mode of taking etiquette culture as the basis, publishing and promoting etiquette culture related data and video products, providing etiquette education and services to the public, and carrying out production, exchange, consumption and reproduction by making full use of the market operation mechanism. This paper makes a detailed analysis of the development environment of etiquette culture industrialization, so as to lay a solid foundation for further promoting the inheritance and development of China's etiquette culture.

1. Introduction

Every etiquette culture has its corresponding etiquette. With the continuous improvement of China's productivity, etiquette gradually has the dual meaning of culture and politics, and has become a sharp sword in the hands of rulers to manage social order. In the process of the continuous development of the times, the frequency of international economic and trade exchanges has gradually increased, and the political and cultural values of etiquette have been highlighted. People gradually dig and make full use of the economic value of etiquette. China attaches great importance to the development of the tertiary industry, which can provide positive help for the industrialization of etiquette culture. A large number of etiquette training institutions, etiquette culture books and etiquette culture companies continue to appear, and adopt diversified ways to develop and utilize etiquette culture resources, so that the industrialization characteristics of etiquette culture become more and more obvious. In the process of realizing the industrialized development of etiquette culture, there are many contents involved, mainly including etiquette service industry and etiquette supplies manufacturing industry. Among them, etiquette service industry also includes celebration etiquette industry, etiquette training industry, etiquette supplies sales industry, etiquette intermediary industry, etc.

2. Growth and Development of the Industrialization Scale of Etiquette Culture

2.1 Expand Business Scale and Form Scale Effect

Scale effect, also known as scale economies, refers to the further improvement of economic benefits due to the continuous expansion of scale. In the process of modern social development, etiquette culture industry not only has low concentration, but also difficult to improve the level of professional cooperation, which not only seriously hinders the formation of the scale of etiquette culture industry, but also has a negative impact on the full play of the scale effect of industry.

With its own diversified advantages, scale effect can help enterprises achieve the goal of stable development in the fierce market competition. When the scale of enterprises gradually increases, there will be division of labor and cooperation, so as to promote the effective improvement of labor productivity. Through merger and cooperation, enterprises can give play to their own advantages, make up for their own shortcomings, control production costs to the greatest extent, improve the

internalization level of transaction costs and reduce transaction costs. By making full use of the advantages of professional technology and talent accumulation, the level of production specialization can be improved. Through the effective dispersion of enterprise risks, enterprises can obtain various production factors at the lowest cost and effectively realize external economies of scale^[1].

2.2 Strengthen the Active Training of Professionals

The etiquette culture industry puts forward specific requirements for relevant talents. Relevant personnel must have high cultural quality, or they are masters of art or culture. Relevant personnel should have strong cultural operation ability and market development ability, be able to manage and understand operation. The staff themselves must be high-quality, compound and innovative talents.

In the process of training professionals in etiquette culture industry, we must actively change the traditional cultural concept. Only when traditional culture is fully combined with modern technical means and packaging means, can the needs of the public be fully met, etiquette culture and commodities be fully combined, and affect the cognition of other employees on culture. We also should strengthen the active training of the professional skills of the staff in the etiquette and cultural industry to ensure that the art, knowledge and technical ability of the staff can become the basic production factors of cultural products. On this basis, we should make full use of the educational channels and functions of colleges and universities to cultivate talents in the cultural industry, strengthen the establishment and improvement of the talent use mechanism and incentive mechanism in the cultural industry, ensure that cultural talents can gradually change from traditional “unit ownership” to “social ownership”, and actively implement the talent signing mechanism and performance distribution mechanism, so as to create a good understanding and employment environment for excellent etiquette and cultural talents^[2].

3. The Government Should Provide Strong Backing for the Industrialization of Etiquette Culture

3.1 Government Departments Should Formulate Effective Incentive and Distribution Policies for the Industrialization of Etiquette Culture

For the distribution according to work in the distribution system, it not only refers to the material wealth generated, but also includes spiritual wealth. For the industrialized development of etiquette culture, it also involves material and spiritual aspects. Therefore, in the environment of distribution according to work, the “labor” involved in the etiquette culture industry can’t be measured by material wealth alone. Therefore, it is impossible to quantify the spiritual wealth created, so we can only reasonably tilt the relevant contents at the policy level and pay more attention to the spiritual culture industry^[3].

In the process of formulating incentive policies, distribution according to production factors and distribution according to work should be effectively integrated as far as possible, so as to form a restriction mechanism and incentive mechanism for the effective utilization of cultural and creative human capital. Relax the scope of incentives for cultural and creative talents, and allow them to reasonably occupy enterprise shares and participate in the distribution of enterprise interests in the form of intellectual property rights, so as to make cultural and creative talents give full play to their role and value. It can not only ensure that technological elements gradually get away from capital constraints and approach workers themselves, but also ensure the core leading position of technology in the process of human wealth creation. It can be seen that innovation is not only the fundamental symbol of effective differentiation between enterprises, but also the development force for the survival of the whole nation^[4].

3.2 Government Departments Should Formulate Scientific Investment and Financing Policies for the Development of Etiquette Culture Industrialization

According to the actual investigation and research, the financing system followed by most

etiquette culture enterprises in China mainly involves the following aspects: first, the financial institution system that can provide financing services for etiquette culture enterprises; second, a diversified capital market system aiming at etiquette culture enterprises; third, the credit management system, credit guarantee system and credit investigation system that constitute the framework of social credit system; fourth, the legal system to regulate and support the financing behavior of etiquette culture enterprises; fifth, the government policy system to support the financing behavior of etiquette culture enterprises. These systems are interrelated and complementary to each other, and can play their role and value together in the framework system of etiquette culture enterprise financing system, so as to provide positive help for effectively alleviating the financing difficulties of etiquette culture enterprises ^[5].

Another factor that etiquette culture enterprises face financing difficulties is that the general public lacks the cognitive strength of culture enterprises, and it is also difficult to accept emerging etiquette culture enterprises. In this regard, government departments should make full use of their own functions, and strengthen the active promotion and vigorous publicity of etiquette culture enterprises through policy publicity measures, so as to provide positive help for the all-round development and smooth financing of etiquette culture enterprises ^[6].

3.3 Government Departments Should Formulate Preferential Tax Policies for the Industrialization of Etiquette Culture

In the process of deducting the value-added tax, we should strengthen the full consideration of the characteristics of the cultural industry, the huge R & D cost and creative cost, so as to implement the value-added tax deduction policy for the creative cost of the cultural industry in the process of adjusting the value-added tax, and improve the creative development and scientific research investment of etiquette and culture enterprises, enhance the innovation ability of etiquette culture enterprises. On the basis of unifying the income tax of domestic enterprises and foreign-funded enterprises, we can adopt corresponding preferential income tax policies according to the actual operating conditions of cultural enterprises. For example, preferential policies can be implemented for etiquette culture enterprises that have maintained a loss state of less than three years. In China's national economic structure system, the span between the core industry and other extension industries in the cultural industry is huge, and the differences between related industries are very obvious. Therefore, government departments should classify and formulate relevant differential tax preferential policies in combination with the different characteristics of the cultural industry. At the same time, it is also necessary to strengthen the gradual implementation of tax expenditure management measures to ensure that the role and value of tax preferential policies are brought into full play while fully implementing them. For some cultural industries that need government support, the Ministry of Finance can return the taxes paid by enterprises to cultural management units at the same level, and adjust the structure of the cultural industry by establishing a special support fund ^[7].

4. Conclusion

Compared with other cultural industries, China's etiquette culture industry has a late development time. Therefore, it has certain late development advantages. By learning from the experience and lessons summarized in the development process of other industries, it can avoid many traps, take fewer detours and develop faster. By deeply analyzing the problems existing in the all-round development of etiquette culture industry, and deeply exploring the causes of the problems such as difficult to improve the quality of industrial talents, low industrial concentration and low utilization efficiency of etiquette culture resources, we can take diversified and effective measures to properly solve the relevant problems. On this basis, we should attach great importance to the inheritance of etiquette culture, actively cultivate etiquette culture professionals, and ensure that China's excellent traditional etiquette culture resources can be highly concerned and widely popularized in the context of the new era through active cooperation with enterprises, which is also one of the necessary ways to comprehensively build the development environment of China's

etiquette culture industrialization.

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