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Research on Development Countermeasures of Marine Cultural Industry in Dalian City

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Nowadays, culture, as a kind of soft power, has become the worldwide force that has an influence on the future world. The competition in the future world will also be the competition of culture and cultural productivity. The consciousness of cultural construction and cultural development has become the consensus of all countries in the world. Dalian is an important city in terms of opening to and cooperation in Northeast Asia. The development of marine culture and marine cultural industry is of great significance on promoting the growth of Dalian's marine economy and the revitalization of the old industrial bases in northeast, which is also beneficial to the development of Liaoning coastal economic belt, the economic circle around the Bohai Sea and the construction strategy of the "Belt and Road initiative". This paper takes the development countermeasures of marine cultural industry in Dalian city as the research subject. Based on the detailed analysis of the status and insufficiency, putting forward several specific development countermeasures of marine cultural industry in Dalian city.

Keywords: marine cultural industry, development countermeasures, Dalian

Introduction

In order to meet the challenges of the development of the global marine competition, China has established the marine power as the national development strategy, and the report of the 18th National Congress of the Communist Party of China clearly put forward the construction of the marine power, which accurately grasps the characteristics of the times and the world trend. The "outline of the National Marine Economic Development Plan" lists the construction of the Liaodong Peninsula Marine Economic Zone as the top priority. It is point out that the development of marine economy is the inevitable choice and value orientation for coastal cities to give play to their comparative advantages and realize sustainable economic development. Dalian, with the longest coastline in the country and wide and deep water, is a famous natural port, which has a century of shipping history of the port city, with a long history of civilization, rich marine cultural landscapes, and marine cultural characteristics. Marine culture has a long history. From the Paleolithic era, the Qin and Han dynasties, the Sui and Tang dynasties, to the Yuan Ming and Qing dynasties and other times and to today, the marine civilization has 6,000 years of history with an international outlook that has

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never stopped. The Xiao Zhushan is an ancient human cultural site in Guanglu Island of Changhai County, which reflects the overall development of Neolithic culture in Liaoning Province and proves that the fishery production in Liaoning already has a high level even before 6,000 or 4,000 years ago (AN, 2011). There is the Shepherd City of Haiphong Castle in the Qin and Han dynasties, and the stone inscriptions of the central government in the Sui and Tang dynasties canonizing the king of Bohaiguo County, which was built at least in the Yuan Dynasty, the largest Mazu Temple in northern China, the Tianhou Palace. In peacetime, it was a popular port for commerce and business, a Silk Road for the sea, a road for rice to spread to the east and a road for Buddhism to spread to the east, and a road that an ancient Japanese and Korean ambassador to the Tang Dynasty had to take. The sea near the Yellow Sea and Bohai Sea still owns a large number of mammoths and other pale-ontological fossils. There are many ruins of Beiqiu, ancient tombs and submarine sinking ships in Liaoning, which is an important ancient cultural belt in China. Starting from the Neolithic Age, it is a transportation hub connecting the Central Plains and the northeast hinterland, the Russian Far East, the Korean Peninsula, and the Japanese archipelago. In ancient Liaoning, navigation and fishing were well developed, and a famous poet of China, Du Fu wrote poems and stated that “the cloud sails come to Liaoning, and the rice and japonica come to Soochow.” After the founding of New China, especially since the reform and opening up, Dalian has become an important shipping center in Northeast Asia, a window of opening to the outside world, and a famous coastal tourism city by virtue of its advantageous location conditions and foundation. It can be said that the marine culture is the foundation of Dalian city, the root of its development and the foundation of its development.

Present Situation and Deficiency of Marine Cultural Industry in Dalian

Weak Marine Consciousness and Lack of Marine Talents

Dalian is one of the earliest coastal cities to implement the policy of opening to the outside world, and also one of the earliest cities in modern China to open port, and is the only place that ancient China’s northern Silk Road passes through. However, based on the thought of traditional farming civilization and the construction of heavy industrial bases, the development of connotation of marine culture is not enough, ignoring or neglecting the enormous economic and social benefits brought by the ocean. Due to lack of awareness on importance of marine publicity for relevant government departments, research on marine theory,marine awareness publicity and marine local legislation and management lag (WU, 2013), causinglack of marine talents, therefore, the development of marine cultural industry and marine economy are restricted.

The Development and Utilization of Marine Cultural Resources are Still in the Extensive Stage

Although Dalian’s marine cultural industry has begun to take shape, due to the lack of the overall concept and strategic height of the development of marine culture, the relevant departments mainly focus on local and immediate interests. The development and utilization of marine cultural resources is still in the extensive stage, and the level of development is not high, which is reflected in the small number of the well-known marine culture brands, products and excellent marine cultural enterprises, and a brand effect that has not yet formed; and the unclear industrial boundaries. Many local governments and enterprises lack the accurate positioning of the local marine culture, and blindly emulate with an eager attitude, resulting in a serious situation of homogeneity of marine cultural products. The characteristic marine cultural resources have not been effectively

developed and the exploitation scope of marine cultural resources is narrow. There is a high degree of dependence on the original marine cultural resources, lacking a systematic and in-depth research and development of marine cultural resources, and it's just to display development with rough products. Therefore, marine cultural projects and products are only "by-products", and no multi-level, intensive scale development has been formed.

The Development of the Connotation of Marine Culture is not Enough

Dalian has a rich marine culture with a long history, but the level of development of marine cultural industry is low, and the development of the connotation of marine culture is not enough, which can be reflected in the development of the folk culture, art and other industries. The commercial taste is too strong, which leads to the lack of deep exploration of marine culture, lack of innovation, high-tech, high value-added cultural products (LIU, 2013).

The Pollution of Marine Environment is Serious, and the Protection of Marine Historical and Cultural Resources is not Enough

With the further development of coastal areas, large-scale coastal reclamation has caused serious damage to the natural ecological environment. With the acceleration of the construction of industrial parks along the coast, the traditional carrier of marine culture is also shrinking, and the islands are disappearing. Fishing villages, ocean myths, nautical charts, oceanography, marine folklore, salt producers and boaters and so on gradually disappear from the people's view.

The Degree of Industrialization of Marine Culture is Low, and the Ability of Economic Pull is Weak

Marine cultural resources can be derived from a variety of marine cultural products, such as coastal culture tourism, marine vacation tourism, and water exploration and so on (TANG, 2013). However, on the one hand, the development of marine cultural resources is mostly concentrated in offshore area, such as coastal areas, sand beaches and so on, and many marine cultural resources only stay on the level of tourism development, and the depth of marine cultural products is not enough. It is difficult to form a strong brand stereotype and aspiration for participants and selectors, with which the marine cultural products can be transformed into productive forces so as to promote the development of marine cultural resources. On the other hand, the marine cultural resources have not formed the industrialization situation, which can be demonstrated by the facts that the marketization degree of the marine cultural industry is lower, the management level is weak, the industrialization process has just started, the industrial chain of marine culture has not yet been established, and its potential has not yet been released.

Dissemination of Marine Culture is not sufficient enough and Lacks of System

Such phenomenon as single dissemination channel, scattered dissemination contents, limited dissemination areas, lack of dissemination ways, vague significance of dissemination activities still exist. Connotation and essence of marine culture is not dug enough, promotion of marine culture is lack of deep and innovative development ideas and methods, thus influencing the effect of external dissemination.

Countermeasures and Suggestions forDevelopment of Marine Cultural Industry In Dalian

It is necessary to highlight marine characteristics and have an integration ofChinese excellent traditional culture and advanced culture in the world, historical heritage and the internationalization process, the ecological protection and economic construction protection, and an integration of marine culture and urban construction for marine cultural industry construction in Dalian.

Enhancing Creating City's Marine Image

Shaping and dissemination of city's marine image is an important part of our city's marine strategic system. The marine image of the city includes not only the image of government`s ocean management, citizen abiding by the law, but also the image of marine economy, and marine culture and so on. It includes the visible marine culture as well as the invisible marine culture. To build a marine cultural city in general, including the overall style and appearance of the city, the overall values of urban residents, spiritual outlook, and cultural level and so on, we should design the image of the city. The spirit and style of the city as a whole will be refined and sublimated to shape the unique culture image of city, and give full play to the city function, so as to promote the overall development of the city and create a famous city with marine culture (LI, 2005).

Speeding up Construction of Modern Marine Cultural Cities

Our city, with rich marine culture, has formed a special marine culture in the long-term development process through accumulation, precipitation, and transformation. This kind of culture contains the history and memory of the ocean by integrating the ideal and pursuit of the city, which is the invisible force to support the development of the city. Therefore, it is necessary to dig deeply into the accumulation, development course, folk custom and behavior mode of the marine history and culture of this city, and pay close attention to the construction of the famous marine cultural city.

Development of Maritime Museum Culture

Museum is an important carrier of tourism and culture, so the development of marine culture requires great efforts to develop museum culture. The domestic and foreign marine economic and cultural developed cities all have established a large number of maritime museums with distinctive features.Although our province has been committed to the development of marine cultural industry; so far no maritime museum has been established, failing to fully display our rich marine cultural heritage and marine culture and customs with distinctive characteristics. It is fair to say that this is a major pity. Therefore, establishment of maritime museums, collection and display of marine material heritage and intangible heritage, are of great significance in disseminating brilliant achievements of ancient Chinese marine civilization, as well as international marine civilization, implementing patriotic education carrying forward marine consciousness, carrying out scientific popularization and education, promotingdevelopment of marine cultural industry andrealizing thestrategy of marine development. The construction of maritime museums is not a single stadium construction, nor a simple cultural construction, but a platform for the heritage of marine culture, the embodiment of urban cultural heritage, and the reflection of the results of economic and social interaction. The completion of the maritime museum will certainly become a bright business card of the city.

Deepening the Development of Marine Tourism Culture

From the angle of the vertical space, the ocean can be divided into four parts: seabed, middle sea, sea surface, sea and air. From a horizontal point of view, the ocean can be divided into coasts, islands, and the distant seas. At present, Liaoning's marine tourism culture is still mainly in the sea, limited to coastal tourism, and island tourism development is not enough. Development on sailboat, water skiing, surfing and other sea tourism projects are late. The off-shore island tours and deep-sea tourism are not being developed. With the development of marine tourism, Liaoning should consider increasing cruise lines and other tourism projects in order to increase the diversity of marine tourism culture in Liaoning (CHEN, 2008).

Protecting and Carrying Forward Distinctive Marine Folk Culture

January 13th of each year is the day for our city coastal area fishermen to put marine lamps. "Sea Lantern Festival" is generally presided over by the people in the village by the setting off of fireworks, putting colorful boat lanterns, and having shrine activities. At present, this traditional festival has become a festival tourism project. With the development of market economy and the growing maturity of tourism, the traditional project of protecting "Sea Lantern Festival" has been developed.Development of new projects can carry forward the distinctive marine culture effectively.

Increasing the Publicity of the Northern Silk Road

Combined with the development of the northern Silk Road and the Arctic Air, it is necessary to increaseexternal dissemination of our marine culture, concentrate on displayingdistinctive marine culture, carry out coastal tourism and sightseeing, and demonstrate the profound historical background of marine culture, maintain friendly marine exchanges with neighboring countries, and further explore the connotation and essence of marine culture as well as integrate distinctive marine culture of our city into national marine strategy.

Expanding the Brand Effect of Marine Culture by Means of New Media

Making full use of new media, self-media, visual technology, brand means to expand the channels of dissemination, enrich the means of communication and enhance the dissemination of marine culture (GUO, 2012). It emphasizes on highlighting the local marine characteristics, increasing brand construction, creating a series of local brands, enhancing brand awareness, and adopting the brand to convey culture to the mind of audience and increase the influence of marine culture brand.

Conclusion

Marine consciousness and concept play an important guiding role in the formulation of a country's marine strategy, which determines the pattern, trend and effect of marine competition. The strategic conception of the "New Silk Road Economic Belt" and the "21st century Marine Silk Road" is devoted to the interconnection of the continents of Asia, Europe and Africa and the adjacent seas. We will build a comprehensive, multilevel and complex network of interconnection to realize the pluralistic, autonomous, balanced and sustainable development of the countries along the route, and enhance the people-to-people exchanges and mutual learning between the people of the countries along the route. Therefore, Dalian should make full use of its own advantages, dig its inside potential and make up for disadvantages. In efforts to seize the opportunity of the times, which continuing to promote the development of marine cultural industry to a new stage.

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