

The Cultivation of Undergraduates Majoring in Cultural Industry Management from a Regional Perspective Based on a Case Study of Southern Fujian

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Abstract: Although the establishment of State-level Southern Fujian Cultural Ecological Protection Experimental Zone has promoted the rapid development of cultural industries in Xiamen, Quanzhou, Zhangzhou and other places, there are still some problems in the cultivation of undergraduate talents of cultural industry management in colleges and universities in southern Fujian, such as slow development, weak foundation, unobvious course characteristics, and insufficient combination of practical links with the development of cultural industries in the region. Therefore, in this paper, the cultivation of undergraduate talents of cultural industry management in universities in Southern Fujian is discussed from the aspects of training objectives, curriculum, practice links, enrollment and employment, etc., in order to design a targeted training plan, highlight the regional advantages, and better realize the docking of talent cultivation in local universities and the development of local cultural industry.

1. Introduction

Since the first batch of undergraduate majors in cultural industry management were established in four universities including Shandong University in 2004, more than 100 universities have set up cultural industry management and its similar majors (directions). As far as disciplinary construction is concerned, the major of cultural industry management has great differences in the thinking and development path of major construction in most schools due to its late start, little experience and wide coverage. Under the background of new liberal arts, cultural industry management talents pay more attention to serving the society and providing intellectual support and talent guarantee for local economy, regional economy and national economy^[1]. Therefore, the cultivation of cultural industry management talents in colleges and universities has certain regional characteristics. In the southern Fujian region, the traditional cultural ecology is full of vigor and vitality due to the profound cultural accumulation. As the Southern Fujian Cultural and Ecological Protection Experimental Zone was rated as the first experimental zone of cultural and ecological protection in

China by the former Ministry of Culture in June 2007, Xiamen, Quanzhou and Zhangzhou in southern Fujian formulated their own construction plans one after another, thus promoting the rapid development of cultural industry in southern Fujian. However, at present, there are some problems in the cultivation of undergraduate talents in cultural industry management in colleges and universities in southern Fujian, such as slow development, weak foundation, inconspicuous local characteristics of curriculum setting, and insufficient combination of practical links with the development of local cultural industry. Therefore, in this paper, the cultivation of undergraduate talents of cultural industry management in universities in Southern Fujian is discussed from the aspects of training objectives, curriculum, practice links, enrollment and employment, etc., in order to design a targeted training plan, highlight the regional advantages, and better realize the docking of talent cultivation in local universities and the development of local cultural industry.

2. The Development of Cultural Industry and the Status Quo of Talent Demand in Southern Fujian

2.1. General Situation of Cultural Industry Development in Southern Fujian

The establishment of Southern Fujian Cultural Ecological Protection Experimental Zone marks that the protection of cultural heritage in China has entered a new stage of holistic and living protection, which opens up a new road for exploring the protection and development, inheritance and innovation of cultural heritage, and also promotes the rapid development of cultural industry in Southern Fujian ^[1]. After the development in the 13th Five-Year Plan period in Xiamen, southern Fujian, a comprehensive cultural industry pattern has gradually formed, which includes six industrial categories, including cultural creativity and design services, digital content, new media based on mobile Internet, art exhibition and trade, performing arts and entertainment and fashion creativity. As early as 2010, Xiamen has listed the cultural and creative industries as "strategic emerging industries" and "one of the top ten billion industrial chains" for key cultivation and support. In 2018, the revenue of Xiamen's cultural industry was about 104 billion yuan, a year-on-year increase of about 11%. The cultural industry in Quanzhou has maintained a good development trend, forming a pattern in which key cultural industries such as design services, arts and crafts, packaging and printing, cultural tourism, radio, film and television, animation and games go hand in hand. Since 2012, the total added value of Quanzhou's cultural industry has ranked first in Fujian Province for seven consecutive years. In 2019, the main business income of Quanzhou's cultural industry reached 208.996 billion yuan. In Zhangzhou, it has actively expanded the new field of cultural industry and formed six major cultural leading industries, including cultural creativity, publishing and printing, film and television animation, performing arts and entertainment, cultural tourism and arts and crafts. In 2015, the added value of 114 cultural scale enterprises in the city was 6.691 billion yuan, indicating that the cultural industry is gradually becoming the pillar industry of GDP in Zhangzhou.

2.2. Analysis on the Demand for Management Talents of Cultural Industry in Southern Fujian

Some scholars pointed out that at present, the proportion of cultural industry employees in Fujian Province is out of balance, which is mainly concentrated in the field of manufacturing and circulation, with a proportion of more than 60% mainly due to younger employees, shorter working years, and poor job stability. Similarly, the above-mentioned problems also exist in southern Fujian, where talents such as cultural capital operation, cultural brokerage and media industry management are scarce, and the society is in short supply of "high-end compound planning and management

talents who understand both culture and audience market, have broad humanistic vision and profound industrial concepts". In September, 2021, in the *Special Plan for the Reform and Development of Culture and Tourism in the 14th Five-Year Plan of Fujian Province*, the guarantee measures for the development of the cultural industry of "building a strong talent team" were specified, and the training plan for cultural talents such as industry leader, creative marketing, planning and planning, and integration of culture and tourism was put forward. Up to now, only Xiamen University of Technology, Yang-En University, Minnan Normal University, Xiamen University Tan Kah Kee College and Quanzhou Normal University have set up (opened) undergraduate majors in cultural industry management, among which Yang-En University, Minnan Normal University and Quanzhou Normal University have stopped enrolling students in 2012, 2015 and 2020 respectively. In 2020, the remaining two colleges had enrolled less than 140 students. The booming cultural industry in South Fujian provides a large number of employment opportunities for the undergraduate major of cultural industry management. At the same time, it also needs the corresponding professional talents who have the ability of cultural market operation and cultural project planning guidance and are competent for the operation and management of cultural industry. At present, the lack of professional talents has seriously restricted the development of cultural industry and the management of corporate brand culture in southern Fujian, which has become the bottleneck of high-quality development of cultural industry.

3. Problems in the Cultivation of Cultural Industry Management Talents in Universities in Southern Fujian

3.1. Small Enrollment Scale, Serious Imbalance between Talent Supply and Demand

Despite the rapid development of the cultural industry in southern Fujian, the discipline of cultural industry management has not received due attention, and there is still a certain gap in the number, quality and level of talents compared with those in developed areas of cultural industry. The rapid development of the cultural industry has resulted in an ever-increasing shortage of talents. The enrollment scale and training specifications have failed to meet the needs of the rapid development of the cultural industry market^[2]. Specifically, on the one hand, the current undergraduate major of cultural industry management in southern Fujian was founded late, and the enrollment scale is relatively small. Xiamen University of Technology began enrolling students in 2007, with 130 students enrolled in 2013 and 60-80 students in 2017-2020. Yang-En University started enrolling students in 2010, and enrolled 70 students in 2010 and 2011, and stopped enrolling students in 2012. Minnan Normal University began enrolling students in 2012, with more than 30 students enrolled in 2012 and 2013, 80 students in 2014 and stopped recruiting in 2015. Xiamen University Tan Kah Kee College began enrolling students in 2013, and enrolls about 60 students every year. Quanzhou Normal University began enrolling students in 2014, with 62 students in 2014, 50 students in 2015-2017 and about 40 students in 2018-2019 (Table 1), and stopped recruiting students in 2020. Thus it is clear colleges and universities in the whole southern Fujian Province have less enrollment each year and insufficient total enrollment. On the other hand, there is a shortage of management graduate students and high-end cultural industry talents in colleges and universities in southern Fujian, which indirectly affects the cultivation of cultural industry management professional teaching staff. At present, only Xiamen University of Technology has set up a master's degree in "cultural industry management" under the major of management science and engineering (enrollment began in 2020), while Huaqiao University has set up a doctoral degree in "cultural industry and marketing management" under the major of enterprise management (only one person is enrolled each year).

3.2. The Chaotic Discipline System and Unclear Training Objectives

The management of cultural industry was once a major of public management under the management category, and is now classified as a sub-discipline under the business management category in the undergraduate professional catalog of ordinary colleges and universities because the cultural industry has various connotations, it cannot embody its cultural attributes or cover the rich contents of the cultural industry when affiliated to management. In the declaration of the National Social Science Fund and the Humanities and Social Science Project of the Ministry of Education, there is no cultural industry management in the listed sub-disciplines^[3]. Table 1 shows that the establishment of the major of cultural industry management in colleges and universities in southern Fujian is complicated at present: Xiamen University of Technology has established the major of cultural industry management for a long time, so a special college of cultural industry and tourism has been established from the original Department of Cultural Communication; Minnan Normal University has set the major of cultural industry management in the School of History and Social Development (merged into the Business School in 2015); the major of cultural industry management of Yang-En University and Xiamen University Tan Kah Kee College is offered in Humanities College and Humanities and Communication College respectively; the major of cultural industry management in Quanzhou Normal University is offered in the School of Political and Social Development (merged into the Business School in 2018), indicating that the confusion of major setting leads to unclear training objectives and incomplete discipline system. At the same time, due to the short development time, some colleges and universities in southern Fujian pay more attention to their original professional advantages, and have not established their talent training objectives based on the characteristics and development status of regional cultural industries, resulting in the lack of pertinence in talent training and the inability to realize the effective docking between talent training and cultural industry posts^[4].

3.3. Professional Courses Converge, Decoupling from Industry Development Needs

The importance of the curriculum is self-evident, because it is the base of the "pyramid" system of professional knowledge and the foundation for the students majoring in cultural industry management to successfully take up their jobs in the future^[5]. As shown in Table 1, the current curriculum of colleges and universities in southern Fujian still tries to balance the needs of cultural industry and management, mainly according to the knowledge and skills needed in the whole process of cultural industry operation, which basically involves most industries of cultural industry, and has great similarity, but has not been considered from the perspective of the characteristics of cultural industry in the region and the employment of cultural enterprises. Because the cultural industry includes many industries and there are great differences among different cultural enterprises, the required knowledge and skills are also quite different, which cannot be generalized. Moreover, some industries are underdeveloped in southern Fujian and even in the West Coast of the Taiwan Strait, and few talents are needed. However, some industries are developing rapidly in the southern Fujian, and are in urgent need of relevant courses in the cultural industry, such as animation program coding, scene design, 3D design, game copy design and other courses, film and television post-production, digital design, graphic design and other courses, which are not covered by most universities.

Table 1 Construction of cultural industry management major in universities in southern Fujian

| | Minnan Normal University | Xiamen University of Technology | Yang-En University | Xiamen University Tan Kah Kee College | Quanzhou Normal University |
|----------------------|---|---|---|---|---|
| Names of major | Management of cultural industry | Management of cultural industry | Management of cultural industry | Management of cultural industry | Management of cultural industry |
| Faculty (Department) | School of History and Social Development (merged into Business School in 2015) | College of Cultural Industry (changed to the College of Cultural Industry and Tourism in 2016) | Faculty of Humanities | School of Humanities and communication | School of Political and Social Development (merged into the Business School in 2018) |
| Training objectives | Applied senior professionals engaged in the production of cultural products, the protection and development of cultural heritage and the management, planning and | High-quality applied talents who meet the needs of the development of modern art market, have a solid cultural knowledge base and good antique art appreciation skills, are familiar with the operation | Compound professionals engaged in cultural industry management, cultural management, cultural market operation, cultural project planning, cultural brokerage, trade, consultation and international cultural exchange and communication in cultural industries, media, government administrative | Application-oriented cultural and creative industry professionals with comprehensive cultural creation literacy, systematic knowledge of cultural industries, mastery of cultural and creative symbols, profound understanding of the way of making money from culture, | Compound talents engaged in creativity, brokerage, management, education, etc. in cultural management organs, cultural enterprises and institutions, press and publication institutions, art industry |

| Minnan Normal University | Xiamen University of Technology | Yang-En University | Xiamen University Tan Kah Kee College | Quanzhou Normal University |
|---|---|---|--|--|
| research of cultural product creativity in relevant government departments, enterprises and institutions, cultural industry companies, etc. | characteristics and development trends of the art market, understand modern marketing means and relevant laws and regulations, flexibly master any practical operation skills such as art design, production, exhibition and restoration, and can engage in art appraisal, consultation, operation and management in the art business | departments, enterprises and institutions | familiarity with the law of cultural and economic operation, knowledge of rational allocation of cultural resources, and ability of project management of various cultural and creative industries | institutions, cultural media and other departments |

| | Minnan Normal University | Xiamen University of Technology | Yang-En University | Xiamen University Tan Kah Kee College | Quanzhou Normal University |
|--------------|---|--|--|---|--|
| Main courses | Management, Introduction to Chinese Culture, Introduction to Western Culture, Introduction to Cultural Industry, Cultural Resources, Cultural Industry Operation and Management, Cultural Economics, Introduction to Advertising, Audience Survey and Analysis, Marketing, Human Resource Management, Economic Basis, Cultural Creativity, Cultural Industry Project Planning, Exhibition Economy | Introduction to art, introduction to cultural industry, art investment, art appraisal, marketing, art market operation, performing arts operation and management, gallery operation and management, art auction theory and practice, art exhibition and display, etc | Basic Principles of Marxism, Culturology, Cultural Economics, Cultural Festival Operation and Management, Cultural History, Cultural Policies and Regulations, Cultural Industry Creativity and Planning, Cultural Industry Operation and Management, Exhibition Project Planning and Marketing, Cultural Festival Investment and Trade, etc | Cultural Semiotics, Cultural Economics, Cultural Management, History of Chinese and Foreign Cultural Industries, Cultural Creative Technology, Cultural Creative Methods, Cultural Project Planning and Management, Market Research, Cultural Marketing, Cultural Capital Operation, Cultural Brand Management, Cultural Public Management, Cultural Industry Cases, Cultural Industry Park Management, Cultural Creative Company Management, etc | Introduction to Management of Cultural Industry, Economics of Cultural Industry, Chinese Cultural History, Introduction to Cultural Resources, Management of Public Utilities, Management of Mass Media, Management of Performing Arts and Entertainment, Management of Animation and Digital Industry, Management of Film and Television Industry, Theory And Practice of Cultural Brokerage, Policies and Regulations of Cultural Industry, Management |

| | Minnan Normal University | Xiamen University of Technology | Yang-En University | Xiamen University Tan Kah Kee College | Quanzhou Normal University |
|--------------------------------|--|---|-----------------------|--|--|
| | and Management, Cultural Heritage and Protection, Cultural Investment, Eastern and Western Art History, Folklore, etc. | | | | of Modern Service Industry, Cultural Business English, etc |
| Enrollment scale (person)/time | 36/2012 36/2013 80/2014 | 58/2007 56/2008 130/2013 83/2014 100/2015 118/2016 59/2017 70/2018 59/2019 77/2020 | 35/2010 35/2011 | 60/2013 60/2014 60/2015 60/2016 60/2017 60/2018 60/2019 60/2020 | 62/2014 48/2015 50/2016 48/2017 40/2018 40/2019 |
| Degrees Conferred | Management | Management | Literature/Management | Management | Management |

Note: The training objectives and main courses are extracted from the introduction of the undergraduate major of cultural industry management in the recruiting university. The enrollment scale data comes from the undergraduate enrollment plan of general higher education published by the portal website of enrollment colleges.

Data source: Collated in this study according to the enrollment data of relevant colleges over the years.

4. Suggestions on Cultivation of Cultural Industry Management Talents from the Perspective of Southern Fujian Region

4.1. Focus on Cultural Resources in Southern Fujian on the Training Objectives

Colleges and universities should determine the direction of their own talents training according to the local economic characteristics. In Quanzhou, for example, the *Outline of the Fourteenth Five-Year Plan for National Economic and Social Development of Quanzhou* proposes to tap Quanzhou's cultural and artistic resources, and to form industries of animation, audio-visual, film and television, advertising, performing arts and entertainment, printing and publishing and other

cultural and creative contents with unique Quanzhou value. According to the regional economic characteristics, the actual situation of cultural industry development and the future development plan, the universities in southern Fujian should make full use of the economic and resource advantages of the local characteristics of southern Fujian to cultivate outstanding cultural industry management talents based on and serving southern Fujian, such as designing talents training model, constructing curriculum system, and cultivating talents who can better serve these specific fields in the direction of animation, exhibition, performing arts and entertainment, arts and crafts creativity and management.

4.2. Highlighting the Industrial Characteristics of Southern Fujian in Curriculum Setting

As a new discipline, cultural industry management involves a wide range of subjects and intersects with many disciplines, but its discipline attribution and orientation are not very clear at present ^[3]. However, the major of cultural industry management has only been established for more than 10 years in universities in China, and the experience accumulated universities that set up the major of cultural industry management earlier can not be copied mechanically. Colleges and universities in southern Fujian should adjust measures to local conditions, meet the needs of regional cultural industries, give full play to the advantages of their original strong disciplines and teachers, set up curriculum groups supported by multiple disciplines according to specific training objectives and talent specifications, and integrate curriculum contents. They should not only pay attention to the combination of general education and professional education, but also pay attention to the cultivation of students' application ability and innovation ability, so as to effectively cultivate compound talents needed by regional cultural industries, enhance students' employment competitiveness and lay a solid foundation for students' sustainable development in the future.

4.3. Bringing the Advantages of Southern Fujian Literature into Play in Practice

The cultural heritage projects in Xiamen, Quanzhou and Zhangzhou in southern Fujian account for 51% and 43% of the total number of national and provincial key cultural relics protection items owned by Fujian Province, respectively. In addition, Xiamen, Quanzhou and Zhangzhou have created many provincial key cultural enterprises and cultural industry demonstration bases to promote the cultural and ecological protection and construction in southern Fujian. The cultivation of cultural industry management talents in colleges and universities should pay attention to improving practical ability and innovative ability ^[6]. First of all, students should be organized to conduct research on the development of the regional cultural industry, gain an in-depth understanding of the reality of the cultural industry, and make full preparations for integration into the industry in the future. Secondly, excellent teachers should be selected to take temporary jobs in cultural industry enterprises and institutions to improve teachers' professional quality and teaching practice ability. At the same time, people with strong practical ability and rich practical experience can also be invited to southern Fujian cultural enterprises (units) or non-governmental organizations as visiting professors to enrich the teaching staff. Thirdly, a cultural and creative center integrating administration with Industry-University-Research should be created to strengthen cooperation with the government and cultural enterprises and institutions, actively seek for cultural industry projects to achieve integration of expertise and creativity.

4.4. Shaping Southern Fujian Cultural Brand in Enrollment and Employment

The universities in southern Fujian should rely on the cooperation with Taiwan in the region, advantageous cultural industries and universities' advantageous disciplines to shape the brand of

southern Fujian in terms of enrollment and employment. First of all, the advantages of cooperation with Taiwan Province should be highlighted, and exchanges and cooperation should be carried out with Taiwanese universities and enterprises in a multi-directional, multi-disciplinary and multi-level manner [7]. For example, Xiamen University of Technology took the initiative to connect with the digital industry on the west side of the Straits and integrated internal and external resources to set up the Digital Creative College. Secondly, personnel training should rely on regional advantageous cultural industries such as animation, arts and crafts design, and sports culture brands to set professional directions, so as to better train talents for the cultural industries that are developing faster and better. Thirdly, the teachers, textbooks and courses of the discipline of cultural industry management in some universities in southern Fujian have strong competitiveness, such as the School of Cultural Industry and Tourism and the Institute of Cultural Industry established by the Xiamen University of Technology, which have certain advantages in the theoretical research, teaching methods and practice platform construction of cultural industry management. Therefore, the advantages of these regions and universities should be utilized to shape the southern Fujian brand in terms of enrollment and employment, so as to enhance the attraction of cultural industry management personnel training in a wider range.

5. Conclusion

At present, there are still some problems in the cultivation of undergraduate talents of cultural industry management in colleges and universities in southern Fujian, such as serious imbalance between talent supply and demand, unclear training objectives and decoupling from industrial development needs. Based on the perspective of region with southern Fujian, focusing on training goal of southern Fujian culture resources, highlighting the industrial characteristics of southern Fujian in curriculum setting, bringing the advantages of southern Fujian literature into play in practice, and shaping southern Fujian cultural brand in enrollment and employment, in order to design a targeted training plan, highlight the regional advantages, and better realize the docking of talent cultivation in local universities and the development of local cultural industry.

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