

Discussion On The Protection And Development Of Cultural Heritage From The Perspective Of Industry ---A Case Study Of Anyang Yin Dynasty Ruins World Cultural Heritage

SHEN YANG^{1,2}, LAM FAT IAM^{1,*}

¹ Faculty of Humanities and Social Sciences, Macao Polytechnic University

² School of Art Design, Henan University of Engineering

* Corresponding Author: filam@mpu.edu.mo

Abstract:

As an essential part of the cultural industry, the development of cultural heritage should pay equal attention to social and economic benefits. By analyzing the development status quo of "Yin Dynasty Ruins World Cultural Heritage," demonstrating the cultural heritage industrialization path, this paper tries to incorporate cultural heritage industrialization into the regional cultural industry development structure. As a result, the top-level design of cultural industry development shall be perfected, and the development of the cultural industry to properly deal with the relationship between the protection of cultural heritage and time development. This paper gives specific suggestions on the industrialization development mode of Yin Dynasty Ruins' cultural heritage by sorting out and classifying the culture of Anyang and its surrounding areas.

Keywords: Cultural heritage industrialization; Anyang Yin Dynasty Ruins; Protection of cultural heritage; Industrialization development.

Introduction

Cultural heritage is a cultural preservation value in human history designated by the government or international organization, including cultural relics, buildings, cultural sites and various practices, performances, skills and related tools,

objects, Crafts, and cultural venues. Cultural heritage is a concrete manifestation of human cultural accumulation and the precious wealth of human beings. While vigorously developing the cultural industry, the protection and inheritance of cultural heritage should follow the laws of industrial economic development. Therefore, cultural heritage is included in the category of cultural industry, and the model of market-oriented operation is used to endow the cultural heritage with economic benefits and, at the same time, pay attention to the social benefits of protecting cultural heritage.

The industrialization of cultural heritage should follow the development based on the principle of protection and fully consider the economic development that has the function of social education and industrialization. Incorporate the development of cultural heritage industrialization into the structure of regional cultural industry development, improve the top-level design of cultural industry development, and properly handle the relationship between the inheritance and protection of cultural heritage and the development of the times. This article will demonstrate the new model of cultural industry, especially the industrialization of cultural heritage, through the case analysis of the world-class cultural heritage of YinXu in Anyang.

1. Research Problem

The cultural industry is a sunrise industry for national economic development, and its development is dominated by low energy consumption and high added value. The cultural industry has the dual identities of the product economic system and the text producer. Therefore, the research related to the cultural industry should understand the benefits as economic benefits and social benefits. The original intention of the development of the cultural industry was to use the method of economics to pursue the foundation of culture. In industrialization, the fundamental task of cultivating people and culture is to educate them. The cultural industry should be built based on professionalism and artistry by creating innovative thinking, focusing on cultivating leading brands, achieving a balance between economic and social benefits, subtly affecting people's lives, including material life and spiritual life, and ultimately achieving the goal of cultural inheritance.

According to the Classification of Culture and Related Industries issued by the National Bureau of Statistics on May 8, 2018, cultural relics and cultural heritage are classified as the core layer of the cultural industry and are content preservation services. Cultural relics refer to cultural relics with historical, cultural, artistic, and scientific value that the competent authorities have identified, immovable cultural relics included in the scope of cultural protection.

Cultural relics are human cultural heritage, and cultural heritage is the cultural genes and signs of historical precipitation with extremely high human value and inheritance significance. The industrialization of cultural heritage is to endow it with economical attributes as the preserver of the content to provide resources for the development of industrialization. The non-renewable characteristics of cultural heritage lead to the fact that most cultural heritages are currently in two states; one is too radical, the local government and the competent unit develop blindly, excessive consumption of cultural resources; the other is a cowardly state; the government focuses on protection, and the industrialization development is quite cautious. This article will analyze the current situation of the world cultural heritage development of YinXu in Anyang through field research interviews and discuss how to carry out the top-level design of the industrialization of cultural heritage and how to create a road for the protection, inheritance, and development of cultural heritage from the perspective of industrialization.

2. Theoretical basis and analytical framework

2.1 Theoretical basis - Industrial integration and industrial agglomeration

The connotation of the cultural industry is culture, the external expression is industry, and industrial integration is one of its essential characteristics. Industrial integration is the development of two or more industries, and the industry has been affected due to the development needs of the industry itself or changes in the external environment. This is because they appear to cross, penetrate, develop, and produce products integrating two or more industrial functions. The book "Forty Years of China's Cultural Industry" mentions that "Culture +" is a cross-business integration with culture as the central or core element, giving full play to the role of culture, integrating cultural

innovation achievements into various economic and social fields, and forming a cultural It is a new model and new form of industrial development that is an endogenous driving force. Break industry barriers, coordinate the development of related industries, and form industrial characteristics.

The connotation of the cultural industry is culture, the external expression is industry, and industrial integration is one of its essential characteristics. Industrial integration is the development of two or more industries, and the industry has been affected due to the development needs of the industry itself or changes in the external environment, appear to cross each other, penetrate each other, and develop and produce products that integrate two or more industrial functions. The book "Forty Years of China's Cultural Industry" mentions that "Culture +" is a cross-business integration with culture as the main or core element, giving full play to the role of culture, integrating cultural innovation achievements into various economic and social fields, and forming a cultural It is a new model and new form of industrial development that is an endogenous driving force. Break industry barriers, coordinate the development of related industries, and form industrial characteristics.

Industrial integration promotes the birth of new cultural product formats. The emergence of new formats leads to the gradual evolution of the cultural industry structure. The change in industrial structure accelerates the integration of cultural industries, expands the scale of industrial development, and enriches the development of industrial clusters. In "Cultural Industry and Cultural Production," Besheert and others pointed out that no regional enterprise can produce entirely independently in artistic and intellectual creation under the current world situation. For every single industrial cluster, The system of mutual clusters on a global scale is becoming an increasingly critical factor. The agglomeration of the cultural industry and its global system are unprecedentedly extensive and in-depth; globalization does not lead to cultural convergence so seriously; instead, it brings consumers more choices.

Expand the scale of the industry, reorganize the industrial layout, make the development of the cultural industry more large-scale, break the boundaries of industries, regions, and even countries, update the management model and operating model through mergers

and acquisitions, reorganization and financing, and build leading enterprises in various industries in the cultural industry, form advantage of scale.

2.2 Analytical Framework

This paper analyzes the role of cultural industry integration and industrial agglomeration on the overall development of the cultural industry by constructing an analytical framework for cultural industry integration and agglomeration development models. The integration of cultural industries is an industrial development trend determined by cultural characteristics and the uniqueness and differences of culture itself. The value of cultural industries lies in the evolution of cultural content and content. Innovation and creativity are the core content of the development of the cultural industry. Creativity is created out of nothing. It is a process of bringing new things into an existing field or process and a way of the spiritual movement in the cultural industry. Creativity based on culture and the integration of various industries within and outside the cultural industry has created the uniqueness of the content and form of the cultural industry, with distinct industrial characteristics.

From the perspective of cultural development, we pay attention to the large-scale development of industries. In 1920, Marshall talked about the theory of industrial clusters in "Principles of Economics." As an essential carrier for generating and diffusing innovation factors, industrial clusters have significantly promoted industrial integration. Adjusting the cultural industry structure, including industrial structure, factor structure, and demand structure., is crucial in optimizing the cultural industry's development mode. The vital material carrier of industrial agglomeration is the cultural industry park, which promotes the transformation and upgrading of the urban economy, improves the efficiency of industrial collaboration, and promotes the division of labor and cooperation. It plays an important role and is an important starting point for promoting industrial agglomeration to generate economies of scale. Taking the industry as the center, with culture as the characteristic, build a sizeable cultural development pattern, actively explore the multi-division and cooperation mode within the cultural industry and outside the industry, and coordinate the cooperation and communication between enterprises and governments inside and outside the industry, create a complete industrial chain, and build the development of the

cultural industry utterly closed loop.

The integration and agglomeration of cultural industries provide driving forces for innovation, and innovation promotes industry integration and agglomeration.

3. Research case and research design

3.1 Case

Anyang Yin Ruins are located on the Anyang River in Yindu District, Anyang City, Henan Province. The scenic area mainly consists of the Yin Ruins Museum, Yin Ruins Palace, Ancestral Temple Site, Oracle Bone Pit, and Yin Ruins Fuhao Tomb. The core cultural relic protection area covers an area of about 9 square kilometers. It is a world cultural heritage, a national 5A-level tourist attraction, the birthplace of Chinese archaeology, and the birthplace of oracle bone inscriptions.

In 2017, 2018, and 2019, the average annual ticket revenue of Yin Xu Scenic Spot in Anyang was 10 million yuan, and the average annual number of tourists was 300,000. The government invested only one special fund in protecting Yin Xu cultural relics from 2010 to 2016, and the amount of protection is 10 million yuan. It is close compared to the ancient city of Pingyao, Shanxi, a world cultural heritage. In recent years, there have been three years of income, tourist arrivals, government investment, and the development of Anyang Yin Xu. Why is a good and rich culture in historical and cultural heritage Ruins, in the process of industrialization development, shy away? What is the reason behind it? Is it a policy limitation of government governance or a development model thinking problem? At the same time, how to break this dilemma will be explored through this article.

3.2 Research design

This study adopts a single-case, multi-level research design. That is, multiple research angles and levels are adopted through a case. Through the case study of the development status of the world-class cultural heritage of Yin Ruins in Anyang, the development history of Yin Ruins is compared vertically. The development of the ancient city of Pingyao in Shanxi, a world cultural heritage not far away, is compared horizontally. The reasons for the current development of Yin Ruins in Anyang are analyzed. The level of analysis includes the top-level design of the development of cultural heritage industrialization, the structural

adjustment of cultural heritage industrialization, and how the industrial chain forms a complete closed loop. The relationship between industrial agglomeration finds the direction of industrial development and builds the overall picture of the industrialization development practice of Yinxu in Anyang.

This paper uses a variety of data collection methods, including searching for documentary materials such as news reports, policy documents, and meeting records related to Anyang Yinxu through the Internet; comprehensively using structured and unstructured interviews to interview officials from relevant government departments, ordinary citizens, and relevant cultural industry practitioners look back to the changes and policy changes before and after the application of the Yin Ruins in Anyang to recent years and use the triangulation and experience saturation methods to ensure the reliability of the data. Furthermore, by entering the scenic spot to observe the spatial structure of the scenic spot, an on-the-spot investigation is used as a supplement to the data, and the "relationship between industrial integration and industrial agglomeration" is used as the analysis framework of this paper and the interrelationship among "integration," "innovation" and "aggregation" is used as the Theoretical basis, think about the internal details of the theory, explore the multiple dimensions of practical development, and on this basis form a new model of integration inside and outside the industry in the development of the cultural industry.

4. Event analysis

The governance and development of Anyang Yin Ruins in recent years have highlighted the problems in cultural heritage industrialization. Vertically compare the development status of Yin Ruins before and after the application, and horizontally compare the Yin Ruins in Anyang with a closer distance and a higher level of industrialization development. The development of the ancient city of Pingyao, a world cultural heritage, integrates the government's policy formulation on the industrialization development of the Yinxu Scenic Area over the years, analyzes the problems existing in the industrialization of Yinxu's cultural heritage in Anyang, adjusts the industrial structure through the top-level design of the planning industry, and formulates the emerging road of development

of Yinxu industry.

4.1 Case Analysis

1) Contrast before and after application

Since 1961, Yin Ruins have gradually demarcated the protection area and formulated specific protection measures. The protection measures are proactive, and the Yin Ruins are well preserved. In 2001, Anyang City started the application of Yin Ruins as a heritage site, and the protection of Yin Ruins has entered a new stage. The national and local governments have introduced a series of institutional measures. The central and local governments have provided 250 million yuan in support and guarantees. The Anyang municipal government has stepped up the protection of the Yinxu ruins, investing 1.5 billion yuan successively. In 2006, with the successful application to the World Heritage List, the Yinxu Site achieved considerable social and economic benefits. The protection and governance of the Yinxu site have been outstanding. The cultural relics protection and excavation work have achieved a good demonstration role regarding theoretical, academic, and practical experience. The venue's construction, design, and display are practical and innovative.

The Yinxu Museum has won the fourth National Museum Top Ten "Best Creativity Award" in the selection of exhibition products. Create a new management model of cultural relics and rational use, a management model in which the investor and the cultural relic owner jointly manage, the central and local governments cooperate, and the unearthed cultural relics are combined with the site. In 2006, when the application was successful, the number of tourists increased to 250,000, and the ticket revenue increased from 2 million yuan before the application to 8 million yuan. After the successful application, the comprehensive tourism income exceeded 2 billion yuan. In 2011, the ruins of Yinxu in Anyang were designated as the first batch of 5A-level tourist attractions in China.

2) Compare the ancient city of Pingyao

The ancient city of Pingyao in Shanxi Province is in Pingyao County, Shanxi Province. It is one of the four best-preserved ancient cities so far, and it is also a successful example of applying for a world cultural heritage with the entire ancient city. There are 22 scenic spots in the ancient city and 24 scenic spots in the nearby Shuang Temple, and the tickets are based on a pass system. The ancient city of

Pingyao was successfully inscribed on the World Heritage List in 1997 and became a 5A scenic spot in 2015. In 2017, Pingyao Ancient City Scenic Spot Management Co., Ltd. was established, and the ancient city management committee signed an operation management agreement. In 2017, Pingyao's GDP was 27.817 billion yuan, and the total tourism revenue from scenic spots such as the ancient city of Pingyao was 15.046 billion yuan, accounting for 54.09% of the tourism revenue, accounting for more than half of the total GDP. As the leader of Pingyao County, the ancient city of Pingyao has seen an increase in tourists and income in recent years. In 2015, it received 1.66 million person-time; ticket revenue was 139 million yuan; Ticket revenue was 153 million yuan.

The live-action performance "See Pingyao Again" started in 2013. In 2016, there were 795 performances, with an income of more than 82 million yuan, and 567,000 tourists; in 2017, there were 807 performances, with an income of 101 million yuan.

Changes in policy

3) Emphasis on the development status of conservation

In September 2001, the "Regulations on the Protection and Management of Yin Ruins in Anyang, Henan Province" were promulgated. In the same year, the application of the Yin Ruins in Anyang was launched. In 2008 and 2008, ticket revenue dropped sharply. Through field research and interviews with local officials, we learned that the revenue of Yinxu Scenic Spot mainly depends on tickets. Ticket revenue only made a promising breakthrough in 2006. After so many years, there was no improvement. The ticket revenue of 10 million to 15 million, except for daily expenses, the financial revenue and expenditure of Yin Ruins is actually at a loss. (Interview 2020.9) The application for the World Heritage List started in 2001. Until 2006, with financial and related policy support from the central to the local level, Anyang Yinxu Scenic Spot has improved in all aspects, especially its innovation capabilities.

In September 2001, the "Regulations on the Protection and Management of Yin Ruins in Anyang, Henan Province" were promulgated. In the same year, the application of the Yin Ruins in Anyang was launched. In 2008 and 2008, ticket revenue dropped sharply. Through field research and interviews with local officials, we learned that the revenue of Yinxu Scenic Spot mainly depends on tickets. Ticket

revenue only made a promising breakthrough in 2006. After so many years, there was no improvement. The ticket revenue of 10 million to 15 million, except for daily expenses, Yin Ruins's financial revenue and expenditure are at a loss. (Interview 2020.9) The application for the World Heritage List started in 2001. Until 2006, with financial and related policy support from the central to the local level, Anyang Yinxu Scenic Spot has improved in all aspects, especially its innovation capabilities.

After the application for the World Heritage Site, due to the monotonous presentation of cultural resources in the Yinxu Scenic Area, only some unearthed cultural relics were presented and displayed. Although the Great Ruins Park construction started in 2013, the presentation of cultural resources and historical connotations has mostly stayed the same. It only takes a few hours for tourists to come to the scenic spot to end the tour, and the sensory experience could be more substantial. During the field observation, some direct expressions of the tourists can be heard after the end, indicating that there is nothing to see and that they will not return. According to the 2016 Henan Province Regional Cultural Competitiveness Analysis Report, among the 18 cities in Henan Province in 2015, the comprehensive ranking of cultural competitiveness in Anyang dropped from the original fourth place to eleventh place in the whole province. The ranking dropped from the original third place to tenth place, and the province ranked twelve in the comprehensive statistics of cultural industry and sixteenth in the comprehensive statistics of talent team building. At the same time, Anyang was not included in the national cultural industry development, particularly the fund support project in 2014-2015. As the leader of cultural tourism in Anyang, Yin Ruins represents Yin and Shang culture and is a crucial project of Anyang's "Twelfth Five-Year Plan."

However, due to the single industry of Yin Ruins, the income only depends on tickets, and there needs to be integration of cultural industries and a complete industrial chain. Although there is a large area in geography, there are a series of problems, such as limited operation scale and incomplete systems. As for the report "Thinking and Enlightenment Needs for the Protection of Great Sites" issued by the State Council Research Office, it is clearly stated that the protection, display, and utilization of Yinxu Sites are insufficient in driving the industry.

4.2 Policy Changes and Problems Facing

1) Policy changes

In 2016, to implement the critical spirit of the central government on cultural development since the 18th National Congress of the Communist Party of China, Henan Province issued the "Construction Plan for the Inheritance and Innovation of Chinese History and Civilization" and put forward the development goal of "accelerating the construction of an important cultural highland in the country," which determined the history of China. A major critical project in the construction of the Civilization Inheritance and Innovation Zone, Anyang Yinxu Grand Ruins Cultural Tourism Experience Zone is listed as one of the new highland construction projects for modern cultural innovation and development. It is a critical project in significant projects. In 2020, the State Administration of Cultural Heritage invested 1 billion yuan in laying the foundation stone of the new Yinxu Museum, breaking the predicament of Yinxu's capital investment since 2006. After all, pure heritage protection requires little capital, and investment and actual development require a lot of capital investment.

2) Cause of the problem

The protection of the Yinxu site in Anyang began in 1961 and lasted a long time, with a solid foundation and remarkable achievements in protecting the site. Since its successful application to the World Heritage List in 2006, based on maintaining an excellent academic foundation, the Yin Ruins Site still adopts the method of protection and display. In addition, local officials are conservative and cautious; the industrialization operation concept of the Yin Ruins Site is backward, and industrialization has not kept up with the times. The display methods, systems, and marketing in the Yinxu site have not been greatly improved, and the ticket revenue is far from that of similar world cultural heritage sites.

4.3 Ways to break out of the predicament

Hayek said, "In the process of social progress, nothing is an inevitable trend, making it inevitable, it is thought." The future of Yinxu cultural sites is divided into three directions.

1) Protection is a prerequisite

We must do an excellent job in the protection of relics. Cultural relics are non-renewable treasures that human beings cannot copy. At present, the protection area of the

site needs to be better protected, and the area of the protection area is getting larger and larger. The relocation of residents and businesses in the protection area and the new green space are the main specific measures for protecting the site in the protection area. However, in 2014, villagers in the protected area built their houses privately because they had no housing, causing the most significant damage to Yinxu. In addition, the frequent tomb robbery incidents in 2018 caused some cultural relics to be damaged, causing irreparable regrets. These all show that the protection of Yin Ruins has a long way to go, and the protection of cultural heritage is the key to all social development, the premise of economic improvement.

2) The industry is the direction

That is the industrialization of Yin Ruins. The Yinxu culture is profound and profound, with rich cultural connotations. It is necessary to recognize the advantages of Yinxu's cultural resources. These cultural resources are the result of historical and cultural accumulation. After over 3,000 years, the Yinxu cultural site is the first Shang Dynasty capital site, with written records confirmed by archaeological excavations. The family cemetery found the most extensive bronze ware unearthed in China, the Houmuwu Ding, the earliest chariot and horse relics discovered in China. The Yinxu chariot and horse pit, the earliest Chinese script discovered, the oracle bone inscriptions, and the first chariot and horse relics in China. A female general and a queen's tomb---Fuhao Tomb.

The transformation of industrialization is to discover excellent historical and cultural resources, formulate targeted policies, pay attention to the balance between social and economic benefits, and penetrate people's lives through mass-produced products to improve people's lives subtly.

3) Policy is support

The formulation of targeted cultural industry policies can optimize the allocation

of cultural resources, promote more appropriate and effective cultural products and services, and reasonably meet the needs of the public for spiritual culture and cultural products. The development of cultural industry has the dual functions of social and economic benefits, fully considers the different needs of policy subjects and policy objects, reflects the orientation of industrial development,

protects the nation's excellent historical culture, safeguards national cultural security, and expands the influence of traditional Chinese culture.

The industrial transformation of the Anyang Yinxu cultural site must first formulate relevant policies. It starts from the policy formulation to change the lack of pertinence and overall coordination in previous policy formulation, and the main body of policy formulation to adjust the concept, Yinxu, belongs to Anyang's world culture. However, Anyang needs to have the cultural resources of Yin Ruins. The formulation of industrial policies related to Yinxu should be an overall collaboration that considers the joint development of all cultural resources in Anyang and even the cultural resources in the surrounding areas. Anyang Tangyin has a national fundamental cultural relic protection unit, Yuli City, the birthplace of the "Book of Changes" and the first prison in Chinese history; there is a temple built in the Ming Dynasty to worship the anti-gold hero Yue Fei; there are Zhuanxu and Diku in ancient times. The mausoleum is one of the manifestations of the root culture of the Central Plains; Yecheng, during the Wei, Jin, Southern, and Northern Dynasties, was the capital of the six dynasties of Cao Wei, Hou Zhao, Ran Wei, Qian Yan, Eastern Wei, and Northern Qi; From 1300 BC to modern times, many historical and cultural relics have been left on the land of Anyang.

At present, Anyang has ten cultural relics protection units at the national level, 52 cultural relics protection units at the provincial level, and 373 cultural relics protection units at the city and county levels, with rich cultural resources. In addition, Anyang's unique geographical location is located at the intersection of the four provinces of Shanxi, Hebei, Shandong, and Henan, with convenient transportation. Anyang is the northern gate of Henan Province and the central city in the northern Henan area, confirmed by the Henan Provincial Government; in terms of cultural location distribution, it belongs to Henan Province. The northern cultural belt is the central city of the northern Henan cultural belt, with Yin and Shang cultures as its main feature. Anyang has rich cultural resources and obvious cultural location advantages. In formulating industrial policies for Yin Ruins, the coordinated development of other cultural resources in the same area should be fully considered. With Yin Ruins as the center, other cultural

resources in Anyang and the cultural resources of the surrounding four provinces should be driven, radiate outward, and expand the radiation and influence of the northern Henan cultural belt.

A careful review of the previous development strategies of Yinxu Cultural Sites is relatively easy to find. The situation of emphasizing protection and neglecting development is more complicated than before. Due to the particularity of Yinxu Cultural Sites and the orientation of policies, more attention has been paid to the protection of Yinxu since its successful application to the World Heritage List and neglected. Alternatively, less consideration is given to the development of the industrialization of Yin Ruins, which can be seen from the fact that Yin Ruins' economic source mainly depends on ticket revenue. The single industrial form, unreasonable structure, limited development of cultural resources, dislocation of supply and demand, and the single source of income are all issues that need to be considered and resolved when formulating policies related to the industrialization of Yinxu.

The current general trend of cultural industry development is the cross-border integration of culture, breaking the barriers and conflicts between industries, taking culture as the foundation, integrating into more industries, and using digital high-tech to make sharing and cooperation between industries possible, innovation More emerging business formats will create more public spaces with new situations. The Yinxu Cultural Site in Anyang has been mainly in the form of exhibition visits for many years, which lags behind the general trend of industrial development. The blowout of tickets and number of visitors in 2006 is enough to illustrate the public's demand for spiritual culture, and the subsequent cold weather also shows that the scenic spot has a single form, there is no interactive experience that attracts tourists, and the tourist experience is not good. In simple communication with tourists, tourists come to Yin Ruins because they yearn for Yin and Shang culture, but after visiting, they find that "one visit to this place is enough." For the 28-hectare ruins park, the visit must take 1-2 hours, not worth the next visit.

5. The development path of industrialization

Diversity and integration are the directions of the development of Yinxu cultural relics, and it is also the

director of the formulation of relevant industrial policies. Integration promotes innovation, sufficient innovation accelerates agglomeration, and large-scale agglomeration brings about significant development in the industry. Do an excellent job in the top-level design, moderate government intervention, grasp the development trend, use the policy system to guide the development direction of the industry, and specify the development path. Forming a strategic layout of the cultural industry region with the Yinxu cultural site as the center and diversified development is one of the paths to solve the industrialization development of Yinxu at present.

5.1 Establish a regional development network centered on Yinxu

With the help of the circle-level model of information dissemination, the network structure of the regional cultural industry is developed. The circle-level diffusion model is derived from intentionally disseminating cultural tourism destination landscapes. Aiming at the research object of the Anyang Yinxu cultural site, the circle-level diffusion model is revised and constructed based on Yinxu. The circle model of regional development is the center, and this model carries out the circle development of Yinxu from three aspects.

1) Geographical stratification

Anyang Yinxu Cultural Site is the center, and an inner circle is formed with various cultural resources in Anyang City as constituent elements; a central circle is formed with surrounding cities, such as Hebi, Puyang, Zhengzhou, Shangqiu, Jin, and Hebei. The outer circle where the four provinces of Shandong and Henan meet is divided into circles by geographical location, integrates historical and cultural resources, adjusts the supply and demand relationship of cultural resources, and allocates the rational use of cultural capital.

The inner circle integrates various cultural resources in Anyang City, with the Yin Ruins as the center, including the unearthed oracle bone inscriptions, jade ware, and bronze ware, as well as the spiritual outlook and historical stories of the Shang Dynasty capital displayed by these discovered sites and cultural relics. For example, establishing the historical and cultural resources network under the jurisdiction of Anyang cities and counties, such as the Character Museum, Yuli City, Erdi Mausoleum, Yuefei Temple, and Ma's Manor, looking for the relationships among them,

making full use of the brand advantage of Yinxu World Cultural Heritage, and drive the comprehensive development of Anyang tourism.

The central circle integrates Yin and Shang's cultural resources in the province's surrounding cities. Hebi Qi County, formerly known as Chaoge, is one of the capitals of the Shang Dynasty, where the story of "Fengshen Bang" took place; Zhengzhou, as the capital of the early Shang Dynasty, retains the relatively complete Shang Dynasty. The city wall, Shangqiu, as the source of the three merchants, was the origin and settlement of the Shang tribe in ancient times and was known as the "capital of Chinese merchants." These are all cities closely related to the Yin and Shang culture. Taking advantage of the 255-year-old capital of the Shang Dynasty, it integrated relevant cultural resources around it, established contacts, and expanded the reach of Yin and Shang cultures.

The outer circle takes advantage of its geographical location to integrate the cultural resources of the other three surrounding provinces; Anyang is located at the northern gate of the Central Plains and the intersection of the four provinces. It has always been known as "the throat of northern Henan and the thoroughfare of the four provinces," There are many high-speed intersections here; there are less than two hours by high-speed rail from the capital, Beijing, and half an hour from the provincial capital, Zhengzhou by high-speed rail, the location advantage is obvious. Make full use of the advantages of Anyang's geographical location and cultural resources to drive the collaborative economy, culture, and tourism development in the three surrounding provinces.

2) The types of cultural resources are stratified

Anyang Yinxu Cultural Relics Park is the center, forming an inner circle of historical and cultural resources dominated by Yin Shang culture, oracle bone culture, formed a central circle dominated by natural landscapes; formed a folk intangible cultural heritage and arts and crafts based circle in the outer circular layer. The division of cultural resource types is mainly based on the needs of cultural consumers, fully considers the relationship between supply and demand in the cultural industry, subdivides cultural resources by type, starting from the regional representative central cultural resources, and forms a cultural resource network for consumption. Therefore, diversified needs of users to

provide as much as possible.

The inner circle of cultural resources mainly includes historical and cultural resources. The Yinxu Cultural Site itself is a systematic cultural ecology. At present, the Yinxu Cultural Site Park includes the ruins of the Yinxu palace and temple, the ruins of the royal mausoleum, the oracle bone cellar, the tomb of Fuhao, the unearthed oracle bone inscriptions and various exquisite bronze wares, accumulating the oracle bone inscription culture and the bronze ware culture. The various sites discovered by archaeology have accumulated architectural and archaeological cultures, and the tomb of Fu Hao has accumulated the heroic culture represented by the first female general in Chinese history—Zhouyi Culture. The inner circle will sort out the relevant cultural resources of Yin Ruins and its surrounding areas. It will creatively transform Yin Ruins and its surroundings, fully understanding its cultural connotation and exploring cultural characteristics.

The middle circle of cultural resources includes the natural environment where historical and cultural resources are located and the natural landscapes that are simple for people to visit and appreciate. Anyang is located in the Taihang Mountains, and the Huan River passes through the city. It has rich natural landscape resources. As an auxiliary of historical and cultural resources, when developing tourism products, the content of the inner circle and the middle circle can intersect each other to meet the different needs of various consumers.

The outer circle of cultural resources involves more agricultural products that are material products, intangible cultural heritage that expresses the folk culture, and unique forms of folk arts and crafts. Anyang is rich in folk activities and excellent products, including sacrificial music and dance, Yangge dance, folk tours, and other non-genetic inheritance, and folk craft products, such as wheat straw painting, inner yellow silk, willow weaving, embroidery, dough sculpture, walnut, chestnut, jujube. In addition, local products such as hawthorn and vermicelli, as well as specialty foods, such as Daokou roast chicken, flat noodle dish, fried blood cake, and skin slag, as a beneficial supplement to the inner circle and the middle circle, will enrich the types of cultural resources in Anyang and satisfy the spirit of consumers. At the same time, it can meet the material needs of consumers more diversely, making Anyang Yinxu more grounded.

5.2 Establish a variety of cultural formats with Yin Shang culture as the core

1) Scenic spot self-improvement

Yinxu Cultural Heritage Park has a single industrial structure and a simple operation mode. The transformation and upgrading of industrialization is the development trend. The premise of changing and upgrading traditional industries is to be driven by creativity and promote the cross-border integration of cultural industries. The display methods and explanations of the existing Yinxu cultural sites cannot bring visitors a good sense of experience. The release of consumers' cultural needs relies on the realization of Yinxu's industrialization, and the sustainable development of Yinxu's automation depends on the release of cultural conditions. Cultural heritage needs to be protected, and the future of protection depends on its integration with people's daily environment. Only when creativity is close to life can it have eternal industrial vitality.

The industrial upgrading and transformation of Yinxu should fully use the existing cultural resources, activate the declining elements, and turn the advantages of cultural resources into industrial advantages. The rich cultural resources of Yin Ruins will be fully integrated with advanced technology and innovation to create a new cultural format. Adopting the "culture + technology" model, the Yinxu Museum will be built. On November 23, 2020, the foundation stone laying ceremony of the Yinxu Museum in Anyang will be held. The total investment is about 1.06 billion yuan, covering an area of 268 acres and a building scale of 51,000 square meters. Thoroughly consider the needs of visitors' interactive experience. The "culture + tourism" model enhances the visiting experience of Yinxu Cultural Heritage Park, fully considers the needs of tourists for "clothing, food, housing, transportation, and entertainment," integrates Yin and Shang culture innovates cultural tourism service methods, and enriches cultural tourism service content. Expand the consumption carrier of cultural tourism to realize the economic growth of Yinxu cultural tourism services.

With the characteristics of "culture +," build the development pattern of Yinxu's large culture, actively promote the development of "culture + technology," "culture + tourism," and "culture + exhibition," realize the integrated development of business formats, and give Yinxu

Cultural Heritage Park new vitality with vitality. At the same time, the government, universities, enterprises, and other forces are assembled to jointly create an industrial research and development innovation model integrating production, education, and research, which is conducive to the implementation, transformation, and implementation of Yinxu cultural and creative achievements.

2) Industrial agglomeration with scenic spots as the center and culture as the core

The geographical advantage of cultural resources centered on Yin Ruins is sorted out through geographic circles, and the types of cultural resources centered on Yin Ruins are sorted out through the stratified pattern of cultural resources. The agglomeration of different industries strengthens the efficiency of industrial cooperation and enhances the strength of industrial development.

Industrial agglomeration refers to enterprises that produce a specific cultural product or provide a specific cultural service within a relatively large regional geographic space because they want to form a scale effect and reduce the waste of resources, so they spontaneously or purposefully gather together.

Yinxu cultural sites as the center, Yin Shang culture as the core to form industrial agglomeration, can strengthen the sharing of resources between enterprises of the same type and different industrial chain links, improve the ability and level of regional cooperation, reduce repetitive waste, and improve the efficiency of resource utilization. Moreover, to drive regional economic development, through the central force of Yin Ruins, areas that did not initially have relevant production conditions have been transformed into specific geographic spaces with the division of labor and efficient operation.

The cultural industry agglomeration area centered on Yinxu can bring a solid impetus to the urban development of Anyang. However, the key to industrial agglomeration is the division of labor and cooperation, forming the division of labor and cooperation between the cultural industry and the industries outside the cultural industry, resource sharing, and benefit sharing. In addition, a collaborative mechanism of risk sharing, forming a cultural, ecological chain centered on Yinxu.

The cultural industry agglomeration area is an organic production and living ecology integration. The regional

cultural industry circle model centered on Yinxu interprets the possibility of industrial agglomeration and accumulates strength for developing Anyang regional central city.

3) Create a Yinxu Cultural Brand

The Yinxu cultural site contains more than 200 years of history of the Shang Dynasty and is rich in cultural content. The key to the industrialization of cultural sites lies in cultivating unique cultural content and intellectual property rights of cultural content. Create the Yinxu IP, develop the resources of the core cultural content of Yinxu, and build an industrial chain extension model centered on the Yinxu cultural content.

The creation of Yinxu IP is the foundation of the industrialization process of Yinxu cultural relics, and it is the core competitiveness of Yinxu. Explore the depth of Yinshang culture and cultivate core cultural IP with the goal of long-term returns. 2018, a national cultural variety show, "National Treasure," was launched. With vivid stories, it interprets the legendary stories of the kings and queens of the Shang Dynasty thousands of years ago, and women became synonymous with heroines overnight. As an essential part of the Yin-Shang culture, the Yinxu Cultural Heritage Park has yet to use the women's good culture in the current development. Fu Hao, the queen of Shang Wang Wu Ding, deeply loves Wu Ding and his wife, which is a story of love in both ancient and modern times. As a woman, Fu Hao leads the army to fight, defeats the invasion from the West, and makes the Chinese culture not break down and continue. The heavy sacrifice of merchants and women shows her essential status in society then, and so on. These can be used as the source of stories for branding Yinxu cultural sites by creating Yinxu IP, using Yinxu IP to support the long-term development of the industrialization of Yinxu cultural relics, enabling products to obtain higher added value through Yinshang culture, turning ordinary products into cultural products, and shaping the brand of Yinxu cultural relics through the continuous development of the brand operation to achieve long-term economic growth objectives.

The operating model of Disney in the United States is a typical IP-based copyright operation system. Movies, games, theme parks, theme hotels, cultural and creative products, and stage plays are derivatives of Disney IP in different fields. Due to the continuous and robust IP support, Disney has a

solid worldwide industry chain. Taking IP development as the core, comprehensively coordinating and designing related industry chains, continuously extending the length of the industry chain, constantly exploring the synergistic advantages and scale effects of mixed media, increasing application scenarios, increasing consumption frequency, and expanding user scale, does Disney represent the United States—an essential copyright operation model in the film and television industry.

The industrial development of Yinxu cultural sites should learn from Disney's operation model, revitalize the silent Yinshang cultural resources, let culture enter people's lives through artistic and creative design, and convey culture subtly and silently.

6. Reflective analysis

6.1 Applying Scenario Theory

Professor Clark of the Department of Sociology at the University of Chicago proposed the scene theory: using elements such as living and cultural facilities, cultural activities, and traditional elements and capital to form a unique scene and the aesthetic taste, values, lifestyle, and experience contained in the scene, and so on, to attract talents, and then use the method of building cultural scenes to stimulate cultural consumption to promote economic growth and social development in the region.

Integrating culture into modern life is a means of innovation and inheritance. Integrating cultural elements with life scenes through design innovation, on the one hand, provides new ideas for industrial innovation and integration, and on the other hand, provides an effective way to improve people's quality of life and enhance people's cultural spirit.

The industrialization development of Yinxu in Anyang should fully consider the application scenario theory, create an immersive scenario experience mode, and enrich the tourist experience.

6.2 Application of Circle Theory

Putting Anyang Yinxu into the center of the circle theory, sorting out its cultural resources, and establishing a regional development network centered on Yinxu will help the development of Anyang Yinxu's diversified integration and formulate relevant industrial policies. The diversified integration of Yin Ruins in Anyang can promote innovation, and sufficient innovation can accelerate industrial

agglomeration. The large-scale agglomeration of Yin Ruins brings about the extraordinary development of Anyang's cultural industry. Based on the circle theory, construct the development framework of Anyang's cultural industry, moderate government intervention, do an excellent job in top-level design, accelerate integration with innovation, promote agglomeration with integration, and use policies to guide the development direction and specify the development path.

6.3 Decentralized network development model

Casters pointed out that in developing the company's organizational situation, especially the transformation from the traditional hierarchical organizational structure to the decentralized work unit, the company has become a network, and the responsibility of the core layer of the company is to ensure adequate communication within the network. Culture continues to become the center of modern social life because people's leisure time has increased, and consumer culture has pervaded all developed industrial economies. The cultural industry has had this network form for most of the era of compound specialization. With Yin Ruins as the core, build an Anyang cultural industry development network, and place Anyang cultural industry in the development network of Henan cultural industry and even the national cultural industry, increase the disposable income of the people, increase the leisure time of the people, and promote the development of the cultural industry and cultural production more comprehensive.

References:

- Allen-J-Scott. (2018). *Urban Cultural Economics*. Renmin University of China Press.
- Bi Jian. (2009). The connection between history and modernity—See the development of Anyang's tourism industry from the success of Yin Xu's "applying for world heritage." *Journal of Anyang Institute of Technology*, (01): pp. 51–54.
- Chen Shaofeng. (2020). *Forty years of Chinese cultural industry*. Zhejiang Gongshang University Press.
- Dominic-Ball, Allen-J-Scott. (2016). *Cultural Industry and Cultural Production*. Shanghai University of Finance and Economics Press.
- Fan Zhou. (2019). *New Thoughts on Major Issues in China's Cultural Industry*. The Commercial Press.
- Liang Jun. (2016). *Regional Cultural Industry Upgrading Mechanism and Path*. Guangxi Normal University Press.

- Li Jianjun. (2011). Research on the Protection and Development of World Cultural Heritage——Take Anyang Yin Ruins as an Example. Sichuan Normal University, doi: 10.7666/d.y1875138.
- Lu Jiajie. (2010). Research on Tourism Development Countermeasures of Anyang Yinxu. Northwest University, doi: 10.7666/d.y1679388.
- Meng Xiao, Liu Aixiang. (2015). Analysis of the Mode and Countermeasures of Cultural Heritage Industrialization Protection and Development. Shandong Social Sciences, (05): pp. 181–186.
- Research Group of Henan Academy of Social Sciences, Wei Shaosheng, Li Lixin, Yang Bo, Guo Hairong. (2017). Analysis and Prospect of Henan Cultural Development from 2016 to 2017. Journal of Henan Institute of Education (Philosophy and Social Science Edition), 36(03): 24-37.
- Si Guangran. (2010). Research on the Communication Path of Cultural Tourism Information under the Model of Circular Diffusion——Taking the Current Situation of Cultural Tourism Information Communication at Yin Ruins in Anyang as an Example. Northern Media Research, (01): pp. 83–92.
- Wang Dan. (2013). Research on China's Cultural Industry Policy and System Construction. Northeast Normal University.
- Wang Jingfang. (2017). Problems and Countermeasures in the Development of Cultural Tourism Industry in Anyang City. Science and Technology Innovation Herald, 14(04): 254–256.
- Wei Shaosheng. (2017). Henan Cultural Development Report 2017. Social Science Literature Publishing House.
- Wen Huisheng. (2018). Reclassification of the cultural industry, new business forms become new growth points. Science and Technology Think Tank, (09): pp. 69–75.
- Xu Peng. (2011). From Cultural Resources to Cultural Industry: Path Analysis of Anyang Historical and Cultural Resources Development. Central China Normal University.
- Yan Xiaoya, Quan Lizhi. (2020). Strategies for Improving the Multidimensional Value of Cultural Tourism in Pingyao Ancient City. Journal of Xinzhou Normal University, 36(05): 87-90.