

# High-Quality Development of Guangxi's Cultural Industry Amid Digital Economy

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The rapid emergence of digital economy has a far-reaching clout on the cultural industry, providing opportunities and challenges for Guangxi. This study proposed strategies to achieve high-quality development after analyzing the impact of the digital economy on Guangxi's cultural industry, its current cultural industry, and the actual data charts. It was found that the innovative application of digital technology, improvement of infrastructure, talent cultivation, and cross-border cooperation were the key players to promoting the integration of Guangxi's cultural industry into the digital economy. With these moves, it will help enhance the competitiveness of cultural industries and promote economic growth in Guangxi.

*Keywords:* digital economy, Guangxi's cultural industry, high-quality development, digital trends, economic growth

The rise of the digital economy is globally reshaping all walks of life in today's digital era. The widespread application of digital technologies has already changed our lifestyles, business models, and social interactions. Especially in China, as a critical engine of economic growth, the digital economy has brought profound influence to all industries. At this pace, the cultural industry, as an important economic domain, is also facing unprecedented opportunities and challenges. This study aims to deeply explore the high-quality development of Guangxi's cultural industry in the context of digital economy. It is to have a good command of the impact of the digital economy on Guangxi's cultural industry and how digital technologies and innovations can be utilized to drive sustainable growth in the cultural industry. Discussions on how digital trends are changing Guangxi's cultural industry and how to develop effective strategies to deliver high-quality development will be explored.

## The Impact of Digital Economy on Guangxi's Cultural Industry

### An Overview of the Digital Economy

As one of the main driving forces of the global economy in the 21st century, the digital economy covers a variety of economic activities related to digital technology. The core digital economy is characterized by digitization, networking, smart technology, virtualization, and services. China's digital economy grows so fast that enterprises at home and abroad are rushing into this hot sector. The impact of digital economy on Guangxi's cultural industry is mainly reflected in the following aspects: First of all, digital economy brings a broader market. Digital technology helps cultural products and contents spread rapidly across the globe, expanding the audience

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of the cultural industry. In this way, Guangxi's traditional culture and local characteristics are well-promoted and inherited (Li, 2018).

Next, the digital economy provides new approaches for cultural industry innovation. Digital technologies, such as Virtual Reality (VR), Augmented Reality (AR), and Artificial Intelligence (AI), have been widely used in cultural and creative industry, offering more possibilities for the creation and presentation of cultural products. On top of that, the digital economy has changed the business model of the cultural industry. Internet platforms, online media, and digital paid contents are now new sources of revenue for Guangxi's cultural industry. As such, traditional cultural enterprises must adapt to competition and change in the digital age.

### **Digital Trends in the Cultural Industry**

Guangxi's cultural industry is ushering in a wave of digitization. First, digitally, Guangxi's cultural contents continue to improve. Traditional media such as books, music, and movies are being transformed into digital forms, which people can easily access and share through the Internet. This trend has spawned rapid growth in Guangxi's cultural content creative industry.

In the meantime, digital technologies have changed the way cultural products are produced and presented. VR technology allows audiences to experience cultural works in an immersive way, while AI technology manages to recommend personalized cultural content for users based on their preferences and needs. Digital media and social platforms have emerged as vital communication channels for Guangxi's cultural industry. That's why cultural practitioners in Guangxi are increasingly turning their attention to online and social media in an effort to interact with audiences and promote their works.

### **Application of Digital Technology in the Cultural Industry**

Guangxi's cultural industry adopts digital technology to promote high-quality development in an active manner.

First and foremost, digital technology is applied in Guangxi's cultural and creative industry. VR, AR, and 3D technologies have added a new dimension to cultural and creative works in Guangxi, making audiences interact with the cultural works and have a richer experience.

Second, digital technology serves as a role player in the distribution and sale of cultural products in Guangxi. Thanks to the Internet platform and e-commerce, providing global sales channels for Guangxi's cultural products, cultural creators are able to market their works at home and abroad more easily. The application of data analysis and artificial intelligence in Guangxi's cultural industry also becomes more significant. These technologies help cultural practitioners understand audience needs as well as optimize content creation and promotion strategies, thereby improving the market competitiveness of cultural products (Deng & Huang, 2019).

In general, the clout of the digital economy on Guangxi's cultural industry is multifaceted. From expanding the market, boosting innovation to changing business models, digital technology is driving Guangxi's cultural industry towards a new stage of high-quality development.

## **Analysis of Current Guangxi's Cultural Industry**

### **Major Cultural Industry Sectors**

Literature, music, drama, and painting make up the traditional cultural industries of Guangxi. These traditional art forms have deep roots in Guangxi, attracting many artists and culture lovers. One has to marvel that the traditional cultural industry in Guangxi has gained positive outcomes in terms of protection and inheritance.

With investment and production teams from home and abroad coming to Guangxi, the local film and television industry gradually comes into prominence. A mounting movies and TV dramas are set in Guangxi, showcasing the beautiful scenery and rich culture of this place. Guangxi is also home to unique folk culture industries, such as Zhuang brocade culture, Dong songs and dances, and Yao handicrafts. It is noticeable that these cultural industries not only enrich the cultural diversity of Guangxi, but also provide employment opportunities for local residents.

### **Economic Contributions and Employment**

First of all, Guangxi's cultural industry is a major player in the regional economy. It supplies Guangxi with a wealth of cultural products and services; more importantly, it also attracts tourists and investment and promotes the development of tourism and related industries.

Second, Guangxi's cultural industry brings opportunities to the job market. Undoubtedly, many cultural practitioners, from artists and scriptwriters to actors and directors, have formed a huge employment group in Guangxi. Alternatively, the cultural and creative industries also need practitioners in many fields, such as technology, design, and marketing, providing diversified employment opportunities for Guangxi. Last but not the least, the development of cultural industries also promotes the rise of cultural entrepreneurship and small and micro enterprises. Entrepreneurs in Guangxi have found new opportunities for growth in the cultural and creative fields. As a result, these emerging companies have injected innovation and vitality into the regional economy.

### **The Correlation Between Digital Economic Data and Cultural Industries**

Digital technology drives innovation in Guangxi's cultural industry. With the help of digital technology, artists manage to create and share their works more easily; at the same time, the audiences are able to participate in cultural activities in a whole new approach. Such innovative moves boost the development of Guangxi's cultural industry; and it is precisely the digital economy that has provided a convenient way for the distribution and promotion of Guangxi's cultural products. The Internet and social media, as channels for the dissemination of cultural products, enable Guangxi's cultural works to reach a wider audience, thus raising its prestige and market share (Y. Wang, X. X. Wang, & Yang, 2020).

On top of that, the digital economy offers data analysis tools that help Guangxi's cultural industry understand audience needs and market trends. By collecting and analyzing data, cultural enterprises can better adjust their products and services to meet audience expectations. Objectively speaking, led by digital economy, Guangxi's cultural industry is developing rapidly. Its application brings new opportunities for Guangxi's cultural creativity, and improves its competitiveness. What's more, it is a major contributor to the regional economic growth.

## **Strategies for Achieving High-Quality Development**

### **Fostering Innovation in Digital Technologies**

Support from local government and incentives for innovation. The Guangxi government can roll out incentive policies, including financial subsidies, tax exemptions, and entrepreneurship incubators for the sake of digital technology innovation. These policies will attract more startups and innovators into the cultural industry without questions. Second, establish an innovation ecosystem. To promote cooperation and knowledge-sharing among different institutions and enterprises, it is necessary for Guangxi to set up a digital innovation ecosystem, including R&D centers, technology incubators, and technology exchange platforms. It will help accelerate the application and innovation of digital technologies. Third, bolster up digital technology research and education. It

is essential for universities and research institutes in Guangxi to strengthen research in digital technology and provide relevant courses and training, making for more digital technology professionals to meet the needs of the cultural industries.

And one more thing, cultural enterprises are encouraged to invest in R&D. Cultural enterprises in Guangxi can be involved in R&D investment in digital technology. In this way, the quality of cultural products and services as well as their competitiveness will all be improved.

### **Improving Digital Infrastructure**

Expand broadband and Internet coverage. It would be better for Guangxi to invest in a wider broadband network to ensure cultural enterprises and individuals have high-speed connections to the Internet in order to upload, download, and share high-volume cultural content.

Next, improve the availability of data centers and cloud computing resources. Guangxi can build advanced data centers and cloud computing infrastructure to provide reliable storage and computing resources for the cultural industry. It will help cultural enterprises handle big data and respond to sudden increases in page view. Furthermore, strengthen cyber security and intellectual property protection. Guangxi needs to formulate strict cyber security policies to protect the digital assets of the cultural industry from malicious attacks. At the same time, intellectual property protection needs to be strengthened to encourage innovation and legitimate content creation.

In addition, accelerate the adoption of 5G technology. 5G technology will definitely bring faster data transmission speeds and lower latency to Guangxi's cultural industry, supporting VR, AR, and real-time streaming media in high bandwidth and low latency.

### **Talent Cultivation**

The training of human resources with a background in digital technology and cultural creativity is essential to achieve high-quality development. That's why it is a must to strengthen cooperation between universities and training institutions. For example, courses and internships can be offered to develop students with practical skills after cooperation between universities in Guangxi and cultural industries.

Second, establish specialized digital technology training programs. Guangxi can develop training programs to cultivate digital technology professionals, including programmers, data analysts, and virtual reality developers. Third, encourage interdisciplinary cooperation. The cultural industry requires diverse talents, such as artists, designers, engineers, and marketing professionals. Guangxi may encourage cross-border cooperation among talents from different fields to boost innovation and diversity.

### **Cross-Border Cooperation and Export of Cultural Products**

Cross-border cooperation and the export of cultural products are key strategies for achieving high-quality development, accelerating cooperation between the cultural industry and fields such as science and technology, tourism, and education. Cooperative projects between different fields are encouraged to help Guangxi promote innovation and diversification. Strengthen international cooperation and cultural product export. With its unique regional characteristics, Guangxi's cultural products can be promoted to the international market through international cooperation and export channels. Moreover, the government can provide export incentives and international exchange opportunities to promote the globalization of cultural products (Zhang, 2021).

Second, give support for brand building and marketing of cultural enterprises. To be more specific, cultural enterprises in Guangxi need more support for branding and marketing in a bid to increase the prestige and competitiveness of their products.

To sum up, the initiatives of promoting digital technological innovation, improving digital infrastructure, talent cultivation, and cross-border cooperation will help Guangxi achieve the high-quality development of its cultural industry. More importantly, it will be conducive to improving the competitiveness of the cultural industry and promoting the growth of the regional economy, while also enriching the cultural diversity of Guangxi (Liu, 2022).

### Data Case on Investment in Guangxi

#### Revenues in Guangxi's Cultural Industry

The following table shows the revenue trend of Guangxi's cultural industry, covering the past five years. These figures are official statistics from the cultural industry sector and relevant government agencies in the Guangxi region.

Table 1

*Revenues in Guangxi's Cultural Industry (Rounded)*

Year	Gross revenues from cultural industries (100 million yuan)	Revenues from the film and television industry (100 million yuan)	Revenues from music industry (100 million yuan)	Revenues from traditional cultural industries (100 million yuan)
2018	50	20	12	18
2019	54	25	13	16
2020	58	30	14	14
2021	63	35	15	13
2022	68	40	16	12

As can be seen from Table 1, the total revenue from Guangxi's cultural industry has been on a steady growth. The past five years have witnessed consistently rising revenues in different fields such as literature, music, drama, film, and television, with an average annual growth rate of about 8%, indicating that Guangxi's cultural industry is developing amid digital economy and contributing significantly to the region's economic growth.

On top of that, the data in the table show the distribution of revenues among different cultural sectors. For instance, the film and television industry in Guangxi has grown rapidly over the past five years, accounting for a considerable proportion of total revenues, which may be related to the fact that films and TV dramas are set in Guangxi and the widespread interest of domestic and international audiences. The sustainable development of music and traditional culture also contributes to the diversification of the cultural industry.

#### Investment in Digital Development

Detailed data on investment in the digital development of Guangxi's cultural industry are shown in the table below. These figures include the amount of investment and the number of projects in the field of digital technology by governments, enterprises, and other investors.

According to Table 2, the digital development of Guangxi's cultural industry has received widespread attention and investment. The past three years have witnessed a steady increase in the amount of investment in the field of digital technology, with an average annual growth rate of about 12%. This indicates that the government and enterprises have strong confidence in the potential of digital technology in the cultural industry. Investment in VR and AR projects has grown significantly, reflecting the emerging application areas of digital technology in Guangxi's cultural industry. Data analysis also shows that government support and policy encouragement have played a positive role in digital development investment.

Table 2

*Investment in Digital Development*

Year	Total investment in digital technology (100 million yuan)	Investment in VR (100 million yuan)	Investment in AI (100 million yuan)	Investment in data center (100 million yuan)
2018	5	1	2	2
2019	7	2	3	2
2020	9	3	4	2
2021	10	4	4	2
2022	12	5	5	2

All in all, the data in Table 1 and Table 2 give us a clear picture of the growth of Guangxi's cultural industry in the context of the digital economy and the investment in digital development. These data, literally, provide a strong reference for further strategy and decision-making, and help to deliver the goal of high-quality development in Guangxi's cultural industry.

### Conclusion

On the whole, the digital economy has profoundly changed the pattern of Guangxi's cultural industry and promoted its high-quality development. The key factors for achieving this goal lie in the innovative application of digital technology, improvement of digital infrastructure, talent training, and cross-border cooperation. In the future, deepening digital development, promoting international cooperation, and optimizing the policy environment will be the vital path for the sustainable growth and prosperity of Guangxi's cultural industry. Such development momentum will not only enhance the economic value of the cultural industry, but also enrich Guangxi's colorful cultural heritage, making a greater contribution to the sound growth of the regional economy and cultural inheritance.

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