

Role of Art Management and Philosophy in the Sustainable Development of Cultural Industries

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Abstract: Sustainable development of the CI (DOCI) refers to the healthy development and long-term stability of the cultural industry (CI) itself, while protecting cultural diversity, promoting economic growth and social development. Art management and philosophy are two essential components in the sustainable DOCI. Art management provides comprehensive services and support to cultural enterprises through specialized management methods, thereby promoting the production and innovation of cultural products. In contrast, philosophy pays more attention to the value concepts and empirical wisdom of the CI, and proposes deep thinking on the DOCI through speculation and exploration, providing new guidance and ideas for the sustainable DOCI. Therefore, when formulating and implementing CI policies, the government should fully recognize the role of art management and philosophy in the CI, in order to make greater contributions to the sustainable DOCI. **Purpose:** In this article, the role of art and philosophy in the sustainable DOCI was studied. **Method:** By using the indicator of industrial synergy, the role of art management and philosophy in the CI was studied. **Result:** The results showed that from 2011 to 2020, the cooperation between art and books, film and television, and online cultural industries continued to strengthen, with the synergy between art and books, film and television increasing from 0.28 to 0.74 and 0.24 to 0.88, respectively, and the synergy with online culture increasing from 0.26 to 0.96. At the same time, the synergy between philosophy and the books, film and television, and online cultural industries has also been increasing year by year. The synergy between philosophy industry and books, film and television has increased from 0.25 to 0.86 and 0.24 to 0.80, respectively, while the synergy with online culture has increased from 0.26 to 0.65. **Conclusion:** This indicates that the cooperation model between art management, philosophy, and various cultural industries is constantly improving, and this trend of collaborative development helps to accelerate the DOCI, thereby promoting the sustainable development process of the entire CI.

Keywords: CI, Art Management, Philosophy Industry, Sustainable Development

1. INTRODUCTION

The CI is a comprehensive economic system with culture as the core and

cultural products and services as the main body, and has become an important economic growth point and employment creation source for many countries. However, with the rapid development of the social economy and the increasing spiritual needs of people, the CI is also facing the problem of how to achieve sustainable development. Under this background, how to maintain cultural diversity, give consideration to the mutual promotion of cultural values and economic benefits, and promote industrial technological innovation, management mode innovation and talent training at the same time has become the core issue of sustainable development of cultural industries. This needs to be further explored and reflected on in order to achieve consensus and goals for the sustainable DOCI. Based on reviewing relevant materials, the following scholars' research on the CI are listed. Lin pointed out that in current society, the pursuit of enhancing cultural soft power and the development of sports are closely related to the economy (Lin et al., 2022). However, there is relatively little research on the consumption of sports cultural products and the development of the sports CI, and the impact of social psychological regulation on the entire sports CI has been ignored. Therefore, he explored the relationship between social psychological regulation, consumption of sports cultural products, and the development of the sports CI, established a relationship model between them, and conducted enhanced unit root tests and cointegration tests, which help policy makers design favorable policies. Shao Lu explored the government's budget allocation in the entertainment and cultural sectors, as well as the impact of socio-economic factors on environmental sustainability (Shao et al., 2022). The results indicated that a combination of government funding and socio-economic factors could reduce carbon emissions and promote awareness and satisfaction of the environment in the entertainment and cultural industries. These results imply that the government should increase budget allocations appropriately to promote environmental performance and generate positive spillover effects. Ngo T used the input-output table method to measure the contribution of the CI to economic growth and revealed the relationship between the CI and other sectors of the economy (Ngo et al., 2019). The results showed that although the contribution of cultural product consumption to the economy is smaller than that of other sectors, the contribution of cultural consumption to economic growth is quite high. In addition, the dispersion index of the CI was high in 2012 and 2016, indicating that the CI has a significant impact on the overall economic value added. Sedgman Kirsty explored the issues involved in evaluating audience responses through discourse methods in collaboration

with cultural organizations. He pointed out the pressure faced by audience research to generate his own sustained audience evaluation (Sedgman, 2019). It solves the difficulty of understanding the reception and aesthetic experience of live performances, and first positions these three operations in the context of knowledge exchange between scholars in higher education institutions and the creative industry sector. The above research topic has studied the CI from multiple directions, which has certain reference value for the research work of this topic. After consulting the materials, the following research literature on the CI and its sustainable development was found. Zheng Xinzhu advocated for integrating social and natural sciences to address the challenges of sustainable development goals, but cultural factors of individuals and groups still pose challenges (Zheng et al., 2021). He explored sustainable development goals related to cultural values and found that cultural characteristics are associated with achieving 79% of sustainable development goals. Empirical understanding suggests that cultural values can explain up to 26% of the differences in achieving sustainable development goals. Therefore, in scientific communication and policy design, it is necessary to consider cultural backgrounds and differences, and develop interdisciplinary solutions to address the challenges of sustainable development. Wiktor-Mach Dobrosława introduced the subtle role of culture in the United Nations sustainable development agenda and mentioned UNESCO's contribution (Wiktor-Mach, 2020). He pointed out that the sustainability agenda of the CI greatly expands the potential role of cultural factors, not only in reducing poverty and meeting human needs, but also as a unique dimension and driving force for sustainable development. After carefully reading the above article, it can be understood that the research of the above scholars provides a good direction for the research of this topic. This article studied the role of art management and philosophy in the sustainable DOCI. The research results indicate that the cooperation and collaborative development between art, philosophy, and the CI are constantly strengthening, which helps to accelerate the DOCI and promote sustainable development. The innovation of this article lies in the use of a comprehensive evaluation index system for sustainable development, which evaluates and analyzes the sustainable DOCI, making the research results easier to read.

2. CI AND ITS SUSTAINABLE DEVELOPMENT

2.1 General Process of Sustainable Development of CI

The sustainable DOCI refers to promoting the long-term stable DOCI

through the protection, inheritance, and innovation of cultural heritage, while taking into account economic, social, environmental and other interests (Colombo, 2018; Roscoe et al., 2019). This includes work on the ecological environment construction of the CI, optimizing the structure of the CI, improving the quality of cultural products, and promoting the internationalization of the CI. The general process for the sustainable DOCI is as follows:

(1) Developing relevant policies: The government's support and guidance for the CI is one of the important guarantees for the sustainable DOCI (Fan & Xue, 2020; Tarlow, 2020). The formulation of policies needs to fully consider the characteristics and needs of different cultural industries in order to achieve the best results. The following are several common CI policies:

Cultural and Creative Industry Policy: The government can introduce relevant policies to support and encourage the development of cultural and creative industries, such as providing financial and tax support, financing support, patent technology support, etc. Intellectual property protection policy: Intellectual property is crucial for the DOCI. The government can introduce relevant policies to strengthen the protection of intellectual property rights and encourage the CI to actively apply for intellectual property protection.

(2) Strengthening cultural education: Providing a good cultural and educational environment can cultivate more and better practitioners, and also increase public awareness and understanding of culture, thereby promoting the DOCI (Coulter, 2021; He, 2018). Therefore, it is necessary to strengthen the cultural literacy improvement and related training for practitioners and the public. The following are several ways to strengthen cultural education:

Enriching public cultural activities: The government can enhance the experience of public cultural education, such as organizing exhibitions, performances, concerts, and other cultural activities, and improve the public's sense of cultural participation and cultural literacy through visits, experiences, and exchanges. Increase popular cultural courses: The government can promote and offer popular cultural courses such as calligraphy, literature, music, etc. These courses not only cultivate the public's interest in culture, but also provide more talent reserves for the CI.

(3) Exploring cultural value: Exploring cultural value is one of the important means to promote the sustainable DOCI. The CI contains rich historical and cultural connotations, and the excavation and inheritance of these intrinsic value are crucial to promoting the DOCI. Here are several

ways to discover cultural value:

Excavating historical and cultural heritage: Historical and cultural heritage is an important component of the CI. The government can strengthen the protection of historical and cultural heritage and promote its excavation and utilization. For example, the construction of characteristic towns and the development of cultural tourism. **Inheriting folk culture:** Folk culture is an important component of the CI, with unique regional and ethnic characteristics. The government can promote the inheritance and development of folk culture by organizing folk cultural festivals, collecting, organizing, and protecting folk cultural traditions.

(4) **Promoting green CI:** The green CI is a CI with the theme of environmental protection, covering various cultural products and services. It can promote the improvement of the ecological environment, enhance public health and quality of life, and also meet the current pursuit of sustainable development in society. Here are several ways to promote the green CI:

Supporting environmental art creation: Art works are an important component of the CI. The government can strengthen support and guidance for environmental art, promote the combination of environmental awareness and artistic creation, and encourage the creation and display of environmental themed works. **Guiding environmental consumption:** The government can guide the public to pay more attention to the consumption of green cultural products and services through various means, such as conducting environmental cultural brand selection activities and promoting environmental cultural products. The general process of sustainable DOCI is shown in Figure 1.

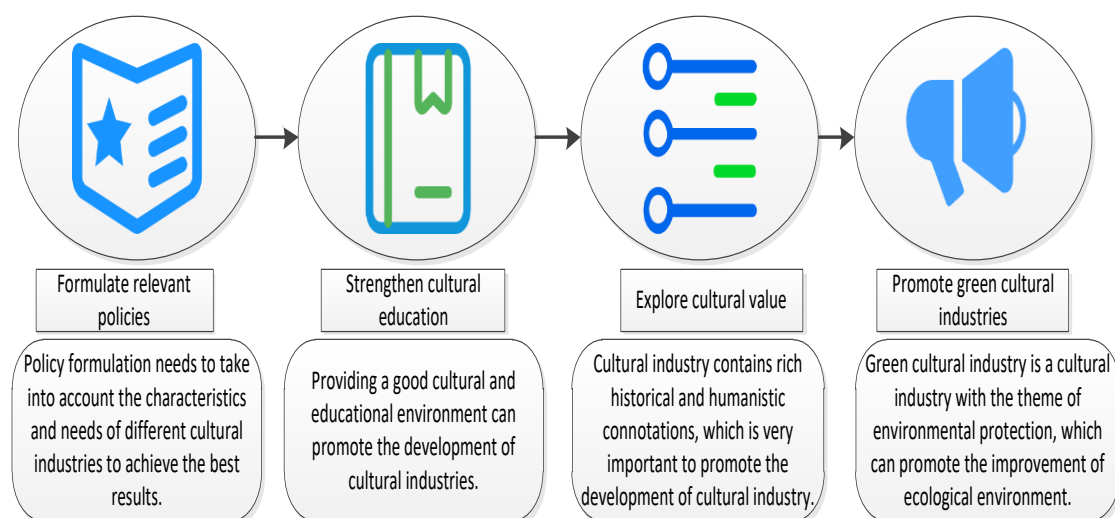


Figure 1: General Flowchart of Sustainable DOCI

2.2 Main Classification of Cultural Industries

The sustainable DOCI refers to the stable growth of the CI and the long-term sustainability of social and economic benefits through the integration of cultural resources, exploration of cultural value, and innovation of cultural products, based on the protection and inheritance of traditional culture (Huh & Lee, 2020; Sun et al., 2022). Its purpose is to meet the growing spiritual and cultural needs of people, promote the innovative development of cultural and creative industries, and promote the coordination, health, and sustainability of national economic and social development (Zhong et al., 2020). According to the nature and characteristics of cultural products, the CI can be divided into the following main categories:

(1) Book and culture industry: As a cultural carrier, books are the crystallization of human wisdom and have extensive cultural value. Through the publication and dissemination of books, various cultural forms can be effectively promoted. Secondly, the book culture industry is an important component of the cultural and creative industries in the new era, and is one of the key industries for creating a knowledge economy and digital economy. By innovating the content and form of books, new market demands can be cultivated and the improvement of the ideological, artistic, and cultural levels of the entire society can be promoted. Furthermore, the book and CI can inject new vitality into social and economic development, create job opportunities, and drive the development of related industrial chains.

(2) Film and television CI: The film and television CI refers to cultural creation, production, dissemination, and consumption activities in the form of media such as movies and television, and is one of the important fields of the CI. It has a wide range of social, cultural, and economic values, playing an important role in promoting cultural development, social progress, economic growth, and job creation. Firstly, the film and television CI is of great significance for the innovative development of the cultural and creative industries. As a typical cultural product, film and television can resonate with a large audience by expressing life, reflecting society, and shaping characters, promoting cultural innovation and the development of creative industries. Secondly, the film and television CI can also bring considerable economic benefits to the country and contribute to the development of the entire national economy.

(3) Network culture industry: The online CI refers to the cultural and

creative industry based on the Internet and digital technology, including various forms of digital content creation, dissemination, promotion, and consumption activities such as videos, music, games, literature, comics, and animations. The online CI is an important component of cultural innovation and market economy development in the information age, and has had a profound impact on social and economic development. Through the characteristics of digital technology and online media, the online CI has a wider audience, more precise marketing, and lower communication costs, providing a first mover advantage for business model innovation and economic growth. Furthermore, the online CI can also bring opportunities for intellectual output and cultural exchange to society, enhancing national cultural soft power and international competitiveness.

3. COMPREHENSIVE EVALUATION INDEX SYSTEM FOR SUSTAINABLE DEVELOPMENT

In the indicator system, the data indicators selected for the secondary indicator system are divided into two categories: positive indicators and negative indicators. The development goal corresponding to positive indicators is the larger the better type; The development goal corresponding to negative indicators is the smaller the better type. To eliminate the impact of different indicator dimensions on the calculation results, the min max standardization method is first applied. Formulas are used to standardize raw data:

$$\hat{x} = \begin{cases} \frac{x_i - \min(x_i)}{\max(x_i) - \min(x_i)} \\ \frac{\max(x_i) - x_i}{\max(x_i) - \min(x_i)} \end{cases} \quad (1)$$

Among them, x_i is the raw data of the i -th indicator, and $\max(x_i)$ and $\min(x_i)$ are the maximum and minimum values of the i -th raw data.

Then, various indices are calculated. Firstly, the cultural index is calculated:

$$f(x) = \sum_i^n \alpha * x_i \quad (2)$$

The art index is calculated:

$$g(y) = \sum_i^n \beta * y_i \quad (3)$$

The philosophical index is calculated:

$$m(z) = \sum_i^n \gamma * z_i \quad (4)$$

Among them, α , β , and γ respectively represent the weights of various

indicators in the cultural, artistic, and philosophical systems.

Finally, the degree of synergy is calculated as a measure of the synergy between art and culture, using the following formula:

$$D_1 = \frac{f(x)*g(y)}{\left[\frac{f(x)+g(y)}{2}\right]^2} \quad (5)$$

Similarly, the specific formula for measuring the synergy between philosophy and culture is as follows:

$$D_2 = \frac{f(x)*m(z)}{\left[\frac{f(x)+m(z)}{2}\right]^2} \quad (6)$$

The value range of this function is between (0, 1). If the value is closer to 1, then its synergy is higher. Conversely, if the value is closer to 0, then it indicates a serious imbalance in development.

4. EXPERIMENT ON SUSTAINABLE DEVELOPMENT OF CI

Art management and philosophy play important roles in the sustainable DOCI, and this section of research focuses on these two areas. Firstly, it is necessary to determine the type of collaboration in the CI. By determining the type of collaboration in the CI, the various cooperation modes within the CI ecosystem can be better understood, and then the role of art management and philosophy in these collaboration modes is explored. The specific information is shown in Table 1:

Table 1: Determination of Types of CI Collaboration

Synergy Type	Broad Heading	Collaborative Degree
Industrial	High Quality Collaboration	0.90-1.00
Development is	Good Coordination	0.80-0.89
Sustainable	Intermediate Collaboration	0.70-0.79
	Primary Collaboration	0.60-0.69
The Sustainable	Mild Dysregulation	0.40-0.59
Development of the	Moderate Dysregulation	0.20-0.39
Industry is Hindered	Moderate Dysregulation	0.00-0.19

Through the information in Table 1, the relationship between the degree of cooperation in the CI and the development status of the industry can be understood. If the degree of cooperation is high and the industry is sustainable, it is high-quality collaboration (0.9-1), while if the degree is good but the sustainability is weak, it is good collaboration (0.8-0.89); If the degree of cooperation is moderate but sustainable, it belongs to moderate coordination (0.7-0.79), while if the degree of cooperation is

weak but sustainable, it belongs to primary coordination (0.6-0.69). If the degree of cooperation and DOCI are hindered, it is necessary to consider the sustainability of the industry. Mild regulatory disorders range from 0.4 to 0.59, moderate regulatory disorders range from 0.2 to 0.39, and severe regulatory disorders range from 0 to 0.19.

In order to conduct in-depth research on the role of art management and philosophy in the sustainable DOCI, it is necessary to study the changes in the synergy of the CI. Specifically, the focus can be on the changes in synergy between the art industry, book and cultural industries, film and television cultural industries, and online cultural industries from 2011 to 2020. The detailed data is shown in Figure 2.

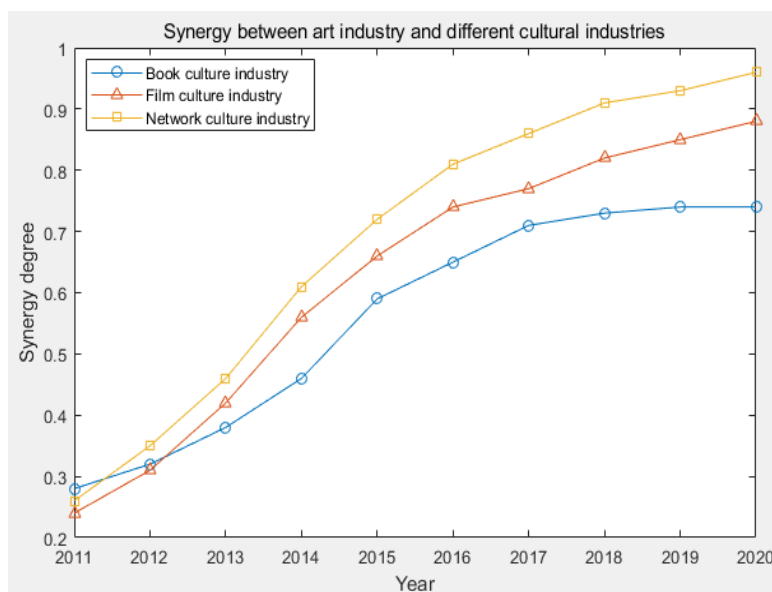


Figure 2: Changes in the Synergy Between the Art and Cultural Industries

According to the data in Figure 2, during the period from 2011 to 2020, the synergy between the art industry and the book culture industry, film and television culture industry, and online culture industry has shown an increasing trend year by year. Specifically, the synergy between the art industry and the book culture industry increased from 0.28 to 0.74, the synergy with the film and television culture industry increased from 0.24 to 0.88, and the synergy with the online culture industry increased from 0.26 to 0.96. These data indicate that in the process of sustainable DOCI, the cooperation mode between different sub industries has been improved and enhanced, and art management has played an important role in it. This trend of collaborative development helps to promote communication and cooperation between the art industry and other cultural industries, promote innovation and development of cultural products, and thus promote the sustainable development process of the entire CI. Similarly, the detailed

data on the synergy between the philosophical industry and various cultural industries is shown in Figure 3.

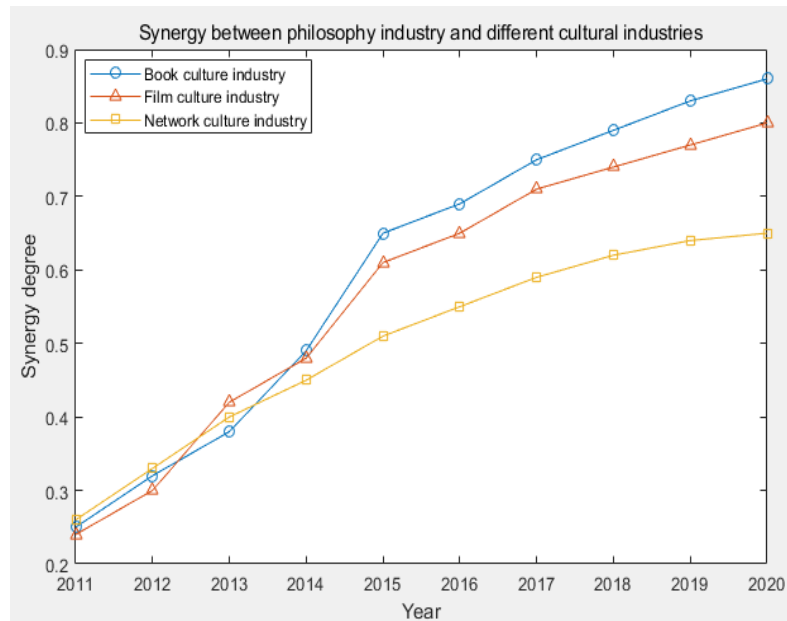


Figure 3: Changes in the Synergy between Philosophy and the CI

According to the data in Figure 3, the synergy between the philosophy industry and the book culture industry, film and television culture industry, and online culture industry showed an increasing trend year by year during the period from 2011 to 2020. Specifically, the synergy between the philosophy industry and the book culture industry increased from 0.25 to 0.86, the synergy with the film and television culture industry increased from 0.24 to 0.80, and the synergy with the online culture industry increased from 0.26 to 0.65. These indicate that in the process of sustainable DOCI, the cooperation mode between the philosophical industry and other cultural industries is being improved and enhanced. This trend of collaborative development helps to accelerate the DOCI, thereby promoting the sustainable development process of the entire CI.

5. CONCLUSIONS

In the process of sustainable DOCI, the role of art management and philosophy has been proven to be crucial. On the one hand, art management provides professional guidance and support for the DOCI, including marketing, planning and design, brand management and other services, thus improving the quality and competitiveness of cultural products; On the other hand, philosophy plays a leading role in the CI, helping cultural institutions better understand the background knowledge

of history, culture, social change and other aspects, and also promoting cultural institutions to conduct more in-depth cultural research and innovation. Therefore, the organic combination of art management and philosophy is of great significance in the sustainable DOCI. The research results indicate that in the process of sustainable DOCI, art and philosophy are closely related, and the cooperation and synergy between the two continue to strengthen. Firstly, art management, as a professional service, provides effective management and marketing support for cultural institutions, helping them better plan and achieve their goals. Secondly, the rational thinking ability of philosophy can help cultural institutions better grasp the trends and cultural changes of the times, and better understand knowledge of historical, cultural, and social backgrounds. Therefore, the cooperation between art and philosophy and the CI has become one of the important factors in promoting faster development and sustainable DOCI. However, there are still some shortcomings in the research on the role of art management and philosophy in the sustainable DOCI. Due to the complexity and diversity of the art and cultural industries, the practice and theory of art management are far from comprehensive and systematic, and further exploration and strengthening are needed.

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