

# Digital Empowerment for High-Quality Cultural Development in Zibo City

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**Abstract:** Driven by China's national cultural digitalization strategy, digital technologies are profoundly transforming cultural inheritance, industrial development and public cultural experience. As the birthplace of Qi Culture, Zibo has witnessed rapid growth in its cultural and tourism industry in recent years. This paper summarizes the achievements of Zibo's digital cultural industry, analyzes its prominent problems including insufficient capital investment, talent shortage and weak industrial integration, and proposes targeted development strategies. The research aims to help Zibo activate traditional cultural resources, build characteristic digital cultural IP, and realize the high-quality development of regional culture. It also provides referable experience for the digital transformation of cultural industries in similar cities.

**Keywords:** cultural digitalization; digital cultural industry; Qi Culture; culture-tourism integration; regional cultural development

## INTRODUCTION

Cultural digitalization has become a national strategic deployment to build a strong socialist culture. By 2035, China plans to realize the panoramic display of Chinese culture and universal sharing of digital cultural achievements. Supported by 5G, artificial intelligence and cloud computing, digital culture has become a key driver to enhance industrial competitiveness, spread traditional culture and enrich public cultural life.

Around the world, countries are accelerating the integration of digital technology and cultural creativity. Digital cultural and creative industries have grown into important economic sectors. Zibo, a famous historical and cultural city in Shandong, owns rich intangible cultural heritage and distinctive regional culture. Along with the booming cultural tourism, digital empowerment has become an inevitable choice for Zibo to revitalize traditional culture. This paper conducts an in-depth study on the current situation and development paths of Zibo's digital cultural industry.

## 1. CURRENT DEVELOPMENT OF ZIBO'S DIGITAL CULTURAL INDUSTRY

### Major achievements

Zibo focuses on inheriting and innovating Qi Culture, and actively develops cultural creativity, digital publishing, animation and other emerging digital cultural industries. The city has built integrated platforms for industry, education, research and service. Relying on the cultural tourism boom, Zibo launched various digital cultural activities, mobile applications and immersive experience projects. A large number of cultural and tourism scenic spots have become popular online. In the first half of 2023, the operating income of Zibo's above-scale cultural enterprises reached 3.143 billion yuan, a year-on-year increase of 47.2%, and key cultural and tourism projects were steadily advanced.

### Existing deficiencies

First, capital investment is insufficient. The digital cultural industry overly depends on government funds, while social capital participation is limited. Many projects face slow progress and low construction standards, leading to the waste of cultural resources. Second, the professional talent team is

inadequate. Zibo lacks high-end talents engaged in digital creativity, new media operation and cultural management, and most industrial practitioners still adopt traditional management modes, which hinders industrial upgrading. Third, industrial integration is relatively weak. Digital cultural products are short of creativity, the industrial chain is incomplete, and the integration between digital culture and other industries only stays at a superficial level.

## 2. DEVELOPMENT STRATEGIES

### Strengthen regional cooperation and create cultural brands

Zibo shall integrate digital technology with local characteristic resources such as ceramics, glass, Liaozhai culture and catering culture to create exclusive urban cultural IP. It is vital to strengthen cross-regional cooperation in tourism planning and infrastructure construction, extend the popularity cycle of cultural tourism, and attract more tourists at home and abroad.

### Deepen supply-side reform and enrich industrial forms

Combined with market demands, Zibo shall apply virtual reality and artificial intelligence technologies to create diversified, immersive and interactive cultural and tourism products. The city needs to extend the industrial chain, explore the new development mode of "digital + culture + tourism", and convert cultural popularity into consumption growth and economic vitality.

### Improve talent training and introduction system

A complete mechanism for talent selection, cultivation, employment and incentive should be established. Zibo shall adopt flexible talent introduction policies to introduce high-end creative, technical and management talents, strengthen cooperation with universities and research institutions, and build a professional talent pool for digital cultural industry.

### Optimize infrastructure and policy support

Local public cultural institutions need to accelerate digital transformation and convert tangible cultural resources into digital data resources. The government shall increase special financial funds, optimize fiscal, taxation and financial

supporting policies, and guide more social capital to participate in the construction of digital cultural industry.

### **Promote integrated development of multiple industries**

Relying on cultural and technological integration demonstration bases, Zibo shall boost the integration of culture, science and technology, tourism and media industries, and foster diverse and sustainable digital cultural business forms.

### **3. CONCLUSION**

Digitalization brings great opportunities for the inheritance and innovative development of Zibo's traditional culture. Though the digital cultural industry has made preliminary progress, it is still restricted by capital, talents and inadequate industrial integration. With the implementation of the above strategies, Zibo can further realize the creative transformation of Qi Culture, build a distinctive urban cultural brand, and promote the coordinated development of culture and economy. In the future, Zibo should continue to expand the influence of digital culture and release lasting vitality for regional high-quality development.

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