

## ARTICLE

# Research on the Development Path of Zigong Salt Culture and Creative Industry in the Era of Digital New Media

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### ABSTRACT

Salt culture is the main component of traditional culture in Zigong, Sichuan. With centuries of history, it has accumulated rich cultural connotations. At present, Zigong salt culture, as a precious traditional cultural wealth, has taken cultural and creative industries as a new carrier of communication in the rapid development of digital new media technology, giving full play to the resource advantages of its traditional culture. This article focuses on the study of the development path of Zigong salt cultural and creative industry in the new digital media era. Combining digital new media technology with cultural and creative industries, Zigong salt culture actively uses virtual technology to realize the innovative development of cultural and creative industries, promote the cultivation of cultural and creative brands based on digital new media technology. This article aims to give relevant strategies with reference value, so as to make corresponding contributions to the development path of Zigong salt culture in the future.

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## 1. Introduction

With a unique advantage of traditional cultural resources in Sichuan Province, Zigong salt culture is irreplaceable in the cultural and creative industries. As our country is entering the 21st century, the science and technology field of our country is facing new opportunities for development. At the same time, the innovation of Zigong salt culture is also gradually accelerating. In the future social economy, the development of cultural and creative industries will become an indicator, which plays an important role and directly determines whether the economic development is healthy

and sustainable. New ways of development and thinking are all provided by cultural and creative industries. Therefore, cultural and creative industries will gradually hold a leading position with the advent of new digital media era.

## 2. The Influence of Cultural Creative Industry on Zigong Salt Culture

Culture is a resource for development, creativity is a train of thought for development, and industry is a way for development. The above three factors constitute cultural and creative industries. As a breakthrough in the whole process of China's economic transformation and develop-

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ment, the cultural and creative industry takes innovation and creativity as its internal driving force and constructs a brand-new industrial model and development thinking<sup>[1]</sup> in the process of continuously influencing the traditional Zigong salt culture.

## **2.1 Carrier**

As a primitive resource, Zigong salt culture has successfully realized industrialization in the framework of cultural and creative industries. Scientific use of communication carriers and communication methods in cultural and creative industries can effectively promote the creative transformation and innovative development of Zigong salt culture.

## **2.2 Expression**

The important function of a culture is expression, as each culture has different characteristics and connotations. Therefore, the ultimate goal of cultural expression is to express those cultural characteristics and connotations. Besides, cultural and creative industry is the carrier of spreading Zigong salt culture, which enables this kind culture to be expressed. In the process of value innovation, the competitiveness and added value of Zigong salt culture are improved.

## **2.3 Service Object**

The emergence of cultural and creative industries is closely related to the gradual personalization of people's cultural consumption direction at the present stage. Therefore, cultural and creative industries have become the communication carrier of Zigong salt culture, giving personalized platform services throughout the process of communication and development of Zigong salt culture. Besides, Zigong Salt Culture also provides good content services to cultural and creative industries. Thus, both sides play the roles of "providing services" and "being served" respectively, going hand in hand in the development process to achieve a win-win situation<sup>[2]</sup>.

# **3. The Influence of Digital New Media Technology on Cultural and Creative Industries**

## **3.1 Access to New Transmission Routes**

Digital new media technology provides a platform for the development and innovation of cultural and creative industries, and at the same time promotes the integration and upgrading of these industries through transformation development. In the great era of digital new media, it is the new thinking of cultural creativity that determines the

future evolution and development of cultural and creative industries. The new way for Zigong salt cultural and creative industries certainly have the connotations in both intension and extension integration<sup>[3]</sup>.

## **3.2 Access to Cross-industry Applications**

Digital new media technology can not only develop and disseminate cultural and creative products, but also create technological achievements of new cultural formats, thus realizing the innovations of cultural and creative industries. At the same time, those cultural and creative industries, in turn, have promoted the cross-industry dissemination and application of digital new media technology.

## **3.3 Access to Industrial Integration**

The new driving force for economic development is industrial integration, which can exert strong composite economic effects on industrial edges. To realize the development of cultural and creative industries, we should rely on a complete industrial chain, with digital new media technology as the leading mode and cultural resources as the foundation. At the same time, we should combine cultural innovation industry and digital new media technology in an all-round way to speed up the creation of new industrial clusters, integrate and optimize resources, thus obtaining the maximum benefits through the power of those clusters<sup>[4]</sup>.

# **4. The Carrier of Digital New Media Technology to Develop Cultural and Creative Industries**

Relevant departments should attach importance to the development of cultural innovation industry. Although industrial integration is constantly going on and changing rapidly, the most important thing is always cultural and creative industries. Therefore, when developing cultural and creative related industries, they should be applied and promoted imperceptibly. New cultural consumption is not only reflected in software, but also in hardware. Both virtual technology dissemination and physical intelligent equipment are undergoing continuous development, making up for the shortcomings of traditional media, overcoming the limitations of space or time, and turning the two-way dissemination of information into reality.

## **4.1 Electronic Sports Games**

With the increasing significance of various intelligent and virtual technologies in game research and development, the electronic sports games of China have entered

a new stage. As a combination form of digital new media technology and cultural and creative industries, electronic sports games have been gradually paid considerable attention. Zigong salt culture can make entertainment communication as a means to continuously innovate communication forms and contents, so that people can understand its unique charm when having fun.

#### **4.2 Film, Television and Animation**

As another representative of the combination of digital new media technology and cultural and creative industries, Zigong salt culture can be implanted in the image design, story plot and scene design of film, television and animation. The government should strongly support the construction and improvement of the original platform so as to deeply integrate those industries. In the development of the market and the production of related products, film, television and animation can create a variety of profit models, thus further tapping the development potential of the cultural and creative industry market.

#### **4.3 Cultural Tourism**

Tourism operators create certain viewing objects or entertainment styles as consumption content for tourists. Besides, in this process, they integrate rich cultural learning and participation methods into them, thus making tourists have a strong effect of consumer culture. The above description is known as cultural tourism. In the process of operation, tour operators can rely on face recognition, intelligent hot spots, three-dimensional panorama and artificial intelligence in virtual technology to improve the quality and experience of cultural tourism services, build a signboard of "intelligent cultural tourism", shape cultural tourism with popular IPs, and encourage innovative cultural tourism.

#### **4.4 Virtual Technology**

In many fields, virtual technology has been applied for the performance or efficiency possessed by virtual technology can be recognized by ordinary people, thus giving full play to its value. The wide application of virtual technology in education field presents the general trend. People have developed it into various teaching products through virtual scenes, intelligent search, emotion recognition and other technologies to bring about great changes in cultural education. Zigong salt cultural and creative industry can also be promoted through virtual technology. The whole process and results of educational activities can be fed back to teachers, when students are receiving guidance, thus truly realizing cultural education<sup>[5]</sup>

### **5. Development Strategy of Cultural Creative Industries under Digital New Media Technology**

As a new type of industry, the cultural and creative industry in the era of digital new media organically combines scientific and technological innovation with content innovation to achieve all-round development. Content creativity, production and marketing together form an industrial chain for the development of cultural creativity. Every part should integrate digital new media technology, so as to finally innovate the resources of Zigong salt culture itself. Besides, this positions the core of development to the manufacturing of cultural and creative industry so as to better serve the platform of digital new media technology institutions. At the same time, all middlemen serve the marketing and the government introduces comprehensive supporting policies.

#### **5.1 Innovating on the Basis of Existing Traditional Culture**

The development of cultural and creative industries will change the form of capital from tangible to intangible, which presents the development concept of cultural and creative industries. It is an important task for the development of our cultural and creative industries to put content innovation in the first place unswervingly, at the same time to take the content of cultural and creative industries as a guide, and finally to expand the digital new media business.

#### **5.2 Strengthen the Construction of Cultural and Creative Industries**

Through innovative forms and the promotion of cultural content, the interaction and conflict of industrial integration will be displayed in the process of product form construction. At the same time, active capital will be attracted to invest and capital from some non-cultural sectors also will be attracted. Efforts will be made to build carriers of cultural and creative industries and to support innovation and research and development in the field of industrial technology.

#### **5.3 Optimizing and Developing Services Related to Cultural and Creative Industries**

Cultural and creative industries are defined as "high-end new service industry" by the State Council of China. Therefore, the cultural and creative industry can use virtual technologies such as intelligent wearable devices and VR to carry out in-depth development, so that their ex-

periential and immersive services can be realized. At the same time relevant experiences can be optimized, and user experience can be taken as the design core, thus reflecting the charm of Zigong salt culture and satisfying people's needs <sup>[6]</sup>

#### **5.4 Efficient Output of Products Related to Cultural and Creative Industries**

The development of digital new media technology directly promotes the advent of cultural and creative products. Therefore, new media technology can transform Zigong salt culture into cultural and creative products and affect the marketing process of these products. The reason is that the cultural and creative industries have a high degree of industrial correlation and a strong ability of integration and penetration.

#### **5.5 Exploiting Consumption Ways through New Media Platform**

The development of new media platforms must be paid attention to by relevant departments. At the same time, relevant sales and promotion platforms should be developed to further explore the sales routes of cultural and creative industries, so as to further expand the usable range of cultural and creative products and realize economic benefits transformation in effective utilization of products.

#### **5.6 Conducting Intelligent Management of All Cultural and Creative Related Industries**

In order to realize a smooth production and management process, cultural and creative industries should attach importance to two major sectors, namely information and network. After the vertical integration of cultural industries, the managers of cultural and creative industries will formulate relevant guidelines. With the market serving as the guide of relevant departments, those managers should industrialize all cultural and creative products, have the courage to accept people's inspection, and make timely use of new media technologies when information is fed back, so as to realize intelligent management.

#### **5.7 Creating Cultural and Creative Industry Brand of Digital New Media Technology**

Zigong salt culture has the distinct regional nature that cannot be copied. Therefore, it has become an excellent resource that can be maximized in the era of digital new media. The modern economic system with cultural and creative related industries in the city will improve and update the city's positioning and finally cultivate distinctive cultural and creative industry brands. Reasonable

allocation of relevant resource chains should be carried out around the value chain. At the same time, the resource chain should be continuously improved to obtain industrial integration and development in the era of digital new media, thus forming the final industrial ecological chain.

Cultural and creative industries should seize all kinds of opportunities in the new media era. In this context, cultural and creative industries should realize top-level design of their brands, continuous integration of cultural resources, extraction of cultural symbols, formulation of relevant brand strategies. In addition, based on regional characteristics, they should create new cultural and creative brands and then gain international influence through international communication by the use of new media technologies.

#### **5.8 Actively Use Virtual Technology to Realize Industrial Innovation and Development**

Virtual technology plays a very important role in the inheritance and innovation of salt culture. That makes the inheritance of salt culture become possible. In order to innovate and inherit salt culture, virtual technology can be used to construct an interactive platform, so that people can use interactive technology and three-dimensional technology to experience the historical connotation of salt culture in the process of visiting. For example, in salt culture sites, interactive technology can be used to improve people's visual experience. Through traveling and exploring virtual scenes, people can truly feel the historical connotation and cultural accumulation of salt culture. Users can also increase their understanding of this culture through scene changes. As another example, some audiences can increase their knowledge of ancient buildings or historical development through the virtual technology experience of salt culture. Designers should attach importance to the collection of opinions and actively improve the system. Only in this way can the demands of the audience be met to the greatest extent. In short, on the basis of strengthening innovation, those industries should fully combine virtual technology with cultural industry innovation, realize the inheritance and innovation of salt culture, thus making Zigong City regain the vitality and charm of a modern city.

### **6. Conclusion**

As a development label of Sichuan traditional culture, the development and inheritance of Zigong salt culture can greatly promote the innovation of cultural and creative industries, which is also a major task at present. In the era of digital new media, the spread and development of Zigong

salt culture organically integrates digital new media technology and cultural and creative industries, obtaining unprecedented innovation in communication carriers. This creates platforms for the spread and development of Zigong salt culture in various fields, builds cultural brands specially possessed by Sichuan Province, and finally realizes the inheritance and development of Zigong salt culture.

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