

Chapter 36 Improving the Modern Cultural Sector

In the cultural sector, we will give top priority to social benefits while working to deliver economic as well as social gains. We will improve the modern systems for cultural industries and markets.

Section 1 Expanding the Supply of Quality Cultural Products

We will implement a digital strategy for the cultural sector, accelerate the development of new types of cultural enterprises, new forms of cultural businesses, and new models of cultural consumption, and expand the digital creativity, online audio and video, digital publishing and entertainment, and online performing industries. We will improve the production and broadcasting of ultra-high-definition TV programs at a faster pace, accelerate the transformation of conventional television channels into high-definition mode, and promote the application of immersive video and cloud broadcasting. We will implement a cultural branding strategy and build a number of representative cultural brands that enjoy strong influence. We will cultivate leading cultural enterprises, ensure well-regulated development of cultural industrial parks, and promote the development of regional cultural industry belts. We will actively develop cultural trading with the outside world, expand overseas cultural markets, encourage fine traditional Chinese cultural products, films, television shows, games and other digital cultural products to “go global,” and strengthen the development of national cultural export bases.

Section 2 Integrating Culture and Tourism

We will create synergy between culture and tourism to offer unique tourist experiences of Chinese culture. We will develop mass tourism and smart tourism, innovate the system of tourism products, and help provide a better experience for tourism consumption. We will strengthen the integration of regional tourism brands and services, build world-class tourist attractions and resorts rich in cultural heritage, and create national-level tourist and leisure cities and urban areas with distinctive cultural features. We will promote the innovative development of CPC heritage tourism, cultural heritage tourism, and art performances, elevate the quality of services for holiday, leisure, and rural tourism, and improve policies to develop cruiser, yacht, and low-altitude tourism. We will improve tourism-related infrastructure and distribution channels, upgrade toilets in popular tourist areas, and promote the development of smart scenic spots. A tourism service quality evaluation system will be established, and online tourism services will be well regulated.

Section 3 Deepening Cultural Institutional Reform

We will refine the cultural management system and the mechanism for cultural production and operations to increase the efficiency of governance in the cultural sector. We will improve the systems and mechanisms for managing state-owned cultural assets, deepen the reform of non-profit public cultural institutions, and promote the reform of corporate governance in public cultural institutions. We will deepen the reform of state-owned cultural enterprises on a categorized basis and promote the reform of state-owned theater troupes and the system of cinema chains. We will improve

the coordinated law enforcement system for cultural markets, and formulate laws and regulations with regard to the online protection of minors and online video & audio streaming.

Box 13 Projects for Socialist Culture	
01	<p>Publication and communication related to the theory of socialism with Chinese characteristics</p> <ul style="list-style-type: none"> ▪ Edit and publish a series of theoretical books such as <i>The Governance of China</i>, <i>Q&A on the Study of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era</i>, and <i>An Outline for the Study of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era</i>; ▪ Edit and publish works on the history of the Party, the history of the People's Republic of China, the history of reform and opening up, and the history of socialist development; ▪ Strengthen the translation and overseas publication and promotion of such books.
02	<p>Creation of fine literary and artistic works</p> <ul style="list-style-type: none"> ▪ Host annual awards for the best drama, TV series, film, book and academic paper (on social sciences), and projects for stage art, film and television, outstanding screenplays, art creation and collection, and publishing; ▪ Implement major projects for contemporary literary and artistic works, Chinese culture promotion through new media, documentary making and publicity, local dramas and operas, and online literary and artistic works.
03	<p>All-media communication and digital culture</p> <ul style="list-style-type: none"> ▪ Advance the development of national, provincial, prefectural, and county-level integrated media centers (platforms); ▪ Promote the integration of national cable TV networks and the integrated development of 5G broadcasting; ▪ Classify, collect, and sort data on cultural heritage and build a national cultural big data system; ▪ Promote the integration of traditional and digital publishing.
04	<p>Protection of cultural heritage</p> <ul style="list-style-type: none"> ▪ Strengthen the protection of archaeological sites, including Yinxu in Anyang, the imperial city of Chang'an during the Western Han Dynasty, the Luoyang ruins of the Sui and Tang dynasties, and major cave temples; ▪ Set up national archaeological parks, including the Haihun Marquisate in Jiangxi, Yangshao Village in Henan, Liangzhu City, Shimao, Taosi, Sanxingdui, and the ancient city of Qufu in the State of Lu; ▪ Build 20 state-level key regional archaeological specimen storerooms, 30 national eco-cultural protection areas, and 20 national intangible cultural heritage museums.

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Projects for Socialist Culture	
05	<p>Collation and publication of Chinese classics</p> <ul style="list-style-type: none"> ▪ Collate and publish 300 different types of Chinese classics; ▪ Systematically protect, collate, and publish important Chinese classics such as the <i>Yongle Encyclopedia</i> and the Dunhuang manuscripts; ▪ Carry out national projects to digitalize Chinese classics; ▪ Implement major publication projects such as the collated version of <i>Twenty-Four Histories</i> and the <i>Draft History of Qing</i>; ▪ Compiling the <i>Collected Works on the Rejuvenation of the Chinese Nation</i>; ▪ Launch the project for the <i>New General History of China</i> and the project for the history of the Chinese people's exchange, communication, and integration.
06	<p>Construction of major cultural facilities</p> <ul style="list-style-type: none"> ▪ Open the Museum of the Communist Party of China, the new archive building of the National Archives Administration of China, the China Archives of Publications, the National Literature Repository, the northern section of the Palace Museum, the National Art Museum of China, and the Science and Technology Innovation Center for National Cultural Heritage.
07	<p>Improvement of tourist destinations</p> <ul style="list-style-type: none"> ▪ Develop the Hainan International Tourism Consumption Center, a world-class tourist destination in the Guangdong-Hong Kong-Macao Greater Bay Area, the Yangtze River International Golden Tourism Belt, the Yellow River Cultural Tourism Belt, Hangzhou-Huangshan Natural Ecology and Cultural Tourism Corridor, the Chongqing-Sichuan Cultural Tourism Corridor, and the Guilin International Tourism Resort; ▪ Improve tourist services and facilities such as parking lots and charging stations, transportation, and tourist flow monitoring and management.