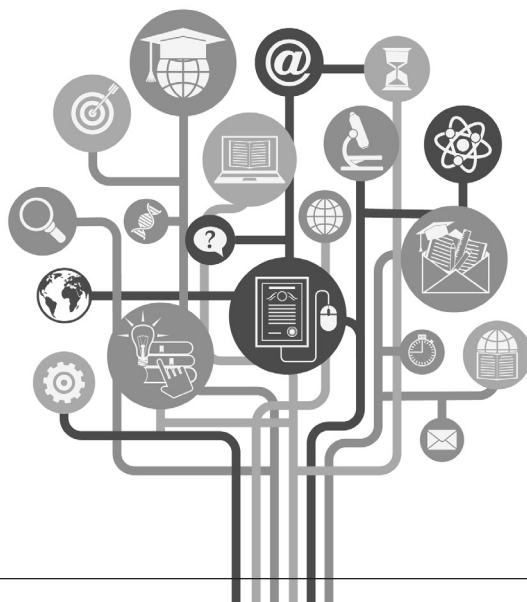


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Exploration of the Development Path of Urban Cultural Industry An example of Harbin Summer Music Concert

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Abstract

The cultural industry represents the soft power of a country or a region and has an essential role in helping economic growth. The development of cultural industries requires continuous exploration and innovation, and seeks to diversify and develop dynamically, in this regard, the Harbin Summer Music Concerts held regularly in Harbin, China, are an excellent case study for us to learn from and refer to. Along with the development of Harbin, a famous northern city, the Harbin Summer Music Concert has been successfully held for 35 sessions, which has witnessed the great achievements of the people of Harbin in building their homeland, accompanying the people of Harbin through the difficulties and hardships in the early stage of their business, greatly encouraged the people's morale, enriched the cultural life of the people, became synonymous with Harbin, a famous northern city. This study uses qualitative research methods to analyze and summarize the various paths of city cultural industry development through survey analysis of the emergence and development of Harbin Summer Music Concert, in an attempt to provide corresponding experiences and new insights for the development and transformation of cultural industries in various cities today.

Keywords: Harbin Summer Music Concert; City Cultural Industry; Cultural Development; Development Path

Introduction

Culture is the soul of a country and a nation. As a strategic new industry, the cultural industry represents the soft power of a country or a region and

plays an important role in boosting economic growth, as well as the key driving force toward an era of innovation (Yan & Liu, 2023). The term cultural industries was diffused since the Eighties, and it was referred to those forms of cultural production and consumption. The concept was then spread around the world by UNESCO just since the Eighties and its definition has gradually incorporated a wide range of industries: music, the industries related to art, writing, fashion and design, media, as well as craft production (Boccella & Salerno, 2016). In addition, the development of any city needs to be supported by culture, and a city with culture has more temperament and charm. In a broad sense, urban culture refers to the entire way of life and production of human beings in a city, from education to technology, from the architectural art style to plaza planning and other material and immaterial entities, and is the result and sum of the interaction of all elements in the city. In a narrow sense, urban culture refers to the spiritual ideology guiding human production and life in the city, including various spiritual concepts and products such as education and art. Locality and uniqueness are the two characteristics of urban culture, and the cultural industry formed and developed on this basis can provide the impetus and lay the foundation for a city to achieve long-term healthy development (Liu & Chiu, 2017). In conclusion, urban cultural industries are business industries that are engaged in the production of cultural products and the provision of cultural services in cities. At present, it is a question worth exploring how to better develop urban cultural industries for the overall development of the city. In this regard, the Harbin Summer Music Concert held in Harbin, China, is an excellent case worthy of our reference and reference. The China-Harbin Summer Music Concert is the only concert held in Harbin, known as the Capital of Music by the United Nations in Asia, and was first held in August 1961, it is one of China's three major music festivals, along with the Shanghai Spring International Music Festival and the Guangzhou Yangcheng Music Flower Festival. This study adopted a qualitative research methodology, interviewing Qi Chairman of the Harbin Literature Federation, Curator of the Harbin Music Museum Miao Di, Gu Wei-quan, Director



of the Library of the Harbin Conservatory of Music, Yu Zhengmin, Dean of the School of Music of the former Harbin Normal University, as well as relevant staff members of the Harbin Archives, having asked questions about the background and development of the Harbin Summer Music Concert. Also investigated and borrowed Harbin Daily News, Harbin Cultural Chronicles, Harbin Local Chronicles and other literary and historical materials preserved in the Harbin Library, so as to sort out the historical facts of the formation and evolution of the Harbin Summer Music Concerts, thereby objectively analyzing the reasons and elements of its formation based on the sorted and summarized historical materials, so as to study its development rules, methods, direction and process, thus provide paths and inspirations for the development of cultural industries in other cities.

Research Content

1. Background analysis of the Harbin Summer Music Concert formation

Harbin has a history of just over 1,000 years, and in 1896 the unequal Russian Chinese Secret Treaty gave Tsarist Russia the right to build the Middle East Railway. For the Middle East Railway construction, thousands of Russian engineers and railroad workers were. Tsarist crews and their families began to migrate to Harbin. With the introduction of a large number of immigrants, Harbin's civic way of life inevitably suffered a strong impact. The Russians played and sang themselves after work to entertain their spare time, and for the first time, the aborigines of Harbin could experience Western music up close. Over time, people's attitudes toward Western music changed from curiosity to habit, slowly to love, and then to an indispensable part of life. In the early 20th century, the prosperity of music groups and musical performances in Harbin can prove the acceptance of Western music by Harbin residents at that time and also witnessed the gradual formation of Harbin's musical culture under the influence of Russian music culture. In April 1908, the orchestra of the second battalion of the Russian Amur Railway Regiment was transferred to Harbin and established the *Middle East Qing Railway Administration Orchestra*, which was the first organized Western music group

in Harbin. In the early 20th century, with the arrival of the Russian Fidorov Grand Opera Company and the establishment of the Harbin Fevigunsky Opera Company, the art of opera in Harbin was well developed. 1932-1945, Western music activities in Harbin were more abundant, and in the then, Harbin streets and railway stations and other public places were plastered with advertisements for various concerts in the form of light operas, symphonies, religious chants, etc., and involving works from different periods such as classical, romantic and nationalist music. Under the influence of Russian expatriates, people in Harbin began to practice and learn Western music on their own, and in 1941 *the Ha Sheng Orchestra*, composed entirely of Chinese, was born, a change that emerged under the influence of Russian music culture, making music. This change was the result and product of cultural exchange, as well as a qualitative leap in the development of Western music in China, it laid the foundation of the Harbin Summer Music Concert.

2. Analysis of factors contributing to Harbin Summer Music Concert

At that time, for the success of the Harbin Summer Music Concert, two conditions are needed: first, to have musical strength, both musical talent, such as Li Nianshu, Wang Lisan, Liu Shi Ren, etc., but also singers such as Guo Song, Feng Shaoxian, Wang Yuncai, etc. In a few years, Ussuri River, I love you the snow in the north of the country, new cargo, Songhua River fishing song, orchestral suite Oroqen bonfire, and other works for the Harbin Summer Music Concert on the wings. Another condition is to have the appreciation and support of the masses. The citizens of Harbin began to take an interest in Russian and European classical music in the 1920s and 1930s under the influence of Russian expatriates' musical groups. At the same time, Harbin, a large city liberated by China, was filled with singing through the new rice-song movement and the powerful mass singing. In Harbin, the municipal party committee to make spiritual life more colorful under the correct leadership, drawing on the Czech Republic's Prague Spring, held the Harbin Summer Music Concert. The purpose is to inspire the masses, unite the people through the most mass music and art, and strengthen people's determination to overcome difficulties.



3. Harbin Summer Music Concert development stage analysis

Since its inception in the late 1950s and early 1960s (Lu, 2015), Harbin Summer Music Concerts has been to satisfy the self-entertainment of citizens' cultural life. Still, times are constantly changing, and development is the mainstream of the times, and Harbin Summer Music Concerts has never stopped developing its own musical values and pursuing its own influence. At the beginning of its birth, it was a city exclusive, and then it was co-organized by the three northeastern provinces, and then it leaped to be a national music event. The development of summer concerts in Harbin can be divided into four periods by system comparing and analyzing materials from previous periods, including the start-up period, the development period, the transformation period and the take-off period.

Among them, the first to the sixth was the starting stage, which formed a clear interval from the first officially held until the country entered the cultural revolution in 1966. Due to political reasons, the Harbin Summer Music Concerts were suspended for 12 years from then on. The overall direction of this period was to hold on to the principle of serving the direction of public music as well as the principle of unity with the direction of all national literature and art.

Subsequently, the 7th to the 13th was the period of development. The 7th State Ministry of Culture and the Heilongjiang Cultural Bureau jointly vindicated the Harbin Summer Music Concert. The 7th Harbin Summer Music Concert has a great significance that goes far beyond itself. It is a literary and artistic rectification, for the Harbin Summer Music Concert after the development of a solid theoretical foundation and artistic development direction. The 13th Harbin Summer Music Concerts was moved from being hosted by a professional arts organization to being hosted by a government administrative agency, and the change in hosting rights led to a change in the style and content of the concerts, making the seventh to thirteenth Harbin Summer Music Concerts a period of recovery and development. Compared with the previous period, this period raised the call for the prosperity of

literary and artistic works, reflecting the increasingly rich cultural life of the masses. At the same time, new ideas were vigorously publicized.

The 14th to 18th concerts were the period of transformation, and the transfer of hosting rights from 1986 marked the beginning of significant government involvement and a significant change in the creation and style of the works, and since 1986, the citywide musical activities have tended to serve the economy, and the quantity and quality of musical works have declined and diminished, making the Harbin Summer Music Concerts gradually show signs of decline after 1986. It was not until 1994 that the Harbin Summer Music Concerts were placed under the Ministry of Culture's authority, completing its local concert mission. Among them, before the 16th session, it showed that public music was the main direction of creation, with appreciation of entertainment as the main role, but after the 16th session, it began to determine the theme of the content as a whole, and demanded that professionals and amateurs should combine and improve each other, and the Harbin Summer Concerts began to highlight the return of the artistic understanding and the awareness of the improvement of the quality of the works.

Finally, the period from the 19th to the present 35th is the period of take-off. From 1994 to today, the Harbin Summer Music Concert has become more complete in structure, richer in content and more significant in scale, and has determined the direction of internationalization, specialization and mass development, such as the beginning of the 25th Harbin Summer Music Concert, in addition to the performance of domestic professional music groups, musicians from the United States, Japan, Taiwan and singers of Chinese descent have been invited to give an incredible performance. The 29th Harbin Summer Music Concert, the unprecedented grand scale, the realization of the Chinese and Western cultural convergence, the North and South cultural integration of the goal, highlighting the intent of the internationalization of the Harbin Summer Music Concert; the 30th Harbin Summer Music Concert United Nations officially awarded Harbin City of Music medal; the 33rd Harbin Summer Music Concert mass cultural activities lasted for more than three



months, with more than a thousand performances, more than a million people directly benefited from the results of the cultural benefits to the people. In addition to the stage performance, the concert also organized some music theory seminars, and the gradual deepening of the degree of theoretical research, so that the concert has a deeper level of theoretical guidance. So far, the Harbin Summer Music Concert has formed its unique internationalization, specialization, and mass characteristics, really making it become the world's stage, the people's festival, and the music festival.

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To summarize, the Harbin Summer Music Concerts have been experienced for more than half a century, which has not only made an important impact at home and abroad, but also become the name card and brand of Harbin as a characteristic city. As a matter of fact, the cultural characteristics of Harbin are determined by the characteristics of Harbin's geographic location on the foreign border, the economic development of foreign trade patterns, and the popularization and education level of the music of immigrant foreigners. Multicultural characteristics of the impact of the Harbin contributed to the demand for public music mode, laid the foundation of the Harbin Summer Music Concert, and its development process, but also for the gradual establishment of the city of Harbin's cultural industry has played a key role. This will be further analyzed below.

4. Analysis of the value of Harbin Summer Music Concert to the city's cultural industry

1) Enriching the cultural horizons of the public

The development of human culture from a historical perspective shows that, with the continuous evolution of human material civilization, the modern cultural system, especially the art and cultural system, has been developing and improving, and people's consciousness of the subject has been increasingly awakened. The development of Chinese popular culture must meet the needs of the public, be close to the public's life, reflect the public's ideals and enhance the public's spirit.

Harbin Summer Music Concert since the late 1950s and early 1960s when it was founded, the idea is to meet the citizens of the cultural life of

self-entertainment, but the times are always changing, development is the mainstream of the times, Harbin Summer Music Concert also never stopped to develop their own musical value and the pursuit of their own influence. At the beginning of its birth, it was a city exclusive, and then it was co-organized by the three northeastern provinces, and then it jumped to be a national music event, a series of national music events, so that the authority of the Harbin Summer Music Concert was enhanced, and the exotic performances brought by overseas orchestras made the content of the Harbin Summer Music Concert rich and varied, and the influence of the Harbin Summer Music Concert was increasingly evident. The most popular performance of the Harbin Summer Music Concert, which can show the aesthetic orientation of the masses, is to make the Harbin Summer Music Concert widely popularized.

Today's Harbin Summer Music Concerts' international direction, national level, and mass participation in this approach have been through its always, and each concert is still writing richer and newer wonderful music, looking forward to the growth of the Harbin Summer Music Concerts, clearly visible Harbin Summer Music Concerts follow the pace of the times of the art form, to add color to the world of popular culture. In the era of popular culture, the Harbin Summer Music Concert is a manifestation of contemporary civilization, which can meet people's spiritual needs, and aesthetic needs. The Harbin Summer Music Concert has become indispensable in the public spiritual world.

2) Successful cases in line with government music culture

The government music culture system is operated by government-run propaganda media and performance groups, clearly expressing the government's advocacy and encouragement of music samples, and content to meet the social music needs and political purposes of a particular era.

Since the 1950s, China has entered the realm of governmental music culture characterized by its political orientation. In China, it was impossible to develop cultural industries without the approval of the state. In the late 1970s, the reform and opening up policy started to focus on economic



reconstruction and modernization. The aesthetic and entertainment values of culture began gaining significance. In 1991, the Ministry of Culture issued a report which introduced the concept of culture as an economic entity, these all represented a new perspective on culture (Shan, 2014). A look at the Harbin Summer Music Concert shows that it was born in response to this political context. As one of the prototypes of mass culture in the new era, the Harbin Summer Music Concert is particularly evident. The Harbin Summer Music Concert has had its twists and turns during these decades due to various problems. However, it is certain that the Harbin Summer Music Concert has always been in the changing context of Chinese society and has been deeply appreciated as a successful case in the governmental music and culture system. In the governmental music culture system, the government is inseparable from the governmental guidance and the provision of talents and funds (Hesmondhalgh & Pratt, 2005), which is the basis for the survival of the Harbin Summer Music Concerts. However, at the same time, each session is held in response to the needs of the times and politics, and misses many vivid works reflecting the times and real life, this reflects the political restrictions and state intervention model it may limit the content production of the cultural industries. Therefore, if we look at the Harbin Summer Music Concerts as a whole, it is only a glimpse of the works, ignoring the lasting support provided by the government behind them. This support may be the real reason why the Harbin Summer Music Concert remains in people's minds today.

3) Become a link between the city and the international community

The international direction is the goal of Harbin Summer Music Concerts to connect with the world. With the continuous progress of the times, Harbin Summer Music Concerts keeps pace with the times and is constantly updating its own concept of the development of a look over. Music was enjoyed by all in primitive society, and in the classical period, class dominated the whole music world. In the modern civilization period, people have the conditions to establish music for all, such as television, movies, the Internet and many

other electronic technologies have emerged to provide the best, most convenient and also the most practical tools for the wide dissemination and popularization of Harbin Summer Music Concerts. Music is created by human beings, and it deserves to be the fruit of common enjoyment by all human beings.

From 1994 to 2022, the Harbin Summer Music Concert has become more complete in structure, richer in content, and larger in scale, and has established the development direction of internationalization, specialization, and mass, gradually becoming a national artistic activity with wide influence, in addition to stage performances, the concert also organizes some seminars on music theory, and the degree of theoretical research has gradually deepened, which makes Harbin The summer concert of Harbin has a deeper level of theoretical guidance. It not only enriches the cultural life of the people of Harbin, promotes the construction of urban culture in Harbin, but also injects new vitality into the development of Chinese music art.

For example, beginning of the 25th, Harbin Summer Music Concert in addition to the performance of domestic professional music groups, musicians from the United States, Japan, Taiwan and Chinese singers living abroad have made in addition to a wonderful performance, marking its international direction has been greatly buying a step forward. The unprecedented 29th concert was grand in scale, high in artistic standard, wide in mass participation, and achieved the goal of combining professional and amateur, Chinese and Western cultures, and the intermingling of North and South cultures, which more fully showed her international orientation goal. The beautiful notes again and again in Harbin stage towards, bring people into the realm of beauty. Germany, Turkey, Israel, Korea, Russia, India, the Philippines and other folk song and dance performance groups again let people experience the exotic flavor. From the international level of indoor concerts to the streets of the hot rock show, Harbin Summer Music Concert has really created a colorful international stage. In short, to adapt to the trend of the development of the times, Harbin Summer Music Concert is riding the international train to the world, becoming



a link to foreign cultural exchanges, the future should continue to put it in the wave of economic globalization to spread, in order to build Harbin city construction of a better future.

5. City cultural industry development path analysis of Harbin Summer Music Concert

The establishment of the fine not only lies in the creation of art but to maintain its vitality needs to accept the test of the market. Throughout the recent Harbin Summer Music Concerts, it is easy to see that it is trying to develop a new situation towards the road of public welfare, industrialization, and innovation. This requires the combination of its own characteristics, playing its advantages, forging ahead and exploring new mechanisms and ideas to adapt to market demand.

1) Improve social forces support

In order to make the Harbin Summer Music Concert in the public interest under the premise of the introduction of industrial operation, it must deal with the relationship between public interest and industrialization, so that the two complement each other. Sponsorship, donation, title, collaboration and other forms of funding, in-kind and service can be widely mobilized to support the concert. Establish a diversified funding mechanism that combines financial allocations, social sponsorship and operating income (Leslie & Rantisi, 2011). A variety of ways can be considered: to pay for the project's operating rights and title rights, give full play to the role of social entities, cultural enterprises, the media and other social forces, to achieve diversification of the main business; critical productions of the performance rights can try the form of public bidding auction, really open up a market-oriented road; the development of commemorative and market competitiveness of the Harbin Summer Music Concert series of licensed Commodities, such as mascots, emblems, logos, and outsourcing their operating rights.

2) Establish a perfect ticket marketing mechanism

Ticket marketing will be directly related to the success of the Harbin Summer Music Concert market operation, for this reason, the relevant departments of the organizing committee should develop a detailed publicity,

promotion plan. For example: open a 24-hour booking hotline; further expand the ticket sales network, release information about the concert through the international Internet to facilitate telephone booking and e-mail booking for Chinese and foreign audiences; use theaters, hotels, supermarkets, and other channels to facilitate the purchase of tickets and expand ticket sales. According to the situation of different productions, different measures are taken to carry out targeted promotions. For example, group presales, student shows, corporate packages, etc., and cooperation with tourism companies, to promote observation tourism to tourists from other provinces and cities and even overseas, combining the Harbin Summer Music Concert with tourism (Shi & Xu, 2017). Despite the fact that it is mostly privately driven, the culture–tourism relationship is viewed as holding great potential for all sides involved and for local cultural and overall sustainability (Terkenli & Georgoula, 2021).

3) Increase publicity to expand the impact

Every event is with the support of publicity. Publicity is the Harbin Summer Music Concert and the outside world to communicate the bridge, which is the expansion of its radiation and influence. Relevant departments need to develop practical propaganda programs, from the propaganda objectives and propaganda to the propaganda steps and points, to make integrated planning and specific deployment. Make use of multiple publicity points, provide corresponding information to the media in a planned and systematic manner, and invite journalists to various press conferences in a timely manner to announce relevant news. Make full use of TV promos, radio promos, big screen promos, print ads, as well as brochures, leaflets, posters with news, news, highlights, interviews and particular pages in various newspapers and magazines on the Internet, as well as microblogs, WeChat public numbers, short video type APPs, live streaming platforms, web page construction, to weave a huge information space about the Harbin Summer Music Concert and create a broad publicity atmosphere.

4) Develop related derivative products and enhance the service level

Now that the Harbin Summer Music Concert has become an important cultural and artistic resource and a powerful brand in Harbin, the development



of its related derivative products is the proper way and necessary means to promote industrialization and create social and economic benefits. Continuously explore and develop the tangible and intangible resources of Harbin Summer Music Concert, for example, through the design of Harbin Summer Music Concert cultural shirts, audio and video products, books and toys, etc. to promote sales, so as to stimulate the development of related industries and maximize their economic benefits. At the same time, the concert organizing committee can organize special personnel responsible for the study of cultural dynamics, analysis of the direction of the cultural market, to provide a variety of information services, and task the relevant departments of the concert market research, evaluation, in order to provide a strong reference data for the work of the Harbin Summer Music Concert, in order to obtain better social and economic benefits.

In short, nowadays, countries, regions, and cities have recognized the importance of developing urban cultural industry and raised it to the height of an effective carrier to promote the continuous improvement of urban soft power. First, the development of the cultural industry can attract a large number of talents and capital and help the city's attractiveness to play effectively. Second, the cultural industry generates economic benefits as well as social benefits, i.e., it promotes the consolidation of urban cohesion through the construction of spiritual civilization and harmonious society. Third, the development of urban cultural industry plays an important role in the renovation and upgrading of old buildings. urban renewal, while the many branches of the cultural industry play a role in promoting the city. urban marketing, and ultimately establishing a good image for the city. Just like the successful development of the Harbin Summer Music Concert is not only a button in the city marketing, but also the mainstay of the city image and establishing the city brand. The social impact of the Harbin Summer Music Concert should not only be seen as a musical or artistic impact and progress, but also the connection between things that really drive the city's economic development, human development and other hard and soft power of common progress.

Conclusion

At this stage, mankind has entered the era of a knowledge economy, and the position of a country, a region or a city in the cultural market competition is closely related to the level of development of its cultural industry. Overall, there are many new trends in the development of cultural industries in countries and regions around the world, including diversified social investment, intangible resources, shared information resources, international resource allocation, and so on. Many city decision-makers are deeply aware of the importance of the development of urban cultural industries in improving the core competitiveness and economic development of a city, it plays an important role in optimizing the structure, expanding consumption, increasing employment, and achieving sustainable development, which lays a solid basis for promoting city-economic development (Zhu, 2020). Through the above analysis of Harbin and its iconic cultural industry, Harbin Summer Music Concert, the following lessons and suggestions can be drawn for the high level and quality development of a city's cultural industry.

First, based on the city's historical foundation and social-cultural atmosphere to create a cultural industry in line with its own city development rules. One of the objective laws of the operation of cultural and creative industries is this urban selectivity and self-reinforcing effect, and cities that are not suitable for the development of this industry will inevitably fail to achieve the expected results if they force the development of this industry against this objective law. As some researchers have pointed out, in the context of globalization, dynamic regions are more the exception than the rule, globalization makes economic activities more mobile and less restricted, yet globalized investments emphasize sensitivity to local and regional differences. The success and development of the Harbin Summer Music Concerts cannot be separated from its historical foundation as a window to Chinese and foreign music, and from Harbin's unique artistic and cultural heritage. Therefore, the management of each city should fully respect the law and objectively examine whether their own cities meet this demand for cultural and creative industries, and only develop and invest in cultural and



creative industries in a targeted and rational way on the basis of mature conditions, otherwise they should consciously reduce their enthusiasm for investing in this industry (Markusen & Gadwa, 2010).

Secondly, the successful birth of the Harbin Summer Music Concert was due to the support of many local artists and the development of art education. The first Harbin Summer Music Concert was made possible by the flourishing of various music groups under the influence of Russian expatriates, the creativity of many artists, and the establishment and improvement of the Harbin Institute of Arts from 1961 onwards, which led to a tremendous development of cultural work in Harbin and satisfied the growing enthusiasm of the public for music. This fully reflects that the most important production factor in the development of the city's cultural industry is the practitioners of the industry. A city can only attract a certain number of cultural and creative enterprises to develop if it can attract a large number of practitioners to work. Therefore, it is essential to actively create a city environment that is loved and favored by the practitioners of cultural industry. To this end, various cities can start from the following two aspects. First, actively create a hard urban environment favored by practitioners, corresponding convenient facilities. Second, actively create a relaxed and conducive urban environment.

Finally, it is necessary to point out that the expansion and development of the urban cultural industry cannot be achieved without a sound statistical system of cultural and creative industries. This system should be an open system, which should continuously absorb the relevant industries rich in culture and creativity into it in conjunction with the trend of the times. Just as the urban cultural industry consisting of Harbin Summer Music Concert is to a certain extent generated with the improvement of local people's demand level, it is not a brand-new industry, but a re-recognition and re-categorization of existing industries. Therefore, the future Cities statistical system should be kept open, and new and traditional industries that meet people's cultural needs, spiritual needs, or self-fulfillment needs should be included in its system at any time, so that the composition of cultural industries can become richer, and thus provide a basis for relevant scientific research and government agencies to formulate scientific and reasonable policies.

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