

Under the Background of High-Quality Development, the Influence of Creating the Cultural Symbol of ‘Shaanxi Drama’ on Shaanxi’s Economic Development



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Abstract: As an ancient capital of the thirteen dynasties, Shaanxi Province has been striving to create an “international tourism destination of Chinese ancient capital culture.” In recent years, the development trend is good, and tourism performing arts have made great contributions to this, which has greatly improved Shaanxi Province, especially Xi’an, as a popular tourist destination. As a new business card of Shaanxi, it is of great significance to study what kind of cultural symbol it will create, which will become a new bright spot of Shaanxi tourism and further promote the development of the Shaanxi economy.

Keywords: high-quality development; Shaanxi drama; cultural symbols

In 2007, Shaanxi media launched the selection of ‘Shaanxi top ten cultural symbols’. More than ten cultural masters and 58991 votes selected ‘Shaanxi’s top ten cultural symbols’, which are the Terracotta Warriors, Great Wild Goose Pagoda, Yellow Emperor’s Mausoleum, Xi’an Ancient City Wall, Yan’an, a sacred revolutionary shrine, Qinqiang Opera, Forest of Steles (museum in Xi’an), Qinling Mountains, Archaeological Site of Xi’an and Steamed Mutton. It is not difficult to see that every cultural symbol selected by the ticket is a business card of Shaanxi cultural tourism, which is an important factor for Shaanxi tourism to drive economic development. Therefore, the cultural symbol of ‘Shaanxi drama’ will be used as a new element to enhance the momentum of Shaanxi’s economic development.

1. Overview of ‘Shaanxi Drama’

1.1. The definition and characteristics of ‘Shaanxi Drama’

The Shaanxi drama, in a broad sense, refers to

the works performed by all the active writers in Shaanxi Province. It is a drama genre with a unique style and characteristics of regional culture and art. The formulation of the Shaanxi drama can be said to be derived from the Shaanxi literature, and combined with the local history, culture, local color, and folk art, forming a distinctive style of drama performance. In recent years, more and more people have mentioned the Shaanxi drama, which began with the success of the Shaanxi People’s Art Theatre version of ‘Bailuyuan’. Shaanxi dialect, which is endowed with local characteristics in the play, has a strong appeal through the processing of stage art language and can pull the audience into its prescribed situation in an instant (Zhao, 2020). In the original drama “Ancient City Street” jointly produced and performed by Xi’an Translation College and Xi’an Boyaxuan Film and Television Culture Communication Co., Ltd., Northern Shaanxi storytelling and Yangge have become important means of drama narrative (see Fig.1). Therefore, the Shaanxi drama is different from the Beijing drama and the Shanghai drama, showing strong local characteristics (Wang, 1986).

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Figure1



Due to the regional characteristics of Shaanxi drama, such as the theater drama ‘ordinary world’, the live-action drama ‘Xi’an Incident’, etc., it has the characteristics of historical and cultural inheritance. However, innovation and tradition are also in a fierce collision. For example, the modern Qinqiang Opera ‘Qinqiang Opera’ has broken away from the traditional Qinqiang Opera performance mode and told stories in a way that is biased towards drama, which has become a new attempt to explore the innovation and tradition of Shaanxi drama.

1.2. The history and development status of ‘Shaanxi Drama’

The history of Shaanxi’s drama can be traced back to before and after the Revolution of 1911, when the drama was still in the primary stage of makeup speech and curtain drama. During the period of the New Democratic Revolution, Shaanxi Province, as a holy land for revolution, drama played a positive role in publicizing the revolution and encouraging people to participate in the revolutionary battle. After the founding of the People’s Republic of China, under the guidance of the party and state leaders, the Ministry of Culture held the first national opera performance conference, to implement the spirit of the conference, Shaanxi Province followed the pace of the country, held the first drama performance conference, Shaanxi Province drama has been guided by the carding and great progress. Later, he successively created and performed excellent dramas such as “In Peaceful Days,” “For Sixty-one Class Brothers,” “Mountain Flowers,” “Station New Wind” and so on. The drama “Mao Zedong’s Story” created by Xi’an Drama Theatre also won the National “Five One Project” Excellent

Works Award in 1991, which was also the highlight moment of Shaanxi drama (Li & Shi, 2022). With the deepening of the reform of the market economy, the diversification of cultural development, especially TV has entered thousands of households, and the drama art performance market in Shaanxi Province has entered a downturn.

In 2009, some operating cultural institutions in Xi’an carried out a market economy transformation, that is, “business to enterprise” restructuring (Liu, 2009). In 2011, the state-owned art troupe completed the restructuring of ‘business-to-business’, the economy of Shaanxi Province also gradually developed in the wave of reform and opening up, and the cultural and tourism industry began to grow rapidly. The ‘White Deer Plain’, ‘Ordinary World’, and ‘Protagonist’ created by the Shaanxi People’s Art Theatre, as well as the ‘Lu Yao’ and ‘Liu Qing’ created by the Xi’an Drama Theatre, have achieved great success. It has become a phenomenon-level existence in the national drama world (Qin & Li, 2022).

However, according to a survey of the two major drama performance units in Shaanxi Province, the number of performances before the epidemic remained at more than 200, and more often close to 300, most of which were national tours, with local performances accounting for about 20%. The performance of Xi’an Theater in its New Town Theater is about 50 times a year, of which drama accounts for about 60 %. The number of small theater dramas and children’s dramas is more than that of Shaanxi People’s Art Theater (Shaanxi People’s Art). The attendance rate of drama performances in the two theaters is maintained at 55% -65%. It is not difficult to see that due to the weakness of the local drama market, the theatres’ performance has high operating costs and limited profitability. Therefore, it is necessary to pay attention to the fact that a large part of the income of these successful Shaanxi dramas comes from various national literary and artistic funding funds. There are not many box offices that are earned in the pockets of ordinary audiences. The Shaanxi human art

repertoire 'Bailuyuan' is a 2016 National Art Fund-funded project; the original drama 'Lu Yao' of Xi'an Drama Theatre in 2019 was also created and performed by government support funds such as the National Arts Fund. Therefore, the performance contains a large part of the tickets, and even several public welfare performances (Gao & Li, 2023).

It can be seen that although in the wave of China's market economy reform, the major drama performance groups in Shaanxi Province have entered the commercial market after the reform of 'business transformation', untied the shackles of the system and mechanism, and obtained higher freedom and autonomy, but failed to obtain ideal market performance and economic benefits.

2. 'Shaanxi Drama' Under the Background of High-quality Development

2.1. Requirements for high-quality development

High-quality development is an important change in China's development concept in recent years. It emphasizes not only the speed and scale but also the quality and efficiency of development. Its requirements are to improve relevant laws and policies to provide institutional guarantees for high-quality development; further expand opening up, strengthen cooperation and exchanges, attract investment, and encourage the introduction of technology and management experience; increase support for the new economy, new formats, and new models, and cultivate new growth momentum; promote the construction of a resource-saving and environment-friendly society, improve the utilization efficiency of energy and resources (Yang, 2009), establish and improve risk early warning and prevention and control mechanisms, and ensure stable and healthy economic development; expand consumption and investment, especially the proportion of consumption, to meet people's expectations for a better life; promote supply-side structural reform, improve the quality and efficiency of supply, and better meet the needs of the market and the people; it focuses on education and training, provides opportunities for continuous learning, and

cultivates talents that meet the needs of high-quality development (Yang, 2020).

High-quality development emphasizes a comprehensive, coordinated, and sustainable development concept. Its goal is to achieve long-term stable and healthy economic and social development and improve people's quality of life.

2.2. Reflections on the adaptation of 'Shaanxi Drama' to the requirements of high-quality development

The Shaanxi-style drama is bound to develop under the requirements of China's high-quality development. Therefore, Shaanxi drama should pay attention to innovation-driven, actively absorb modern art elements, combine social changes, create more plays that keep pace with the times, and enhance the vitality of art. Second, structural optimization. The performance, production, and promotion of drama should be structurally adjusted. Such as the use of digital technology for online promotion, or through diversified business models to raise funds for drama. Third, green development. The production and performance of drama should pay attention to environmental protection, such as the use of environmentally friendly materials, or the construction of supporting formats for the recycling of stage sets to reduce waste. Fourth, people-oriented development and shared development. The repertoire pays more attention to the audience experience, and its promotion should not only focus on big cities but also bring it to rural and remote areas. Fifth, open cooperation. Actively communicate and cooperate with domestic and foreign drama teams to jointly promote the development of drama art. Sixth, improve the quality of supply. From script creation, director, and actor to stage design, we should pursue excellence and ensure a high-quality artistic experience for the audience. Seventh, personnel training. Pay attention to drama education and training, and cultivate more artistic talents with profound emotions and high professionalism in drama art.

3. The Value of 'Shaanxi Drama' as a Cultural

Symbol

3.1. Cultural value

Shaanxi drama not only represents the unique cultural and artistic traditions of Shaanxi but also the combination of Han opera, Qinqiang, and other traditional drama forms with modern performing arts. It integrates strong local characteristics in performance style, costume, music, and dance. This unique artistic charm not only enriches the diversity of Chinese drama but also provides a profound aesthetic experience for the audience. As a kind of local art, Shaanxi drama has promoted the exchange and mutual learning of different regional cultures in the inheritance and innovation and enhanced the diversity and inclusiveness of national culture.

3.2. Economic value

Shaanxi drama is not only the carrier of cultural heritage but also an important factor in promoting regional economic development. It enhances the tourism attraction of Shaanxi by attracting audiences and tourists, thus driving the development of tourism. In addition, the development and sales of surrounding commodities and cultural and creative products of drama performances have added new growth points to the regional economy. The elements and themes in the drama also provide rich inspiration and content resources for other creative industries such as movies, TV dramas, animations, and games, and promote the diversified development of the cultural industry.

3.3. Social value

Shaanxi drama not only promotes the development of social culture but also strengthens the recognition and sense of belonging of Shaanxi people to local culture. Its inheritance and development have strengthened the residents' sense of pride and protection of their cultural heritage. By setting up drama professional colleges and research institutions and holding various drama-related activities, Shaanxi drama provides a platform for the younger generation to learn, communicate, and show themselves, cultivates a new generation of artistic talents, and strengthens local education and cultural strength. At the same time, drama performances and

related community activities provide residents with a place to gather and communicate and enhance the cohesion and cultural vitality of the community.

Therefore, Shaanxi drama not only has unique value in the field of culture and art but also plays an irreplaceable role in the economic and social fields. Through the protection and innovative integration of traditional elements, it has become a bridge connecting history and modernity, local and international, and promoted the sustainable development of culture and international exchanges. Its existence and development not only enrich people's spiritual lives but also contribute to the sustainable development of the local economy and society.

4. The Role of 'Shaanxi Drama' in Promoting the Economic Development of Shaanxi

4.1. Promoting the development of the cultural industry

As an important representative of Shaanxi regional culture, Shaanxi drama not only has uniqueness in artistic expression but also plays a key role in spreading Shaanxi's local culture. Through the characteristics of stage performance, screenwriting, music, clothing, and other aspects, it has attracted a large number of audiences and investment, and effectively promoted the prosperity of the cultural industry. The production, performance, publicity, and other links of drama require all kinds of professional talents and resources, which not only creates a large number of employment opportunities for the cultural industry but also promotes the development of related industries such as stage design, lighting and sound, visual art and so on. In addition, high-quality Shaanxi drama works can often tour at home and abroad. In this way, Shaanxi's cultural influence has been further spread and the international visibility and influence of Shaanxi culture have been improved.

4.2. Driving the development of tourism

Shaanxi drama is usually deeply rooted in the history, culture, and customs of Shaanxi. Its rich local characteristics and profound cultural heritage

have become a highlight of attracting tourists. These dramas can not only attract cultural enthusiasts and tourists to watch but also often promote tourists to understand the history and culture of Shaanxi, thus driving the development of tourism. With the popularity of drama and the enhancement of its influence, many historical scenes or cultural landmarks related to drama, such as Bailuyuan, have become hot spots for tourism. This not only directly increases the number of tourists and tourism income, but also indirectly promotes the prosperity of local hotels, catering, and other related industries.

4.3. Enhance regional brand value

With its unique artistic style, vivid storyline, and rich cultural elements, the Shaanxi drama has effectively shaped a unique regional brand image for Shaanxi. This uniqueness is not only reflected in artistic expression but also the inheritance and innovation of Shaanxi culture. The widespread of Shaanxi drama and the recognition of the audience have strengthened the image of Shaanxi as a region with a profound cultural heritage, thus improving the popularity and attractiveness of the whole region. This promotion is not limited to the cultural level but also plays a role at the economic level. With the improvement of brand value, more investors and enterprises are attracted to Shaanxi, bringing capital and technology inflows, and promoting the diversified development of the local economy. In addition, the prosperity of Shaanxi drama also helps to enhance the cultural pride and sense of belonging of Shaanxi residents and then stimulates social creativity and social vitality, which has a positive impact on improving the comprehensive competitiveness of the region.

In a word, as a cultural form with distinct local characteristics, Shaanxi drama not only plays an important role in the field of culture and art but also plays an important role in promoting the economic and social development of Shaanxi. By promoting the development of cultural industries, driving the prosperity of tourism, and enhancing regional brand value, Shaanxi drama has become an important bridge connecting the past and the future, and

connecting the local and the world.

5. Existing Problems and Countermeasures

Shaanxi drama also faces some problems in the development process. Only by facing and solving these problems can it protect its healthy and sustainable development and growth.

5.1. Lack of diversity and innovation

Based on traditional art forms and artistic thinking, the Shaanxi drama should pay more attention to diversity and innovation. This can not only attract a wider audience, especially the younger generation but also improve the social influence of works of art. To this end, it is recommended to encourage artists to collaborate across borders, introduce different cultural and artistic elements, and adopt new narratives and stage techniques. At the same time, innovation competitions and workshops can be held to stimulate the inspiration and creativity of creators, to promote the diversified development of Shaanxi drama.

5.2. Lack of professional personnel training

To solve the problem of Shaanxi drama talent training, a variety of measures can be taken. First of all, it is recommended to strengthen cooperation with colleges and universities, set up professional courses and practice platforms, and provide students with more learning and practice opportunities. Secondly, an artist exchange project can be established to encourage exchanges and cooperation between artists at home and abroad, to improve the professional skills and international vision of local talents. In addition, we should also strengthen the mentoring system within the industry, so that experienced artists can guide young talents to achieve the inheritance of knowledge and skills.

5.3. Insufficient application of modern technology

To improve the artistic expression of Shaanxi drama and the audience's viewing experience, modern stage technology should be vigorously introduced, such as high-definition projection, virtual reality, and augmented reality technology. These technologies can bring new visual and auditory effects to the drama and enhance its appeal. At the

same time, the use of new media tools such as social media and video platforms can effectively improve the exposure rate and audience range of dramas and broaden their communication channels.

5.4. Strengthening marketing and promotion

In the pan-entertainment environment, Shaanxi drama needs to strengthen marketing and promotion, push drama works to a wider audience, establish a good brand image, and expand the scope of performance. At the same time, it can take advantage of tourism performing arts to incorporate drama performances into tourist attractions and tourist routes to enhance the tourist attraction of Shaanxi drama.

6. Conclusion

By creating the cultural symbol of 'Shaanxi Drama', the cultural industry in Shaanxi has been promoted and expanded. The creation, performance, and dissemination of dramas will create a large number of employment opportunities for the local area and promote the development of the cultural and tourism industry. As a unique cultural element in Shaanxi, Shaanxi drama has become a new growth point to promote the development of tourism, increasing tourist flow and tourism income. Through the spread of Shaanxi drama, the culture and art of Shaanxi have been improved, and a unique regional brand has been created for the region, which helps to improve the popularity of Shaanxi, attract more investment and resources, and promote economic development. As an important cultural symbol, Shaanxi drama will have a positive impact on the local society, encourage people to pay more attention to and participate in cultural activities, and strengthen social cohesion and cultural identity.

In summary, by creating the cultural symbol of 'Shaanxi Drama', Shaanxi Province will further enhance the development of the cultural tourism industry, enhance the social influence of regional brands, and have a positive impact on Shaanxi's economic development. These findings show that the cultural industry can become an important driving force for economic growth in the context of

high-quality development.

Conflict of Interest

The author declares that he has no conflicts of interest to this work.

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