

# Research on the Impact of Innovation Activities, "Internet +" and Tourism on Jiangsu's Cultural Industry——The Mediating Effect Model of Human Capital Adjustment

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**Abstract**— This paper selects panel data from 13 prefecture-level cities in Jiangsu province to construct a moderated intermediary effect model, with "Internet +" and tourism economy as intermediary variables and human capital as a moderating variable, to comprehensively examine the impact of innovative activities on cultural industries. The research results show that: (1) innovation activities have a significant positive promotion effect on the development of cultural industries; (2) tourism economy has a significant intermediary role between innovation activities and cultural industries; (3) "Internet +" has an intermediary effect between innovation activities and tourism economy; (4) Under the intermediary effect of "Internet +", human capital plays a significant role in regulating innovation activities and then influencing cultural industries.

**Keywords**— Cultural industry: Human capital: Innovative activities: "Internet +": Regulated mediating effect: Tourism economy.

## I. INTRODUCTION

The prosperity and development of the cultural industry is not only an important way to enrich people's spiritual and cultural life and enhance the country's cultural soft power, but also an important measure to enhance the overall national strength and international competitiveness. The 17th National Congress of the Communist Party of China proposed to promote the "great development and prosperity of culture", the 18th National Congress of the Communist Party of China made it clear to "build a cultural power", and the 19th National Congress stressed the need to "strengthen cultural confidence". In this process, the importance of culture in national economic and social development is increasing day by day. The foundation of cultural self-confidence is the vigorous development and widespread dissemination of the cultural industry. At present, General Secretary Xi Jinping has stressed the need to "gradually form a new development pattern with the major domestic cycle as the main body and the double domestic and international cycles mutually reinforcing". The cultural industry plays an important role in reshaping economic spatial pattern, optimizing regional industrial layout, inheriting historical context and continuing cultural genes. It plays an important supporting role in forming the main effect of domestic major circulation and promoting high-quality economic development. In recent years, the trend of combining culture and tourism is becoming more and more obvious, and there are more and more innovative activities aimed at culture and tourism, with remarkable results. Cultural tourism, as a new form of experience, has become a new bright spot in the development of modern cultural tourism, and the cultural tourism industry has become one of the key points in the development of many regions in the country. Taking innovation as the leader, relying on the carrier of the tourism industry, combining the Internet economy, gathering the advantages of talents, and developing the cultural industry is an important path for the future

development of the cultural industry. Jiangsu has a high level of regional innovation, a well-developed tourism industry, and the Internet economy ranks among the top in the country. There are many innovative talents gathered in universities and colleges.

Jiangsu is rich in cultural resources, at the same time of rapid economic growth, cultural industry presents the omni-directional depth development, system innovation, the fusion of the formats and other new features. However, there is still a big gap among Jiangsu and Beijing, Shanghai, Guangdong. It is urgent to carry out supply-side structural reform and innovation, deeply tap the development potential of cultural industry, and improve the development level of cultural industry. As a strategic emerging industry, the cultural industry is an inevitable trend for its development in the wave of economic transformation. Technological innovation, tourism economy, and "Internet +" are all important driving forces to promote the transformation and upgrading of the cultural industry. Therefore, based on literature research, this article uses a moderated intermediary effect model to explore the influence of innovative activities, "Internet +", and tourism economy on Jiangsu's cultural industry by collecting and collating data. In this research process, the human capital is introduced as a moderating variable. The purpose is as follows: to explore its regulatory role in accelerating the integration of Jiangsu's cultural tourism through innovation, and to promote its regulatory role in the development of cultural industries.

## II. LITERATURE REVIEW AND RESEARCH HYPOTHESIS

### A. Innovative activities and cultural industries

In the context of the convergence of the new normal of economic development and the new round of technological revolution, innovation has become the basic driving force for the development of cultural industries. Only by grasping the peculiarities of the innovation and development of the cultural industry, having a deep understanding of its characteristics and

laws, can we take scientific and effective actions to promote the development of China's cultural industry, and then inherit and develop Chinese traditional culture under the new situation. Xu Yan<sup>①</sup> believes that after the traditional cultural industry was injected with new elements, it was upgraded and formed a cultural and creative industry. The cultural industry is a creative industry, and the creative economy is the driving factor of economic growth and regional development. Ieva Moore<sup>②</sup> expounded the concept of cultural and creative industries and creative economy, marking the arrival of the digital age characterized by cultural industries and creativity. Comunian<sup>③</sup>, Mould<sup>③</sup>, Boccella<sup>④</sup>, Salerno<sup>④</sup> and other scholars' studies all pointed out the importance of creative industries and cultural regeneration to economic development.

Based on the particularity of the cultural industry, innovation activities permeate all aspects of the cultural industry. Technological innovation has become an important channel, which can promote the development of cultural industries to absorb new ideas and integrate new ideas. At the same time, the vigorous development of the cultural industry is also leading the development of science and technology, at the same time, it can promote the rationalization and improvement of policies. Wei Zhibo<sup>⑤</sup>, Yan Huichao<sup>⑥</sup>, Yu Ze<sup>⑦</sup> believe that cultural and technological innovation activities have a mutual promotion effect. There are several manifestations of the integration of culture and technology, namely, culture can use technology to develop new cultural products, and spread excellent cultural traditions and advanced cultural concepts more widely (Liu Yuzhu<sup>⑧</sup>). Li Lu<sup>⑨</sup>, Wang Mingming<sup>⑩</sup> researched that scientific and technological innovation activities can be combined with other industries, so that high-quality supplies can be produced for the cultural industry, and it can also promote the formation of new formats of the cultural industry, and the interaction between the two will also provide a good opportunity for the transformation and upgrading of China's cultural industry. Wang Anqi<sup>⑪</sup> believes that technological innovation promotes the transformation and upgrading of the cultural industry through the promotion and stimulating mechanism of the upgrading mechanism, organizational mechanism, birth mechanism, incentive mechanism, and integration mechanism.

Based on the above research, this article proposes the following hypotheses:

H1: Innovation activities have a positive impact on the cultural industry, and innovation activities can promote the high-quality development of the cultural industry.

### *B. The intermediary role of Internet activities and tourism development*

The rapid development of economy and technology has greatly improved the quality of people's spiritual life. Internet browsing and tourism and cultural experience have become two important ways of spiritual life. Moreover, there is a trend of gradual integration between the two. In 2018, the National Tourism Administration merged with the Ministry of Culture to form the Ministry of Culture and Tourism, which is an important symbol of the integration of culture and tourism. Wang Mingxing<sup>⑫</sup> analyzed the interactive effects of cultural

industry and tourism development earlier, he believed that the integration of the two requires the use of an Internet platform. Through online and offline integration, the integration of the Internet and cultural tourism has developed rapidly. Chen Shaofeng<sup>⑬</sup> discussed the value chain of "Internet + cultural industry". Wang Liang<sup>⑭</sup> believes that the rapid development of Internet technology has increased the activity of national culture among the masses, at the same time promoted the development of cultural industries.

The deep integration of the Internet and the traditional tourism industry has become a trend. With its obvious advantages such as convenience and practicality, Internet technology has become an important force in promoting the transformation and upgrading of the tourism industry, improving the quality of tourism services, and meeting the high-quality needs of tourists. Relevant data shows that 90% of current tourists search for relevant data through the Internet and mobile clients, and more than 50% of tourists formally book travel products through online and mobile clients. As the main consumer group in China's tourism market turns into young people born in the 80s, 90s and even 00s, the market penetration rate of online travel will further increase. Yuan Jing<sup>⑮</sup> used "Internet +" as the background to build a smart tourism platform system to promote the sustainable development of the tourism industry.

In the "Internet +" era, the innovation capability of the tourism industry is gradually increasing. Internet companies collect and analyze big data on tourism while marketing online tourism activities. At the same time, major scenic spots are becoming more and more dependent on the Internet. Smart tourism, tourism communication and new tourism media are developing in concert. Wang Degang<sup>⑯</sup> believes that the Internet has improved the ability of the tourism industry to integrate social resources, promoted the innovation of tourism business models, improved the performance of tourism management and services, and promoted the innovation of the tourism industry. Zhou Chunbo<sup>⑰</sup> believes that the power of technological innovation promotes the integration of culture and tourism industry, and the cross-border technological innovation effect of the culture and tourism industry chain should be strengthened. Dai Keqing<sup>⑱</sup> proposed that the technological progress and model innovation formed by "Internet +" are representative factors that promote innovation in the tourism industry.

Based on the above research, the Internet, tourism development and cultural industries have mutually promoting relationships. Therefore, this article proposes the following hypotheses:

H2a: "Internet +" has an intermediary role between innovative activities and tourism development;

H2b: The tourism economy has an intermediary role between innovative activities and cultural industries;

H2c: "Internet +" has an intermediary role between innovation activities and cultural industries.

### *C. The moderating role of human capital*

Talents are the primary driving force for innovation. The more important the role of innovative activities in the economic

growth of cultural tourism, the more important the role of innovative human capital. Chuluunbaatar<sup>19</sup> and many other scholars have explored the important role of human capital in the development of cultural industries through theoretical and empirical research. Song Chaoli<sup>20</sup> pointed out that the core of the cultural industry is creativity, and talents are the main body of creativity. An empirical study by Luan Qiang<sup>21</sup> found that there is an "inverted U-shaped" relationship between cultural industry productivity and high-degree human capital investment.

Based on the needs of both innovative activities and cultural industries, practitioners in the Internet field and cultural tourism are also merging. Talents use the Internet as a carrier to innovate the means of cultural dissemination, accelerate the upgrading of cultural products, and increase the added value of cultural products. At the same time, talents use the Internet and big data to formulate tourism marketing strategies to promote the high-quality development of the tourism economy. Xia Jiechang<sup>22</sup> proposed the concept of "Tourism by Talents" and suggested the development of human resources development strategies for tourism public services. Shi Yuding<sup>23</sup> believes that rural tourism should introduce human capital, material capital, so as to promote the multi-functional development of rural tourism. Chang Qingqing and Zhong Weizhou<sup>24</sup> found that the impact of Internet use on technological innovation has a significant dual human capital threshold, and with the increase of human capital levels, the effect of Internet use on technological innovation has increased significantly.

Based on the above analysis, the following hypotheses are proposed:

H3a: Human capital regulates innovation activities. This situation has an intermediary effect on the cultural industry through "Internet +";

H3b: Human capital regulates innovative activities. This situation has an intermediary effect on the cultural industry through the tourism economy.

### III. RESEARCH DESIGN

#### A. Model setting

Science and technology are the primary productive forces, and innovation is the primary driving force for development. The supply-side structural reform of the cultural industry needs innovation support, innovation requires human capital, and the "Internet +" environment. In this process, the development of tourism economy and the integration and development of cultural industries also play an important intermediary role. In the process of discussing the influence of innovative activities on the cultural industry, this article takes the development of cultural industry as the explanatory variable, introduces human capital and "Internet +" as the moderating variable, and the development of tourism economy as the intermediary variable. Under the influence of innovation activities and cultural industry investment, in addition to direct effects, it focuses on the regulatory effects and mediation effects. Combining the above theoretical assumptions, the basic principle of the theoretical model is shown in Figure 1. Innovation activities are the explanatory variables, "Internet +" and tourism economy are

the intermediary variables, human capital is the moderating variable, and the cultural industry is the explained variable.

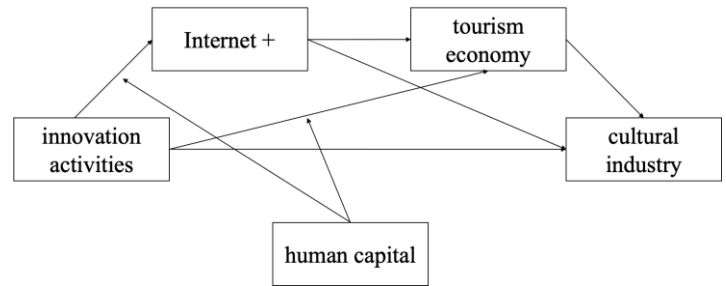


Fig. 1. Schematic diagram of moderated mediation effect

#### B. Variable selection and data source

Based on the availability of data, this paper selects panel data from 13 prefecture-level cities in Jiangsu from 2013 to 2017. The data source of this article is the "Jiangsu Statistical Yearbook". The selection of each variable and the corresponding calculation method are as follows:

##### 1. Innovation activities (INN)

Innovation is the unique cognitive and practical ability of mankind, and it is the most important driving force for economic and social development. The content of innovation activities is rich, including innovation input, innovation process and innovation results. Generally, the amount of patent grants can reflect the innovation atmosphere and effectiveness of participation in innovation in a region, and reflect the innovation activities of a region. Therefore, this article uses the amount of patent grants commonly used in academia as the performance indicator of innovation activities.

##### 2. Cultural Industry (CUL)

The cultural industry is an important part of the modern industrial system. In recent years, the cultural industry has developed rapidly and has become one of the pillar industries of many regional economic development. Usually, the added value of the cultural industry can be a quantitative expression of the development of the cultural industry, so this article uses the added value of the cultural industry as an indicator to measure the development of the cultural industry.

##### 3. "Internet +" (INT)

"Internet +" is the use of information and communication technology and Internet platforms to deeply integrate the Internet with traditional industries, give full play to its agglomeration or adhesion effects in resource allocation, and form a new form of economic development. Generally, Internet broadband access users can reflect the Internet coverage of a region and the activeness of participating in the Internet economy. Many cultural consumption activities often occur on the Internet. Therefore, Internet broadband access users in various cities are used as a measure of the "Internet +" economy. Activity indicators.

##### 4. Tourism Economy (TOU)

As mentioned above, the integration trend of tourism and cultural industries is becoming stronger. Realizing the perception, understanding and experience of human culture through tourism has become one of the goals of many tourists, so that tourists can obtain a tourism experience rich in cultural

connotations. The total income from domestic and foreign tourism is usually used as an indicator to measure the development of tourism economy. Due to the vigorous rise of cultural tourism in recent years, as an intermediary variable in the development of cultural industries, it has an important influence on the development of cultural industries.

### 5. Human Capital (HUM)

Human capital is the capital embodied in laborers, including their knowledge, skills, cultural and technical level, etc., which has huge potential for value-added. This article uses the number of students in general higher education in 13 prefecture-level cities in Jiangsu Province as the measurement index. The college student group is the potential labor force and the main body of innovative activities. The cultivation of college students is a reserve of human capital. Therefore, The number of students in general higher education is selected as the human capital indicator.

## IV. EMPIRICAL ANALYSIS

### A. The moderated mediation effect test

Using the panel data of 13 prefecture-level cities in Jiangsu, according to the moderated intermediary effect model, using Internet+, tourism economy as the intermediary variables, and human capital as the adjusting variable, comprehensively investigate the intermediary effect of the impact of innovative activities on the cultural industry. Use the process3.1 plug-in of SPSS22.0 software to analyze, the Bootstrap sample size is 5000, and under the 95% confidence interval, the impact of innovation activities under the regulation of human capital on the cultural industry is analyzed. Determine whether the coefficient is 0 when passing the confidence interval. If 0 is not included in the interval, it is significant; if 0 is included, it is not significant<sup>19</sup>. In the moderated mediation effect test, in order to effectively determine the mediation effect and the mediation effect, the original data is logarithmically transformed and then empirically analyzed.

#### 1. The moderating effect test of the total effect

Take innovation activity as the explanatory variable, human capital as the moderating variable, and cultural industry as the explained variable to verify the overall moderating effect of human capital, as shown in Table 1. In Model 1, the explanatory variable LnINN has a significant effect on the explained variable LnCUL, with a coefficient of 6.551; while the adjustment term LnINN\*LnHUM is not significant, indicating that the adjustment effect of the total effect of human capital is not established, and the adjusted mediation model can be further tested.

TABLE 1. Model Test of the Total Regulation Effect of Human Capital

variable	Model.1		
	LnCUL		
	$\beta$	SE	t
constant	3.511	0.077	45.492**
LnINN	6.551	1.161	5.642**
LnHUM	0.330	0.104	3.163**
LnINN*LnHUM	-1.765	0.947	-1.865
R <sup>2</sup>	0.704		
F	48.361**		

Note: \*\*, \* means passing the 1% and 5% significance test respectively.

#### 2. The intermediary effect of the Internet and tourism economy under the adjustment of human capital

The mediating effect of "Internet +" and tourism economy under the adjustment of human capital is shown in Table 2. In Model 2, the explanatory variable LnINN has a significant impact on the explained variable LnINT, with a coefficient of 4.139, indicating that innovation activities have a positive effect on "Internet +"; the adjustment term LnINN\*LnHUM is also significant, with a coefficient of 1.556, indicating that human capital is innovating There is a moderating effect in the influence of activities on the "Internet +". In Model 3, the explanatory variable LnINN has a significant impact on the explained variable, with a coefficient of 5.008, indicating that innovative activities have a positive impact on tourism; the adjustment term LnINN\*LnHUM is not significant, indicating that human capital does not have an effective effect in the impact of innovative activities on tourism. Regulation effect. In Model 4, the explanatory variable LnINN has a significant impact on the explained variable LnCUL, with a coefficient of 4.281, indicating that innovation activities have a positive impact on the cultural industry and a direct effect; the mediating variable LnINT has no significant impact on the explained variable LnCUL, and the mediating variable LnTOU is significantly affected by the explanatory variable LnCUL, with a coefficient of 0.460, indicating that the tourism economy has a positive role in promoting the development of cultural industries.

TABLE 2. Moderating Mediation Effect Model Test- Model.2

Variable	Model.2		
	LnINT		
	$\beta$	SE	t
constant	4.829	0.060	79.826**
LnINN	4.139	0.910	4.548**
LnHUM	0.183	0.082	2.235**
LnINN*LnHUM	1.556	0.742	2.097**
LnINT			
LnTOU			
R方	0.599		
F	30.313**		

TABLE 3. Moderating Mediation Effect Model Test- Model.3

Variable	Model.3		
	LnINT		
	$\beta$	SE	t
constant	4.873	0.471	10.339**
LnINN	5.008	0.799	6.267**
LnHUM	0.305	0.065	4.718**
LnINN*LnHUM	-0.028	0.583	-0.047
LnINT	0.281	0.097	2.891**
LnTOU			
R方	0.871		
F	101.246**		

In general, innovation activities have a significant positive role in promoting the development of cultural industries. Hypothesis H1 has been proved. "Internet+" has an intermediary effect between innovation activities and tourism economy, so H2a has been proved; tourism economy has a significant intermediary effect between innovation activities and cultural industries, so H2b has been proved; "Internet+" has an intermediary effect between innovation activities and culture

There is no obvious intermediary effect between industries, and the hypothesis H2c does not hold. Human capital regulates innovation activities, and the mediation effect of "Internet +" activities on the cultural industry is significant, but the mediation effect of regulating innovation activities on the cultural industry through tourism development is not significant. Therefore, H3a is proved, and the H3b hypothesis is not valid.

TABLE 4. Moderating Mediation Effect Model Test- Model.4

Variable	Model.3		
	LnINT		
	$\beta$	SE	t
constant	-0.133	1.088	-0.122
LnINN	4.281	1.721	2.488**
LnHUM			
LnINN*LnHUM			
LnINT	0.139	0.170	0.817
LnTOU	0.460	0.187	2.459**
R方	0.698		
F	47.076**		

Note: \*\*, \* means passing the 1% and 5% significance test respectively.

B. Analysis of adjustment effect diagram

1. The adjustment effect diagram of Mean±SD

The above test shows that the mediating effect of human capital regulating innovation activities on the cultural industry through "Internet +" activities is significant, while the mediating role of regulating innovation activities affecting the cultural industry through tourism development is not significant. Therefore, continue to classify the adjusted variables into high and low groups of "mean ± 1 standard deviation" to obtain the adjustment effect diagram, as shown in Figure 1. As you can see in the figure, the moderating effect of human capital in the "Internet +" mediating effect is clearly reflected, and the slope has changed significantly; while the mediating effect of the tourism economy is not obvious, the slope is almost the same, and the graph is consistent with the previous empirical results.

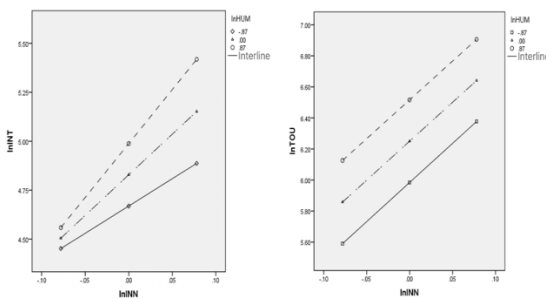


Fig. 2. The adjustment effect diagram of Human Capital Mean±SD

2. Johnson-Neyman adjustment effect diagram

In the adjustment effect graph of Mean±SD, only the difference in adjustment effect, that is, the difference in slope, is distinguished, but the end point of the beginning of the difference is not known. Johnson invented this method in 1936, and was applied to the analysis of regulatory effects by Hayes in 2009. The J-N method is a method of first setting the critical point of whether the P value is significant or not, and then

looking for the relative variable value, so that you can know at which point the adjustment effect begins to have a significant difference. After calculation, the critical point is at (-1.144, 0), which means that the right part of the reference line (-1.144, 0) is the part where the adjustment variable starts to work, and there is a significant difference. When the human capital LnHUM is greater than -1.144, the moderating effect of human capital begins to increase continuously as its value increases.

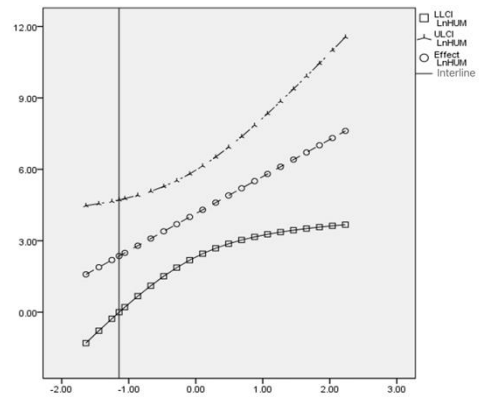


Fig. 3. Human capital Johnson-Neyman adjustment effect diagram

Note: The value here is the value of the adjusted variable after centralization.

C. Analysis of Mediating Effect Values at Different Levels of Moderating Variables

1. The intermediary effect of "Internet +" in the influence of innovative activities on the cultural industry

Regarding the different levels of human capital, the mediating effect of "Internet +" in the influence of innovation activities on the cultural industry is shown in Table 5. The "indirect effect 1" in Table 5 is the mediating effect value at the three levels of the adjustment variable human capital Mean and Mean±1SD. Previous tests have shown that the mediating effect of "Internet +" is not significant. Here, the mediating effect has not passed the test, but it can still be seen that the level of human capital is high, and the mediating effect value is also high.

2. The mediating effect of tourism economy in the influence of innovative activities on cultural industries

At different levels of human capital, the mediating effect of tourism economy in the impact of innovative activities on cultural industries is shown in Table 5. The "indirect effect 2" in Table 5 represents the value of the mediating effect at the three levels of the adjustment variable human capital Mean and Mean±1SD. Tourism economy as an intermediary variable has passed the test significantly, and the intermediary effect value presents a relatively high level. The mediation effect of high levels of human capital appears to be slightly lower. The possible reason is that the current overall level of tourism industry employees is not high. There is a certain crowding-out effect in the short-term high human capital, but there is little difference under different adjustment states. The effect is obvious.

3. The intermediary effect of "Internet +" and tourism economy in the influence of innovative activities on the cultural industry

At different levels of human capital, the mediating effect of innovative activities through the "Internet +" and then through the tourism economy is shown in Table 5. The "indirect effect 3" in Table 5 is the mediating effect value under the three levels of the adjustment variable human capital Mean and Mean±1SD. Innovative activities act on the cultural industry through the "Internet +" and then through the tourism economy, and the intermediary variables have significantly passed the test. High levels of human capital have a high intermediary effect value, that is, as the level of human capital increases, through two intermediaries, the intermediary effect obtained continues to increase.

TABLE 5. Mediating effect values of LnINT and LnTOU at different levels of the regulatory variable LnHUM

		LnHUM	Effect	Boot SE	Bootstrap95% CI	
					LLCI	ULCI
<b>The mediating effect of LnINT and LnTOU</b>	Indirect effect 1	-0.873	0.387	0.525	-0.422	1.675
		0.000	0.576	0.693	-0.714	2.073
		0.873	0.765	0.893	-1.025	2.552
	Indirect effect 2	-0.873	2.315**	1.212	0.217	4.951
		0.000	2.304**	1.145	0.250	4.715
		0.873	2.293**	1.113	0.254	4.602
	Indirect effect 3	-0.873	0.359**	0.252	0.011	0.952
		0.000	0.535**	0.347	0.036	1.346
		0.873	0.710**	0.471	0.046	1.861

Note: The 95% confidence interval of the intermediate effect obtained by the Bootstrap method, not excluding 0 is significant; \*\* means that the variable has passed the significance test under the 95% confidence interval.

Indirect effect 1: LnINN→LnINT→LnCUL, that is, innovative activities→"Internet+"→cultural industry

Indirect effect 2: LnINN→LnTOU→LnCUL, namely innovative activities→tourism economy→cultural industry

Indirect effect 3: LnINN→LnINT→LnTOU→LnCUL, namely innovative activities→"Internet+"→tourism economy→cultural industry

## V. POLICY AND SUGGESTION

Based on the above conclusions, we should give full play to the promotion mechanism of innovation activities, the "Internet +", the mediating influence mechanism of the tourism economy, and the adjustment mechanism of human capital under the guidance of the main body of the domestic cycle. In this way, the deep integration and development of the cultural industry can be promoted.

First, the provincial government has issued policies to encourage enterprise innovation, allocated special funds for scientific and technological innovation, based on the resource advantages of various places, to create more scientific and technological cultural enterprises with distinctive characteristics and strong innovation capabilities, guide cultural enterprises to carry out technological innovation, and truly utilize advanced technology as a cultural industry. The role of the engine of innovation and development; enterprises in each city should focus on improving their own innovation capabilities, fully tapping cultural resources, and creating regional brands for the integration of cultural and tourism development. Increase the high-tech added value of cultural products, actively participate in the supply-side reform of the cultural industry, and build a community of interests and a

community of destiny with the cultural industry, and enhance cultural soft power.

The second is to give full play to the mediating effect of tourism economy in the path of innovative activities to promote the development of Jiangsu's cultural industry, activate tourism elements in the cultural industry, and build a cultural tourism industry chain with the help of tourism development platforms to promote the benign integration of the two industries. At the same time, establish an Internet mindset. Each city should actively use the intermediary effect of "Internet +" technology to build a technological path for innovative activities to promote the development of the tourism industry, and build a mechanism for communication, interaction and sharing between cultural enterprises and between cultural enterprises and consumers. Optimize the value attributes of original tourism products, improve the configuration of production factors, make tourism products have both excellent traditional culture and innovative culture of the times, promote the development of new forms of tourism economy, and form the agglomeration effect of the development of cultural industries.

The third is to take advantage of the human capital of Jiangsu's education province to promote the openness and mobility of talents in the province. All cities must introduce talent incentive policies, encourage cultural enterprises to introduce high-end technical and innovative talents, tap high-quality professionals in tourism and cultural industries, give play to the innovating nature of human capital, release the creativity of human capital, and create a new format for the cultural industry. The integration of the two countries will play a key role in promoting the higher-quality development of Jiangsu's cultural industry. In addition, strengthen the protection of intellectual property rights, formulate and improve targeted protection measures, provide faster intellectual property application, evaluation, and transaction services, and promote the innovative development of the cultural industry.

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