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Research on the Supply-side Reform Path in the Management of Chinese Cultural Heritage Sites

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Abstract

In recent years, with the rapid development of China's national economy, the management of cultural heritage sites has gradually attracted significant attention from various sectors. In this context, effectively integrating resources, coordinating efforts, and improving the efficiency of protection and utilization of cultural heritage sites has become an urgent issue to address. Against the backdrop of supply-side reform, managing Chinese cultural heritage sites faces challenges in resource integration, force coordination, protection, and utilization. This paper provides a deep analysis of how supply-side reform impacts the management of cultural heritage sites and proposes strategies and innovative approaches from multiple dimensions to optimize resource allocation and improve supply quality and efficiency. This includes enhancing infrastructure and service levels, strengthening management and protection, as well as promoting innovative development. The aim is to provide guidance for managing cultural heritage resources in China, promoting sustainable development of cultural heritage sites, preserving history and culture, and driving social and economic development.

Keywords

Supply-side reform; Cultural heritage sites; Management strategy

Introduction

Since the reform and opening up, China's economic development has made remarkable achievements, and the economic aggregate and people's living standards have been significantly improved. As China's social and economic development has entered a new normal, the speed of economic development has slowed down, and the contradictions in economic structure have become increasingly prominent. The traditional extensive growth mode has made it difficult to meet the needs of current economic development, and it is urgent to accelerate the transformation of the economic development mode. Cultural heritage is a witness to the progress of human civilization and history. It is non-renewable and non-mobile and plays a unique role and significance in protecting cultural heritage resources. Under the current supply-side reform background, strengthening cultural heritage resource management can help protect precious historical and cultural heritage, inherit historical culture, and promote social and economic development, thus realizing the great development and prosperity of Chinese culture. With the background of supply-side reform, this paper analyzes the existing problems in the management of cultural heritage sites in China, and proposes solutions from the perspective of supply-side reform, in order to provide some references for the management of cultural heritage resources in China.

1. Supply-side reform and cultural heritage site management-related theories

1.1 Theoretical background and core elements of supply-side reform

The concept was first proposed by American economist Arthur Lewis in 1954, who believed that in the process of

economic development, the power of economic growth would gradually weaken due to the continuous increase in the number of labor forces and the gradual expansion of capital accumulation. Therefore, in order to achieve sustained economic growth, it is necessary to start from the supply side and boost economic growth by increasing total factor productivity.

The core elements of supply-side structural reform include five aspects, namely, capacity reduction, inventory destocking, deleveraging, cost reduction, and strengthening of weak links. Among them, capacity reduction is to eliminate backward production capacity through market-oriented means, improve industrial concentration, and upgrade and transform the industrial structure; Destocking refers to reducing the inventory level of enterprises, raising the inventory turnover rate, and accelerating the withdrawal of funds through policy guidance and market regulation; Deleveraging refers to reducing the leverage level of enterprises and improving their ability to resist risks through various means. Cost reduction means to reduce the production cost and operating cost of enterprises and improve the profitability of enterprises through various means; Strengthening weak links means making up for weak links in economic development through policy guidance and market regulation, so as to make economic development more balanced and sustainable.

1.2 Definition and importance of the management of cultural heritage sites

Cultural heritage sites refer to places formed in history with important historical, cultural, and artistic value, including ancient buildings, ancient ruins, ancient city walls, ancient villages, etc. The management of cultural heritage sites refers to the effective protection and utilization of cultural heritage through the formulation of relevant laws and regulations and the adoption of scientific protection measures, so that it can play a greater role in historical inheritance and modern development. The management of cultural heritage sites is of great significance, mainly reflected in the following aspects:

First, it is an important carrier of the history and culture of human society and a treasure of human civilization. Protecting and giving full play to the role of cultural heritage can promote national culture, enhance national self-esteem and self-confidence, and further strengthen the unity among ethnic groups and social harmony.

Secondly, it is the important wealth of the state and the nation. The protection and utilization of cultural heritage can promote the development of cultural tourism, improve the cultural soft power of the state and the nation, and promote economic development and social progress.

Finally, it is an important part of the natural and cultural landscape. The protection and utilization of cultural heritage can promote the development of tourism, improve the quality of tourism, and promote the sustainable development of tourism.

1.3 The internal relationship between supply-side reform and management of cultural heritage sites

In the current economic and social development, supply-side structural reform is a hot topic, which involves many fields such as economy, society and culture, and also has a significant impact on the management of cultural heritage sites. In the management of cultural heritage sites, the main content of the supply-side reform is to improve the quality and efficiency of the supply of cultural heritage sites by optimizing the allocation of resources, so as to meet people's growing cultural needs. Specifically, supply-side reform can promote the management of cultural heritage sites through the following aspects:

1) Improving the infrastructure and service level of cultural heritage sites. The goal of reforming the supply chain is to optimize the allocation of resources and improve the quality and efficiency of supply. Therefore, by improving the infrastructure and service level of cultural heritage sites, tourists' satisfaction with them can be enhanced and their attractiveness enhanced. For example, increasing tourism supporting facilities at cultural heritage sites, improving traffic at scenic spots, and strengthening training on tourism services.
2) Strengthening the management and protection of cultural heritage sites. One of the goals of supply-side reform is to improve economic efficiency, so the management and protection of cultural heritage sites is also an important part of supply-side reform. For example, establish a protection system for cultural heritage sites, strengthen supervision and law enforcement of cultural heritage sites, and improve public participation in cultural heritage sites.
3) Promoting the innovative development of cultural heritage sites. Supply-side reform emphasizes innovative development, so cultural heritage sites also need continuous innovation to meet people's growing cultural needs. Promoting the innovative development of cultural heritage sites can improve their competitiveness and

attract more tourists and investors. For example, developing derivative products of cultural heritage sites, holding themed activities of cultural heritage sites, carrying out cultural creativity of cultural heritage sites, etc.

2. Current status and challenges of cultural heritage site management

2.1 Analysis of the current status of management of cultural heritage sites

The current situation of the management of cultural heritage sites in China needs to be further upgraded and improved. Although some progress has been made in some areas, such as Gulangyu Island, there are still many problems in the management of cultural heritage sites on the whole. First of all, the management and protection of cultural heritage sites face the problem of shortage of funds. Many cultural heritage sites, especially historic buildings, have been severely constrained in their protection due to a long-term lack of adequate financial support. The lack of funding has not only affected the maintenance and restoration of cultural heritage sites, but also affected the play of their academic research and educational functions. Secondly, the lack of professional managers at cultural heritage sites is a serious challenge. Many cultural heritage sites lack dedicated managers, which makes it impossible for them to fully protect, manage and display cultural heritage, and even causes the phenomenon of heritage destruction. Moreover, there exists a contradiction between the protection and development of cultural heritage sites. While being protected, some cultural heritage sites are often used as tourist attractions for commercial development, which has a negative impact on the protection and development of cultural heritage sites. Tourism activities may lead to environmental pollution, destruction of cultural heritage, and other problems.

Therefore, the management and protection of cultural heritage sites must be further strengthened. The government and relevant agencies need to increase the financial input to cultural heritage sites, improve the management level of cultural heritage sites, strengthen the publicity and education of cultural heritage sites, and encourage the broad participation and support of the society (Wang Liqin, Shi Peihua, & Zhang Yinan, 2022).

2.2 Main problems and challenges of cultural heritage management under the supply-side reform

1) Because the current policy and legal system of cultural heritage sites have not been completely improved, they cannot fully adapt to the new needs of cultural heritage protection. For example, at present, there is a lack of effective evaluation methods and indicator systems for the protection of cultural heritage, and the classification and grading of cultural heritage are not clear enough, so it cannot effectively guide the protection and utilization of cultural heritage. Zhou Feng, deputy to the National Committee of the Chinese People's Political Consultative Conference (CPPCC) and full-time deputy director of the Jiusan Society Municipal Committee, offered his views on this issue. He advocated an in-depth study of cultural heritage conservation policies and the formation of systematic evaluation criteria, so as to guide the maintenance and application of cultural heritage more effectively. At the same time, he also advocated the gradual formulation of regional guidelines for the protection and use of cultural heritage by classification, and the design of appropriate protection strategies according to the characteristics of different cultures and their preservation needs, so as to ensure the proper protection of cultural heritage and its continuation in the future.
2) Lack of funds: The protection of cultural heritage requires a large amount of financial support, but the funding has been insufficient for a long time. For example, the basic cultural relics protection work such as Lingjiatan Site in Anhui Province has financial problems. Although the main funds for the protection of these grassroots cultural relics come from the allocation of government finance, due to the tight local finance and the long-term demand for cultural relics protection, the shortage of funds has become one of the key factors limiting the protection of grassroots cultural relics.
3) Lack of talents: The protection of cultural heritage requires a large number of professionals, including archaeology, cultural relic protection, design, and planning. However, due to salary and other problems, professional talents are often "unable to be recruited and retained", especially in grass-roots positions. This situation not only affects the development of cultural heritage protection work but also makes it impossible to form a joint force and affect the sustainability of cultural heritage protection work. Therefore, how to strengthen the construction of cultural heritage protection personnel is an urgent problem to be solved (Bai Kai, 2019).
4) With the rapid progress of the social economy and the continuous improvement of people's quality of life, the public has an increasingly strong desire for material comforts, but their attention to spiritual culture is relatively

lacking. Under this background, many people's awareness of the protection of ancient buildings has become increasingly weak, and they lack sufficient attention and support for their repair and maintenance. In some cases, they even lack a deep understanding and recognition of the value and significance of ancient buildings. This phenomenon, to a certain extent, has led to the serious damage and destruction of many ancient buildings, which has caused irreparable losses to our precious cultural heritage.

3. Implications of supply-side reform for the management of cultural heritage sites

3.1 Optimize the supply structure of cultural products and services

For cultural heritage sites, supply-side reform means optimizing the supply structure of cultural products and services. Supply-side reform emphasizes strengthening service quality and visitor experience, and the management of cultural heritage sites needs to pay attention to the experience and satisfaction of tourists, so as to improve the loyalty and return rate of tourists (Chen Ganghua & Lin Xiaojie, 2022). Traditional cultural heritage sites often rely on sightseeing as the main source of income, but with the improvement of people's cultural consumption level, a single sightseeing mode can no longer meet the diversified needs of tourists. Therefore, cultural heritage sites need to develop more products with cultural connotations and experiences, such as cultural performing arts, themed exhibitions, interactive experiences, etc., to meet tourists' demands for deep cultural experiences.

3.2 Supply-side reform requires cultural heritage sites to improve the quality and efficiency of supply

Improving the supply quality and efficiency of cultural heritage sites includes improving the protection level of cultural heritage, strengthening research and excavation of cultural heritage, and improving the management and service level of cultural heritage sites. Supply-side reform emphasizes improving resource utilization efficiency and optimizing resource allocation, and the management of cultural heritage sites needs to consider the rational use and distribution of resources to achieve sustainable use of resources and effective protection of cultural heritage. By strengthening the protection and restoration of cultural heritage, more cultural heritage can be passed on and displayed; The content and quality of cultural products and services can be enriched through in-depth research and excavation of the connotation and value of cultural heritage; By improving the level of management and service, tourists' satisfaction and loyalty can be enhanced, thus promoting the sustainable development of cultural heritage sites.

3.3 Strengthen the construction of talents for the protection of cultural heritage

In order to do a good job in the protection of cultural heritage, we need a large number of professional talents, including professionals in archaeology, cultural relic protection, design and planning, engineering construction, and other fields. These talents need to have profound professional knowledge and skills but also need to have a strong sense of responsibility and dedication. The government and relevant institutions should strengthen the construction of a team of talent for the protection of cultural heritage, and improve the quality and level of talent for the protection of cultural heritage. In addition, relevant departments should also introduce more specific and targeted policies to attract and introduce high-quality professionals, so as to improve the overall level of cultural heritage protection work and enable cultural heritage to be better protected.

3.4 Raise public awareness of cultural heritage protection

Cultural heritage protection is a complex and important issue that requires broad participation and support from society in order to better protect these precious historical properties. The government and relevant institutions should strengthen the publicity and education on the protection of cultural heritage, convey to the public the importance and significance of the protection of cultural heritage, and make them understand that the protection of cultural heritage has a far-reaching impact on the development of society and mankind. At the same time, the government and relevant institutions should also actively publicize the laws and regulations on the protection of cultural heritage and guide the public to consciously abide by and protect cultural heritage. By strengthening publicity and education on the protection of cultural heritage, more people can understand the importance of cultural heritage and stimulate their enthusiasm and enthusiasm to participate in the protection of cultural heritage, thus forming a social atmosphere for cultural heritage protection.

4. Innovation channels for supply-side reform and cultural heritage site management

4.1 Improve the service supply of heritage sites

Service quality is a key factor in determining visitor experience, and improving service quality can increase visitor satisfaction and enhance the brand image of heritage sites. In terms of improving service supply, the following measures can be taken: First, strengthen the training of talents, improve the quality of employees, and provide better services for tourists; The second is to carry out diversified services, such as providing guide explanation, cultural experience and other services to meet the different needs of tourists; The third is to enhance brand awareness, by holding special activities, promoting brand image and other ways to improve the popularity and reputation of heritage sites.

4.2 Strengthen market competition of heritage sites

Market competition is an important driving force to promote the development of heritage sites. Strengthening market competition can improve the competitiveness of heritage sites and attract more tourists to visit them. In terms of strengthening market competition, the following measures can be taken: First, innovate the business model, such as adopting the "culture + tourism" business model, Feng Liying and Ma Liyao (2024) combine cultural heritage sites with tourism and forming a competitive cultural tourism brand; The second is to carry out diversified marketing, such as using new media, social media and other channels to expand the influence and popularity of heritage sites; Third, expand cooperation channels and cooperate with surrounding scenic spots and travel agencies to complement each other's advantages and achieve common development.

4.3 Promote cultural and tourism integration in heritage sites

Cultural heritage sites are important carriers of China's cultural inheritance. Promoting the integration of culture and tourism in cultural heritage sites can enrich the connotation and value of heritage sites, and also inject new impetus into local economic development. The following measures can be taken to promote the integration of culture and tourism in heritage sites: First, diversified cultural activities can be carried out, such as cultural exhibitions, artistic performances, cultural experiences, etc., so that tourists can feel the local cultural deposits while appreciating the heritage sites; Second, make use of scientific and technological means, such as the construction of smart tourism system and the provision of mobile payment services, to improve the efficiency and safety of heritage site management (Liu Ye & Han Fan, 2021); Third, strengthen the development of cultural industries, such as developing cultural products, holding cultural festivals, etc., and promote the integrated development of cultural industries and tourism industries.

5. Conclusion

The supply-side reform not only promotes the scientific and professional management of cultural heritage sites but also emphasizes China's focus on market demand and tourist experience. It aims to promote the sustainable development of cultural heritage sites by establishing a scientific and reasonable management system. In addition. Supply-side reform has boosted the innovative development of cultural heritage sites. The reform has injected new vitality into the development of cultural heritage sites, encouraging them to meet the diversified needs of tourists through innovative products and improved services, and creating new opportunities for the development of cultural heritage sites. To sum up, China's supply-side reform has had a profound and important impact on the management of cultural heritage sites. Under the new era background, the management of cultural heritage sites in China must adapt to market demand, pay attention to the tourist experience, promote the sustainable development of cultural heritage sites through continuous reform and innovation, and realize their important status in the world cultural heritage. Therefore, the Chinese government and cultural heritage management departments need to further strengthen the knowledge and understanding of the supply-side reform, and integrate it into the practice of cultural heritage management, in order to promote the sustainable development of China's cultural heritage sites and the promotion of international competitiveness.

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