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文化资源^的 产业开发

吕庆华◎著

Industrial Development of Cultural Resources

经济日报出版社

The background of the book cover features a traditional Chinese ink wash illustration. On the right side, there is a large, detailed face of a Buddhist deity, possibly a wrathful figure like a Vajrapani, with a fierce expression, prominent eyebrows, and a mustache. The deity is adorned with ornate jewelry and a crown. Below the face, there are swirling, stylized clouds and what appears to be a portion of the deity's body or a large, flowing robe. The overall style is reminiscent of traditional Chinese religious art.

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- 作 者** 吕庆华
责任编辑 范静泊
责任校对 王 茜
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地 址 北京市宣武区白纸坊东街 2 号(邮政编码:100054)
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网 址 www.edp.com.cn
E-mail jjrb58@sina.com
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序

吕庆华同志的博士学位论文《文化资源的产业开发》，历经一年修订即将付梓，嘱我作序，我作为第一位读者，谈些看法。

近20年以来，不少学者从文化社会学、文化哲学以及文化经济学等角度，专注于文化产业一般理论或具体实践问题的研究，着重讨论文化产业的必然性、性质、结构、安全、政策、体制机制、行业特征等，取得了一系列研究成果，但至今尚未深入研究文化产业发展的基础性问题——文化资源及其产业开发，这不能不说是学术界的一大缺憾。《文化资源的产业开发》一书在充分汲取学术界已有成果的基础上，针对人类社会产业发展下游化、需求高级化的时代特征，围绕“文化资源是产业开发的基础，产业开发是文化资源的延伸，文化资源的产业开发形成现实的文化产业”这一核心观点，前瞻性地研究了文化资源产业开发的理论基础、形态与要义、投资及可持续营运。综观全书，研究规范，资料翔实，论证充分，思路清晰，文笔流畅，有如下独到见解。

首先，界定了文化、文化资源、文化产业的概念和类型，以及文化资源产业开发的产品形态和特征，研究了文化资源产业开发的理论基础，包括文化资源产业开发的马克思文化生产力理论、文化资本理论、二重价值规律理论，并探讨文化艺术品的价值决定及供求机理。

其次，从决定文化产业生存和发展的根基上，首次提出“文化资源的产业开发”这一核心命题。文化产业是文化及其产品的一种现象，其中包含着经济和技术的作用，主要是数字化的作用，它是经过技术化处理专门从事文化产品和服务生产的产业，具有赢利性目的。文化资源经过科技处理和产业开发（投资及营运等）形成现代文化产业，文化资源是产业开发的前提和基础，产业开发是文化资源的发展和延伸。一句话，文化资

源的产业开发最终形成现实的文化产业。

再次,根据文化资源及其产业开发的特性,把文化产业划分为六类:传媒产业(纸质传媒、影音传媒、网络传媒及广告产业),艺术产业(艺术品经营业、演出业、文化娱乐业),旅游产业(旅游资源经营业与旅游经纪业),体育产业(体育竞技业与大众健身业),版权产业及创意产业。并分别研究了文化历史资源的旅游业、艺术表演业、音像影视出版业、工艺品业的开发和文化智能资源的版权业、创意业开发。版权业和创意业,是文化产业发展的新方向和经济增长点。把版权产业和创意产业纳入研究视野,并作为文化智能资源产业开发的行业门类,是本书的又一亮点。

第三,提出基于顾客价值管理理论的文化资源产业开发的现代投资思维模式。文化资源产业开发的投资过程就是文化生产力的形成过程。从传统以企业为中心的投资价值链思维向以客户为中心的现代投资价值链思维的转变,是文化资源产业开发投资获得成功的前提。本书还研究了文化资源产业开发投资的性质和特点,阐述了文化资源产业开发投资的结构、形式及融资渠道等,并初步探讨了文化艺术品投资的要素及策略。

最后,从可持续发展的高度,系统阐述了文化资源产业开发营运的原则思想、理论基础及其可持续营运模式。文化资源产业开发可持续营运的三大原则——保留、内涵式发展和救赎,与中国古代先哲“大壮恒久”、“和合文化”等和谐共生的思想十分相近。文化资源的真实性和完整性,是文化资源产业开发可持续营运的理论依据。本书还根据文化历史资源和文化智能资源的不同形态,分别探讨了文化资源产业开发的可持续营运模式:有形文化历史资源产业开发的可持续营运模式——展示,无形文化历史资源产业开发的可持续营运及保护方式;外显文化智能资源产业开发可持续营运的基本模式——复制,内隐文化智能资源产业开发可持续营运的基本模式——创新。

吕君 2002 年 9 月考入江西财经大学攻读产业经济学博士学位,恰巧当时我对文化产业发生兴趣。在我的鼓励下,他选择了“文化资源的产业开发”作为博士学位论文的研究方向,同我一道进行了三年文化产业领域的学习和研究。文化产业是一门新兴的学科,研究历史不长。文化产业也是一门综合性的学科,涉及经济、文艺、传媒、旅游、体育、哲学、历

史等,因此研究难度较大。由于时间仓促,书中提出的有些问题还有待于进一步深入探讨,有的理论是否具有解释力也有待于检验。愿吕君再接再厉,继续这一领域的研究,期待着有更多更好的成果问世。

方家译

2006年6月8日于江西财大

摘 要

本书研究的核心命题是文化资源的产业开发;核心观点是文化资源是产业开发的基础,产业开发是文化资源的延伸,文化资源的产业开发形成现实的文化产业;主要内容是文化资源产业开发的理论基础,形态,要义,投资及可持续营运。

一

文化资源是人类劳动创造的物质成果及其转化。按历时性标准,文化资源可以分为文化历史资源和文化现实资源。文化历史资源是指前人创造的物的凝聚,按是否有实物性形态又可分为有形文化历史资源和无形文化历史资源,其典型代表是文化遗产。文化现实资源是指人类劳动创造的物质成果的转化,其核心要素是知识和智力;按物质成果转化的智能含量,又可分为文化(现实)智能资源和文化(现实)非智能资源,其中文化智能资源是关键。因此,文化资源的产业开发主要是指文化历史资源的产业开发和文化智能资源的产业开发。

文化产业是国民经济中生产具有文化特性的服务产品和实物产品的单位的集合体。文化产业是文化产品的一种现象,文化产品包括两种基本形态(文化实物产品和文化服务产品)和三种衍生形态(向其他产业提供文化附加值的产品,以著作权为核心的知识产权,数字化文化产品)。文化产业的基本内涵包括三层:文化产品或服务的基本价值源于它所包含的文化资源价值;文化产业既包括传统的广播影视、音像出版、视觉艺术等产业,又包括数字媒体、版权、创意等产业;全球化经济时代文化资源的产业开发已发展为一个巨大的文化产业链。

根据文化资源及其产业开发的特性,本书将文化产业大致分为六类。一是传媒产业——以新闻出版、广播影视、音像、互联网等机构为主要载体,依托文化传播力量,拓展经济空间的产业群体。分纸质传媒产业和影音传媒产业。前者包括图书出版业、报刊业,后者包括广播电视电影业、音像业,网络传媒产业以及广告产业等。二是艺术产业——以满足人们休闲、娱乐等精神需求为主的产业,其主要功能是将文化资源转化成需要付费的个人经历和娱乐。分艺术品经营业,演出业,文化娱乐业等。三是旅游产业——利用旅游资源和设施,招徕、接待旅游者,为旅游者提供旅游、交通、住宿、餐饮、购物、娱乐等服务的综合性产业,其主要业务是旅游资源经营与旅游经纪。四是体育产业——通过体育运动自身形态进行生产并提供财富,其主体产业是体育竞技业与大众健身业。五是版权产业——分核心类、部分类、发行类、相关类等版权业,授权经营是版权产业的核心业务。六是创意产业——互动、融合、客户、合作、网络、全球化等是创意产业获得成功的关键因素,数字内容业是创意产业的重要门类,处于价值链的上端。

二

文化资源产业开发的基础理论,包括马克思文化生产力理论、文化资本理论、二重价值规律理论以及文化艺术品的价值决定和供求机制。

马克思一贯关注文化生产力问题。马克思认为生产力包括两种,一是物质方面的生产力,二是“精神方面的生产力”。文化生产力也创造人类“文明的果实”。文化生产一方面受社会生产普遍规律的支配,另一方面受时代社会生产力和文化发展程度的制约。马克思文化生产力理论的重要意义在于:树立了包括物质和文化两方面内容的大生产力观念,说明了文化艺术生产具有独特的生产方式,确定了文化生产可以产业化。

布迪厄认为文化资本有三种存在形式:具体化的状态存在,如一个人的思想和肉体长时间的保存;客观化的状态存在,如图片、书、辞典、乐器、机器等文化物品;体制化的状态存在,如学术资格的评判标准。福山强调社会信任的文化资本蕴含,信任可以资本化、商品化并进入实际的流通。文化资本具有经济价值,能引起物品和服务的不断流通。文化资本是第

四种资本,它与物质资本、人力资本、自然资本共同构成资本总体,是文化产业持续发展的基础和源泉。

文化资源的产业开发,无论是内容还是形式都兼有精神和物质的二重性,受制于精神和物质的二重规律——商品价值规律和社会价值规律。一方面,文化资源的产业开发受商品价值规律的强制影响,等价交换原则、利润最大化原则渗透到文化产品生产、再生产过程,影响文化生产的效率及其主体的行为选择。另一方面,文化产品具有特殊的社会属性和生产方式,社会价值规律在文化领域表现得更直接、更深刻。

文化艺术品的供给和需求具有特殊性。文化艺术的消费存在两个方面的效用:即时满足、知识积累。高雅艺术品的消费,其知识积累的边际效用具有递增性,如音乐越听越想听。艺术家劳动供给的前提条件,一是艺术家的天赋及其对艺术的追求、享受,二是创作性劳动的丰厚报酬。艺术人才的形成还与一国的文化艺术资源有关,一国的建筑物、雕塑、绘画等艺术资源越丰富,就越容易造就艺术人才。

三

文化资源的产业开发主要分为文化历史资源的产业开发和文化智能资源的产业开发两大类。

一是文化历史资源的产业开发。其一是文化历史资源的旅游业开发。主要有:文化历史遗迹资源的旅游业开发;文化历史建筑资源的旅游业开发;文学艺术资源如书法、古代艺术等的旅游业开发;文化民俗风情、宗教资源的旅游业开发。其二是文化历史资源的艺术业开发。主要有:表演艺术业开发,如音乐艺术的再创作、舞蹈艺术的创新、服装设计艺术的演示;工艺品业开发,如陶瓷艺术品、铸锻工艺、雕刻艺术等的产业开发;戏剧业发掘,如有特色的中国戏曲剧种多达 275 种。其三是文化历史资源的音像影视、出版业开发。如音像制品可以通过图像、文字、音乐、语言再现风景名胜、历史文化、习俗风情、音乐舞蹈等,直观形象,具有广阔的市场潜力;出版物如书籍、报刊通过文字表达思想和体验,市场需求稳定;影视业开发的成功范例很多,如电影《英雄》。

二是文化智能资源的产业开发。其一是文化智能资源的版权业开

发。版权业分核心类版权业、部分类版权业、发行类版权业和相关类版权业等四类。著作财产权,可以转让、继承;著作人格权,通过授权可以商用,如复制、公开展示、出租等。其二是文化智能资源的创意业开发。创意来源于创意思维,创意思维具有可持续、可再生、价值高等特点,是一种稀缺资源。它研究和开发给文化产品和服务注入大量实用知识并创造新的知识,为文化产业的发展积累新的智能资源。

文化资源尤其是世界文化遗产,具有自然垄断性、公共物品特征、外部性,完全按市场机制开发会导致市场失灵,客观上要求政府规制。文化资源产业开发政府规制的主要内容包括经济规制和质量规制,主要措施包括质量规制手段、经济规制手段和行政法律手段。

四

文化资源产业开发的实际生产力形成必须依靠文化实业投资和文化风险投资,文化资源产业开发的投资是文化生产力形成的根本。本书认为,从传统以企业为中心的投资价值链思维向以客户为中心的现代投资价值链思维的转变,是文化资源产业开发投资获得成功的前提;以客户为中心的现代投资价值链思维,是文化资源产业开发现代投资思维模式,其思想基础是具有现实性和可操作性的顾客价值管理理论。

资本是一种能够增值的经济形式,凡是能够给人们带来剩余价值、获取利润的经济量都是资本。资本除了金融货币形态、实物资产形态、自然资源形态,还包括文化资源形态。文化资源产业开发的投资,就是向文化资源产业开发领域投入可以获取利润的经济量。追求资本增值,关注投资风险和回报率,是任何产业投资主体的行为归旨。文化资源产业开发的投资具有以盈利为目的、投入一定的经济量、面向文化资源产业开发领域等三个重要维度。文化资源产业开发投资有以下特质:文化资源产业开发投资的重点在于创意和无形资产,投资的延伸链从文化内容创意业到制造业、流通业和混合型产业共有四个层次,讲求经济效益和社会效益的统一等。它有五大投资结构发展趋势:货币资本与其他智力、技术、信息等资本相互融合,投资者努力寻求规模优势和集中优势,各国政府不断加大投资力度,基金会投资成为重要投资途径,商业赞助和私人捐赠

增加。

随着以信息交易为主要内容的金融业的迅速发展,中国文化资源产业开发的投资主体的融资空间十分广阔,如发行股票、债券、社会集资、贷款、拍卖、出口信贷等。利用资本市场筹措投资资金是一个有益的探索,中国文化产业上市公司已经有数十家。除此之外本书还初步探讨了文化艺术品投资的优劣势、投资主客体、投资要素、运营策略及其资本运作方式。

五

本书从可持续发展的角度提出文化资源产业开发的营运理论及其模式。文化资源产业开发可持续营运的原则,主要有三个:保留原则、内涵式发展原则和救赎原则。保留原则是文化资源产业开发可持续营运的基本原则,保留的具体原则是完整性和低成本。内涵式发展原则也叫效率原则,讲求文化资源产业开发的深度和高效率,它是遏止过度开发的必要条件。文化资源的真实性和完整性,是文化资源产业开发可持续营运的理论依据。文化资源产业开发的可持续营运的原则思想,与中国古代先哲“大壮恒久”、“和合文化”等和谐共生的思想十分相近。

文化资源产业开发可持续营运的途径如下:

一是有形文化历史资源尤其是有形文化遗产,可根据真确性价值理论和可持续发展理论,选择其产业开发的可持续营运模式——展示,展示营运的典型组织形式是博物馆。

二是无形文化历史资源尤其是无形文化遗产,可以通过传统的和现代的两种经营方式进行营运,并通过博物馆、研发传习、立法命名等方式进行保护,实现其可持续发展的目标。

三是外显文化智能资源,指一切可以带来价值或效用的智力成果,智力成果的核心要素是符号化的文化知识。文化产品是符号化知识的凝聚物,属于私人物品,可以复制生产。文化产业高速发展的一个重要原因,就是复制营运模式的广泛推广。

四是内隐文化智能资源,指人力资本减去体力劳动的部分——脑力资产,其核心要素是智力,其产业开发可持续营运的基本模式是创新。创

新能力包括创新精神和创新方法两层含义,创新精神是创新能力的非智力因素,如创新意识、勇敢精神、科学态度等;创新方法是创新能力的智力因素,包括逻辑、非逻辑思维,创造性思维,以及中国式的东方思维,如墨家的“同异交得”思维方法、孔子的“中庸思维”方法、《易经》的太极“混沌思维方法”等。

六

文化资源是文化产业的核心要素,是文化产业发展的基础。充分开发文化历史资源和文化智能资源,创建富有民族特色的文化产业,全面推动社会经济的和谐发展,既是产业下游化和需求高级化的客观要求,又是发挥中国文化资源优势的迫切需要。研究文化资源的产业开发,有利于经济学理论的发展,有利于文化经济的可持续发展,有利于推动文化产业实际营运水平的提高,有利于满足消费者的文化需求和文化自身价值的实现。

辩证唯物主义和历史唯物主义是本书研究的基本方法。本书注重“中和”创新思维方法,即理论论证与实际论证“中和”,演绎推理与经验归纳“中和”,比较研究与个案例举“中和”等。

本书的主要创新点包含以下五个方面:一是从决定文化产业生存和发展的根基上,首次提出“文化资源的产业开发”这一命题;二是根据文化资源及其产业开发的特性,把文化产业划分为六类;三是文化资源涵义的新界定,为文化产业的理论研究和实践操作打下了坚实基础;四是提出基于顾客价值管理理论的文化资源产业开发的现代投资思维模式;五是从可持续发展的角度,确立了文化资源产业开发营运的原则思想、理论基础,并系统阐述了文化资源产业开发的可持续营运模式。

本书提及但尚未深入或还来不及研究的问题包括四个方面:一是文化历史资源的娱乐业开发,二是文化资源的评估,三是文化产业与文化事业的划分标准及其意义,四是文化资源产业开发的区域发展。

关键词:文化资源 产业开发 文化产业

Abstract

The essential topic of this dissertation is the industrial development of the cultural resources. The essential viewpoints are as followed, cultural resources are the basis of industrial development; the industrial development is the continuation of cultural resources; the industrial development of cultural resources forms the realistic culture industry. It mainly deals with the theory basis, classification, essentials, investment and the sustainable operation of the cultural resources' industrial development.

1

Cultural resources are the material achievements created by labor of human beings and its conversion. By the historical standard, the cultural resources could be classified as the historical cultural resources and the current cultural resources. The historical cultural resources are the concentration of the matter created by the predecessors, and by the standard of material formation, it could be classified as the tangible historical cultural resources and the intangible historical cultural resources. Cultural heritage is the typical example. While the current cultural is the conversion of material achievements, and its essential factors are the knowledge and intellect. By the intellectual content in the convert of material achievements, the realistic cultural resources could be classified as the cultural (realistic) intellectual resources and the culture (realistic) non – intellectual resources, among which the intellectual content is the key factor. Therefore, the industrial development of

cultural resources mainly cover the industrial development of the historical cultural resources and the intellectual cultural resources.

Cultural industry is the set of the firms that offer service products or material products that of cultural characteristic in the national economy. Culture industry is a realizing form of cultural products. Cultural products have two basic formations, which are the material cultural products and the service cultural products, with three derivative formations, that is, providing cultural addition to the other industry, the intellectual property rights with copyright as the essence, and the digital cultural products. The cultural industry has three levels of basic connotations, the basic value of culture products or services depends on the value of the cultural resources; the cultural industry includes not only the broadcasting film and television industry, the audiovisual publishing industry, the visual art industry, but also the industry of digital media, copyright and creativity and so on; the industrial development of cultural resources has grown to be a huge cultural industrial chain under the condition of the economic globalization.

With respect to the characteristics of cultural resources and its industrial development, cultural industry could be classified into six parts. The first part is the media industry, which uses agencies of news publish, broadcasting, film and television, audiovision and Internet as its medium, by propagating culture to enlarge the economic spaces. It includes the paper media industry, such as book publish trade and press trade; film and audio industry, such as broadcasting television and film trade and audiovision trade, network industry and advertisement industry, etc. The second part is the art industry, which aims to satisfy people's spiritual demand such as leisure and entertainment. The main function of art industry is to change the cultural resources into personal experience and entertainment. It includes art works business, performing business, entertain business and so on. The third part is the tourist industry, which is a multi-industry that takes use of tourist resources and equipment to attract and accommodate the travelers, and provides them the services of touring, traffic, lodging dining, shopping and entertainment. The main

business that tourist industry deals with is the tourist resources operation and the tour intermediary. The fourth part is sporting industry running by the sports itself and the leading business of it is the athletic business and the public bodybuilding business. The fifth part is the copyright industry. It is divided into several types, such as the essential copyright industry, partial copyright industry, publishing copyright industry, relevant copyright industry and so on. The essential operation of copyright industry is authorizing business. The sixth part is the creative industry. In order to be prosperous in this industry, mutual acting, merger, clients, cooperation, network and globalization should be considered as the key factors. Also the digital content is one essential classification of creative industry. It is posited at the top of the value chain.

2

The theory basis of industrial development of cultural resources includes theories of Marxist culture productivity, cultural capital, dual value law and the supply and demand law of art works.

Marx had paid much concentration on the culture productivity. Marx believed that there are two types of productivities, the material productivity and the spiritual productivity. Culture productivity also creates the human "civilization results". On one hand, culture productivity is depended on the general social production law. On the other hand, it is also restricted by the social productivity and the culture developing. Marxist culture productivity theory is significant. It established the theory of wide productivity that includes the material and cultural productivity means. It illustrates that cultural production has its own particular measures. What's more, cultural production could be industrialized.

Bourdieu thought there were three existent forms of, cultural capital concretized existence, such as the long-term maintenance of a human being's spirit and flesh; objectified existence, such as pictures, books, dictionaries,

machines and so on; systematized existence like standard of academic qualifications. Fukuyama emphasized the implied cultural capital in the social trust. In his opinion, trust could be capitalized, commercialized and enters into the realistic economic circulation. Cultural capital with economic value could cause the constant circulation of products and service. Cultural capital is the fourth capital, it combines with the material capital, human capital and natural capital and forms the whole capital, it is also the basis and resource of cultural industry's sustainable development.

Industrial development of cultural resources, no matter what the content or the form of it is, has dual characteristics of both the spirit and the material, and is depended on the dualistic law of spirit and material, that is, the commodities value law and social value law. On one hand, industrial development of cultural resources is effected by the commodities value laws. The equal exchange law and max profit law are embodied during the production and re-production processes of cultural products, and affect the efficiency of cultural productivity and the subject behavior choice. On the other hand, cultural products have their particular social attributes and productive means. Social value laws get more directly and completely embodied in cultural area.

The supply and demand of cultural art works have their own particularity. Utility of culture art works are existed at two aspects, instant satisfaction and knowledge accumulation. For the consumption of the elegant art works, the marginal utility of knowledge accumulation is increased progressively, that's why the more you enjoy the music the more you would be attracted by music. There are two preconditions for the artists' work, the one is the endowment as well as the pursuit and enjoyment of art, the other is the adequate reward. Still the resources of artists is relevant to the resources of native culture art, the more abundant the building, sculpture and painting is, the higher the possibility of appearance of artists would be.

Industrial development of culture resources could be classified as two parts of industrial development of historical culture resources and intellectual culture resources.

The industrial development of historical cultural resources. The first is the tourist industry of historical culture resources, such as tourist development of historical heritage resources, tourist development of cultural historical building resources, tourist development of literature art resources like calligraphy and ancient art, tourist development of folk custom and religion. The second is the artistic development of historical cultural resources, such as performing art industry which includes the re creation of music, creation of dancing art and the demonstration of costume design, handicraft industry, which includes ceramic handicraft, satin craft and artistic carving, as well as drama art industry. By the way, there are 275 kinds of feature dramas in China. The third is audiovision, film and television, and publish industry. Audiovision works could re show the scenery, historical culture, folk custom, music and dancing by pictures, words, music and sounds. Publish industry products, such as books, newspapers and magazines, expressing experiences and thinking, have a stable market demand. There are plenty of successful cases of the film and television development, for example, the film of "Hero".

The industrial development of intellectual culture resources. The first is copyright industry development of intellectual culture resources. It is divided into four types, which are essential copyright industry, partial copyright industry, publishing copyright industry and relevant copyright industry. The property of copyright could be transferred and inherited. Also, once being authorized, the copyright could be copied, exhibited and rented. The second is the creative industry development of intellectual culture resources. Creativity derives from the creative thinking. With the features of sustainable, reproducible and high - valued, creative thinking is considered as a rare resource.