



Composition of Regional Advanced Culture Forces and Its Implement Approaches

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Abstract

Based on the comparative analysis on the practice of multiregional economic development, this paper pointed out that regional culture should be divided into two parts: advanced culture and lag behind. It considered that regional advanced economic culture can promote sustainable development of the regional economy only, the author calls this phenomenon as regional advanced culture forces, and then to unite the practice of regional economic development, the author defined the definition of regional advanced culture, analyzed the composition of regional advanced culture forces systematically and deeply, in the final, this paper put forward the approaches to carry out the regional advanced culture.

Keywords: Region, Advanced culture, Forces

1. Introduction

Regional cultural research is relatively weak in the area of regional economy, but Looking at the regional economic development at home and abroad, its cultural influence is far-reaching, sustainable and all-round. After World War II, some of the region which economy developed quickly, not always have rich natural resources, geographical advantages also difficult to explain, thus, it was discovered the importance of the regional culture in the regional economic development. The professor of Harvard University Joseph • S • Chennai (Joseph S. Nye, Jr) considered that a country's comprehensive national strength can be divided into two forms: hard power and soft power, soft power is a major cultural influence, this influence is from a country's cultural system, ideology and social system. In short, the relationship between culture and economic development has created the general concern of every country in the world, and now the integration of economy and culture has become a trend of social development, view of the practice of regional economic development, more and more, regional culture plays an important role among the various regional economic competitiveness elements.

At present, foreign countries focused mainly on analysis of the role of culture in promoting economic growth. Such as: Arthur • Lewis (1983) in a comprehensive analysis of factors affecting economic growth, lie "the wishes of conservation" and "work attitude", "adventurous spirit" on the front; Gangna • Myrdal (1968) turn Lewis' "will" and "attitude" into the "values." Studying on South Asian countries, he described the prevailing conflict between the traditional values and the post-war modernization ideals in these countries; the scholars who emphasized the promotional role of culture to economic development also include Amartya Sen (1999). He believes that the efficient operation of capitalist economy depends on a strong system of values and norms, and so on. Domestic issues on regional culture mostly concentrated on the fields of connotations of regional culture and the relationship between economic development and culture, such as Jingxin HOU (2003), Suling MIN (2004) thought that advanced regional economic culture can promote the development of regional economy, and the lag behind the would constrain regional economic development.

Overall, with regard to the issues of regional culture at home and abroad, only study on the relationship between it and economic growth and then regional development simply. But study on the composition of regional advanced culture forces and its implement approaches systematically also means rare. From practice of a long-term development of

regional economy, the regional culture has become the core and the internal drive of regional economic development. This paper, Therefore, start from the meaning of regional advanced culture and its influence on regional development, analyze the composition, and then study its implementation approaches, is the key issue to promote regional economic development.

2 Regional advanced culture and its forces

2.1 Regional advanced culture

The regional advanced culture in this paper is advanced regional economic culture. Regional economic culture refers to the fundamental values on innovation, entrepreneurship, cooperation, competition in the market and other economic problems for the people in a particular region, including many aspects such as the spirit of innovation, entrepreneurship awareness, strategic thinking, and the concept of integrity, cooperation awareness, and opening thinking way.

Regional economic culture have advanced and the backward points. In the development of the market economy, advanced regional economic culture should be referring to people have strong spirit of innovation, strong sense of entrepreneurship, scientific strategic thinking, unwavering concept of integrity, The obvious sense of cooperation and open way of thinking. Specific meaning as follows:

2.1.1 Strong spirit of innovation

Innovation is the source of continuous progress of human society, the main body of economic activity is the most active one of production factors. So-called "innovation" is the regrouping of production factors, establishing a new production function, such innovations include five aspects: production of new products and open up new markets, new technologies and new methods of production, creation and use of new Materials and new energy, the creation of new business organizations.

2.1.2 Strong sense of entrepreneurship

Entrepreneurship means entrepreneurs to seize the market opportunities, through innovative means, use resources effectively to create new value. Entrepreneurs include promoters of start-ups; also include entrepreneurs who have entrepreneurial spirit in existing businesses.

2.1.3 Scientific strategic idea

The strategic idea of region's leaders determines the future direction of the region. For scientific strategic idea, firstly its meaning is reasonable, in line with the characteristics and needs of current development stage of regional economy, secondly it is forward-looking. Scientific strategic idea is bound to open the way of thinking, because whether reasonable or forward-looking are dynamic, and should be defined in an open system.

2.1.4 Obvious sense of cooperation

In the structure of proceeds of modern market economy, economic development based on the social division must also rely on cooperation and coordination among the economic principal parts. Obvious cooperation awareness, often through communicating information and knowledge-sharing and other means, use social network access to social resources, reduce transaction costs and improve economic efficiency.

2.1.5 Unwavering concept of integrity

The concept of integrity is expensive resources of social bodies' debt moral and economic development under the condition of market economy, it emphasizes giving up short-term opportunism income and get across the long-term credit capital accumulation, to lay the foundation for social relations networks formation.

In elements of advanced regional economic culture, we believe that the spirit of innovation play the most direct and important role for regional economic development. The concept which contact with the innovative spirit closely but not the same is entrepreneurship awareness. Innovation and entrepreneurship are reflected as "entrepreneur spirit", which is a sense of entrepreneurial spirit of entrepreneurs, the main body of entrepreneurship is entrepreneurs and the essence of entrepreneurial spirit is innovation, so we can say innovation is basic functions of entrepreneurs. Drucker pointed out that "entrepreneurs are making profits, and bear the risk; they exploit new markets, guide the new demand and create new customers, a number of ingenuity, distinctive, different people." Therefore, the entrepreneurship is the behavior process based on the innovation; the most important practical significance of innovation is entrepreneurship, which means that innovation is achieved through entrepreneurship. From relations between innovation and regional economic culture, innovative spirit constitutes the main content of regional economic culture, strategic idea, open thinking, cooperation and integrity concept will help the formation of innovation, and it is the important conditions and foundation for innovation. Their relations are shown as in Figure 1.

2.2 Regional advanced culture forces

Regional advanced culture is namely advanced regional economic culture; we can call its influence on regional development as regional advanced culture forces, embodied mainly the core and promotional significance to regional economic development.

Such as utilitarian and open spirit became the source of power to the rapid development of Guangdong. Materialism attitude, open spirit and tradition of doing business to make the people can down-to-earth, tough, character open, receptive to new things, having open way of thinking and courage to innovate, and a strong sense of goods. For such values and open spirit, makes Guangdong can seize this golden opportunity namely the reform and opening up, and developed rapidly, become a bright pearl of China's eastern coastal regions. Tradition of doing business created an industrial and commercial glory in Zhejiang. "Creative spirit, pioneering spirit, the spirit of ideological emancipation and truth-seeking spirit" of its regional culture is not only the basic elements of business spirits, but also the basic elements of regional advanced culture, so the commercial developments in Zhejiang focus attention upon. In recent years, many indicators including economic output of individual and private companies, total sales, retail sales of consumer goods, the export value, the number of the National Private Enterprise 500 in Zhejiang Province, all rank first in the country.

3. The composition of regional advanced culture forces

From a long-term regional economic development practice, the paper figured that regional advanced culture forces mainly including four components as follows:

3.1 To form stronger regional cohesion

The objective world and human civilization is a diversified presence. The diversity of the objective world stems from change of things which is a multi-sport decision and diversified development complex process. Throughout the history of human civilization, along with human progress and development, diversification trend of civilizations has become more evident. The value and values is the soul of culture, cultural diversity will certainly lead to the diversity of value, with the development of regional characteristic economy, regional cultural differences growing significantly, the trend of diversification of the value is also enhanced, thus the conflict of the value is formed. That the diversification of the value triggered the conflict will cause scattered use of regional resources, can not form a joint force, thus weakening of the regional economy's overall competitiveness.

The obvious sense of cooperation of regional advanced culture can enhance people's tolerance, through the value integration, the people would agglomerate multi-forces effectively, form a organic harmonious unified whole, and form the mainstream values which has been common belief of the members, and thus the regional cohesion has come into being.

3.2 To make the regional principal parts form scientific and strategic way of thinking

Way of thinking dominated behavior choice of economic actors, and regional leaders' way of thinking are leading the strategic choice of regional development; determine future direction of the regional development. Forming scientific strategic thinking is the premise of regional economic competitiveness upgrades.

Scientific and strategic idea of regional advanced culture would make the regional leaders be able to orientate direction of regional development scientifically. Combined with the comparative advantages of the region, such as resource endowments situation, the level of technological development and regional economic period, according to regional economic development stage theory choose the direction of development, at the same time, taking into account the forward-looking of location in order to ensure regional sustainable development in the future, not only focus on the immediate interests, but also consider the long-term development of the region, so that economic actors establish a scientific concept.

3.3 To shape advanced system culture of region

Advanced system culture of region is the skeleton of advanced culture, is the cultural support to promote regional economic development. It will promote the regional government in three areas: First, ensure the supply of system. According to the different period of regional economic development, the difference in regional development strategies, establish and improve relevant systems, create sound systems, while avoiding the situation which system supply exceed demand one, otherwise would hinder the economic development. On this basis, according to regional economic development practice, update institutional arrangements timely; remove the inapplicable system, so as to avoid negative effects. Second, system tilt correct, reflect regional economic development orientation and strategic thinking truly. Third, system support strongly, the corresponding system should be strictly enforced, such a system arrangement can provide a powerful cultural support.

3.4 To form higher making of the people

Human are the main body of regional economic activity, important carriers and users of knowledge resources, and the regional culture decide people's values and ways of thinking, strategic ideology and the formation of ideas, then proceed the next step to affect the regional system cultural construction, in return, which affect the economic behavior of people, through people's economic behavior to promote or hinder the regional economic development. Higher making of the people will continue to upgrade regional advanced culture, and the lower making of the people will affect the regional culture forces.

Stronger innovation spirit, keen sense of entrepreneurship, obvious sense of cooperation, and firm integrity concept of regional advanced culture, all that make the people to form a higher making of the people, promote the regional economic development accordingly.

4. Implementation approaches of regional advanced culture forces

To implement the regional advanced culture forces, we can get across approaches as follows:

4.1 Cultivate innovation and entrepreneurship spirit of the people, and form the opening values which innovation as a representative

That implements the regional advanced culture forces needs starting from individual concept of demos, to cultivate innovation and entrepreneurship spirit. Demos individual is principal parts and micro-foundation of entrepreneurial behavior and innovation spirit in the regional economy. The community needs to encourage risk, abide failure, and recognize the opening values which innovation as representative, form a "bottom-up" cultural change innovation path.

4.1.1 Propagandize entrepreneurial culture, turn official-orientation thinking to business-orientation thinking. Recognition and business-based culture and entrepreneurship are conducive to cultivate entrepreneurship spirit and realize innovation. We need more people to venture to produce "cake" and make the "cake" bigger, change the situation that "consumer is more than producer".

4.1.2 Propagandize innovation culture, realize the change from routinism to encourage innovation, and form opening values which strive for excellence, encourage risk, abide failure, and regard innovation as representative.

4.1.3 Propagandize cooperation culture; achieve changes from self-regard to win-win cooperation. Innovation and entrepreneurial activity not only needs the division of labor, but also need to sparkplug equality and win-win situation, harmonious, and collaborative cooperation culture, promote innovation and entrepreneurship through the division and cooperation.

4.1.4 Propagandize integrity culture; realize changes from immediate interest to long-term effects, from miser to keep faith.

4.2 Exert the governmental action; create innovative system environment

The system supplier is regional government. Exerting the governmental action, creating innovative system environment is a "top-down" cultural change innovation path.

4.2.1 The leaders of government must have a scientific strategic thinking. They could combine with regional economic development situation, economic period and development trends of world economy, to set down the programming for regional economic development, especially sustainable development.

4.2.2 Design reasonable political and business relations; realize changes from "omnipotence governments," "government control" to "limited government" and "government services", to carry out economic macro-control, reduce government interference by the executive.

4.2.3 Guarantee the system supply which encouraging innovation; promote regional advanced culture building. The Government should play a service-oriented role in regulating the legal system, policy designing, and public opinion creating. Improving the system of the intellectual property, government can form protection and encouragement for innovative behavior including adventure. In particular, government should encourage and support the development of risk investment, regard the combination of innovative culture and finance, to establish the financial support system transform into venture capital, form a kind of encouraging risk, allowing failure system.

4.2.4 Establish the antecedence and demonstration area of regional advanced culture, such as select high-tech development zones and economic and technological development zones as the carriers of regional advanced culture construction, and then from point to area, exert the antecedence demonstration action and the spread and radiation function of development zone.

5. Conclusion

In conclusion, regional advanced culture forces is the core of regional economic competitiveness, is the source of driving force for regional economic development. Every region should analyze and define the composition of regional

advanced culture forces according to the regional development practice, and then adopt a "bottom-up" and "top-down" two ways to implement them, to promote regional economic sustainable development.

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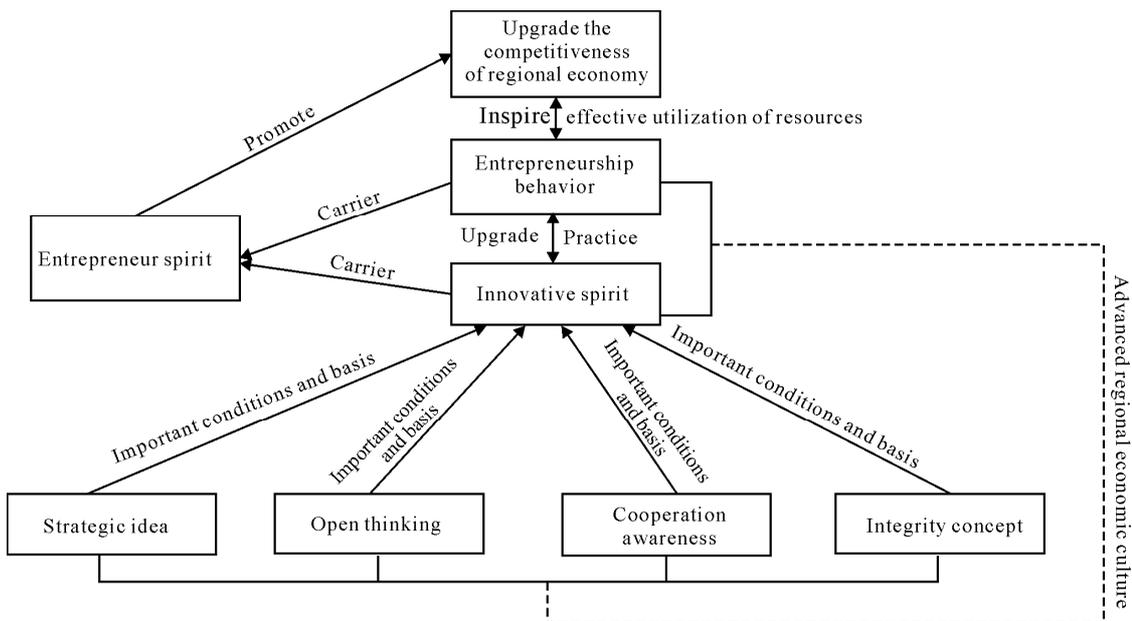


Figure 1. constitution of regional advanced culture