


Chapter 11

Using “Digitalization + Intellectual Property” Management to Realize Cultural Economy: Case Study of Chinese Museums

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ABSTRACT

This chapter intends to examine the degrees of digitalization with several Chinese museums renowned for their IP creations in reflection of the combination of ancient Chinese culture and modern design thinking and to describe the transformation in Chinese digitalization. Attributing to some inclusive policies, museums are enforced to shift their functions for visitor engagement, which plays a role as a social service with non-profit ambition in improving the tourism economy and social welfare. Our understanding of the enabling and limiting mechanisms paves the way for more research on the paradoxical implications of transformative changes in practical enhancement in the Chinese cultural economy.

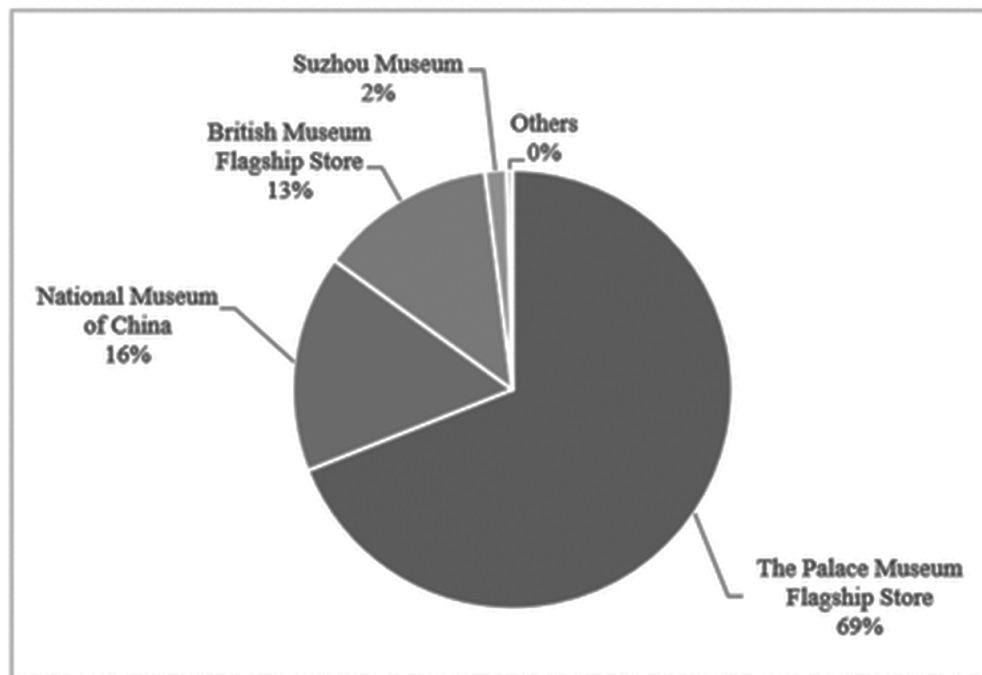
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INTRODUCTION

Digital transformation is known as the use of information, computers, communications, and networking technologies to alter enterprise operations, business, and value creation processes. In this favorable environment, museums are gradually grasping the opportunities of the times to further strengthen their basic public service functions (Vial, 2019).

Spring Festival meets Winter Olympic Games for yearly tourism opportunities and flavour. According to the data center of the Ministry of Culture and Tourism, during the 7-day Spring Festival holiday in 2022, the country’s domestic tourism amounted to 251 million people, down 2.0% year-on-year, recovering to 73.9% of the same period of the 2019 spring holiday; the domestic tourism revenue reached 289.198 billion yuan, down 3.9% year-on-year, recovering to 56.3% of the same period of the 2019 spring holiday. No major safety accidents occurred in the national culture and tourism system, and the holiday market was generally safe, stable, and orderly (Ministry of Culture and Tourism of the People’s Republic of China, 2022).

Figure 1. Distribution of the top 100 museum cultural and creative products sources of sales in 2021
Source: Tmall (a new B2C comprehensive shopping site developed by Taobao.com.)



As Figure 1 shows, as of 2021, among the 1,861 cultural and creative products from the flagship stores of major museums on the Tmall platform¹, 69% of the top 100 selling cultural and creative products were from the Forbidden City Museum, followed by the National Museum and the British Museum. Among the local museums, only Suzhou Museum made the list, accounting for only 2%. Since the percentage of sales in other local museums is less than 0.1%, it is not reflected in the table.

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