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Current Status and Development Path of Chinese Dance Industrialization

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Abstract: In recent years, the Chinese dance industry has made remarkable development. With the country's great attention to and strong support to the cultural industry, the dance art has been more widely spread and popularized. The growth of market demand and the improvement of consumers' aesthetic appreciation have also promoted the rapid development of the dance industry. While China's dance industry has achieved remarkable development, it is also faced with many challenges and opportunities. This paper analyzes the current situation of dance industrialization in China, and puts forward some suggestions on how to develop dance industrialization in the future.

Keywords: Dance industrialization; Present situation analysis; Development path

1. The concept of dance industrialization

Dance industrialization refers to the integration of the artistic value contained in dance with the market, so as to reflect the artistic value in the commercial form and transform it into commercial interests through the expression of dance art, so as to improve the development enthusiasm of the dance industry and promote the benign development of dance art. This process involves the allocation of dance cultural resources to meet people's cultural needs, provide tasteful, popular and consumable cultural products, and use the market feedback to further develop the dance culture industry and dance art.

2. Analysis of the present situation of Chinese dance industrialization

2.1 The scale of the dance culture market is constantly expanding

From the perspective of market size, the scale of China's dance market is constantly expanding. With the acceleration of the pace of life and the increase of pressure, people's demand for leisure and entertainment is more and more strong, and they also pay more and more attention to healthy life. As a whole body movement, dance can not only exercise the body, but also happy mood, which has been loved by more and more people. Both young and old people are willing to dance together to keep them healthy and improve their quality of life. And the unique charm of dance art has also attracted a large number of audiences and participants. Dance can convey rich cultural connotation and artistic charm through the rhythm of the body, emotional expression and music integration. More and more people began to appreciate the dance and participate in the dance, which also further promoted the prosperity of the dance culture market.

2.2 The rise of cultural and creative industries

The rise of the cultural and creative industry also provides new opportunities for the development of the dance industry. With the rapid development of China's economy, cultural and creative industries have gradually become a new engine driving economic growth. As a part of the cultural and creative industry, dance has also begun to attract the attention of the government and enterprises. The government has issued a series of cultural support policies, including cultural industry support funds, cultural and creative industrial parks, etc., to provide policy support for the development of the dance industry. At the same time, some enterprises also began to realize the potential of the dance industry, and make relevant investment and cooperation.

At the same time, the integration of cultural and creative industries and dance industry has also given birth to new business models and profit ways. The Internet platform can also be used to carry out online dance teaching, live dance performance and other businesses, to broaden the profit channels of the dance industry. The cultural and creative industry also provides more cross-border cooperation opportunities for the dance industry. Dance can be integrated and innovated with other art forms such as music, drama, art and so on to form works with more artistic appeal and market competitiveness. Such cross-border cooperation can not only enrich the artistic expression forms of dance works, but also attract more audiences from different fields and promote the diversified development of the dance industry.

2.3 The dance education system lacks the training of versatile talents

The development of dance industrialization in China also faces some challenges and problems. First of all, the current dance education system lacks the cultivation of versatile talents. Dance culture industry is a comprehensive industry, which requires versatile talents who understand both dance technology and dance culture and management. However, under the existing dance education and training mode in China, it is difficult to cultivate such compound talents, especially the serious shortage of dance management talents and dance culture packaging talents with strong comprehensive ability.

With the continuous development of the dance culture industry, the market demand for dance talents is also constantly changing, which requires dance talents not only to have professional dance skills and theoretical knowledge, but also need to have good cultural literacy, innovation ability and cross-border cooperation ability. Therefore, the cultivation of all-round talents has become an important support for the development of the dance culture industry.

2.4 The dance culture enterprise system is not yet perfect

Another important problem in the development of dance industrialization in China is that the dance culture enterprise system is not perfect. Only by clarifying the property right relationship and establishing the modern enterprise system, can we truly develop the dance culture industry. At present, some dance culture enterprises still have deficiencies in the system construction and operation management, which affects the healthy development of the dance culture industry. The financing and investment management of dance culture also need to be strengthened. China's dance culture industry is faced with problems such as lack of capital investment, insufficient capital flow, low product quality, small market share and low profit return. The existence of these problems seriously affects the development of the dance culture industry.

3. The development path of Chinese dance industrialization

3.1 Breaking with the traditional development model

The traditional dance industry model is often limited to the stage performance, education and training and other fields, but with the progress of The Times and the development of science and technology, the dance industry needs a broader vision and a richer innovative ideas. Breaking the traditional model means to explore more diversified forms of dance industry, such as network broadcast, short videos, dance games, etc., to meet the needs and expectations of different audiences.

At the same time, the development of dance industrialization also needs to pay attention to marketization and commercial operation. Under the traditional model, the dance industry is often too dependent on government funding and sponsorship, and lacks the ability to self-produce blood. Therefore, it is necessary to introduce more market mechanisms to enhance the competitiveness and profitability of the dance industry through commercial operation and marketing means.

Finally, the development of dance industrialization also needs to pay attention to talent training and brand construction. By strengthening dance education and training, more excellent dance talents will be cultivated to provide a solid talent foundation for the dance industry. At the same time, by building a dance brand, the popularity and influence of the dance industry will be enhanced to attract more audiences and investors.

3.2 Use intelligent technology to improve the dance industry

With the continuous development of intelligent technology, intelligent technology can be used to improve the efficiency and quality of the dance industry. The application of dance image analysis and intelligent control of stage lighting technology also provides strong support for dance performance and promotion. Through the analysis of dance images, AI can identify the characteristics and performance styles of dancers, and provide data support for dance evaluation and promotion. The intelligent control of stage lighting can automatically adjust the lighting effect according to the emotional expression and action rhythm of the dance works to enhance the performance atmosphere. It can also understand the needs and preferences of the audience through big data analysis, and provide data support for dance creation and performance; and use virtual reality, augmented reality and other technologies to bring more immersive viewing experience for the audience. To sum up, the use of intelligent technology to promote the dance industry has broad prospects and great potential. With the continuous progress of technology and the expansion of application scenarios, we believe that the dance industry will usher in a better future.

3.3 Improve the dance market mechanism

Perfecting the dance market mechanism is an important way to promote the development of the dance industry, which needs to start from many aspects. Market mechanism is an important basis for the development of dance industry, which needs to be constantly improved and optimized. First of all, we should establish and improve the legal and regulatory system of the dance market, standardize the market order, and ensure fair competition. Second, we should strengthen market supervision, crack down on illegal activities, and maintain market order and the rights and interests of consumers. Finally, the market exit mechanism should be improved, and the dance products and services that do not

meet the market demand should be eliminated in time to promote the metabolism of the market.

Moreover, the core competitiveness of the dance industry lies in talents, so it is necessary to strengthen the talent training in the dance industry. On the one hand, increase the investment in dance education to improve the quality and level of dance education; on the other hand, strengthen the training and exchange of dance talents to improve the comprehensive quality and market competitiveness. At the same time, it is also necessary to establish and improve the evaluation and incentive mechanism of dance talents to attract more outstanding talents to participate in the dance industry.

With the acceleration of globalization, strengthening international exchanges and cooperation has become an important means to promote the development of the dance industry. We should actively participate in international dance exchanges and cooperation, learn from international advanced experience and technical means, and improve the internationalization level of the dance industry. At the same time, we should strengthen the cooperation with international dance organizations and institutions to promote the international development of the dance industry.

3.4 Give full play to the influence of universities on the dance industry

Colleges and universities are an important base for cultivating dance talents, and also an important place for dance innovation and research. Through cooperation with universities, excellent dance education resources can be introduced to improve the overall level of dance industry; meanwhile, the research results of universities can provide theoretical support and practical guidance for the development of dance industry. The combination of industry and education is the coordination and complement of production enterprises and educational organs in terms of resources and functions, so as to realize the connection of work. Enterprises pay attention to economic benefits, and the school contains rich human resources. The combination of the two can provide sufficient channels for students to find employment, and it can play a role in promoting cultural products. Xia Men little egrets folk dance troupe is under the effective guidance of the government combination of successful cases, Xiamen little egrets folk dance troupe and Xia Men opera dance school through cooperation, the innovation management system, the industrialization mode innovation and perfect, based on performance, training, teaching, scientific research to realize the resource sharing and complementary, build the cultural industry with the characteristics of Xia Men base.^[4]

4. Conclusion

The industrialization of dance art is indeed a comprehensive development process, which requires the joint efforts and cooperation of the government, the market, the artists and the social parties. Although the industrialization of Chinese dance is facing some problems and challenges, it also has broad development prospects and opportunities. By strengthening the degree of marketization, improving the quality and innovation of works, and improving the dance industry chain, the industrialization of Chinese dance can be promoted to achieve greater development results. The implementation of these strategies will help the dance industry overcome the challenges, achieve more steady and rapid development, and provide the public with a richer experience of dance art.

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