

A Study of the Impact of Cultural Policies on Arts Management

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Abstract:

As globalization deepens, the role of cultural policy in arts management is becoming increasingly prominent. The aim of this paper is to explore how cultural policy affects arts management and what this means for arts development. Based on the current economic turn in cultural policy and the new demands on arts management practice, it focuses on the relationship between cultural policy and arts management, particularly how policy shapes arts management strategies and practices in a context where economic interests are the central focus. This study uses literature analysis and case studies to analyze how policy affects organizational structure, funding flows, and program implementation in arts management. The findings suggest that cultural policy not only provides financial support for arts programs, but also influences the freedom of artistic expression and the direction of the art market. The study concludes that cultural policy is an indispensable external factor in arts management and that it has a profound impact on all aspects of arts management by providing resources and setting the framework. Arts administrators need to have a deep understanding of cultural policy in order to better adapt to policy changes, effectively utilize policy resources, and promote the sustainable development of the arts.

Keywords: Cultural policy; arts management; economic interests; arts development.

1. Introduction

In the context of globalization and the market economy, the impact of cultural policies on arts management is becoming increasingly significant. Cultural policies are not only related to the survival and development of arts organizations, but also have a direct impact on all aspects of artistic creation, dissemina-

tion and consumption. As economic interests become the central focus of cultural policy, the field of arts management faces new challenges and opportunities. Therefore, examining how cultural policy shapes arts management practices is critical for understanding and responding to current changes in the arts and culture field. This study aims to explore the specific impact of cultural policies on arts management and

to analyze how the policy environment affects the operations of arts organizations and the implementation of arts programs. The research theme centers on the interaction between cultural policy and arts management and how this interaction affects the creation, presentation and dissemination of the arts. In order to explore this topic in depth, this study employs a multidisciplinary research methodology, including policy analysis, comparative research and case studies. Thus, it reveals the mechanism of the impact of cultural policies on arts management, evaluates the role of different cultural policies on the effectiveness of arts management, as well as proposes strategies for arts management in specific policy environments.

2. Conceptual and Theoretical Framework

2.1 Concept and Development of Cultural Policies

The evolution of China's cultural policies is closely related to political, economic and cultural aspects, reflecting social change and development. Since the founding of New China, the government has implemented the "Two Hundred" policy, which emphasizes the international dissemination of culture and actively promotes Chinese culture to the world. After China's accession to the World Trade Organization, the cultural market has gradually opened up, foreign investment has entered the Chinese market, and cultural exchanges and cooperation have become more frequent. In recent years, China's cultural policy has continued to emphasize the revival of Chinese culture and to promote the preservation and transmission of traditional culture. Policies have focused on the development of cultural industries, supporting emerging areas such as digital culture and creative industries. At the same time, government regulation of cultural content has been strengthened, with an emphasis on maintaining ideological security and preventing and dealing with content that does not conform to core socialist values.

China's cultural industry policies are mainly divided into seven categories: general policies, industrial planning policies, key area support policies, reform promotion policies, market optimization policies, comprehensive support policies and key project policies [1]. In exploring China's cultural policies, it can be seen that other countries have adopted different strategies based on their own history, values and social needs. Cultural policy in the United States emphasizes economic interests, promoting cultural facilities and urban revitalization through alliances between the arts and business, as well as federal

funding support and arts education [2]. China's cultural policy focuses on the transmission of cultural heritage and the dissemination of art as a core socialist value aimed at strengthening national cohesion. France's cultural policy focuses more on the popularization of the arts and on State support for culture and the arts. South Korea, on the other hand, has closely integrated cultural policies with cultural industries to promote the global dissemination of cultural content. These different cultural policies reflect the different understandings and strategic positioning of countries regarding the role of culture in society, whether as a source of social cohesion, a driver of economic development or an important component of a country's soft power, as a key tool for shaping national identities and promoting international exchanges.

2.2 Theoretical Framework for Arts Management

Arts management, as an interdisciplinary field whose underlying theories integrate the perspectives of a number of disciplines, including art, management, economics, and sociology, emphasizes the process of effectively planning, organizing, implementing, and evaluating arts programs and organizations in the field of arts and culture. Its core theories include arts organization structure and governance, audience development and marketing, financial management and fundraising strategies, and arts education and community engagement. It focuses on the balance between artistic creation and commercial operation, emphasizing the preservation and promotion of artistic values while focusing on practical management issues such as financial sustainability, marketing, audience development, legal affairs and cultural policy. Arts management theory also involves an in-depth analysis of the internal structure, leadership, innovation and change management of arts organizations, as well as strategies for adapting to external environments such as societal trends, technological advances, and cultural diversity, so as to ensure that arts organizations are able to thrive in a changing socio-cultural context and meet the public's demand for high-quality arts experiences, while at the same time sustaining the artistic value and social impact of arts activities.

Art industry management is a complex and challenging task that requires maximizing economic benefits while maintaining the aesthetic value of artworks. In practice, this involves the government's macro-control and policy support, the autonomous management of industry associations and the cultivation of creative talents, as well as the development of art finance. Challenges mainly come from how to find a balance between pursuing economic benefits and maintaining artistic values, how to transform

government functions to better serve the art industry, how to develop and regulate trade associations to improve their effectiveness, and how to establish an effective talent cultivation system and an art financial market. In order to cope with these challenges, a series of countermeasures are needed, including strengthening the core position of aesthetics in the art industry, promoting the transformation of government functions to a service-oriented one, accelerating the reform and development of industry associations, improving the mechanism of talent cultivation, as well as actively developing art finance, so as to promote the overall prosperity of the art industry [3]. In arts management, balancing artistic value and market value is a necessary and delicate task that requires comprehensive strategies, including upholding the aesthetic standards of artworks, conducting in-depth market research to meet audience needs, diversifying revenue sources to reduce reliance on a single source of income, enhancing the public's appreciation of the arts through education and promotional activities, encouraging innovation and cross-boundary collaborations to broaden the forms of expression and market opportunities, building a strong brand image, developing sustainable business models, and adopting flexible pricing strategies. market opportunities, build a strong brand image, develop a sustainable business model, implement a transparent communication strategy, and adopt a flexible pricing strategy. At the same time, art organizations also need to carry out long-term planning to ensure that while pursuing artistic excellence, they can also achieve economic sustainability, so as to realize a harmonious symbiosis between art and the market on the basis of maintaining artistic independence.

2.3 Current Status of Research on the Impact of Cultural Policies on Arts Management

Art management is gradually gaining recognition at the academic and practical levels and trying to build its own theoretical system and disciplinary foundation, and cultural policy, as one of the important factors affecting art management, deserves to be repeatedly discussed and studied. Cultural policy not only provides a policy environment and supporting framework for arts management, but also provides macro-control of the arts market and arts organizations through financial support, regulation and cultural promotion.

The current state of research on the impact of cultural policy on arts management shows that the field of arts management and cultural policy research is striving to build its own disciplinary system, theory and discourse in order to establish its stable position in the academic world. Although arts management has gained rationality

and legitimacy at both the practical and academic levels, and has gradually developed into a professional direction under the discipline of art, the field still suffers from unclear disciplinary positioning, unclear disciplinary affiliation, and unsystematic basic theories. By comprehensively integrating the literature on arts management and cultural policy studies and drawing on Bourdieu's notion of field, the book reveals the different academic beginnings and developmental histories of arts management and cultural policy studies in North American countries, arguing for the discipline's rootedness in the tradition of the humanities rather than the business curriculum, thus defining its humanities attributes. The book also points out that the lack of thickness and depth of research results in this field is due to the lack of a strong enough system of meaning to form a common rule to meet the requirements of academic results, and its discourse system is not fully consistent with the requirements of the discipline, and therefore the need to continue to improve the theory, meaning, and discourse system, in order to change the current situation of the status of the academic status is not high [4].

The mechanism of cultural policy's influence on arts management is a multi-dimensional and dynamic process, which not only directly affects the operation modes and strategies of arts organizations and cultural institutions, but also indirectly influences the decision-making of arts administrators as well as the operation modes of institutions through shaping the arts ecology, communicating with international arts and cultural exchanges, enhancing the public's arts literacy and taste, and stimulating the exchange of the arts market, among other ways. Policy theory analysis provides the framework to analyze how cultural policies act and influence the operational and decision-making mechanisms of arts management. Analyzed through policy theory, cultural policies directly influence the way arts management operates and strategic planning through explicit goal-setting, funding allocations, regulation-making, and incentive and constraint mechanisms. These policies not only provide arts organizations with the necessary resources and guidance, but also ensure the quality and legitimacy of arts activities through regulations and standards. Meanwhile, Organizational Behavior Theory complements this analysis by emphasizing how arts organizations respond internally to the policy environment, including leadership decisions, organizational culture, human resource management, and change management. Arts organizations must adapt to the requirements of cultural policies through effective internal management and strategic adjustments in order to achieve policy objectives and promote the sustainable development of the arts. Taken together, the interaction between cultural policy and arts management is a complex process that involves

multiple factors and requires arts managers to not only understand the immediate prescriptions of the policy, but also to be able to gain insight into the motivations and long-term impacts behind the policy in order to create an environment within the organization that can respond positively to and take advantage of policy opportunities.

3. Analysis of the Impact of Cultural Policies on Arts Management

The impact of cultural policies on arts management is mainly reflected in the guiding and supporting role of the government, including promoting the development of the arts industry through macro-regulation, policy formulation, financial support and the provision of public art services. In addition, cultural funds and arts finance products guide and constrain the quality and direction of arts activities by regulating the operation of the arts market, providing financial flows and risk management. Trade associations, on the other hand, further regulate arts activities through self-regulatory conventions and industry standards, while representing the arts community in communicating with the government and influencing relevant legislation and policies. Together, these policy supports and industry norms ensure the orderly development of the art industry while preserving the aesthetic value and cultural significance of art works.

In the context of the new era, the relationship between cultural policy and arts management is particularly close, and the policy orientation has become an important basis for the practice of arts management and has put forward higher requirements for the practice of arts management. The cultural policy emphasizes the aesthetic and social values of the arts, and advocates that arts management should focus on the humanistic connotations and innovative practices of art works while pursuing economic benefits. The policy encourages arts organizations to innovate in terms of content and form, and to achieve new breakthroughs in management systems and operational mechanisms to adapt to the new characteristics and needs of digitization and networking. In addition, the cultural policy also focuses on issues such as copyright protection and market regulation in arts management to ensure the healthy development of the arts market. In practice, the impact of cultural policies on arts management is manifested at several levels. It requires arts managers not only to have professional arts management knowledge and skills, but also to have an open cultural vision and modern industrial awareness. The policy also promotes the development of arts management education and training to cultivate arts management talents with innovative abilities

and international perspectives to meet the development needs of the arts industry [5].

In China, with the introduction of a series of laws, regulations and policy documents such as the Law on the Protection of Cultural Relics, Measures for the Administration of Art Business and Policies for Further Supporting the Development of the Cultural Industry, the art market has received a certain degree of impetus, which has facilitated the flourishing of private collections and the participation of private enterprises. These policies aim to regulate market behavior and ensure the authenticity of art works and the integrity of the art market, while protecting consumer rights.

However, the uniqueness of the art market requires a different management approach from that of the general commodity market. At present, China's art market is fragmented and unsystematic in its management system, and there are deviations between regulations and actual operation, leading to loose management as a bottleneck for market development. For example, while the Auction Law provides basic principles for auction activities, it does not give sufficient consideration to the specificities of the art market and does not specify the competent authorities, making it difficult for the cultural authorities to intervene effectively in the management of art auctions. In addition, the "fake auction" and "fake auction" phenomenon in the art market, reflecting the lack of art value appraisal system, this system should be established and improved in the circulation process of the primary market [6]. In order to meet these challenges, cultural policies need to further strengthen the agency system in the art market, raise the qualification requirements for art brokers, and strengthen industry self-regulation and enhance the overall image of the industry through measures such as the establishment of an art agency association, the implementation of a registration system, and the establishment of an information databank and credit rating system. At the same time, the policy should also encourage organizations such as auction houses and galleries to improve their fidelity mechanisms to ensure the transparency and authenticity of auction activities, thereby promoting the healthy development of the art market. Through these measures, cultural policies will continue to have a positive impact on arts management and promote the maturation and improvement of the art market.

Cultural policies have a decisive impact on the development of the art market and the promotion of public art. In the context of urban renewal, cultural policy, especially public art policy, has become a key tool for promoting urban cultural revitalization and upgrading the cultural quality of cities. Through the implementation of policies such as the Percent for Public Art Act, the government

is able to ensure that art programs receive the necessary financial support and promote the display of artworks in public spaces, thereby enhancing the cultural atmosphere of the city and the cultural identity of its residents [7]. In addition, the cultural policy encourages artists' creativity, guarantees the professionalism of artistic creation, and reinforces the "public" nature of public art, making it an important force for connecting communities, improving the quality of life of residents and promoting economic development. It establishes the legitimacy of artistic activities through laws and regulations and safeguards the rights and interests of artists and audiences. In terms of education and promotion, the policy has enhanced public awareness of and participation in the arts through support for arts education and public art activities. It has also promoted the construction of cultural facilities and the development of the arts market, and provided a platform for artistic creation and exchanges.

The impact of cultural policies on arts management is far-reaching and multidimensional. In the development of cultural industry, arts management not only concerns the effective interface between artistic creation and industrial operation, but also plays a pivotal role in enhancing the overall competitiveness of cultural industry. With the continuous change of the market environment, the traditional art management mode has been difficult to meet the needs of the development of the industry, therefore, innovation has become an urgent problem in the field of art management. "By providing policy support and funding, cultural policy provides the direction and impetus for the development of arts management, as well as guiding and constraining the standardization of the art market and the creative activities of artists [8]." Cultural policy, through legislation and financial support, provides the necessary resources and conditions for arts management, enabling the smooth implementation of arts projects and promoting cross-border integration between the arts and other fields such as science and technology, education and tourism. "The policy also encourages arts management to adopt new technologies, such as digital and networked means, in order to improve the dissemination efficiency and market impact of artworks [8]." In addition, "cultural policy also emphasizes the importance of arts management in preserving and transmitting cultural values, promoting cultural diversity and enhancing the country's cultural soft power [8]." However, there are also challenges to the implementation of cultural policies, including imperfections in regulations and policies, increased competition in the market, and conflicts between professionalism and artistry in arts management. In order to meet these challenges, it is necessary for arts administrators to continuously improve their own professionalism and artistic appreciation,

maintain close cooperation with artists, and establish a reasonable evaluation and incentive mechanism to ensure that art works do not jeopardize their cultural value and artistry while pursuing commercial value.

4. Case Studies

Cultural policy has a profound impact on the practical aspects of arts management, not only by providing direction and support to the arts field, but also by shaping the environment and conditions in which the arts are practiced. Taking the Xi'an Historical Style Neighborhood Renewal as an example, cultural policies have played a central role in urban renewal actions, promoting three modes of renovation and renewal, imitation renewal, and dependent renewal of historical and cultural resources by emphasizing industry, tourism, and commerce [9]. Under the guidance of the policy, the government and state-owned enterprises became the main driving force for the renewal, and the spatial reconstruction was realized through the introduction of commercial functions and the replacement of residential functions. Although this kind of culture-oriented urban regeneration promotes city branding and economic growth to a certain extent, it may also lead to the loss of the original community culture and local characteristics, triggering the phenomenon of "Disneyfication", in which historic districts are cut up and cobbled together to form thematic districts conforming to the architectural styles of a specific period of time, thus obscuring the continuity of local culture [9]. The continuity of local culture [9]. In addition, the spatial resources of aboriginal people may be deprived during the renewal process, leading to socio-spatial segregation and changes in community structure. Therefore, while promoting the development of arts management, cultural policies need to balance economic development, historical preservation and social equity in order to achieve comprehensive and sustainable development in arts management.

Comparison of domestic and international cultural policies in terms of funding sources, policy objectives, cultural diversity, industrial development, education and popularization, heritage protection and policy implementation. China's policies have focused more on promoting traditional culture and socialist core values, emphasizing the enhancement of the country's soft power, with more significant government involvement and investment in the cultural sector. In contrast, Western countries place more emphasis on freedom of individual expression and artistic diversity, with more diversified sources of funding, and the government usually plays the role of regulator, leaving the implementation of cultural activities to private and non-profit organizations [10]. In terms of cultural diversi-

ty and inclusiveness, China focuses on the preservation of national culture and the promotion of cultural integration, while Western countries tend to support the expression of different cultures and minorities. In terms of international cultural exchanges, China is promoting Chinese culture through various international cooperation programs such as “One Belt, One Road”, while Western countries are engaging in cultural exchanges through well-established international art festivals and touring performances by art groups [2]. In terms of cultural industry development, the Chinese government actively promotes the cultural industry as a new engine of economic growth, while Western countries rely more on market mechanisms and indirectly promote the industry through copyright protection and tax incentives. In terms of cultural heritage protection, China implements strict protection policies, while Western countries place more emphasis on public participation and community awareness of protection. These differences reflect the diversity of different countries and regions in terms of cultural values, levels of economic development and historical traditions.

5. Discussion

The positive impact of cultural policies on arts management is mainly reflected in the provision of a stable operating environment for arts management through the provision of financial support and the establishment of norms. Policy guidance and funding will help arts organizations to maintain their artistic independence while at the same time pursuing economic benefits and ensuring the sustainable development of arts activities. Second, by emphasizing the social impact of the arts, cultural policies have promoted arts management towards the diversified needs of society. The policy encourages arts organizations to carry out educational and community involvement projects, which not only expands the social role of the arts, but also enables arts organizations to integrate more deeply into the community, promoting the social popularization and educational functions of the arts [11]. Cultural policies energize arts management by promoting innovation and diversity. Policy support enables arts administrators to experiment with new management models and art forms, to promote innovation and development in the arts field, and to meet the public’s demand for high-quality arts experiences. At the same time, cultural policy enhances the social status of arts management by establishing a link between the arts and society. As an important vehicle for the implementation of cultural policies, arts institutions have been recognized and strengthened for their role in promoting social progress and cultural prosperity, thereby occupying a more important position in society.

The negative impacts of cultural policies are also worth discussing. It may lead to the commercialization and marketization of art, making artistic creation driven by commercial interests, which may weaken the cultural value and originality of artistic works [12]. Policies tend to support projects with clear financial returns, while art forms that are exploratory and experimental without immediate commercial value may be marginalized. Secondly, cultural policies may overemphasize the educational and popularization functions of the arts to the detriment of the uniqueness and depth of the arts as a professional field. This tendency may lead to arts management overly pursuing audience numbers and extensive public participation at the expense of artistic quality and depth, making artworks shallow and mediocre. In addition, cultural policies may limit the freedom and diversity of artistic expression by overemphasizing the dominant role of government in the arts. Government control of arts funding may lead to policy-oriented restrictions on artistic creation, and artists and arts organizations may be forced to create works that conform to the government’s intentions in order to receive financial support, which may inhibit the creative and critical spirit of the arts [13]. Cultural policies may also neglect the modernity and forward-looking nature of the arts by overemphasizing the preservation and transmission of cultural heritage. This may result in arts administration maintaining traditions while neglecting to pay attention to and support emerging art forms and trends, thus limiting overall development and innovation in the arts field [14]. The current cultural policy should focus on strengthening the protection and inheritance of cultural heritage, promoting the in-depth integration of culture and tourism, strengthening the combination of art management education and practice, promoting the integration and innovation of digital culture and science and technology, constructing a comprehensive cultural protection, inheritance and utilization project, strengthening international cooperation and exchange, as well as enhancing the innovation capacity and efficiency of the transformation of results, contributing to the social and economic progress with greater comprehensive benefits, and ensuring that the cultural policies can adapt to the changes of the times and meet the growing spiritual and cultural needs of the people [15].

6. Conclusion

This study has found that cultural policy has a multifaceted impact on arts management, which not only determines the funding sources and operations of arts organizations, but also influences the content and form of artistic creation, as well as public acceptance of and participation in

the arts. From there, it further concludes its research that cultural policy has a profound impact on all aspects of arts management by shaping the rules and incentives of the arts market, which requires arts administrators to have a deep understanding of and ability to adapt to cultural policy.

The impact of this study is to provide an analytical framework for assessing the specific impacts of different cultural policies on arts management, and to provide theoretical support for arts organizations' strategy development in the policy environment. Future research should focus more on the dynamic relationship between cultural policies and arts management practices, especially on new trends in arts management in the context of digitization and globalization. It also explores in depth how cultural policies can adapt to changes in emerging art forms and communication channels, and how to protect and promote local culture and arts in the context of globalization. Attention could also be given to how cultural policies can better promote arts education and public participation, and how inequalities in the arts can be addressed through policy instruments.

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