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Development and Utilization of University Cultural Resources – A Case Study of Bengbu University

Zhen-Bo Xu
Bengbu University, CHINA

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ABSTRACT

Universities have rich cultural resources, its development and utilization can create enormous economic and social benefits, so as to establish the higher education system adapt to the market economy. Meanwhile as an important part of the social cultural resources, speeding up the development of university cultural industry, is of far-reaching significance to the cultural development and prosperity and socialist powerful culture state building. With the specific situation investigation of the development and utilization of cultural resources in Bengbu University, that is, education training resources, cultural stadiums resources, artistic cultural resources, campus media cultural resources, publishing cultural resources and brand cultural resource, we draw examples for other colleges and universities and the relevant departments to follow and consult.

Keywords: cultural resources, university, development and utilization, Bengbu

INTRODUCTION

At present, Chinese higher education is on the transition from elite to mass. University cultural resources, as an important part of the social cultural resources, can activate property in colleges and universities by the new way help to reduce government financial pressure, and to establish the higher education system adapt to the market economy. How to develop all kinds of university cultural resources, and improve the efficiency in the use is the focus of attention to education departments and schools, and so is the local government, enterprises and institutions.

LITERATURE REVIEW

Colleges and universities is not only the base to train high level talent, but also the home of high-tech content cultural resources. With the attributes of the cultural resources for the standard, it can be divided into two types. The first type is based on cultural dissemination function which also has the value of commodities. The main expression is through the different carrier and spread methods, to express human political, production and the spiritual and material culture resources, usually used in the media carrier of various types, like publishing cultural resources and science and technology cultural resources, the brand cultural resources and education training resources. The second type is not necessary to through the replacement way, directly used for production to society, with only goods attribute value. Its main form is the required material resources of human cultural activities, generally is the required instruments and other resources of people in all kinds of arts, sports and entertainment cultural activities (Chen, 2007).

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Correspondence: Zhen-Bo Xu, *Vice Professor, School of Literature and education, Bengbu University, China.*

Address to No.1866,Caoshan Rd., Longzihu Dist., Bengbu City 233030, China. Tel: +86-552-3177259.

✉ xuzhenbo74@163.com

State of the literature

- Universities have rich cultural resources, however, few study explored development and utilization of cultural resources in university.
- Case study was employed to investigate the path to the development and utilization of cultural resources in Bengbu University. With the specific investigation, we draw examples for other colleges and universities and the relevant department to follow and consult.

Contribution of this paper to the literature

- This study explores some paths to the development and utilization of cultural resources in universities. Not all universities have entire cultural resources, each with their own characteristics and advantages of running a university subject. Therefore, they can choose and develop one or several kinds of them.
- The study extends the theory of financing in higher education, so as to reduce the government fund and ease university debt burden. Meanwhile as an important part of the social cultural resources, speeding up the development of university cultural industry, is of far-reaching significance to the cultural development and prosperity and socialist powerful culture state building.

According to the specific characteristics of the cultural resources, university cultural resources can also be divided into three types: The first type is publishing cultural resources, such as press, printing, disks, tapes, movie and TV studios, and units of providing cultural service, such as libraries, museums, cultural centers, science and technology museums, art galleries, gyms, etc. The second type is educational and training resources, and brand and technical resources directly service for all kinds of enterprise. And the third type is for the advertising, promotion, performance and so on that has the dual property of cultural resources, namely the newspapers, books, radio television stations, web sites, electronic video and film plant, cinemas, theaters, sports teams, etc. (as referred [Figure 1](#)).

Compared with social cultural resources, university cultural resources has the distinct characteristics. University cultural resources is based on the service for teaching and scientific research, its development and utilization often has the purpose of spreading and promoting teaching and scientific research results and information. Obviously, university cultural resources have strong academic cultural characteristics and great differences in social cultural resources of the industry, commercial, regional characteristics. But as higher education is on the transition from elite to mass, cultural resources development and utilization has partly taken enterprise management, so as to more close to the masses market of cultural characteristics. Above all, you can say, as an important component of social cultural resources, the development and utilization of university cultural resources can drive the progress of social cultural industry to some extent.

RESEARCH METHODS

The resources of university culture is large quantity and variety, so we will be easily blind and chaos in exploitation which lead to incomplete development and low utilization ratio. Therefore, choosing the correct path of exploitation is particularly important. According to the type of university cultural resources, we have investigated the specific practices in the development and utilization of university resource of Bengbu University in recent years, as follows (as referred [Figure 2](#)).

Education Training Resources (Teacher Resources and Technology)

Education training is one of the common resources in universities. Universities have senior talents, rich education experience and strong reputation guarantee, but most of them are confined to open theory class range, like open minor professional exam counseling, various qualification certification exams counseling, certificate test counseling, etc. Actually universities should consider to pay more attention to reality rather than theory and make full use of these own resources. For example, Bengbu University which is excellent in food science and engineering, chemical engineering and technology, has been hold food inspection and chemical inspection work training classes and other practical remedial classes which are required higher professional skill. Furthermore, they enroll student

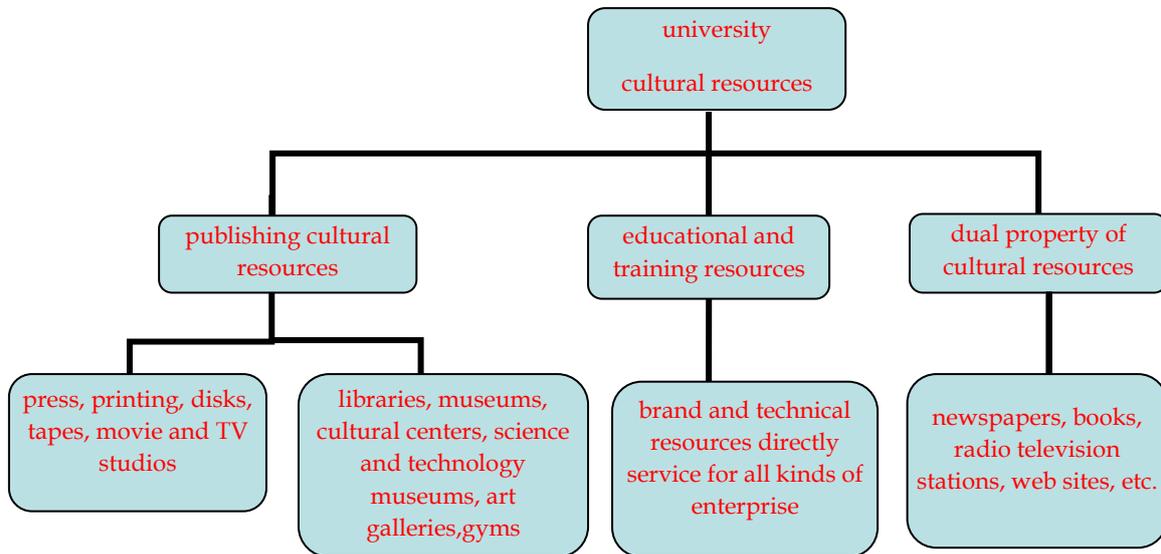


Figure 1. Three types of university cultural resources

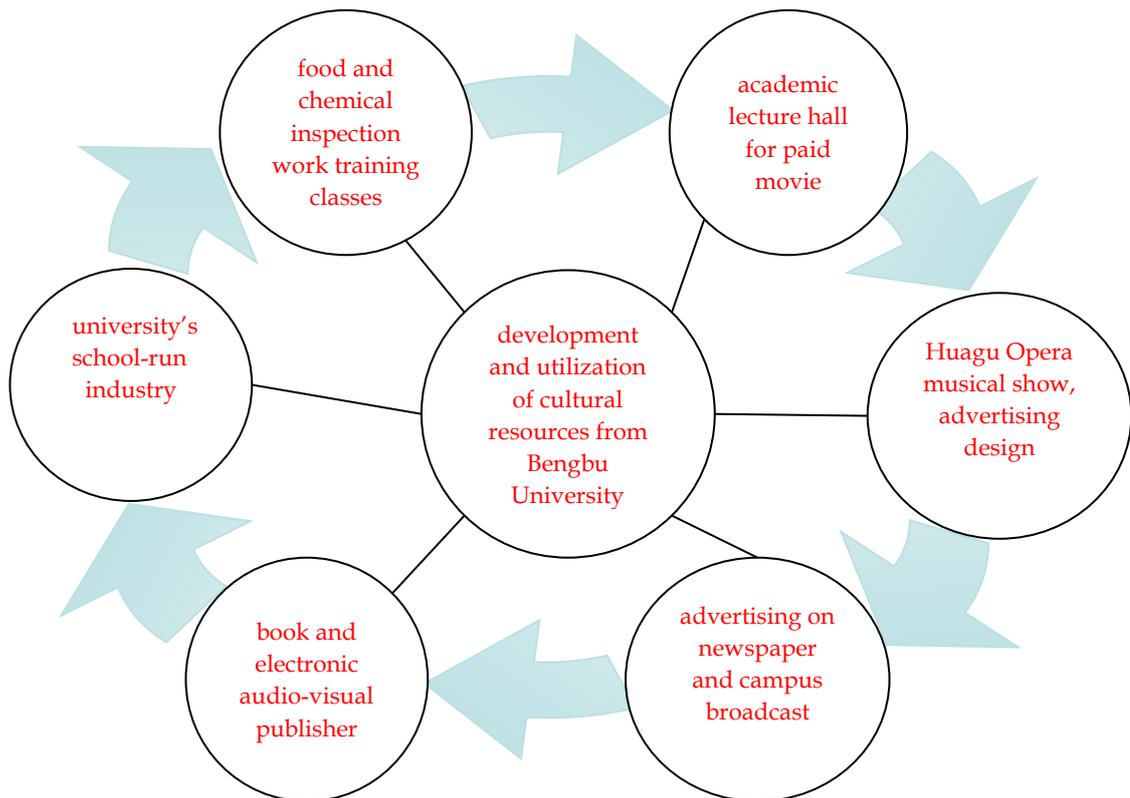


Figure 2. Investigation on development and utilization of cultural resources in Bengbu University

from outside university. If universities take advantage of teacher resources and technology, they will not only get economic returns, but also promote the local employment and entrepreneurship to reach common prosperity. Taking Linyi University as an example, in order to better implement the “Yimeng service” mission, they issue notice to the keep open courses geared to the needs of society, and already received good social repercussions (Jin, 2017).

Cultural Stadiums Resources (Library, Multi-function Hall, Gym, etc.)

Cultural stadiums are the most easily overlooked cultural resources by colleges. Most universities have their own cultural stadiums, such as library, cultural center, science and technology museum, art gallery, museum, movie theater, etc. But they are usually only open for the students of the university and are in idle state during the rest of the time. In fact, cultural stadiums are the most kind of resources for social demand. Although cities have their own library, gym, museum of art, theaters, its capacity is general finite. Universities can meet the societal needs with paid when the cultural stadiums resources are in idle state, such as set up reading rooms for external readers and charge per hour or be paid by monthly or yearly card for the service provided. As for art gallery, it can undertake large literary performance activities from outside for charge. The multifunction hall and cinema can be used as the meeting place or fellowship activities venues. The gym also can be adaptable for many uses. "Sports center in University of Edinburgh, for example, is for badminton training from 10 to 12 am, after 12 clock it is for children's training with pad and simple protective equipments on the ground. In the afternoon, with the canvas on the wall pulled away, the sports center is unexpectedly used as an indoor rock climbing center" (Wang, 2008). According to the survey, Universities in Bengbu district at present only let academic lecture hall to provide paid movie service in the weekend, tickets were generally in the 2~3 Yuan. And even if a local hotel conference room is used for the meeting of the ordinary business unit, the rent is about one thousand Yuan a day.

Artistic Cultural Resources (Art Professions and Groups)

Artistic cultural resources mainly refer to the art professions and groups one university has owned. Compared with the traditional resource entities, artistic cultural resources are more recessive and are more likely to be ignored. Bengbu University sets musicology, visual communication design, product design, etc. In recent years, they organize students with local musical show such as Huagu Opera, public service advertising design of the city, ordered design of products which can exercise their actual operation ability and let them gain considerable economic income at the same time. Furthermore, the traditional students literary group is limited to the campus performance, completely belongs to public welfare. University can consider to do some commercial performance during spare time or holidays. This can not only improve the professional art skills of students, and also have the economic returns.

Campus Media Cultural Resources (School's Newspapers, Magazines, Web sites, Broadcast and Television, etc.)

Universities have their own web sites, school magazines and broadcasting station, and most of them are opening and offering to the public. Therefore, they reach a very large audience. Every school can get economic benefit on condition that it does not affect the basic functions of the campus media, such as development of the advertising space in school magazines and school web sites, sale of the audio advertising time in campus broadcast. Taking Bengbu University as an example, the "Bengbu University News" regularly reverse advertising space for buyer's purchasing, and campus broadcast make paid recording of advertisement for some enterprises. These effectively resolve funding problems of school's newspaper and magazine printing, campus network and the radio station's equipment maintenance. Meanwhile, it bring considerable income.

Publishing Cultural Resources (Books Publisher, Electronic Audio-Visual Publisher, etc.)

General colleges and universities have printing houses, many universities even have published cultural resources such as magazines, newspaper, book publishing, electronic audio-visual publishing. A wealthy university may publish culture resources, driving the copying, printing, typesetting, materials distribution, and other kinds of cultural resources development. According to a rough statistical analysis, "a university with a small publishing house publishes about 150 to more than 200 books annually, plus reprint books, offering up to 40 to 50 million code every year. The printing cost is about 30% ~ 40% of the total code, which means the printed business can be at least 12 million Yuan. Plus more than ten kinds of journals and newspapers sponsored by the school, the printing business is about 1 million Yuan count. In addition, a medium-sized university is with 15000 full-time

school enrolments measurement, about 150 Yuan learning materials cost per person per year, the total number is 2.25 million Yuan. Then according to the spending of the copying of printing, it is 80 Yuan per person per year, the total business cost is 1.2 million Yuan. Several businesses in total, only the printing business of a medium-sized university alone can benefit more than 1400 ten thousand Yuan each year, and the distribution business of teaching material benefit 2.25 million Yuan" (Gong, 2003). From this group in digital above, it is easy to see that regarding the development of college publishing cultural resources as a leading to drive the development of related cultural resources is not an empty talk. This is a visible, calculable and with considerable potential economic cultural market.

Brand Cultural Resource (Marketing Operation of University Brand)

The marketing operation of university brand has been relying on school-run industry. During the developing of university's school-run industry in China, Beida Fangzheng, Tsinghua Tongfang and a number of well-known high-tech enterprises were founded.

Though the achievement is great, there are problems needed to be solved urgently, for example, the disordered school and enterprise asset management, unclear property right relation between schools and enterprises, and the mix of assets.

In conclusion, last but not least, not all universities have entire cultural resources, each with their own characteristics and advantages of running a university subject. Therefore, they can choose and develop one or several kinds of cultural resources in accordance with the actual situation of universities so as to reach truly feasibility and efficiency.

RESULTS

Traditional Ideas Restrain to the Development and Utilization of University Cultural Resources

Due to the long-term manacle of the thoughts under the planned economy system, some people think that the university cultural resources can only play a political advocacy role and achieve the value of social benefits. They give too much emphasis on the ideological function of culture while neglect the commercial and economic attribute. Therefore, the consciousness that the development of university cultural resources shall be commercialized and industrialized is limited. At the same time, some universities, in the development of cultural resources, produced interest oriented deviation, such as the excessive pursuit of economic interests and the neglect of cultural value orientation and social interests. All these ideas not only affect universities themselves, but also restrict the healthy and sustainable development of the whole cultural industry.

Strategies of the Development and Utilization of University Cultural Resources are not Clear

At present, most universities have not made clear strategies for the development and utilization of cultural resources. Their current work lacks unified planning and the attention to the adjustment of the policy guidance and interest mechanism, which can encourage and attract teachers, especially the outstanding young scientific and technical personnel to participate in. Consequently, the abundant cultural resources cannot get sufficient development and use. On the other hand, a considerable number of teachers and scientific and technical personnel are pushed away from the main field of the development of cultural resources and have no opportunities to make contributions. In addition, many universities do not work in accordance to the principles of optimal allocation and merit support, and as a result, cause the unreasonable investment layout of the university cultural resources development and a random model of resource distribution. "Set the education and training resources for example, more than one training institution often coexists and independently operates in one university at the same time. The serious problems of small scale, low level and the intersection of business will block the forming of a unified image of the university education and training. Such random and extensive resource configuration means will

inevitably lead to the unreasonable development and utilization and low management efficiency of university cultural resources” (Wang, 2006).

Management Relation of University Cultural Resources is not unified, and the Means of Resource Allocation is not Scientific

Universities are rich in cultural resources, but most of the development and utilization have not been industrialized. Such a phenomenon has close relationship to the intricate belonging relations of the cultural resources and the complicated managing systems. The overwhelming administrative means of resource allocation and the weak internal and external managing mechanisms make it impossible for the resource developments and market operations to be completely independent through systemized framework. Typical is the publishing cultural resource. The academic periodical belongs to the department of teaching and scientific research; newspapers and periodicals, books and audio-visual agencies are under the ministry of political thought; while the printing house, which has close connections to the cultural carriers, is part of the school-run industries. The managing equipment of university cultural industry generally lays emphasis on the cadre level and salary, or the cadre relocation needs. Therefore, cadres with good ideological quality, great mastery of business and high capability are rare. The decentralized management certainly cannot form an overall superiority of culture industry, and the development and utilization of university cultural resources still cannot get the right environment for its own operation, neither the support of scientific management system.

The relationship between the Development and Utilization of Cultural Resources and the Teaching Quality is Undeserved

For a long time, the unreasonable exploitation of the university cultural resources and the low capital utilization rate, which are caused by systematic factors have been hampering the development of cultural productivity. The university cultural industries have not received enough attention, resulting in the idle and loss of parts of the assets. In many cases, the development and utilization of cultural resources may have conflict with teaching quality guarantee. For example, if the development of library, art gallery and other venues resources only cares the economic interests, the routine teaching must be negatively affected. Obviously, the development and utilization of cultural resources must primarily guarantee the normal teaching activities, the relationship between the two needs to be rationalized.

CONCLUSION AND RECOMMENDATION

As an important part of social resources, university cultural resources must also should realize their own values. They should continuously improve the development and utilization of these resources, and promote sound and rapid economic and social development of the places they located. The Party’s eighteen big report advocates the “socialist powerful culture state building”, encourages liberation and development of culture productivity, and sets clear objectives and direction for the exploitation and development of university cultural industry. Under the guidance of the spirit, and with the popularization of higher education in our country, we trust the university cultural industry will usher in a bright future.

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