

A Study of Impacts of the China - ASEAN Cooperation Framework to the Cultural Industry Development of Guangxi

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Abstract: Guangxi is the “bridgehead” between China and ASEAN, and has a deep cultural origin with ASEAN, so, it will be a convenient condition on the cultural cooperation between Guangxi and ASEAN. Rely on the favorable condition of geographical location, overseas Chinese and cultural, it make Guangxi has the ascendant position compared with other provinces in the cultural cooperation with ASEAN, and plays an important role in the cooperation of China - ASEAN. Face to ASEAN, and the cultural industry of Guangxi implement the strategy of “going out”, all of this not only provides a good opportunity to Guangxi, but also brings a challenge. Based on the background of the cooperation between China-ASEAN, this article through analyzing the current situation of the development of cultural industry in Guangxi, use the method of SWOT analysis the development of cultural industry in Guangxi from different angles, and the impact of the cooperation framework of China - ASEAN to the cultural industry development of Guangxi, dialectical analysis the prospect of the cooperation of China - ASEAN bring to the cultural industry of Guangxi. In the last chapter, it will put forward some suggestions to make Guangxi play the role of “bridgehead” better, service for the cooperation of China - ASEAN better.

Keywords: China - ASEAN; Guangxi; Cultural Industry; Impact.

1. INTRODUCTION

This research takes Guangxi culture industry as the research object, based on basic data in recent years, the cultural industry in Guangxi and the related chart for the basic situation of the cultural industry in Guangxi, and use the method of SWOT to analyse the advantages and disadvantages of the cultural industry in Guangxi, found that the cultural industry development in Guangxi is still faced with unreasonable industrial structure, will guide the whole construction machinery has demonstrative less large leading enterprises as well as the problems such as lack of talent.

Also for China - ASEAN cooperation framework to analyse the opportunities and challenges brought about by the cultural industry in Guangxi, it is concluded that China and ASEAN cooperation under the framework of activation of the cultural industry in Guangxi, the prospect of cultural cooperation, to provide good environment for cultural industry development in Guangxi, At the same time, China and ASEAN cooperation framework also brings to the cultural industry in Guangxi.

But between China and ASEAN lay great cultural market and cultural consumption potential, as exchanges and cooperation between China and ASEAN "bridgehead", Guangxi have more is an opportunity, and effective construction of the China - ASEAN cooperation framework, also bring the cultural industry in Guangxi development opportunities and important enlightenment.

This research is aiming at the problems of cultural industry in Guangxi, at the end puts forward the countermeasures and Suggestions about the development of the cultural industry in Guangxi.

2. CURRENT SITUATION OF CULTURAL INDUSTRY OF GUANGXI

China and ASEAN cooperation framework has brought the new driving force for cultural industry development in Guangxi, has an obvious role in promoting the development of cultural industry in Guangxi.

Guangxi cultural industry and according to the current development situation, make full use of their advantages of resources, create a batch of characteristic culture brand, promoting the further development of cultural industry in Guangxi.

2.1 Cultural Industry of Guangxi:

Since China's reform and opening up, the reform of the cultural undertakings in Guangxi have achieved good results. In the 90 s, influenced by market economy, the cultural industry in Guangxi has a new development. The period called "Nine five-year" in China, Guangxi annual cultural industry GDP exceeded 10%, become a new economic growth point in Guangxi.

Good infrastructure construction, and provides a solid platform for the development of cultural industry. In recent years, Guangxi government attaches great importance to cultural infrastructure construction, as the development of cultural industry, the focus of the prosperity of cultural undertakings and promote all-round social progress development object, from the knowledge, policies and funding to provide a solid guarantee for cultural industry development.

Since 1998, in the case of finance is tight, the Guangxi government still spend a lot of money, successively built Guangxi news centre, international convention and exhibition centre such as a number of key projects, greatly improve the construction of spiritual civilization in the infrastructure.

2.2 Development Effective of Cultural Industry of Guangxi:

2.2.1 Culture industry to promote economic growth:

Cultural industry this emerging industry has a very high value added, the rapid development of it makes Guangxi a new driving force of economic growth. "China - ASEAN EXPO" held in Guangxi, attracts many tourists at home and abroad, with the increase of visitors, promoted the catering, accommodation and transportation sectors such as consumer, created the direct economic benefits, and boost the development of the third industry, such as tourism and service industries. Fig. 1 recorded in recent 10 years, the change of GDP in Guangxi. Can be seen in the figure, Guangxi in GDP increased year by year, from 482.85 billion yuan in 2006 to increase to 168.031 billion yuan in 2015 Based on the above analysis the rapid development of cultural industry in Guangxi, objectively and in promoting the regional economy increasing.

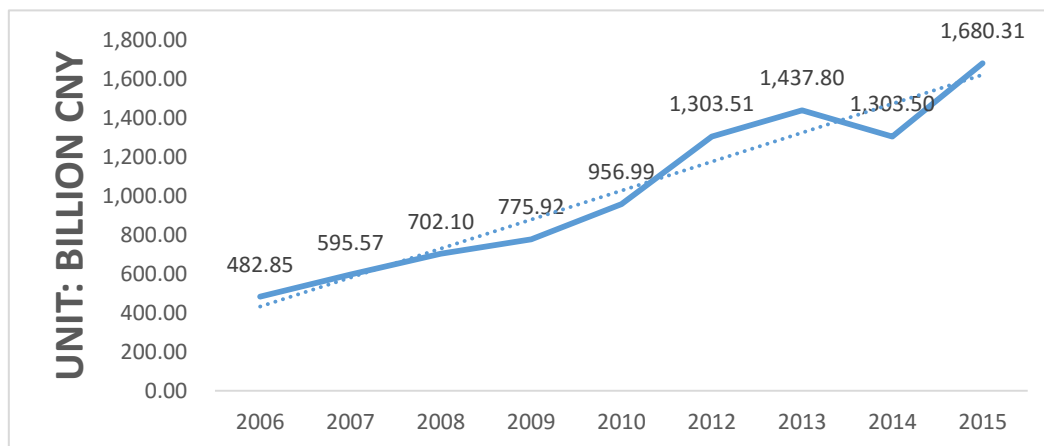


Fig. 1: Guangxi GDP from 2010 to 2014

Source: National Bureau of Statistics of Guangxi, China

2.2.2 The larger scale of the cultural industry:

The establishment of the China - ASEAN cooperation framework for the development of cultural industry has brought the important time in Guangxi.

Is shown in Fig. 2, the culture industry of institutions of Guangxi number increased from 2001 in 2018 to 2012 in 24,550, the number of practitioners from 2001 in 26,742 to 2012 in 370,100, and after 2004 institutions and practitioners are maintained a rising trend, the most of the increase in its reason lies in the construction of China and ASEAN cooperation framework and the success of the "China - ASEAN EXPO" in 2004, for the influence of the cultural industry in Guangxi.

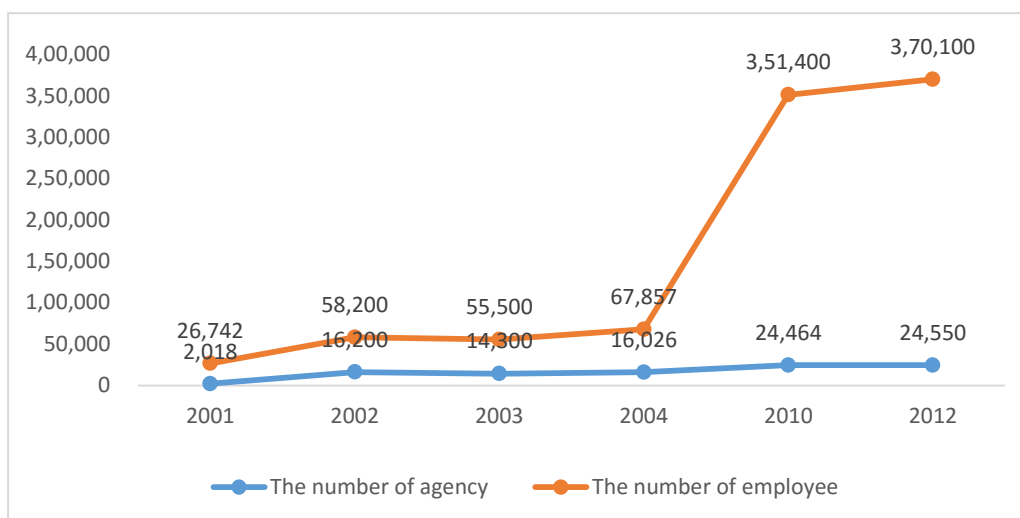


Fig. 2: The number of agency practitioners and cultural industry in Guangxi

Source: National Bureau of Statistics of Guangxi, China

In TABLE I, the added value of cultural industry in Guangxi in 2003 was only 8.25 billion yuan, rose to 12 billion yuan in 2004, in 2010 up to 1.8 billion yuan, the highest increase the added value of implementation of the calendar year 2011, and 2004, 2005, the added value of a share of GDP to the peak of calendar year, "China – ASEAN EXPO" visible not only promote the expansion of the cultural industry in terms of scale, also prompted the culture industry become a new growth point of economy in Guangxi.

Combined with TABLE I and Fig. 2 can see, as the success of "China – ASEAN EXPO", the cultural industry in Guangxi in the number of institutions, the number of practitioners, and the development of the whole on the added value of maintaining a steady rise trend, reflecting the Guangxi in China and ASEAN cooperation framework, culture industry scale is growing, and made great progress.

TABLE I: The added value of cultural industry in Guangxi in 2003-2012 and the total GDP

	2003	2004	2005	2008	2009	2010	2011	2012
Value Added (BILLION CNY)	8.25	12	11	18.64	19.87	18	29.32	35.67
As a share of GDP (%)	—	3.3	3.3	2.54	2.56	1.88	2.5	2.74

Source: National Bureau of Statistics of Guangxi, China

2.2.3 Cultural services dominate:

Service industry to promote economic restructuring and upgrading of industrial structure has important influence, and culture is a cultural industry and service industry, service industry, therefore, to develop the cultural industry of the cultural industry has an important role in promoting.

In recent years, the added value of cultural industry in Guangxi in all the larger proportion of the added value of cultural industry. As shown in Fig. 3, by 2012, the added value of cultural services in all of the added value of cultural industry as a legal person units, the proportion of 52.55%. Among them in seven over 1 billion yuan of the added value of industry, cultural industry are five cultural services.

It can be seen that cultural services in the development of cultural industry in Guangxi dominate.

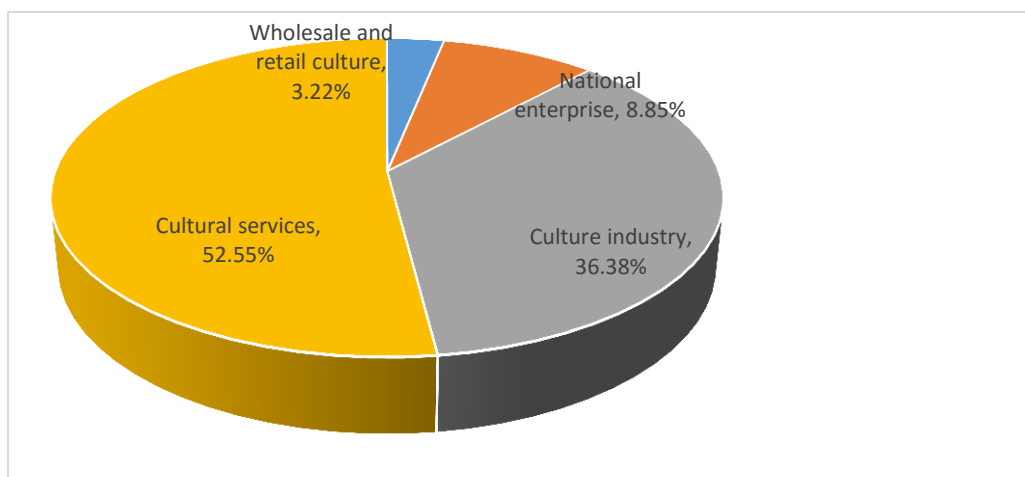


Fig. 3: The added value of cultural industry in Guangxi industry composition in 2012 (%)

Source: National Bureau of Statistics of Guangxi, China

2.3 Features of Cultural Industry of Guangxi:

With the deepening of China's cooperation with ASEAN, on the basis of the further development of cultural industry, relying on the rich features of national resources in Guangxi, create a batch of cultural industry characteristic brand, through the establishment of brand value-added effect, improve the competitive power of Guangxi cultural industry at home and abroad, to better promote the development of cultural industry.

Large-scale landscape subject-live performance "impression · Sanjie Liu", has become China's culture industry's classic, is the world recognized national cultural artefacts. From both at home and abroad since 2004, officially launched by the end of 2013, the number of "impression · Sanjie Liu" perform was more than 4000 times, both the number of more than 10 million people, at the box office, more than 200 million yuan has been to Guilin, Yangshuo, 4500 jobs, boost the development of tourism, catering, transportation and other industries, and in 2005 won the award of China event.

3. ANALYSIS OF SWOT

The SWOT analysis method is used to determine the competitive advantage of the enterprise itself, competitive disadvantages, opportunities and threats, to the company's strategy and internal resources and external environment organically a scientific analysis method.

3.1 Strength:

3.1.1 Strength of Culture Resource:

Guangxi has a long history, cultural heritage deep, rich and colourful natural scenery, folk arts and crafts, festival custom resources, these resources to lay the foundation for the development of cultural industry in Guangxi.

Guangxi in China's eastern coastal economic developed regions and underdeveloped regions in mainland, back between southwest, but also for ASEAN, and is a shortcut in the southwest sea route, is the development of the Beibu gulf economic zone centre, connected to ASEAN, as China's "south development" primary areas, cultural industry development prospects are very broad.

First of all, is the natural landscape resources, Guangxi is the important distribution area of karst landscape, landscape strange, rich resources, such as Guilin enjoy "landscape of Guilin" reputation, attracting numerous visitors at home and abroad throughout the year. Second, with brilliant characteristics in Guangxi ethnic festival customs, such as Zhuang traditional song festival "SAN YUE SAN", and based on the development of Nanning international folk song art festival of folk songs, has become a famous brand of ethnic cultural characteristics.

In addition, Guangxi and ASEAN countries traditional culture identity, Guangxi and ASEAN land, long-term trade and economic exchanges to promote the combination of culture, more than 300 people of different cultural, in the Guangxi region, transmission, exchange and fusion to the cultural industry in Guangxi international cooperation has provided a broad stage.

3.1.2 Regional Advantage:

Guangxi adjacent to Southeast Asia, the amphibious transportation is convenient, located in south China, southwest and integration of ASEAN economic circle and other special geographical location, is at the forefront of China's cooperation with ASEAN communication window.

Guangxi and Southeast Asian geographically adjacent to each other, make Guangxi and Southeast Asia have similar national culture and language, provide the basis for the cooperation development of Guangxi and ASEAN.

3.2 Weakness:

3.2.1 Unreasonable Structure of Cultural Industry

The culture of Guangxi industrial structure is not reasonable. Guangxi mostly belong to the traditional cultural industry, cultural industry and the creative industries as well as the high science and technology culture industry accounts for a small proportion, still has not formed certain industrial scale, so that the cultural creative industry high added value, not give full play to the advantages of high added value.

3.2.2 Lack of Large Scale Corporation:

Large leading enterprises in the development of cultural industry plays an important role in the process, as the organizers of the industrial chain, with its solid strength can guide the development direction of the market, driving the development of economic.

And at present the development of cultural industry in Guangxi are lack of large enterprises, as shown in TABLE II, 2012, all units in the cultural industry, enterprises above designated size is 527, accounting for 2.77% of the total proportion of cultural enterprises. Large enterprise also only 20, accounts for only 3.79% of the total proportion.

TABLE II: The added value of cultural industry in Guangxi in 2003-2012 and the total GDP

	Total	Industrial	Wholesale and retail culture	Culture Industry	National enterprise
Total	19057	1956	3672	1011	3318
Enterprises above designated size	527	291	115	121	
Large-scale enterprise	20	4	3	13	
Medium-sized enterprise	167	102	35	30	

Source: National Bureau of Statistics of Guangxi, China

3.2.3 Lack of Relevant Talents:

Guangxi cultural talent team an aging, new force is weak, the business backbone to decrease continuously, famous artists as well as the industry leader in scarce.

Guangxi in terms of cultural talents especially high knowledge, high-level talents and creative talents are scarce. Due to the existing cultural talents mainly concentrated in Nanning in Guangxi, the North Sea, Liuzhou, coupled with the economic and social conditions such as restriction, makes for high-level intellectual and cultural talents in Guangxi are lack of appeal.

3.2.4 Lack of Relevant Infrastructures:

In all of the cultural undertakings in the proportion of investment in cultural undertakings of Guangxi is relatively small, the infrastructure is relatively old, not timely maintenance and update, and it will be greatly restricted the development of cultural industry in Guangxi.

3.3 Opportunity:

3.3.1 Active Cultural Industry of Guangxi:

According to table 1 and figure 1 at the before, as the China - ASEAN expo in Nanning, Guangxi scale growing cultural industry, cultural industry added value continuously rapid growth, the added value of cultural industry in 2004 and 2004, the proportion of the total 3.3%, higher than the national average, it can be seen that the China – ASEAN cooperation framework for Guangxi cultural industry has brought new development momentum, activate the cultural industry in Guangxi, constantly encourage cultural industry has gradually become the new growth point of economic development in Guangxi.

3.3.2 Cultural Identity Bringing Development Prospect:

Due to geographical neighbours, origin of many ethnic groups in Guangxi and ASEAN also close, known as "Zhuang Thai people" series, especially the Thai nation, with the Zhuang people's "homologous different flow" relationship, which makes Guangxi and ASEAN countries people easy to resonate in the field of culture and identity, the cultural content of Guangxi and the product easy to gain the love of ASEAN, thus making Guangxi and ASEAN exchanges and cooperation in the field of culture can have a broad development space and huge cultural consumption market.

3.3.3 Providing a good Environment for Development of Cultural Industry:

Cultural trade as an important part of China - ASEAN free trade area service trade, as the investment barriers gradually eliminate, the two sides to further open the market, the proportion of service trade will further increase, therefore, China - ASEAN free trade area will also continue to promote the culture between China and ASEAN trade and investment and cooperation, the cultural industry in Guangxi as base of China and ASEAN cooperation and exchange, free trade area construction and the consummation has become a cultural industry in Guangxi "booster" of outward development, to strengthen the cultural industry in Guangxi and ASEAN cooperation and cultural products are exported to provide a platform, to further promote the development and prosperity of culture industry in Guangxi.

3.4 Threat:

3.4.1 Challenge of Competitiveness of Cultural Industry:

Compared with other provinces and cities, and ASEAN advanced culture industry of the country, Guangxi is small scale, cultural industry competitiveness is not high, the weaker the problem.

Under the China - ASEAN cooperation, Guangxi as a service in China the pioneer of China - ASEAN cooperation, cultural industries in Guangxi must face ASEAN and the international development, must have a strong content production capacity.

3.4.2 Challenge of Asset and Policies of Cultural Industry:

Guangxi with ASEAN countries to explore in the field of culture and communication, constantly found in Guangxi and ASEAN countries on culture industry management methods and means of differences.

Guangxi as the forefront of exchanges and cooperation between China and ASEAN, need timely adjustments to the existing policy, new rules, the further development of cultural industry to meet the needs of the in-depth cooperation between China and ASEAN.

3.4.3 Challenge of Talents of Cultural Industry:

Under the China - ASEAN cooperation framework, especially lack of know both languages of ASEAN countries are in Guangxi, the cultural industry and knowledge of the specialized talented person.

With the continuous development of China and ASEAN cooperation, Guangxi has become an inevitable developing trend of cultural industry for ASEAN, which will talent team of cultural industry in Guangxi, especially talent challenge for ASEAN.

4. PROBLEM

Under the influence of China - ASEAN cooperation framework, Guangxi and ASEAN continuously strengthen cooperation in cultural industry, cultural industry of Guangxi is also gradually geared to the needs of development of ASEAN, and therefore, to better serve China and ASEAN cooperation process, the cultural industry still has some problems in Guangxi.

4.1 Lack of Development and Combination for Culture Resource:

Guangxi has a long history, profound historical and cultural content, this to the development of cultural industry provides an important basis. Although had certain development of cultural resources in Guangxi, but the current of these cultural resources in Guangxi development, integration of strength is not enough, mainly depends on the landscape and other natural resources, the development and utilization of historical and cultural city, the cultural relics still less, the development is more dispersed, makes it hard for Guangxi and ASEAN to develop at a deeper level, many in the field of cultural cooperation projects, the advantages of cultural resources have not yet been fully use.

4.2 Low Comprehensive Strength:

Guangxi cultural industry main body as a whole and strength relatively weak, the lack of long-term effective government financial support, therefore, in the cooperation, most of the cultural industry in Guangxi main body can only make a case, no long-term planning, a planned and orderly way gradually spread, do strong difficult to achieve.

4.3 Lack of Relevant Talents:

Guangxi in the development opportunity brought by the China - ASEAN cooperation framework, to develop the cultural industry, there are talent. On the one hand is the cultural industry in Guangxi's own personnel serious aging, new force is weak, the famous artists as well as the industry leader in rare, high knowledge talented person and a grave shortage of innovative talents, on the other hand is under the cooperation framework of China and ASEAN, serious lack of know both languages of ASEAN countries are in Guangxi, cultural industry and knowledge of the specialized talented person.

4.4 Low Additional Value and Low Technology:

Under the China - ASEAN cooperation, Guangxi actively conduct cultural exchanges and cooperation with ASEAN, most of them belong to the traditional culture industry of exchanges and cooperation, less investment in science and technology of culture industry, science and technology content is low, seriously weaken the market competitiveness of cultural products.

In addition, due to the excavation of cultural resources in Guangxi, protection work lags behind, make these resources to a certain extent, to stay on the resource advantage stage, value-added is not high, unable to form the industrial advantage.

4.5 Lack of Input for Cultural Industry:

Overall investment is insufficient, the cultural industry in Guangxi not only limits the development of cultural industry scale, also limits the development of cultural industry to promote economic growth.

Although increased year by year during the period of "11th five-year plan" in Guangxi to culture and related industry investment in fixed assets, but also account for only 0.3% to 0.4% of GDP, a serious shortage of investment, investment amount, and as compared to the western provinces and regions in Yunnan province, Guangxi to just eighty percent of its cultural industry investment.

In the face of the China - ASEAN cooperation framework to bring new opportunities, to accelerate the development of cultural industry in Guangxi is to need large fund.

4.6 Political trust problem had a negative effect to the cultural exchange in Guangxi and ASEAN:

At present, Vietnam, the Philippines, Malaysia, Indonesia, Brunei and other ASEAN countries, occupying some islands of the South China Sea, these countries often happen some conflict with China. And eighties of the last century, once happened between China and Vietnam War.

These factors lead to mutual political trust between China and these countries. Cultural exchange as an aspect of China's communication with ASEAN countries, political mutual trust between the two problems, inevitably brought Guangxi and ASEAN cultural exchange.

5. SOLUTIONS

According to above analysis, we can see the development of cultural industry in Guangxi has made great progress, but also must clearly recognize that cultural industry in Guangxi in the overall development level is not high.

Therefore, in view of the China - ASEAN cooperation within the framework of the problems existing in the cultural industry in Guangxi, put forward the following countermeasures and Suggestions, to promote the cultural industry in Guangxi to speed up the development of better service in China - ASEAN cooperation process.

5.1 Promotion Development and Combination:

Guangxi should intensify their efforts to the development of cultural resources have to be deeper excavation of cultural resources, rather than to stay on the surface of development, make its can form the iconic cultural concept or image, lies in the collaborative development of ASEAN can give full play to the cultural resources advantage.

In addition, intensify the integration of cultural resources, promote the development of cultural resources and tourism resources integration, integration of scenic spots and historical sites and historical relics, folk custom, etiquette, drama and other cultural resources, through subject-live performance, exhibition and cultural tourism products, etc., to develop tourism culture connotation, promote cultural content, make culture resources can be fully into the cultural industry advantage.

5.2 Adjustment Industrial Structure:

To enhance the overall strength of cultural industry in Guangxi, need to adjust the structure of cultural industry, transformation of the mode of development and accelerate industrial agglomeration.

Because the traditional culture industry in the proportion of cultural industry in Guangxi is bigger, has formed a certain industrial scale, so Guangxi should continue to support the development of the traditional cultural industry, but also should pay attention to culture creative industry and the coordinated development of high-tech industry, to create higher added value to the development of cultural industry and the added value.

In addition, Guangxi and transforming the way for the development of cultural industry, on the basis of cultural resources, create the distinctive culture industry base, in the form of industrial cluster development, so as to improve the overall competitiveness of cultural industry in Guangxi, enhance the vitality of the development of cultural industry.

5.3 Training Relevant Talents and Attraction Culture Talents:

In order to adapt to China's cooperation with ASEAN development process, to develop the cultural industry of Guangxi should pay attention to strengthen talent team, especially for the cultivation of professional talents and attracting the association of south-east Asian nation's type. Therefore, Guangxi should strengthen the connection of culture and education, to encourage the support of small languages of ASEAN countries and the culture industry of institutions of higher learning, teaching and business incubator in colleges and universities set up, training and practice base and ASEAN talent training base, taking the advantages of the scientific research, human and intellectual resources, to promote the talent training and the development of cultural industry.

5.4 Promotion Technological Input and Promotion Development Cultural Innovation Industry:

Guangxi should increase investment in science and technology of culture industry, and promote the development of culture and the integration of science and technology, strengthen the cultural industry and the market competitiveness of products, promote the development of culture emerging formats, do big emerging cultural industries. Guangxi still can use the high value - added, high added value of cultural creative industry advantage, develop the cultural creative industries.

5.5 Promotion Investment for Cultural Industry:

Urgent to grasp the development of cultural industry in Guangxi opportunity, need to increase investment in cultural industries, and by way of loan discount, project subsidy, support cultural industrial park construction, key projects to promote cultural industry, cultural products research and development and export.

The Guangxi government to strive for the country's cultural industry special funds, and their own budget arrange a certain amount of money each year, special used to support the development of cultural industry, at the same time, increase the bank in terms of the credit support for cultural enterprises, foreign investment actively, develop the cultural industry investment channels, provide funding support for the development of cultural industry.

6. CONCLUSIONS AND RECOMMENDATIONS

6.1 Conclusions:

Guangxi's special geographical conditions, determine the Guangxi in service between China and ASEAN irreplaceable important strategic role in the process of cooperation.

"China - ASEAN EXPO" and the establishment of China - ASEAN free trade area, is an important platform of cultural industry development in Guangxi, is also a "booster" of the development and prosperity of culture industry. And cultural prosperity and development, will bring huge impetus to Guangxi economy, develop the cultural industry, will also accelerate the pace of Guangxi become the economic and cultural province.

At present, Guangxi has unique advantages in the aspect of culture industry is still, docking ASEAN will determine the development situation of cultural industry in Guangxi, Guangxi in China - ASEAN free trade area of deep can is in the lead in the process of construction.

6.2 Recommendations:

Current cultural industry in Guangxi has a huge development space and potential, are faced with the more development opportunities and is, therefore, important to grasp the opportunities in Guangxi, in exchanges and cooperation between China and ASEAN take full advantage of the cultural industry advantages, vigorously develop the cultural industry, promote the cultural industry in Guangxi boom, driving regional economic development.

Guangxi must be accurate to know ASEAN, on the basis of present situation and problems of cultural industry, take effective measures, to promote the docking ASEAN healthy and rapid development of cultural industry in Guangxi.

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