

G20 culture power analysis study

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Abstract: Focusing on brand equity, this study explored the impact of storytelling, a variable that influences local visual culture infrastructure, on customer satisfaction. Data for quantitative study were collected from four different cases including small-sized cinemas and public media centers. The collected data were analyzed using descriptive statistics, exploratory factor analysis, and structural equation modeling to identify causal relationships between variables. Through theoretical consideration, storytelling was extracted as the significant influencing variable on customer satisfaction in local visual culture infrastructure. This study found that the effects of storytelling are mediated by brand equity. Going forward, further research needs to be conducted to explore diversified variables influencing customer satisfaction in local visual culture infrastructure.

Keywords: Culture power, G20 country cultural power, national and cultural favorability, cultural industry competitiveness index, sports competitiveness index, and tourism competitiveness index

1. Introduction

Cultural Power refers to the enhancement of capabilities, refers to the enhancement of capabilities in sectors such as culture-related industries, arts, tourism, and sports, as well as the expansion of creative freedom and the right to enjoy culture. It includes factors that contribute to the growth of cultural content and its dissemination across other societal fields, thereby aiding their development. Additionally, it signifies the power of a nation derived from its cultural human and material resources, serving as a crucial force for creative national growth and influencing other countries' national interests [1]Hwang 2014. Moreover, it represents a key driving force for social integration and growth, necessary for welfare, regional exchange, lifelong education, international diplomacy, and industrial advancement. Recently, the importance of Cultural Power has gained even more attention [2]Choi•Park•Kim, 2014. This is because the value of culture fosters creativity, achieves cultural welfare by allowing all citizens to enjoy culture, heals various social conflicts through culture, and creates cultural competitiveness and images in the economy, society, and daily life.

Cultural Power has three aspects:

1. Resulting Aspect: Cultural attractiveness (the result of efforts to enhance cultural power).
2. Process Aspect: Efforts to enhance cultural power, including cultural production, management, dissemination, and preservation to make the own country attractive to others
3. Foundational aspect: The cultural foundation or basic infrastructure of culture.

These 3 aspects together constitute the comprehensive concept of Cultural Power.

2. Theoretical Background

2.1. The Relationship Between Cultural Power and National Power

In modern society, national power is increasingly recognized as encompassing not just traditional physical influences such as military and economic power, but also cultural power, diplomatic strength, and institutional components. 'Cultural Influence,' defined as the attractiveness of a country, is becoming a more crucial factor. National power refers to a country's ability to mobilize various means of persuasion

to gain support and cooperation from other countries, enabling it to implement its policies and strategies and achieve its expected national goals and vision [3]Shin et al.(2014). According to the Korea Economic Research Institute[4](2023), the export value of the content industry, as a measure of cultural influence, amounted to 13.01 billion dollars (approximately 17 trillion won), which represents a 1.5% increase from the previous year and exceeds the export values of secondary batteries (9.99 billion dollars), home appliances (8.05 billion dollars), and electric vehicles (820 million dollars) by more than 30%. Therefore, cultural power is a key element of national power, and research from a national strategic perspective is necessary. In existing research on culture, such as studies on 'cultural competitiveness,' culture has been addressed from the perspective of quality of life rather than national power (Hwang, 2014). However, cultural power is a dimension of national strength that can influence other countries' interest, it takes a long time to yield results and is not fully controlled by the government.

This may be considered less risky than physical influences like economic or military power and therefore, the effort to secure cultural influence may be neglected. Cultural power (文化+力) represents a nation's ability to influence others for its own benefit, making it a form of power through culture. Guy Sorman (2008) argues that achieving target growth levels requires implementing strategies that foster growth in culture, tourism, and creative industries through cultural innovation. Moreover, Joseph Nye (2010) asserts that countries with extensive knowledge will become powerful in terms of soft power. Ultimately, culture represents the 'attractiveness' of a nation and its people, that is, nation's brand power. It is also a crucial variable in determining national development, often more significant in the invisible than what's visible elements[3](Shin et al., 2014).

2.2. Research Methods and Analysis

2.1. Material And Methods

Cultural power adapts, interacts, and collaborates with each other, resulting in synergistic effects beyond mere cultural influence. To measure cultural power, it is essential to select indicators that comprehensively consider new changes, challenges, national development strategies, and both domestic and international contexts. In this regard, selecting indicators that are defined by abstract concepts is crucial. Therefore, while theoretically, certain elements could constitute indicators of cultural power, those for which practical data collection is infeasible have been excluded. This study utilizes the indicators developed by the Hansun Foundation[5][6](Hansun, National Assembly Library(2014, 2023) which outline the relative weights among various types and measurement categories of cultural power. For the G20 countries, the study employs indicators such as national and cultural favorability, cultural industry competitiveness index, sports competitiveness index, and tourism competitiveness index.

2.2. Reliability Analysis and Confirmatory Factor Analysis

The cultural power indicators were analyzed using data from [7]IMD/World Competitiveness Center 2022 (WCY, 2023), [8]Global Entertainment and Media Outlook 2022-2026 (PWC, 2023), [9]Olympic Games Beijing 2022 (IOC, 2023), [10]World Travel & Tourism Council 2021 (WEF, 2023), and [11]World Heritage List Statistics 2022 (Unesco, 2023). However, it is challenging to objectify non-quantifiable evaluation criteria or data due to the lack of comprehensive surveys on culture itself and the broad and diverse range of measurements. Therefore, this study analyzed reports and data from organizations such as the Ministry of Culture, Sports, and Tourism (MCST), International Institute for Management Development (IMD), Industrial Policy Research Institute (IPS), Korea Tourism Organization (KTO), [12]Korea Creative Content Agency (KOCCA), and the [13]Korea Sports Promotion Foundation (KSPO), and utilized the aforementioned research materials.

Table 1.
[14][15][16]17[18][19][20] G20 country cultural power ranking analysis.

Country	Overall score and rankings			National favorability		Cultural favorability		Cultural industry (E&M) competitiveness index		Sports competitiveness index		Tourism (T&T) competitiveness index	
	Index	2023 ranking	2014 ranking	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank
Argentina	19.38	19	15	36.91	20	18.96	17	0.47	20	2.65	18	19	18
Australia	39.15	13	9	71.95	7	34.48	13	4.22	10	6.19	6	44	6
Brazil	31.64	14	11	44.75	17	39.65	12	3.62	13	18.58	11	23.6	16
Canada	44.39	8	8	80.58	3	34.48	13	6.62	8	21.23	10	41.3	10
China	72.10	2	10	77.70	5	96.55	2	44.61	2	77.87	2	41.9	9
France	57.45	4	4	68.92	8	84.48	4	7.73	6	29.20	7	47.2	4
Germany	55.45	5	3	72.60	6	87.93	3	11.3	5	32.74	8	45.7	5
India	41.44	12	16	48.39	14	86.20	6	4.05	11	6.194	15	25	17
Indonesia	23.63	18	19	45.92	16	15.51	19	2.42	16	4.424	17	28.7	12
Italy	58.18	3	6	55.04	12	100	1	4.38	9	35.39	9	42.3	8
Japan	52.72	6	5	66.28	9	43.10	10	20.82	3	51.32	3	50.2	1
Korea	41.58	10	13	82.99	2	25.86	16	7.02	7	17.69	12	39.8	11
Mexico	29.89	15	14	42.00	18	60.34	7	2.84	14	3.53	20	25.8	14
Russia	41.58	(10)	12	53.54	13	51.72	9	2.7	15	62.83	5	-	-
Saudi Arabia	24.13	17	-	57.62	11	10.34	20	1.7	17	0.88	19	27.7	13
South Africa	17.85	20	18	36.91	19	17.24	18	1.17	18	2.65	16	14.6	19
Spain	52.22	7	7	61.47	10	84.48	4	3.69	12	15.04	13	47.9	3
Turkey	28.79	16	17	46.11	15	32.75	15	1.11	19	11.50	14	24.8	15
United Kingdom	42.41	9	2	79.10	4	56.89	8	12.03	4	57.52	4	43.2	7
United States	76.34	1	1	93.27	1	41.37	11	97.98	1	100	1	49.1	1

Note: * For Russia, there are no tourism competitiveness index statistics available for 2023 (2020-2021). Therefore, the ranking is based on the average value with the tourism indicator excluded. Each item is converted into percentage terms.

However, 'Russia', which is currently at war with Ukraine and has not been reflected in the indicators, was excluded from the analysis based on 2018 data, and tourism indicators were not evaluated. Evaluation indicators were set to compare with 2022 and were applied and analyzed as national and cultural favorability, cultural industries (E&M), sports, and travel and tourism (T&T) sectors.

3. Implications and Findings

Looking at the changes in the rankings of the 20 countries studied between 2014 and 2023, the US remained from 1st to 1st, France from 4th to 4th, Spain from 7th to 7th, and Canada from 8th to 8th.

China rose significantly from 10th to 2nd, Italy rose from 6th to 3rd, and Korea rose from 13th to 10th.

On the other hand, the UK fell significantly from 2nd to 9th, Germany fell from 3rd to 5th, Japan from 5th to 6th, Australia from 9th to 13th, Brazil from 11th to 14th, and Argentina from 15th to 19th.

*In Korea, the cultural industry appears to have been influenced by the Korean Wave, including K-pop, BTS, and BLACKPINK, with a virtuous cycle effect of increasing the 'National Favorability.'

Korea's cultural power has risen from 13th to 10th place compared to the 2014 survey, indicating an upward trend as the country moves past the COVID-19 Pandemic. This improvement is attributed to South Korea's high national image score, where it ranks 2nd overall. Additionally, President Yoon Suk-yeol announced in the 4th Strategic Meeting (June 2023) a plan to increase content exports to \$25 billion (approximately 32.38 trillion KRW) by 2030. The country has shown strong performance in cultural appeal, cultural industries, and sports. The tourism sector, which was previously stagnated due to Pandemic, is also experiencing a turnaround with the expansion of tourism promotion meetings. Considering the preparations for the 2030 Busan World Expo and various domestic and international events and conferences, it is expected that the upward trend will accelerate. Based on this, it is crucial to pursue continuous linkage strategies and make strategic efforts to enhance the country's image in relatively weak areas.

4. Conclusion and Policy Discussion

Culture is a central driving force for social integration and growth. In the era of the Fourth Industrial Revolution, traditional concepts of the relationship between culture and the economy are evolving [21]. The advancement of culture is being pursued as a new source of economic value, with culture being viewed as a core element of national competitiveness [22] (Park 2020). However, in terms of cultural power, which reflects a nation's image, South Korea still lags behind many developed countries. This study reveals that most top-tier countries, including many European nations, received relatively balanced evaluations across various fields. South Korea's cultural power is highlighted by its strengths in the fields of cultural arts and content industries, while sports and tourism are also performing well.

In the field of cultural industries, South Korea ranks 7th globally, while in sports (Beijing 2022 Winter Olympics) it ranks 12th. In tourism, according to reports published by UIA (Union of International Associations) and ICCA (International Congress and Convention Association), South Korea ranked 11th worldwide in terms of hosting international conferences held in 2021, demonstrating significant competitiveness. The situation reflects that while some recovery from the damage of COVID-19 in 2020 is occurring, further efforts are needed to achieve balanced development across different fields.

Although the Korea's national favorability is ranked 2nd due to the influence of K-pop groups (BTS, Blackpink, etc.), while the cultural favorability itself is ranked 16th, indicating a need for improvement in the image of both the nation and its culture. Social issues such as income inequality, violence and distrust, the ongoing confrontation due to North Korea's nuclear tests, regional population decline as we enter an era of \$50,000 income per capita, and generational conflicts are persistent problems in our society. Therefore, internal changes within our society need to be prioritized.

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