SWOT Analysis on the Arts Management Major of Sichuan Universities in China

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Abstract

In order to better understand the issues related to the development of an arts management major in Chinese art colleges and universities, this study case involves the Sichuan Conservatory of Music and Sichuan University of Media and Communication, which set up an arts management major in Sichuan Province. The SWOT theory is used to analyze the strategies for the development of arts management and define the relevant research results. This study also uses Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis to discuss the related problems around the development of arts management in universities and colleges in Sichuan Province from four aspects: advantages, threats, opportunities and challenges.

Keywords

Swot,Art management,Sichuan,Course,Development

1. Introduction

With the continuous development of society, people begin to realize that arts management is not only the management of an art activity, but also has a close relationship with social culture and cultural industry. Art management has gradually separated from the function and role of spiritual art, to gradually play a positive role in social and material civilization, as well as spiritual civilization.At the beginning of the 21st century, with the continuous construction and development of the arts discipline in China, arts management began to emerge in Chinese art theory. Now, after nearly 20 years of construction and development, many colleges and universities in China have launched the arts management major and trained many people majoring in art management.

In order to better understand the issues related to the development of an arts management major in Chinese art colleges and universities, this study case involves the Sichuan Conservatory of Music and Sichuan University of Media and Communication, which set up an arts management major in Sichuan Province. This study will focus on the problems existing in the development of art management majors, and propose relevant development strategies through SWOT research method analysis and discussion.

The purpose of this study is to use the literature research methods based upon SWOT theory, to investigate the development status of the arts management major in colleges and universities in Sichuan Province. The case study method investigates their art personnel management, art planning operation and art exhibition activities, to study the existing problems of arts management in Sichuan Province from the perspective of the arts management market. Finally,This thesis proposes several suggestions about the establishment of the arts

management specialty, the cultivation of professional talent and relevant development.

2. Literature review

SWOT is a management theory as well as a strategic analysis method. A comprehensive assessment and analysis of advantages, disadvantages, opportunities and threats has led to certain conclusions on the development of the research object. The combination of internal resources with the external environment has determined resource advantages and drawbacks of the analyzed objects, opportunities and challenges faced by the object are understood, and development overall is analyzed from a strategic perspective. Feasible development activities are proposed.

Nowadays, SWOT analysis is widely used in many disciplines, and frequently in art studies, such as in the development of rhythmic gymnastics, the development of the art industry, the creation of film and television, landscape transformation, the protection and development of artworks, the development of art training schools and institutions, the analysis of the status quo of art education, the development paths of art brands, and so on.

Some foreign researchers have also done some research on art management. For example, by studying the relationship between the development of art and the changes in the development of social industry, the development of art management is discussed(Schiuma. G.2017,Seongbae.L.2000). Of course, there are also discussions on the development of art from the perspective of folk culture(Sunderland.N.2022).

Liu Ang (2010) evaluated Shandong folk art resources and undertook SWOT analysis of their industrial development, laying the groundwork for further discussion on the development strategy and sustainable operation of this industry (Liu A. 2010). Teng Xiong (2015) researched the development strategy of the ‘Dafen’ art industry, using SWOT analysis to sum up the advantages and disadvantages, opportunities and threats of this development. That research proposed building ‘Dafen’ into an international, professional and diversified art industry cluster area that integrates creative design, trade display and brand output, and leads the mass art consumption demand. In 2018, Peng Shuang used the SWOT situational analysis method to analyze the language art industry. That research found that although many academic discussions have involved various specific forms of art, the language art industry as a whole had not been investigated, and Chinese native language art is compared with the mainstream language art in an industrialized world. Peng conducted a SWOT comparative analysis and proposed development strategies for the language art industry (Peng S. 2018). Li Yanlin (2018) performed an in-depth SWOT analysis of the advantages and disadvantages of the industrialization of traditional folk painting in rural areas, which clarified opportunities and challenges, comprehensively grasped the connection between traditional folk painting and all aspects of rural areas, then established effective strategies for the industrialization of traditional folk painting against the background of rural revitalization (Li Y. 2018).

Li Han (2021) applied the SWOT-PEST dynamic analysis method to evaluate relevant factors, then made a comparative analysis and evaluation of the internal and external environment, macro and micro environments, detailing advantages and disadvantages of the communication. The analysis is characterized by concretization, systematization and science (Li H. 2021). Zhang Zhenxing (2015) took Chongqing as an example,

then analyzed and summarized the development forms of productive landscapes in Chongqing, and studied productive landscape design with SWOT analysis.Zhang Xiaoxue (2017) used SWOT analysis to analyze the strengths, weaknesses, opportunities and threats in the development of the Su Embroidery brand at the present stage. According to the analysis, Zhang suggested that Su Embroidery improves its brand positioning and implements a multibrand strategy (Zhang X. 2017).

Zhang Ying (2012) used SWOT matrix analysis to highlight the advantages and disadvantages for the Yunze Rhythmic Gymnastics Club, in this study of the marketing of children's rhythmic gymnastics training in Beijing, and conducted an in-depth analysis of its problems. Zhang offers targeted strategies to overcome the problems in the marketed operation mode of rhythmic gymnastics training for children in Beijing. Huang Jingfei (2015) conducted an environmental analysis and SWOT analysis of the LX Art Training School, identified the existing strengths and weaknesses, opportunities and threats, then compared and analyzed the product strategies of typical training enterprises. SWOT analysis is often used in the field of art education. For example, Wang Jing (2017) sought to promote the internationalization of higher art education in Liaoning, by analyzing the advantages and disadvantages of the development of higher art education in Liaoning under a combined SWOT-PEST theoretical framework. Liu Li and Wang Lin (2022), in their Analysis of the Path of Coordinated Development between Art Education and Liaoning's Cultural and Creative Industries, used the SWOT-PEST model to analyze the advantages, disadvantages, opportunities and challenges of art education in serving Liaoning's cultural and creative industries in political, economic, social and technological aspects. Based on the developmental situation of cultural and creative industries in Liaoning, Liu and Wang proposed a path of coordinated development, hoping to inform the sustainable development of art education as well as the cultural and creative industries in Liaoning province (Liu L & Wang L. 2022). Tang Siyao (2020) used a SWOT matrix combination to analyze the industrial chain and development mode of the "Internet +" art education platform, hoping to help the future development of art education.

In summary, SWOT theory has undergone a series of improvements in form and content from its inception to a state of gradual maturity. From the initial SOFT analysis to the formation of the SWOT matrix framework, combining resources and abilities, the practical application of SWOT analysis has been greatly improved. For a more reasonable use of SWOT theory in various fields, Chinese scholars have contributed to the improvement of SWOT analysis. The combination of SWOT analysis with other analytical methods (such as AHP, PEST analysis, etc.) is gradually increasing. In recent years, the application of the SWOT analysis method in various disciplines has highlighted its advantages, and its universality has gradually increased. SWOT analysis plays an important role in research in the field of art. It has been applied in many aspects such as the art industry, art education and rhythmic gymnastics, providing a reference of practical value for various research in the field of art.

3. Research Methodology

SWOT analysis is also known as a development situation analysis method. This research method analyzes comprehensive factors closely related to the research object from the perspectives of internal advantages, disadvantages and external opportunities and threats. The SWOT research method was selected for this study, considering that the arts management major is an emerging interdisciplinary discipline, and because the emergence of this discipline is a major formed by the continuous development of society. Various factors such as

social economy, science and technology, culture and politics will have a very close relationship with the formation and development of an arts management major. SWOT analysis can integrate all of these factors into a comprehensive analysis, which has good value and significance for the objectivity and scientific nature of the final research results.

4. Results

4.1Strengths: Analysis on the Development of Art Management in Sichuan Universities

Chinese colleges and universities have strict professional codes and requirements. The development of the new major had to conform to existing relationships between the national, local and university levels. For example, the establishment of art management in the Sichuan Conservatory of Music had to be considered from three aspects. The first was the macro requirements at the national level, such as the development of cultural industry proposed by the state. The second was a practical need of local society. For example, what contribution would this major make to the art market in Sichuan Province or Chengdu? The last consideration is the most practical, being the application of the new major with teachers, teaching and other basic resources. After discussions on campus, the investigation of similar universities in China, followed by more discussion, the proposal was submitted to the Sichuan Provincial Department of Education and then to the relevant departments of the National Ministry of Education for review; a 2–3-year process. Clearly, establishing a major in China is not easy. The feasibility and scientific value of the project is governed by a strict developmental process and practical considerations. The Sichuan Conservatory of Music and Sichuan University of Media and Communication have gradually formed a distinctive art management major by relying on the advantages of local colleges and their own professional colleges. The major has gradually formed its own advantages in the professional construction and development, reflecting the advantages of local professional colleges and universities in art management.

The Sichuan Conservatory of Music is a state public university, whereas Sichuan University of Media and Communication is a state-recognized private university. Thus, these universities have different considerations for their majors. As a public university, the Sichuan Conservatory of Music considers its own professional advantages as well as the long-term development of the entire discipline. Although the cost of building a new major was considered, this was not the core factor affecting the decision to build a new major. In contrast, the private status of Sichuan University of Media and Communication required that a new majors should consider the needs of society, the cost of construction and student employment; these last two considerations are the main factors driving the establishment of a new major. Failing to conduct in-depth investigation to understand social needs, simply establishing a new major and cultivating art management students who then encounter employment difficulties is hugely wasteful of human and material resources. Thus, the art management major has its specific practical considerations for each university, although both schools have carefully designed their specialties from the perspectives of the long-term development of the discipline and the needs of social employment, hoping to cultivate satisfactory professional talent. From another point of view, a public and a private university can successfully develop an art management major in parallel. The art management major of Sichuan University of Media and Communication was established earlier than the major offered by the Sichuan Conservatory of Music. Sichuan University of Media and Communication has more than 200 students, whereas the Sichuan Conservatory of Music had fewer than 100 students at the time of writing this report (until

December 2022). Private universities cater more to the development of the society in terms of new major development, and their professional development thinking is more flexible, precise and efficient.

In additionally,on the surface, the major of art management may seem to emphasize management ability and belong to the theoretical major. However, the major of art management lays more stress on the cultivation of practical ability. From the perspective of art form, visual arts management and performing arts management are two major directions. One focuses on visual arts, such as media, film production, and script creation, while the other focuses on performance, such as dance, vocal music, musical instruments, and opera creation. The Sichuan Conservatory of Music focuses on the performing arts, while Sichuan Institute of Media and Communication focuses on the visual arts. Both performing arts and visual arts emphasize the combination of theory and practice in practical skills.

In terms of training objectives, both colleges and universities stress application-oriented training in terms of objectives of an art management major. The Sichuan Conservatory of Music seeks "high-quality applied talents who can engage in art management and service, cultural activities and art exhibition planning, performing arts operation and development, art education and training and other work in art institutions, cultural units and relevant departments at all levels", which emphasizes the importance of high-quality applied talent. The Sichuan University of Media and Communication looks for "specialized talents in the practical operation and service of art institutions at all levels and in the field of non-profit cultural undertakings and commercial cultural industries, such as project planning and operation, market development and marketing". Both sets of training objectives highlight practical and operational skills, high-quality applied and specialized talent.

The students must be able to curate artistic and cultural activities, as well as manage and develop performing arts. Students must therefore have good practical operation and practical ability, such as art curation ability. Modern society is experiencing more and more art curation activities, as an important content of the development of art in contemporary society. Curating skills of art students can be improved from three aspects: academic ability, innovation ability, and organization and cooperation ability.With the development of society, art exhibitions in China have evolved to become a popular event. The number of art galleries and galleries across the country are increasing, so art curation activities have become commonplace.

4.2 Weaknesses: Analysis on the Development of Art Management in Sichuan Universities

However, some problems exist. For example, the Sichuan Conservatory of Music places the major of art management in the School of Management, so the center of art management training focuses on management. As an integrated product of art and management, the combination of its own direction is very rich. For example, management is also divided into social management, economic management, industrial management, and so on. Art is more diverse, such as dance performance, musical instruments, film and television production, art planning, and other directions. Each school has its own understanding and mode for the newly developed majors.

Sichuan University of Media and Communication emphasizes film and television and modern media, so the training direction of the art management major is positioned in these aspects. All the majors in art manage-

ment emphasize both theoretical research and practical skills of art management. Practical skills differ enormously between singing, musical instrument playing, stage play planning, or film and television. Such large differences introduce some confusion into art management professional training. Nevertheless, an advantage of such differences is that professional talent can be trained according to the traditional characteristics of each school, and allow the maximum integration of resources and efficiency, and thus cultivate specialized talents needed by society. At the same time, deficiencies in talent training are diversified because of these large differences, so the core subject system will also have great impact. This can undermine the stability and standardization of the art management specialty.

For colleges and universities to train talents, there are generally three problems: who is to teach, what to teach, and how to teach. This study has addressed what to teach, that is, the core curriculum of the major, and will now discuss who is to teach. This of course means the teachers. Training programs cultivate talent through specific courses, and the learning in each course is achieved with professional teachers. It is therefore very important for teachers to impart knowledge to students correctly, scientifically and efficiently. As a newly developed interdisciplinary major, it is not difficult to imagine that interdisciplinary teachers are in short supply. Art management is a major involving art and management. At present, many teachers are mainly engaged in art or management; few teachers with professional background of art management teach core courses. The background of teachers majoring in art management in the two universities in Sichuan consists mainly of music, painting and management majors.

The School of Art Management of Sichuan Conservatory of Music has 30 teachers who include 8 professors, 10 associate professors and 12 lecturers. The main research directions of the professors are management, art and literature, philosophy, art aesthetics and musicology. The lecturers are mainly engaged in the research fields of management, musicology, art communication, literature, film and television art management, media, etc. Only 3 teachers are engaged in art management. Moreover, 90% of the teachers graduated from national art colleges and universities, the foreign teachers graduated from King's College London, the rest of the teachers are mainly from the Sichuan Conservatory of Music, Sichuan University, Wuhan Conservatory of Music, and so forth. Sichuan University of Media and Communication has more than 20 teachers majoring in art management, who are mainly engaged in film and television studies. In addition to management, journalism and communication, and media, other teachers are mainly engaged in film and television research. This situation highlights how few teachers specialize in art management in the colleges and universities of Sichuan. This phenomenon is related to the recent development of the art management specialty. As relatively few colleges and universities offer the art management major in China, there are relatively few undergraduates graduating from art management, and even fewer masters and doctors in the art management major. Moreover, art management in many national colleges and universities is limited to the undergraduate level; many have no master's or doctoral programs. Thus, professional high-level talents in art management are relatively few, which is why there are few talents engaged in professional art management.

Another problem is that double-qualified teachers are weak. Dual teachers mainly refer to those who can teach both theory and practice. Generally speaking, theory teachers are mainly used to teaching theory courses. For example, they are good at exploring art history and subject theories. Because these theoretical courses need a lot of time to look up relevant materials, it is necessary to search many books to find relevant materials to enrich the theoretical courses. At the same time, as an art theory course, art is closely related to a lot of

social culture, customs, religion and so on. Therefore, it takes a lot of time to collect and consult materials, as well as study the correlation between literature, which undoubtedly increases the workload of theory teachers. Therefore, in this case, theory teachers focus more on the study of theoretical knowledge and theoretical thinking, and have very limited time to carry out various practices, which results in the theory teachers' emphasis on theory and relative neglect of practice. Problems also exist for teachers engaged in practical teaching. As practical courses such as music, dance, video, etc., require very strong technical methods, teachers spend most of their time in professional practice. For example, in art, the main practice is the creation of works. No matter how good the academic theory, it is not possible to create good works. Thus, in professional and practical courses, teachers emphasize the importance of practice. It happens that in some art schools, both music and fine arts attach great importance to graduation works, while relatively ignoring the academic theory of the graduation thesis.

From the perspective of cultivating comprehensive knowledge, it is a mistake to lay stress on theory or technical practice. Theory comes from practice and also guides practice. From another dimension, theory is the practice of thinking, and the abstraction of practice. If there is no improvement of theoretical learning, the improvement of the practical level will be limited to some extent. Therefore, traditional teachers who teach theory are reluctant to teach practice, and teachers who teach practice are reluctant to teach theory. To some extent, theory teachers are not good at technology, and technology practice teachers are not good at theory. Teachers of theory can not guide practice. Teachers of technical practice coursework pay more attention to the perceptual specificity rather than the rational cognition of academic theory when teaching the course. As a result, teachers' theory separates from practice and ultimately leads to the deficiency of students' comprehensive knowledge. Thus, how to train teachers who understand both theory and technology is an important practical problem in the development of teachers of the art management specialty. Of course, to solve the problem, the teacher's cognition needs to change first of all. Traditional teachers who only understand theory or are good at technology cannot be developed. Teachers should realize the importance and value of combining theory with practice. Only when teachers' cognition changes can their intrinsic learning motivation be stimulated. In fact, the process of teaching is a process of continuous learning and growth. On the one hand, cognition should be changed, and on the other hand, the attitude of relearning should be encouraged. Schools can provide a variety of training opportunities and platforms to improve teachers' knowledge combining theory and practice, and the single effect is a question to ponder. If the teachers themselves do not have this awareness, then training and learning and other such improvement effects will be very poor. Some even go back to their original state after training. Of course, schools can also take some hard measures to manage and supervise the growth of teachers' knowledge, such as ensuring a certain proportion of new knowledge content in the teaching plan of the same course every year, or ensuring that certain extended content is explained in class. In this way, teachers are urged to combine theory with practice.

4.3 Opportunities: Analysis of the Development of Art Management in Sichuan Universities

As the birthplace of ancient Shu civilization, Sichuan has created splendid art in history. The famous Samsung push civilization contains ancient art, while Bashu bronze represents ancient Sichuan art. Shu Brocade is not only the wisdom of Sichuan people, but also one of the representatives of ancient Sichuan art. In addition, the Sichuan painter Zhang Daqian is a world-famous figure who used to create amazing works of art. The Si-

chuan Painting School is renowned in the history of Chinese painting.

The rapid development of China's social economy has meant that China has experienced the preliminary exploration of economic development of reform and opening up, and has achieved rapid development in national economic development. After 2000, China's comprehensive national strength has greatly improved, with rapid development in cultural, political and economic aspects.

After experiencing rapid development in the early stage of reform and opening up and in the 1990s, Sichuan's cultural industry is in a very fast period at present. With the rapid growth of the total amount of cultural industry in Sichuan Province, its pillar industry position is becoming increasingly obvious. After several years of development, Sichuan has established a modern public cultural service system, and a series of major cultural projects have covered the whole Sichuan Province.

Sichuan's cultural industry has developed steadily. Sichuan innovates the concept of cultural development, enlarges and strengthens the cultural industry, cultivates and expands market entities and cultural consumption, cultivates flagship cultural enterprises and small and micro enterprises with core competitiveness, and speeds up the establishment of a modern cultural and creative industrial system with reasonable structure, complete categories, high science and technology content, creativity and strong competitiveness.

In recent years, private cultural enterprises in Sichuan have developed rapidly. These cultural enterprises actively explore and develop products that can meet the cultural and psychological needs of the people by centering on the market demand with their flexible mechanism. Almost all kinds of cultural industries are involved, such as culture and performance, culture and entertainment, culture and tourism, art management, film distribution and projection, audio and video distribution, art education and training, and Internet culture, especially in the fields of Internet culture, culture and entertainment, and audio and video industry. Sichuan Film Company, Chengdu Performing Arts Company, Deyang City Acrobatic Troupe, Sichuan Opera Art Center, Chengdu Impression Large Study Co., Ltd., Goldfinger Culture Communication Company and so on came into being. Emerging and characteristic cultural industries have sprung up. Cultural tourism, the animation and game industry, the exhibition service industry and the rural leisure culture industry have become the highlights of private cultural development. Sichuan is one of the three major industrial centers of animation and game products in China. There are more than 200 research and development enterprises of digital entertainment, animation and game in China, more than 60 of which are in Sichuan, including more than 50 in the provincial capital Chengdu. Sichuan has more than 5 million Internet users and more than 7,800 Internet cafes, ranking third in the national online game market. The number of exhibitions held in Sichuan is second only to Beijing, Shanghai, Guangdong and Jiangsu, ranking fifth in China and number one in the West (Wang X, 2008).

In recent years, with the rapid development of education in Sichuan Province, art colleges and universities of different levels have been established. At present, there are nine art colleges and universities in Sichuan, which are mainly divided into several types. The first type is the public undergraduate university. Such schools have a long history, such as the Sichuan Conservatory of Music. The second is private universities, such as Sichuan University of Media and Communication and Chengdu Academy of Fine Arts. Many comprehensive colleges and universities have also set up art majors, such as Sichuan University, Sichuan Normal

University, Chengdu University, Chengdu Physical Education University, Chengdu Normal University, etc. Here, we mainly introduce the art professional colleges

4.4 Threats: Analysis of the Development of Art Management in Sichuan Universities

While Sichuan's cultural industry has recently undergone much development, practical problems remain to be resolved, including an unclear sense of direction, a backward cultural industry system and insufficient cultural industry innovation. These problems have certain constraints on the development of an art management major in colleges and universities in Sichuan.

Firstly, it is unclear as to how to position the development of the Sichuan culture market. Sichuan has relatively large Tibetan, Qiang and Yi ethnic groups, all of which are well represented by their distinct costumes, dances, music and artwork. The development of modern art culture does not blend easily with the local ethnic culture in Sichuan. The core concern of development is how to build a cultural industry market in line with the needs of the development of Sichuan society. An additional concern is that the local government of Sichuan does not invest much in cultural undertakings. That level of investment does not meet public demand for cultural products. Thus, the development of cultural industry in Sichuan lags behind to some extent.

Second, the backward cultural industry system is an issue. In recent years, national enterprises have experienced continuous reform and they have lost their domination over the cultural industry market, enabling a large number of individual enterprises to rapidly develop. As the national economic system has been reformed, the national enterprises have withdrawn from the stage in many competitive fields, providing space for the development of the private economy. However, there are limits to the freedom of private companies to operate cultural industries. For example, privately run companies need government approval. The development of some private enterprises, which have great competition and conflict with national enterprises, will be restricted to a certain extent. This limits the activity of the cultural industry market to a certain extent; the monopoly of state enterprises still exists in certain fields. The government's planning system for the cultural industry market will affect the overall development of Sichuan's cultural industry. All of these problems are related to the relatively backward development of the cultural industry system in Sichuan, which is compounded by the fact that Sichuan is located in the west of China, which is characterized by backward economic development and a large population.

Finally,Insufficient Recognition of Society and Colleges on Art Management Professionals.From the perspective of meeting the spiritual and cultural needs of the public, art management is a creation to enrich people's spiritual world. However, this is a typical humanistic thought. Art management must first engage people in art management-related work, then people engaged in work should not only live because of the ideal, but also in the pursuit of spiritual and material interests to achieve a relatively ideal balance. Thus, professionals engaged in art management should also have a good space for social development and increasing levels of interest, or the number of professionals engaged in art management will be greatly reduced, and specialized talents in art management will have no way to develop. From another point of view, from the perspective of the cultural industry, they are more likely as operators to pay attention to how art management majors or specialized talents of art management can fully express their functions and thus create more industrial economic value. As it is a new discipline, the social and public understanding of art management is vague, and even the concept of art management is not very clear. This problem was clearly demonstrated by the responses to our

questionnaire of college students majoring in art management. Many students are unclear as to whether art management belongs to the management or art discipline. It is therefore likely that over a long period of time, art management talents or training talents have become specialized artistic talents with certain skills, such as dancing, singing and musical instruments. On the other hand, it may cultivate artistic management talents who lay more emphasis on theory, and such theoretical talents lay more emphasis on theoretical academic research and general management knowledge, and eventually become practical talents that do not meet the needs of the society.

The above problems highlight a more realistic problem for the cultivation of art management talents in colleges and universities, as to what kind of art management talents should be cultivated in different colleges and universities. It is not difficult to find that the two universities in Sichuan have their own characteristics in the cultivation of art management talents, which is a very good development trend. However, the social recognition and acceptance of art management is still relatively vague, so the fit between art management talents and social work is imperfect. This author believes that the continuous development and maturity of art management will increasingly develop the social recognition of art management.

5. Discussion and conclusions

From the above analysis, there are some problems worth discussing.First of all, it is very important to improve the quality of talent training under advantages.It is necessary to take advantage of the current advantages and opportunities, and take appropriate measures and methods to improve the quality of student enrollment. it is necessary to recruit students who have good academic performance and love the arts, and have good art majors or artistic expertise. The cultivation of professional talent includes not only the teaching of teachers, but also the learning of students. At the same time, it is necessary to strengthen practical teaching and continuously improve students' practical and innovative abilities, as well as strengthen the construction of practical teaching bases, cooperate with art companies, museums, performance centers, exhibition planning activities, and other relevant units through various ways, establish stable practical teaching sites, achieve complementary advantages, share resources, conduct professional skills training for students, and continuously improve their innovative awareness and practical ability (Wang Y, 2018).

The development and implementation of the arts management profession needs many excellent teachers. Teachers are crucial to the development of a profession. The above analysis of the status quo shows that very few teachers specialize in art management in colleges and universities in Sichuan. Most are art teachers or management teachers who teach art management courses. Strengthening the construction of professional teachers is a very urgent practical problem that can be considered from several aspects. First, measures must combine "going global" with "bringing in". Schools should actively build learning and communication platforms for teachers, organize their participation in various kinds of training at all levels, broaden their horizons, and master the cutting-edge trends of disciplines. For example, schools can invite authoritative experts and professors in the field of art management at home and abroad to give academic lectures every year, to continuously inject new and fresh educational concepts for teachers. The second way is to introduce relevant policies to improve the educational level of young teachers, which is an important way to improve comprehensive competitive strength of schools and seek sustainable development. As a foreign discipline,

art management majors in some Western countries enjoy better development. Thus, relevant policies can be introduced to encourage young teachers to study for master's and doctor's degrees in art management majors abroad. Or, according to the needs of professional development, the school may support teachers to go to developed countries for further study or visiting in art management.

The pluralism of social culture has a certain influence on the development of art. Some scholars believe that music culture, as one of the most popular types of art, affects the public's cultural aesthetics imperceptibly. Under the infiltration and influence of multiculturalism, China’s population has been able to gradually accept the trans-ethnic and trans-national transmission of music culture, giving the masses a rich artistic experience under the influence of multiculturalism (Liu L, 2021). The lack of competitiveness and classical music works in the current music market, a shortage of professional music talents, tasteful classical music creation and research, as well as too little training of professional talents for art colleges and universities, gives these institutions the opportunity to enhance their professional advantages. Because of this, the important role and status of professional art colleges and universities is often ignored when it comes to the art needs of the public. So,As the frontline of professional art research, the level of professional art colleges and universities plays a guiding role in social mass culture to a certain extent.

As an emerging discipline with a short development time, art management is relatively weak both in terms of professional influence in the field of art and social recognition of this major. How to improve the awareness of art management should start from two aspects.The first is to enhance professional recognition within the art community, or recognition within the art industry. The second aspect is the importance of enhancing the public level of recognition. In addition to the recognition of majors in the field of art science, the public need to recognize art management. As a new major, many art institutions in society are relatively unfamiliar with art management, so it is inevitable that they will have certain prejudices and doubts about it, which to some extent will prevent full recognition of art management in social development. So, it is necessary to reconsider the question of how to enhance social recognition of arts management. The social recognition of art management is largely related to the initiative of colleges and universities to enter society, where many art institutions may not know much about art management. Colleges and universities should enhance their publicity efforts and publicize the major of art management through various channels, to gradually familiarize society with the function and value of the major.

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