

Research on the Mechanism of China's Cultural and Creative Agglomeration and Industrial Efficiency

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Abstract: with the Development of China's Economy and the Progress of Society, Chinese Cultural Communication Has Become a Major Trend and As a Sunrise Industry, the Cultural and Creative Industries Have Great Potential Development, Integrating and Developing on the Cultural Industries, and Giving Them Policy and Financial Support, and Catering to the Market in Order to Create a Cultural Industry with the Chinese and Its Regional Characteristics That Will Become an Important Step in the Future As China's Transformation from Investment and Export-Led Economy to Consumer Innovation-Driven Development. Because When Compared with the Cultural and Creative Industries in Europe and the United States, China's Cultural and Creative Agglomeration and Industrial Efficiency Have Great Room for Improvement.

1. Development Characteristics of China's Cultural and Creative Agglomeration Industry

1.1 Rooted in Specific Areas, with Location and Agglomeration

According to the materials compiled by the Prospective Industry Research Institute of Renmin University of China, the overall development trend of China's cultural and creative agglomeration industry is good, and the cultural industry driving force index is rising rapidly. This also proves that the market and development of cultural and creative agglomeration industries in various provinces and cities in China are constantly optimized. And progress. China has already formed six major cultural and creative agglomeration industries, and the differences are also obvious. The region is mostly in the east, mainly in the east, such as the Yangtze River Delta and the Pearl River Delta. And the geographical characteristics are very strong. Take Changsha as an example. Based on "Mango TV", it has created a creative urban characteristic cultural industry with animation, publishing and film as the brand, but as the host of the Miss World Finals and the New Silk Road Model Contest. In Sanya, the development of cultural and creative industries is based on the "beautiful economy".

1.2 Regional Differences Are Obvious, Scientific and Economical

Table 1 Comparison of Cultural and Creative Agglomeration Industry Indexes in the Eastern, Central and Western China (2014-2018)

Category	Years	East Part	Middle Part	West Part
Composite index	2018	78.7	74.6	73.9
	2014	76.9	72.4	71.4
Productive forces	2018	74.8	71.1	69.3
--	2014	76.1	71.5	69.3
Influence	2018	79.3	73.2	72.6
	2014	78.5	73.8	72.0
Driving force	2018	79.6	77.8	77.5
	2014	76.2	71.8	73.1

However, according to the development of the region, the three echelons of "high, medium and low" are presented. The cultural and creative agglomeration industry in the eastern region is developing more strongly. However, the cultural and creative agglomeration industries in Qinghai,

Tibet and other provinces and autonomous regions are slightly weak. Advances and advances in technology also mean that industrial upgrading is faster than in other regions. The development of cultural and creative agglomeration industry in the eastern, central and western regions can be seen in Table 1 Comparison of cultural and creative agglomeration industry indices in the eastern, central and western regions of China (2014-2018)

1.3 It is Still an Emerging Industry, and It is Scarce At the Start of the Night.

Linking the culture and economy to develop a cultural and creative industries can promote culture with more business and economics, making the culture to spread faster, and can also be the strength of China's economic. At present, many countries in Europe and America have mature cultural and creative industry systems, taking the United Kingdom as an example, the Da Vinci Code and other representative of the film and television culture and creative industry chain; the BBC and Partridge in the Bristol Creative Park. And the digital media culture and creative industry chain can be said to lead the British economy. It is reported that the documentary produced by the BBC can bring about 2 million pounds of export foreign exchange.

It is enough to see that although China's cultural and creative industries are still in the emerging industry, the situation is still very good. According to the data released by the Ministry of Education and Tourism, there are 12 national cultural industry innovation parks. Although many regions are engaged in cultural and creative industries, the actual achievements are rare. Therefore, it is imperative to carry out reforms. Not only the scarcity of outstanding cultural industry creative demonstration bases, but also the talents of the cultural and creative industry are very rare. However, with the rise of the “national tide” in the past two years, Chinese sports brands such as Li Ning brought Chinese culture to New York Fashion Week, and let the people of the world see the charm of Chinese elements. This is the result of the cultural and creative industry. In all fairness, the spread of Chinese culture and the development of cultural and creative industries are still very fast. Taking the excellent Chinese animation and film works such as “Where” and “The Return of the Great” as an example, the country has developed rapidly in recent years and is highly influenced by China. The favor of fans is also enough to prove that the development of China's creative industries is not losing momentum.

2. Enlightenment from the Study of Cultural Agglomeration and Industrial Efficiency Mechanism in the New Era of China

Culture is a very abstract concept, its carrier is different, and the concept of cultural creativity is advancing with the times. Therefore, in order to integrate Chinese cultural creativity and form a complete industrial chain, it is not a A simple matter, under the background of the new era, the author has the following views on the cultural agglomeration of Chinese culture and the reform of industrial efficiency mechanism.

2.1 Increase Support for China's Cultural and Creative Agglomeration Industry

The provincial government, local governments and relevant work departments should strengthen support, implement the spirit of the 19th National Congress of the Communist Party of China, accelerate the development of cultural industries, build a new era of strong economy and strong culture, and promote the intensification and scale of cultural and creative industries. specialization. Taking Shandong Province as an example, Shandong Province will focus on key projects as a focal point for multi-cultural industries such as film and television production, performing arts activities, and cultural tourism. Each year, ten key cultural industry projects will be selected and piloted in the leading industrial park. Under the influence, the cultural and creative industries will be gradually expanded to create a strong cultural province with strong development and strong growth ability. In addition, accelerate the pace of construction of the Cultural and Creative Industry Demonstration Park under the leadership of the government, “clear positioning, reasonable layout, scientific planning, and standardized operation”. Strengthen the construction of public service platforms in the park, reward enterprises that have settled in the park, and encourage cultural and creative

projects of small and medium-sized enterprises to settle in.

2.2 Protect the Intellectual property's Right and Support the Development of Cultural and Creative Enterprises

In order to protect the creative enthusiasm of cultural and creative exporters, a sound intellectual property protection system should be established to encourage individuals or enterprises in the society to produce original content. For the excellent cultural and creative industries, the government can encourage the development of cultural enterprises by means of financial subsidies, and continuously integrate the cultural and creative industries of upstream and downstream enterprises. For outstanding works that have been identified as important international and domestic awards, governments at all levels and relevant departments can award different levels according to the awards. Continuously improve the registration and protection system of cultural and creative products, create a cultural and creative trading platform for copyright transactions, and effectively protect the legitimate rights and interests of each original author.

2.3 Do a Good Job in Research, Focus on Planning, and Create a Regional, Cultural and Creative Brand

At present, the cultural and creative industrial parks of many provinces, municipalities and autonomous regions have not achieved results, and they have a certain relationship with no local characteristics. Many cultural and creative parks are highly homogenized, resulting in no characteristics, no attraction, and naturally no strong competitiveness. According to the smile curve of the cultural and creative industries (Figure 1), the cultural industry with high added value needs to rely on technology and brand. Therefore, in order to enhance the competitiveness of the cultural and creative industry, it is necessary to adapt to local conditions and create a culture with local characteristics. Creative brand. Taking the "Hospitality Shandong" cultural propaganda as an example, one sentence named the excellent culture of Qilu, showing the simplicity, chivalry and openness of the Shandong people, showing the "Shandong character" and "Shandong spirit" with cultural characteristics for thousands of years. In addition, in the process of cultural communication, Dong'e Ejiao, Yimengshan specialty products, and Weifang kites are made into cultural brands with regional characteristics. In order to spread the cultural brand, it is necessary to do a good job in research and planning, and to make the Shandong folk custom of "making the world with benevolence and justice" a well-known and well-known cultural brand.

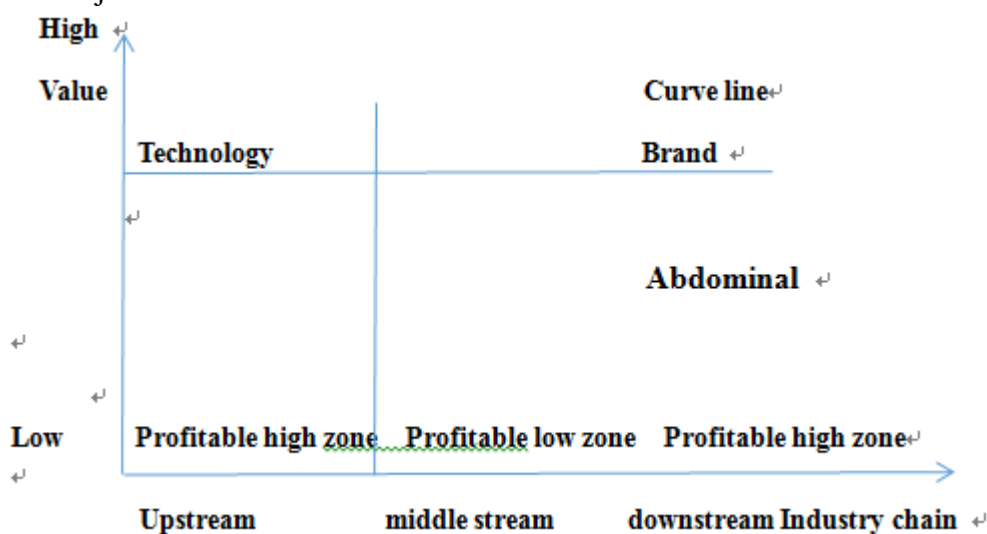


Figure 1 Smile Curve under the Cluster of Cultural and Creative Industries

2.4 Emphasis on Talent Innovation and Training of Cultural and Creative Professionals

Talents are the exporters of cultural creativity. Therefore, we should pay attention to talent innovation, and build targeted cultural and creative professionals on the basis of doing a good job in

protecting intellectual property rights and protecting the basic rights and interests of creators. Colleges and universities should establish a sound training mechanism and cultivate a new era of compound cross-cutting talents. In addition to local talents, they can also recruit high-end cultural and creative industry talents to the society, so that the cultural industry is innovative and competitive. Government departments can carry out talent training in cultural innovation industry, build a talent training mechanism, and carry out a talent cooperation training mechanism of “provincial key institutions + scientific research institutions + cultural creative industrial parks + cultural enterprises” to encourage cooperation with higher education institutions and cultural creativity Industrial teaching research. Talents also bring technology. With the combination of technology and creativity, culture and contemporary entertainment can be seamlessly connected, so that China's cultural and creative industries can be better developed.

3. Conclusion

The development of the cultural and creative industry is an upgrade of economic development, and an important way to transform from “Made in China” to “Created in China.” By controlling the commanding heights of the global industry, we can spread the traditional Chinese culture and develop an industrial chain with the Chinese characteristics to in order strengthen the competitiveness of the Chinese economy in the world. Although the current Chinese cultural and creative industries are still in their infancy, but they will surely develop more and under the continuous efforts of all walks of life, giving the cultural creativity a new kinetic energy for the urban construction, enterprise development and people's income, all of the above are my personal views. Corrections and comments are all welcome.

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