

## Constraints and Countermeasure Analysis on the Development of Cultural Creative Industry in Jilin Province

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### Abstract

Cultural creative industry is an emerging industry in the 21st century, which is also a new growth point in the local economic development. In recent years, cultural creative industry in Jilin province has made remarkable development effectiveness and plays a great role in promoting the economic growth. However, some problems have been exposed while the rapid development in cultural creative industry. This paper aimed at studying the main constraints of the development of cultural creative industry in Jilin province, so that it can be promoted to a sustainable and healthy development.

**Key words:** Cultural creative industry; Constraints; Creative

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Along with economic globalization and continuous improvement of material living standards, the demand of cultural creative products keeps increasing, so that it bred as a cultural creative industry.

## 1. DEVELOPMENT STATUS OF CULTURAL CREATIVE INDUSTRY IN JILIN PROVINCE

### 1.1 Rapid and Efficient Development

Although the development of cultural creative industry in Jilin Province started relatively late, under the government of attaching great importance to and focusing on supporting, along with the vigorously implement of “Cultural Strong Province Strategy” in Jilin, this sunrise industry being the most development potential in Jilin is glowing with exuberant vitality and showing an excellent development trend. Since 2006, the average annual growth rate of cultural creative industry in Jilin reached 17.3%. In 2008, the province’s cultural and creative industry added value reached 31.876 billion dollar. In 2010, the province’s cultural and creative industry added value exceeded 43 billion dollar. It can clearly be seen that cultural creative industry in Jilin played an active role in promoting the revitalization of the old industrial bases in Northeast China.

### 1.2 Low in Scale Level

While the rapid development of cultural creative industry in Jilin, we should also see that comparing with cultural creative industry of developed areas in China, the cultural creative industry in Jilin is still in the early stages of development and situated in the relatively backward level. The production value of cultural creative industry in Jilin is only equivalent to 10% of Guangdong’s, 12% of Shanghai’s, 11.9% of Beijing and 14.2% of Jiangsu’s. This shows that the total amount of cultural creative industry in Jilin still small and the contribution to GDP is relatively small.

### 1.3 Uneven of Internal Development

Uneven of internal development mainly refers to the uneven development between various sectors of the intra-

industry. As far as the development status of cultural creative industry in Jilin, various sectors of the intra-industry exist a large difference, some of the industries develop rapidly but some of the industries develop relatively slow. For these two industries of tourism industry and computer, information services and software industry, since Jilin Province has a good foundation superiority which has already become the new growth point of national economy in Jilin; While these industries of advertising industry, news and publishing industry, radio and TV, film and audiovisual industry and scientific research, technical services and geological prospecting industry are constrained by factors like irrational industry structure, talent shortage, low technological level, etc.. Therefore, the development of cultural creative industry in Jilin is temporarily at an inferior. Due to uneven development of intra-industry, which cannot be achieved the maximization of industry overall benefits and cannot be reflected the value of the industry as a whole.

## **2. CONSTRAINTS OF THE DEVELOPMENT OF CULTURAL CREATIVE INDUSTRY IN JILIN**

During the development process of cultural creative industry, there are two stages which play an important role. One of the stages is the formative stage of creative product that is from the creative class to the creative products; Another stages is the industrialization stage of creative products, that is from the creative products to creative goods. Studying the constraints of the development of cultural creative industry, which can start from mainly analyzing the constraints of these two critical stages.

### **2.1 Foundation Environmental Factors**

Among the constraints of the development of cultural creative industry, foundation environmental factors come first. A good foundation environmental factor can create a keen creative atmosphere and consumption atmosphere of creative products. Foundation environment includes infrastructure environment and cultural and historical environment. Infrastructure environment includes municipal public works facilities and public life amenities such as transportation, post and telecommunications, water and electricity supply, sewage and greening, cultural and sports facilities, etc.; Cultural and historical environment is mainly refers to historical and cultural heritage. Currently, although there are cultural monuments like "Puppet Manchurian Imperial Palace" in Jilin, it is lack of large arts and cultural complex such as museums, art galleries, auditoriums, theaters, etc.. Primary task of developing the cultural creative industry is to speed up the foundation environmental construction.

### **2.2 Talents Factors**

Talents factors emphasized in cultural creative industry mainly refer to creative talents, technical talents and managerial talents. Currently, shortage of talent has already become the constraints of significant bottleneck of cultural creative industry in Jilin, especially the shortage of creative talent. The core values of cultural creative industry lies in the creation, and that creation which comes from talents. Therefore, if cultural creative industry in Jilin wants to obtain considerable progress, it should increase the cultivation of creative talents. It is because it is the key to perfect the cultural and creative industry chain.

### **2.3 Market Demand Factors**

Market demand refers to certain goods or services willingness and the quantity being able to purchase under the situation of certain customers, certain time, certain marketing environment and certain marketing programs. The market demand of cultural creative products determines the attractiveness of cultural creative enterprises and creative talents in Jilin. The market demand of cultural creative products in a region depends on the cultural level and consumer preferences of local customers. Therefore, if Jilin wants to greatly develop the cultural creative industry, then it should use suitable ways to raise the cultural literacy of the masses and guide their consumer preferences. Through the creation of certain mass consumption foundation, the development of cultural creative industry can be promoted.

### **2.4 Institutional Environment Factors**

Institutional environment factors refers to a series of laws, regulations and customs related to politics, economy and culture, which refers to code of conduct spontaneously formed and accepted by unconscious during the long-term interaction between people. For now, the institutional environment in Jilin is not yet perfect, for example, many small-scale cultural creative enterprises are facing problems like fund-raising difficulty, and bank credit crunch is widespread. In addition, laws and regulations in Jilin are also yet to be improved. Strengthening the legal system construction and better protection of the enterprise benefits which is the protection elements of development of cultural creative industry in Jilin.

## **3. DEVELOPMENT COUNTERMEASURES ON THE DEVELOPMENT OF CULTURAL CREATIVE INDUSTRY IN JILIN**

### **3.1 Expansion of Infrastructure**

Infrastructure construction should take a multi-pronged approach.

At first, in order to promote the rapid development

of cultural creative industry, government should provide lenient working and living environment for creative talents and break some conventional restrictions, so that the free romantic nature of creative talents can have their own feelings into play.

Second, cultural and creative products are hard to be conceived, but easy to be copied. Due to many ideas cannot be effectively legal protected, it leads the benefits of creative talents suffered serious losses. For this reason, government should perfect the protection of intellectual property rights system as soon as possible, so that the basic rights of creative talents can be protected and encourages their creative enthusiasm.

At last, Jilin Province government should increase the construction of arts and cultural complex such as history museum, the opera House, etc., which creates a strong cultural atmosphere. This on one hand can stimulate the inspiration of creative talents, on the other hand can help guiding the consumption propensity of people, so that the development of cultural creative industry can be promoted.

### **3.2 Cultivation of Creative Talents**

Currently, Colleges and universities are still the important base for cultivating creative talents. However, throughout the existing cultivating mode of creative talents of colleges and universities in Jilin, it is not difficult to see that the malpractice of “emphasis on theoretical and underestimating the practice”, “emphasis on knowledge and underestimating the ability” have severely constrained the creative thinking cultivating of creative talents. Therefore, cultivating creative talents should emphasize on reforms in the cultivation mode of creative talents.

#### **3.2.1 Speed up the Structural Adjustment of Creativity Disciplines**

Creatology has not yet entered the course catalogue of higher education in China, which is only a subsidiary of certain disciplines. Also, its professional and curriculum is too specialized which is not conducive to the formation of the composite creative human capital. In order to satisfy the diversification demands of cultural creative industry for creative talents, University of Jilin Province should vigorously speed up the structural adjustment of creativity disciplines, and forms a disciplinary system based on creatology and other related disciplines as supplement. In addition, in the professional and curriculum, it should promptly adjust and update according to the market demand, so that it can cultivate marketable creative talents.

#### **3.2.2 Broadening the Training Channels of Creative Talents**

On the one hand, through the integration of internal creative educational resources in Jilin and established a specialized creative college, which focus on short-and medium-term education for cultivating composite creative

design and management talents. On the other hand, encouraging the exchanges and cooperation between universities and creative enterprises, which provides skills training and practice platform for creative talents and the practical ability of creative talents can be workout.

### **3.3 Cultivation of New Cultural and Creative Market Entities**

It should speed up the pace of enterprise restructuring from cultural institutions, combining the integration of enterprise restructuring with resources and structural adjustment, focusing on cultivating a group of large-scale cultural creative enterprises with solid strength, competitiveness and influence, so that the scale and professional level of cultural creative industry in Jilin can be improved. At the same time, it should reduce the access threshold for cultural market and encourage the private capital and personal investment to set up cultural and creative enterprises. Also, it should guide small and medium-sized cultural and creative enterprises to speed up the market expansion and enhance the competitive advantage of the pace, so that a cultural creative market of competition situation with different features, full of vigor and vitality can be formed.

### **3.4 Introduction of Supporting Measures in Promoting the Development of Cultural and Creative Industries**

#### **3.4.1 Creating a Lenient Financing Environment**

Cultural creative industry has characteristics of high investment risk. Due to its operating funds is not easy to raise, it becomes a major bottleneck of restricting the development of cultural creative industry in Jilin. Solving this issue needs the introduction of related policies from Jilin Province government as soon as possible to create a lenient financing environment, so that it can provide a good funding solution for enterprises.

#### **3.4.2 Increase the Exchange and Display of Creative Products**

From the international experience, the development of cultural creative industry is inseparable from the exchange and display of creative products. Jilin Province government should actively host some major creative products expositions. This is helping to promote the release of creative products information, which can achieve the attracting investment of creative enterprises and expand the market of creative products; On the other hand, it can help to promote the exchange of relevant talents, technologies, creative which stimulate the creation of creative products.

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