

# Current Situation Analysis of Gansu Arts and Crafts and Research on Regional Industrial Model

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**Abstract:** Optimizing the industrial structure and changing the mode of economic growth are the main tasks of economic and social development in Gansu Province. Therefore, the author carries out research on the current situation of Gansu arts and crafts and regional industrial model. The countermeasures and suggestions which are suitable for Gansu Province are put forward. Research shows that industrial cluster is the inevitable trend of modern industrial development, and also an important source and centralized embodiment of regional economic competitiveness. It plays an irreplaceable role in regional economic development. Therefore, strengthen the classification guidance and organized innovation, give full play to the role of colleges and universities in Gansu Province's arts and crafts innovation system, and realize the coordinated and sustainable development of the university's science and technology and arts and crafts industry.

## 1. Introduction

Gansu Arts and Crafts has gradually reversed the backward situation of poor foundation, weak foundation, small scale and few varieties after several decades of restoration and innovation, due to the complete suspension of production in the early days of the founding of the People's Republic of China and the death and loss of some traditional arts and crafts [1]. It has formed a production and management system with many varieties, large output, wide distribution, diversified economic components, large scale of production, medium and small scales, and more comprehensive varieties [2-4]. Driven by scientific and technological progress, a number of high-tech industries such as information technology, biotechnology, new materials technology, advanced manufacturing and automation technology, resource and environmental technology, aerospace technology, energy technology and advanced defense technology are emerging [5]. Among them, Jixian County, Luxi County and Wuyuan County were respectively named as "Hometown of Chinese Angelica", "Hometown of Chinese Huangpi" and "Hometown of Chinese Codonopsis" [6-8]. Xihe County is known as "the hometown of *Pinellia ternata* in China". Industrial structure refers to the proportional relationship among industries in a region, and it is an important aspect of regional productivity organization system [9]. It is the result of allocation and utilization of capital, manpower, technology, management, natural resources and other factors of production at a certain stage of development and under a certain system and mechanism, mainly including regional output value structure and regional employment structure [10]. Gansu arts and crafts embodies the excellent tradition of our national crafts, is an indispensable part of the cultural heritage of the Chinese nation, is our national characteristic treasure and pride.

## 2. Current Problems

### 2.1. Lack of understanding of the laws and characteristics of Arts and crafts industry

For a long time, there are many problems in the centralized management of the industry of Arts and crafts, such as decentralization of management institutions and multi-door politics. As far as its provincial, municipal and county levels are concerned, some of the arts and crafts industry units belong to the industrial sector, some to the cultural sector, and some to the second light sector. From the analysis of employment structure of labor force, compared with the whole country and developed

provinces, the employment proportion of primary industry in Gansu Province is too large, the employment proportion of secondary and tertiary industries is relatively small, and the evolution of employment structure lags behind the evolution of economic structure. Compared with the same period of the whole country, the direction of the change of Gansu's primary industry is different from that of the whole country, and it is not rising first and then falling, but has been rising. China's economic development still faces the two major problems of resource constraints and environmental degradation. However, the current three-high-low and low-level economic growth mode in our province has not been fundamentally changed. The resource utilization efficiency is still far from the advanced level at home and abroad. The ecological environment is very fragile, and the pollution in some areas is also serious. Something happened. In many clusters, the industrial parks and infrastructure planning and construction are lagging behind. The roads, communications, drainage, sewage disposal and other facilities are not matched, which greatly affects the intensive use of land and environmental pollution is relatively serious.

## **2.2. The art form of the arts and crafts industry is in a small and scattered state.**

Although Gansu arts and crafts have made great progress in the growth and development, there are still cases of “small, chaotic, scattered and poor”, the market mechanism is not perfect, the industry scale is small, the level is low, and the market competitiveness is lacking. The internal level of Gansu's secondary industry is not high. Among the added value of industrial sub-sectors, the main focus is on the traditional industries such as food industry, electric power industry and machinery industry. The high-tech industries such as medicine and electronics industry have a lower proportion in the industry. This poses a great challenge to the transformation of Gansu's economic growth mode and the adjustment and upgrading of its industrial structure. Inheritance is the basis of the development of Arts and crafts in Gansu Province. The arts and crafts of all countries in the world are colourful and have their own advantages. Only by drawing lessons from the excellent parts of various cultures in the world and absorbing advanced technology can the traditional arts and crafts have new development. Over the years, more professional and technical personnel have flowed to developed areas, and fewer and fewer senior technical personnel have entered the field of Arts and crafts industry. The problem of talent shortage is serious. There are also structural problems in the tertiary industry. The total amount of modern service industry is still mainly concentrated in the commercial circulation industry, technological service industry, including modern intermediary consultation, information, communication, logistics and other fields, which are relatively narrow and slow to develop.

## **3. Conception of Industrial Development**

### **3.1. Implementing the Strategy of Opening up and Promoting Business**

The market competitiveness of Arts and crafts is a multi-level unity. It is necessary to break through the conservative ideas of the old routines and practices that have been in practice for many years, and to build up the innovative consciousness of daring to go ahead and dare to do something. At present, to improve the ability of independent innovation of enterprises is mainly to increase investment in scientific and technological funds, establish a diversified investment and financing system, and break through the capital bottleneck of scientific and technological innovation in Gansu Province. The government should further improve administrative efficiency and service quality. It is necessary to simplify the procedures, standardize the examination and approval behavior, speed up the construction of information technology, and make the government an efficient, simple and capable service-oriented government, and create a good government environment for the development of industrial clusters. It is necessary to break through the shackles of traditional concepts, dare to innovate in product design, design new products in accordance with the new thinking and new ideas required by modern society, and improve the cultural and artistic value competitiveness of products. Accelerate the transformation and industrialization of achievements in key areas such as new materials, equipment manufacturing, and biotechnology, and cultivate a

group of leading enterprises with strong competitiveness and great mobility, promote the transformation of growth mode, and comprehensively enhance industrial competitiveness.

Comparing Figure 1 with Figure 2, we can see that the industrial structure of Gansu Province shows the characteristics of the sequential development of the second, third and first industries, and the secondary industry dominated by industry, followed by the tertiary industry. The primary industry is at the end.

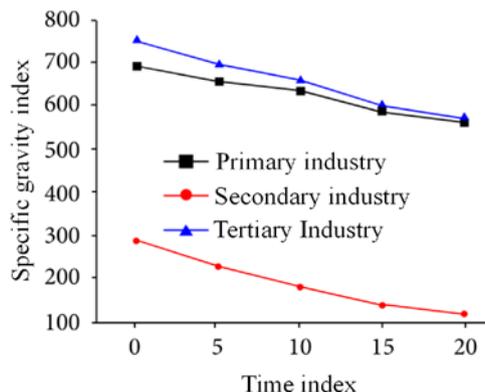


Fig.1. The proportion of the three industries in the province in the national economy

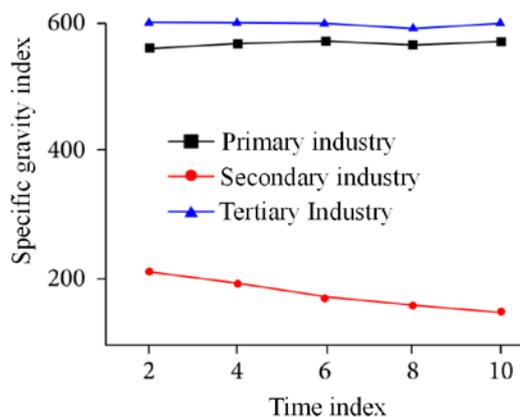


Fig.2. The proportion of employment in three industries

### 3.2. Implement a differentiated strategy

The differentiation strategy is to personalize the products and services provided by the arts and crafts industry and form unique characteristics in the entire industry. At present, the level of enterprise informationization in Gansu Province is generally low. The information industry has not applied enough to transform and upgrade traditional industries, and it has not enough to promote the application of high-energy-consuming industries. Through the further prosperity and development of the service industry, Gansu's economic growth will be stimulated by expanding consumption. In order to realize the leap-forward development of the economy, Gansu Province must select the key points and breakthroughs of the development, and on the basis of accurate positioning, highlight the advantages and characteristics of Gansu Province. At the same time, we should vigorously promote the construction of social credit system, create a good atmosphere of honesty in Lanzhou, guide the cluster to form a social and cultural environment of trust and cooperation, and strive to cultivate the soil for the development of industrial clusters. Make full use of abundant tourism resources, vigorously develop tourism, and develop tourism into a new pillar industry and rich people industry. The development, production and construction of renewable energy will be listed as an important agenda and a major industry to grasp. We should coordinate the development of urban and rural ecological integration and implement ecological agriculture construction projects. The implementation of differentiation strategy is conducive to the rapid development of Gansu arts and crafts industry.

#### 4. Conclusions

At present, we should give full play to the advantages of the tertiary industry to absorb labor effectively, and actively guide the transfer of surplus rural labor to non-agricultural industries and cities and towns through labor export and small town construction. In order to realize the orderly and rapid transfer of labor force from primary industry to secondary and tertiary industries, Gansu's employment structure gradually keeps up with the pace of industrial restructuring and becomes a positive factor in promoting economic development. Closely combine with the construction of characteristic cultural counties, innovate the system and mechanism, optimize the structure of talent team, and promote the prosperity and development of cultural innovation. Finally, it will form a catalyst to promote the economic development of Gansu industrial cluster. As the main force of scientific and technological innovation, colleges and universities have carried out comprehensive, objective and in-depth analysis and evaluation of the innovation ability of arts and crafts in colleges and universities, and played a positive role in the innovation and development of the arts and crafts industry in Gansu Province. We will improve the construction plan for cultural talents, strengthen policies and measures in institutional preparation, study and training, and treatment guarantees to encourage and attract outstanding cultural talents.

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