

Research on the Development Strategy of Ceramic Culture and Creative Industries under the Strategy of "Belt and Road" -- Taking Jingdezhen as an Example

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Abstract: The strategy of "Belt and Road" is the policy of the state to promote the common development of the countries surrounding the Silk Road. As a typical carrier of traditional Chinese culture, ceramics must play a more significant role in cultural exchange and inheritance under the background of "Belt and Road" strategy. Jingdezhen, the Millennium ceramics capital, is an important representative of China's ceramics culture. It is of great responsibility to construct the creative industry of ceramics culture and promote its development. Based on the "Belt and Road" strategy, this paper explores and analyzes the development of Jingdezhen ceramic culture and creative industries, and puts forward suggestions for development and countermeasures.

1. Introduction

The level of cultural development is an important manifestation of a country's soft power. In recent years, cultural and creative industries have gradually shown their role in promoting the world's social and economic development. According to relevant statistics, the total value created by the world's cultural and creative industries is 22 billion US dollars per day, and is growing at a rate of 5%. Some developed countries have taken cultural and creative industries as new ones to lead the innovation and development of their industries. Take the United States as an example, since 1996, the cultural and creative industries in the United States have surpassed other traditional industries, and cultural and creative products have become the largest export products. By 2002, the output value of creative industries has accounted for 5.24% of the GDP of the United States. Some first-tier cities in China have also incorporated the development of cultural and creative industries into the planning, and the cultural and creative industries base established has gradually achieved results. Jingdezhen has inherent advantages in ceramic culture, and the development of cultural and creative industries is an inevitable trend. Based on the research of Jingdezhen ceramic culture and creative industries, it is found that there are still some limitations in the current industrial development strategy layout and actual operation. Combined with the current "one belt and one road" national strategy, we hope to put forward effective targeted measures to promote the further development of Jingdezhen's cultural and creative industries.

2. Introduction to the Current Research Situation

"One belt and one road" are an international strategy of opening to the outside world. Every related node city should take advantage of this strategic opportunity to promote cooperation in economic interoperability, industrial cooperation, and urban brand building. [2] Ceramics, as a powerful representative of the world's understanding of China, also derives from the charm of Jingdezhen's thousands of years of continuous ceramic forging. Therefore, the development of the "one belt and one way" strategy and related policies is absolutely an important opportunity and opportunity for the development of Jingdezhen's ceramic culture industry. As an important starting point and intersection point of the Silk Road, land and sea, the development of Jingdezhen ceramic cultural and creative industries into the "one belt and one road" strategic policy can be seen as a unique advantage. However, the current development of Jingdezhen ceramic culture industry, but there are serious problems such as incomplete system, lack of creativity and inadequate demand,

which reduce the brand influence and marketing ability. How to strengthen the development, optimization and popularization of this creative industry chain, we need further combine the driving force of the "one belt and one way" strategic policy, and the knowledge of marketing and industrial economics, together to help promote a new chapter in the development of Jingdezhen ceramic cultural and creative industries.

3. Research Significance

3.1 Theoretical Analysis.

First of all, studying the Countermeasures for the development of Jingdezhen ceramic cultural and creative industries is the need for the development of Silk Road tourism and the strategy of "one belt and one road" in the new period. It can effectively promote the economic development of every node in the economic belt along the belt, and further promote the economic exchange between countries [3]; Secondly, the study of new strategies for the development of cultural and creative industries can help the development of brand and economy, and promote the realization of its sales and greater value. Thirdly, only by inheriting excellent traditional elements and innovating development strategies can we satisfy consumers' pursuit of novelty and innovation. Finally, the research has a strong development prospects. Through the research development prospects, we can clearly understand the difficulties on the road of future development, and also provide help to further promote the strong economic, tourism and cultural development, which has been well reflected from the experience of the current international developed countries.

3.2 Practical Analysis

From the perspective of practical application, the development of Jingdezhen's cultural and creative industries is faced with the challenges and opportunities brought by the great background of the whole area. In order to better integrate into the economic belt along the way, Jingdezhen's cultural and creative industries must adhere to the development of cultural road and lead the vigorous development of Jingdezhen's cultural and creative industries with deep and thick porcelain culture. At the same time, facing new opportunities, we need new attitudes and new development measures, so as to better promote the continuous development of cultural and creative industries [4].

4. The Strategic layout of Jingdezhen Ceramic Cultural Creative Industry Development and its Problems

4.1 Strategic Layout of Jingdezhen Ceramic Cultural Creative Industry Development.

Considering the reality of abundant ceramics and its cultural resources. Jingdezhen has gradually begun to construct the strategic layout of ceramic cultural creative industries. It has planned Ramped, production, cultural tourism, exchange and consultation as well as cultural and creative exhibitions within their respective agglomeration areas, and encouraged them to carry out exchanges and cooperation according to their own advantages, so as to promote the formation of a comprehensive cultural and creative industry base. It lays a solid foundation for the formation and development of Jingdezhen Ceramic Cultural Creative Industry System.

4.2 Problems in the Development of Jingdezhen Ceramic Cultural Creative Industry.

4.2.1 Deficiencies in Demand.

The improvement of social material and economic level has led to the improvement of people's income and the development pursuit of spiritual and cultural needs, which has stimulated the great development of creative industries. Demand structure and total demand are the main reasons for the expansion of specific creative industries. For example, there is an increase in the proportion of private investment in creative industries, or a large increase in government-oriented support policies and funds. However, from the perspective of income and consumption level, structure and demand of people in China and the world at present, the overall demand for ceramic cultural and creative

products in Jiangxi, the whole country and even the whole world is still slightly insufficient. The overall consumption market of ceramic culture and creative industries needs further cultivation and activation, and the consumption level needs to be improved urgently.

4.2.2 Serious Conceptual Lag and Talent Imbalance.

Because the demand of Jingdezhen in expanding ceramic culture and creative industries is not very urgent, the government's relevant policy supports and enterprises' investment efforts are obviously insufficient with the industry cooperation, resulting in the development concept and talent supply can not keep up with the situation. Although the development of ceramic culture has always been an important carrier of traditional regional cultural heritage in Jingdezhen, the development of its industry has been relatively slow in the past long time, resulting in a serious lag in upgrading and transforming the development concept of creative industries. At the same time, from the perspective of the needs of industrial economic development, the number of Arts and crafts masters with national or high-level level in Jiangxi Province is limited, and the art creation and production level and technology of graduates that ceramic colleges can deliver are not mature enough to support the current demand of Jingdezhen's overall ceramic creative industry development. Therefore, the lagging of ideas and the imbalance of talents, the limited production scale and influence, have brought serious obstacles to its development.

4.2.3 Loose Protection of Intellectual Property Rights.

To some extent, creativity is the embodiment of wealth and productivity, and intellectual property is the most important way to protect it. However, development of Jingdezhen Ceramic Cultural Creative Industry is still in the initial stage of cultivation, and its scale and influence are insufficient. Once the work is imitated or copied into the market, the so-called creativity will not have its application value and role. However, some creators are not aware of the importance of this point. They misjudged it as an activity conducive to business, and did not take necessary measures to protect intellectual property rights, resulting in the contradiction between the development system and the benefits.

4.2.4 Problems in Local Institutional Management.

Although Jingdezhen ceramics culture is rich in resources, its management is extremely dispersed and there are obstacles in the system, which makes the allocation of resources lack an effective mechanism of aggregation and integration, and cannot play the advantages and role of industrial development. Among the supporting document policies for the development of cultural and creative industries at provincial level, there are fewer specific policies for the ceramic industry, which cannot attract investors' attention very well. And because the short-term recovery benefit is not obvious, resulting in less investment in the new high-tech ceramic industry, enterprises are mostly in a wait-and-see state.

5. Specific Strategies for the Development of Ceramic Cultural and Creative Industries in Jingdezhen under the Strategy of "Belt and Road".

5.1 Creating a Good Environment for the Development of Ceramic Cultural and Creative Industries.

First of all, from the experience of international cultural and creative industries, the current government must create a good policy environment for the development of Jingdezhen ceramic cultural and creative industries. For example, we should pay more attention to improving the supervision and knowledge of all aspects of the work of ceramic cultural and creative industries, actively promote the development of key projects of ceramic cultural and creative industries, set up special integrated administrative resources responsible groups, implement and actively play the government's public service and unified management functions; secondly, strengthen the management and guidance of the cultural market. We will intensify comprehensive law enforcement efforts to ensure that cultural and intellectual property rights are safeguarded in accordance with the

law. Through ceramics culture and Creative Industry Association and other organizations, fully stimulate the role of industry norms, coordination and self-discipline, promote the standardized operation of cultural products such as technical transactions, evaluation and appraisal. Improve the market-oriented, legalized and socialized intellectual property intermediary service system; finally, strengthen industry related basic work planning. To formulate and implement detailed planning rules for the development of Jingdezhen Ceramic Cultural and Creative Industries, including investment guidance, policy encouragement and institutional requirements, establish scientific and standardized industrial evaluation standards, and enhance market research efforts to ensure that enterprises and governments can timely obtain accurate market information data, formulate scientific R&D and production plans, and stimulate the growth of consumer demand. 。

5.2 Providing Policy Support for the Development of Ceramic Culture and Creative Industries.

Under the background of "one belt and one road" strategy, policies should be appropriately tilted to promote the development of Jingdezhen ceramic cultural and creative industries. From structural reform to service export, a series of supporting policies should be defined, and the implementation of relevant supporting policies should be promoted so as to ensure that the cultural industry development fund can be rationally utilized. According to the distribution characteristics of the existing ceramic culture resources in Jingdezhen, the spatial planning of the creative industry park and the layout of the agglomeration area in the new period should be well done, and the reciprocal and complementary cooperation among enterprises should be encouraged to realize the benefits of industrial collocation, so as to promote the formation and development of economies of scale.

5.3 Improving the Construction of Supporting System for Industrial Development.

Firstly, we should optimize and change the traditional talent structure and management mode, and establish a talent support system for the development of ceramic cultural and creative industries in the new era. Encourage colleges and universities in Jiangxi Province and continuing education training institutions to create relevant majors, and according to the actual needs of market and industrial chain development, to train deep-seated and high-level ceramic creative professionals in a planned way. And select the more excellent, in-depth design or business management training plan, not only to meet the current development of talent material treatment need, but also to provide broad space for its long-term development; secondly, improve the industrial investment and financing system. Encourage enterprises and financial institutions to integrate into the field of ceramic culture and creative industries, relax access conditions, provide preferential policies and support, reduce risks, and enhance investors' confidence and enthusiasm. Finally, establish and improve the intellectual property protection system and market supervision mechanism, and jointly promote the healthy development of Jingdezhen ceramic cultural and creative industries from the aspects of subject awareness and objective supervision.

5.4 Actively Training Professionals to Develop Cultural and Creative Industries.

Jingdezhen belongs to the big town of porcelain. At the same time, Jingdezhen's porcelain is well-known in foreign countries and is sought after by foreign friends. With the introduction of the strategy of "one belt and one road", the major industries have also sought opportunities for development in the "one belt and one track" strategy. For the development of Jingdezhen's cultural and creative industries, we should actively respond to the opportunities and challenges brought by the strategy. The opportunity brought by the whole area is to effectively promote the cultural and creative industries, and to create a good name for Jingdezhen's cultural and creative industries internationally, so that the world's understanding of Jingdezhen is not just porcelain, but Jingdezhen will be able to gain a foothold in the cultural and creative industries and further introduce the Chinese name. The challenge brought by all along the road is that all indicators will be changed. Jingdezhen's cultural and creative industries are to develop themselves in this reform army, not to let the cultural and creative industries lag behind, and to develop in the changing trend. They can also hone their minds in difficulties and promote their brand effect and get more recognition.

Therefore, in the face of such opportunities and challenges, the relevant departments can not only rely on the general staff to complete such work, but also need to employ professional technicians after a comprehensive understanding to analyze the prospects and challenges of the current development of Jingdezhen cultural and creative industries. Relevant departments can also organize some technicians to attend special training courses or study abroad to enhance the professional competence of technicians. In this way, the development of Jingdezhen's cultural and creative industries first ensures that the problem of lack of technicians does not happen again, and takes precedence over other industries at the starting point. Therefore, it is very important to train professional technicians.

6. Summary

To sum up, the strategy of "one belt and one road" is a major opportunity for reform and development. Jingdezhen's ceramic cultural and creative industries must seize this rare opportunity. From the aspects of ideology, strategic layout, system construction, personnel training, intellectual property protection and sales platform construction, the government, enterprises and university scientific research institutions jointly promote the new development of cultural and creative industry mechanism [5]. Focus on building a major project base for ceramic cultural and creative industries, radiate and promote the development of tourism related to historical and cultural exposition parks, promote the further development of ceramic cultural and creative industries in the new era, and make greater contributions to the social and economic progress of Jingdezhen.

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