

Research on the Design and Development of Cultural and Creative Products in Gansu Province

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Abstract: Due to high added value, high integration and knowledge intensiveness, the cultural and creative industry with culture and creativity as its core has become the focus of all countries in the world. Gansu is in the critical period of industrial restructuring and adjustment, and the development of cultural and creative industry is of great significance. Based on the author's learning and practical experience, this paper first analyzed the development status of cultural industry in Gansu Province, and then proposed the countermeasures for sustainable development of cultural and creative industry in Gansu Province.

1. Development Status of Cultural Industry in Gansu Province

1.1 Although the cultural industry is small-scale and starts late, the investment grows fast.

Objectively speaking, Gansu Province is located in the inland of northwest China and its economic development level is relatively backward. Due to geographical factors and the development of the economic environment, the cultural industry starts late and is small-scale. According to the *2016 China Cultural Industry Development Index Report*, the cultural industry development index of Gansu Province ranks 28th among the 31 provinces and cities in the country at present, and it is in the lowest-level incubation stage with other provinces and cities in the northwest region. The index of Gansu is only higher than Qinghai, Ningxia and Xinjiang.

1.2 The cultural industry maintains rapid development, but the task is arduous.

In recent years, the cultural industry in Gansu Province has maintained development momentum. Especially from 2011 to 2014, the added value of cultural industry in Gansu Province reached 13.291 billion yuan, an increase of 7.008 billion yuan. The year-on-year growth rate is higher than 25%. Its development gains momentum. The number of institutions and employees in the cultural industry has maintained rapid growth. The number of institutions in the cultural industry has increased by 6,201, with an average annual growth rate of 53.18%. The absolute number of employees has increased by 93,400, with an average annual growth rate of 32.26%. In addition, as we can see from Table 2.2 that the number of institutions and employees in the cultural industry in Gansu Province in 2014 has a significant year-on-year decline. The growth rate of the number of institutions in the cultural industry was 79.26% in 2013 and it fell to 18.98% in 2014. The number of employees decreased from 55.21% to 7.05%, with a drop of 87.23%. This further proves that there is a talent shortage in the development of cultural industry in Gansu Province. This restricts the development of cultural industry.

1.3 Cultural industry structure and regional distribution are unevenly developed.

In 2016, Gansu Provincial Party Committee's Cultural System Reform Leading Group selected 100 cultural enterprises with comprehensive advantages and made a *List of 100 Key Cultural Enterprises in Gansu Province*. The group took into account of net profit, brand influence, total assets, operating income and indicators of profitability of a number of more than 5,900 cultural enterprises with relatively competitive advantages in the province. By comparing the format and location of these 100 cultural enterprises, we can roughly analyze the basic development of the

cultural industry in Gansu Province at this stage. Among the 11 cultural business classifications, there are obvious industrial agglomeration formats. Publishing and printing accounted for 24% and crafts accounted for 23% of the 100 enterprises. The total of the two accounted for nearly half of the entire cultural enterprises, while festivals exhibitions, digital content, animation games and mobile multimedia enterprises only accounted for 11%. There is an imbalance in the cultural industry structure and inconsistent development levels. From the perspective of regional distribution, Lanzhou takes the lead in cultural development among the 14 cities and counties and it has 40 companies, which is far ahead of other regions. The remaining 13 cities and counties have cultural enterprises only in single digits. We can see the uneven distribution of cultural enterprises in this area.

2. Countermeasures for Sustainable Development of Cultural and Creative Industry in Gansu Province

2.1 To seize the development opportunity to promote the leap-forward development of cultural and creative industry.

From the perspectives of modernization and globalization, the development of Gansu's cultural and creative industry face multiple development opportunities. Gansu Province is located in the birthplace of the Chinese civilization (traditional cultural resources) and the golden position of the Silk Road (the best tourist destination in Asia), so cultural industry in Gansu Province has conditions to achieve new transformation. In the development of cultural and creative industry, Gansu Provincial Party Committee and the provincial government must have open and international vision, and use Internet thinking to promote the development and sales of cultural and creative products through creative transformation. The key to this leap is to inject cultural meaning into the creative transformation process of cultural products, which is to transform new ideas into products and services that others are willing to pay for. This creative transformation process includes cultural concept innovation, iconic cultural symbol innovation, social participation mode innovation, and development model innovation. The provincial party committee and the provincial government should do a good job in top-level design, and strengthen macro guidance and policy support. Cultural enterprises should grasp the latest industry development trends based on practice. Universities, research institutes and other institutions must conduct scientific research and implement personnel training to provide necessary intellectual support based on the frontiers of society.

2.2 To formulate policies which are conducive to the development of cultural and creative industry in Gansu Province.

While fully implementing the national policy of developing cultural and creative industry, Gansu Province should actively take the initiative to formulate policies to support the development of cultural and creative industry based on its regional conditions. It is necessary for Gansu Province to be problem-oriented and take appropriate ways to solve problems in the development of cultural and creative industry. The government should use human, material and financial resources in key points well. Culture should be closely integrated with economy and innovation, and cultural policies should be integrated with economic, policies and innovation policies to formulate more comprehensive policies. They should promote overall and healthy development of society with policies. The government should formulate relevant preferential policies, such as policies for the guidance and support of taxation, finance and labor to promote the rapid development of the cultural and creative industry. With the evolution of industrial life, the intensity, measures and objectives of industrial policies should also be constantly changing. At different stages of the industrial life cycle, corresponding adjustments must be made and such adjustments are different in different regions.

2.3 To improve the talent support system and enhance the competitiveness of industrial development.

The cultivation of creative talents cannot be ignored. We can strengthen the construction of talents in the cultural and creative industry in Gansu from the aspects of cultivating future creative talents, introducing high-end composite talents and retaining existing talents. First, Gansu can use educational resources in higher education institutions to set up cultural creativity, art management and other majors. The schools can combine with long-term academic education and short-term non-degree education to establish a cultural and creative industry talent training base. The government should encourage social training institutions and scientific research institutes at all levels to develop vocational education courses in cultural and creative industry to cultivate practical talents for cultural and creative industry. Second, the government needs to formulate appropriate talent introduction policies and establish a green channel for talent introduction. Gansu needs to introduce high-level talents required for the development of cultural industry on a large scale. Third, the government should encourage high-level talents with independent intellectual property rights to participate in corporate profit distribution by means of technology shareholding to make creative high-level talents work in more enterprises. This will help retain existing talents. Gansu should encourage and guide enterprises to actively improve knowledge patents, brands, management and other elements of talents. Therefore, high-skilled personnel can receive good treatment. This will stop the loss of talents.

2.4 To cultivate cultural and creative industry in Gansu Province with the cultural tourism as a breakthrough.

With the economic development, the general improvement of living standards, convenient transportation and the sharing era, tourism has become the most extensive cultural consumption method for the public. As a major province of cultural resources, Gansu should take the lead in tourism. Major cultural celebrations and ceremonial activities have important significance of integrating cultural products and promoting and spreading cultural brands. In recent years, various major tourism and cultural activities in Gansu Province have become more and more influential, and a number of tourism cultural products have been introduced. For example, the successful Silk Road (Dunhuang) International Cultural Expo has attracted more and more tourists. Tickets to Dunhuang Mogao Grottoes are hard to find. The Qiuqiao Festival of Gannan in Gansu is a unique folk culture of Gansu. It has been held for 9 sessions and its influence has been continuously expanded. The government can make full use of these resources to create a series of creative products with cultural symbols to achieve benefits in the traditional national folk culture and economy.

2.5 To optimize the development environment of cultural and creative industry and promote the integration of cultural and creative industry and technology.

The cultural and creative industry is a cultural industry form with the integration of technology, talents, knowledge and intelligence. Creativity is inseparable from the support of high technology. It is the maturity and application of high technology, such as modern information technology, 3D printing technology and laser technology that has promoted the great progress of the cultural and creative industry. At present, to promote leap-forward development of cultural and creative industry in Gansu Province, the government should first promote the industrialization of culture with digital information technology. Cultural and creative industry in Gansu Province needs to form an innovative cultural and creative industry group, increase the independent research and development of core technology, and improve the scientific and technological support for the development of cultural and creative industry. Gansu needs to intensify innovation, improve the technical content of products, increase added value and vigorously cultivate core technology with core intellectual property rights and market competitiveness.

2.6 To further expand investment and financing channels.

The lack of funds in industrial development is an eternal problem. Gansu Province still needs to further expand investment and financing channels to solve the problem of cultural and creative industry development funds. The first is to guide and support cultural and creative enterprises to raise development funds in China's multi-level capital market by issuing stock bonds; the second is to actively advocate the development of mixed ownership of all levels of government and social funds within and outside the province to gain funds for the development of cultural and creative industry. To learn from the British government, the government can start the lottery to support the development of the creative industry financing model. This will not increase the government burden and will increase investment in cultural undertakings. Fourth, Gansu needs to actively encourage private enterprises and capital to participate in the development of cultural and creative industry.

2.7 To create a good atmosphere for the development of cultural and creative industry in multiple dimensions.

In addition to actively formulating support policies, broadening investment and financing channels, improving intellectual property protection systems, deepening cultural system reforms and other top level support, the government should also actively expand the channels of publicity and comprehensively strengthen the public's awareness and participation of the cultural and creative industry. Without the general public's demand and consumption of cultural and creative products, the development of cultural and creative industries will be nonsense. At the same time, the government needs to pay much attention to and support folk creativity and people's creative behaviors. They can guide and accumulate the enthusiasm of the broad masses, which will enable the public to understand the culture from the level of consciousness and arouse the concern and action of the whole society. To make a good environment can make the cultural and creative industry prosperous.

3. Conclusion

After entering the era of knowledge economy and information economy, the rapid growth of creative industries has become a prominent trend in the development of industries in developed countries and regions. The cultural and creative industry in Gansu is still in the stage of exploration and formation, and it will inevitably experience some twists and turns. However, as long as the development of the cultural and creative industry is deeply rooted in its unique and irreproducible local cultural soil, obeys economic laws of industrial development and cultivates innovative factors, we have every reason to believe that Gansu will be able to explore the correct path for the development of its own cultural and creative industry.

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