Research on Cross Border Integration and Collaborative Development of Cultural and Creative Industries

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ABSTRACT

By using the methods of theory research and case analysis, discusses the necessity of cultural and creative industries of cross-border integration, analysis of cross border industry types of cultural and creative industries in China, probes into the process of cultural and creative industry integration, and puts forward the paths and countermeasures for the coordinated development of cultural and creative industries. The article thinks, accelerating the cultural creative industry and manufacturing, tourism, service industry, information industry, clothing design industry types of cross-border integration and coordinated development, can promote the sustainable development of cultural and creative industries, but also conducive to the optimization and upgrading of industrial structure, to the national economic development has great value and significance.

INTRODUCTION

With the development of economy and science and technology, more and more polymorphic industry emerged in the world, different industries began to permeate each other. China is a big cultural country with a long history and rich cultural heritage, but at present our country's industrial integration has only just begun, therefore, seize every opportunity brought by industrial integration to promote the vigorous development of China's cultural industry. In this paper, the cultural and...
creative industries with high added value, high integration, high radiation force based on the characteristics of cultural and creative industries, expounds the fusion process, the necessity of integration between manufacturing, tourism and modern service industry, information industry, clothing design industry, cultural and creative for coordinated development to provide more adequate resources give new strength for the development of the industry.

MECHANISM ANALYSIS OF CROSS BORDER INTEGRATION OF CULTURAL CREATIVE INDUSTRY

There are both internal and external integration of cultural creative industry as shown in figure 1. Internal integration refers to with the development of science, information technology, the internal structure of traditional industries is optimized and upgraded. External integration refers to the integration of cultural creative industry with other industries.

Suppose that T and R represent the tourism industry system and the cultural creative industry system respectively, $F_1(x, t)$ and $F_2(y, t)$ are functions to measure their level of development respectively, among them, x and y are characteristic vectors of system T and R respectively, t is the time. The coordination of tourism industry and cultural creative industry refers to relative scatter coefficient between $F_1(x, t)$ and $F_2(y, t)$, c is smaller, the better, so,

$$c = \frac{2|F_1(x, t) - F_2(y, t)|}{(F_1(x, t) + F_2(x, t))}$$  \hspace{1cm} (1)

$$c = 2\sqrt{1 - \frac{F_1(x, t) \times F_2(y, t)}{\left(\frac{F_1(x, t) + F_2(y, t)}{2}\right)^2}}$$  \hspace{1cm} (2)

$$F_1(x, t) \times F_2(y, t) \leq \left[\frac{F_1(x, t) + F_2(y, t)}{2}\right]^2$$  \hspace{1cm} (3)

When the tourism system is at the same level with the cultural creative industry system, it is $F_1(x, t) = F_2(y, t)$, c=0, deviation is the smallest, the two systems are in the best coordination state, tourism industry and cultural creative industry fuse with each other and develop together.

If $F_1(x, t) > F_2(y, t)$, it shows that the development of tourism industry is very fast, it is called the backward development of creative industry. On the contrary, if $F_1(x, t) < F_2(y, t)$, it means that the contribution of tourism industry to the cultural creative industry lags behind the contribution of cultural creative industry to the tourism industry, we call it the lagging development of tourism industry[16].

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CROSS INDUSTRY TYPES OF CULTURAL CREATIVE INDUSTRY

Cultural Creative Industry and Manufacturing Industry

Most of manufacturing industries are in the middle of the smile curve as shown in figure 2—that is, the profit space is small, the technical content and the added value are low, while the part of high value-added and high profit space at both ends is less[13]. Through creative design, embedding creative thinking in every
production link of manufacturing industry, the industrial boundaries are blurring, making the manufacturing industry continue to extend to both ends, complete creative production through the market demand of creative products.

**Cultural Creative Industry and Tourism**

Tourism consists of six elements: eating, living, traveling, shopping, shopping and entertainment. The integration of cultural industry and tourism industry refers to the mutual infiltration of the six elements of cultural creative industry factors and tourism industry. The integration of cultural creative industry and tourism can be considered from two aspects of culture and creativity, one is combining and another is combing cultural factors into tourism.

**Cultural Creative Industry and Information Industry**

The development and application of modern information technology, especially in the development and application of cultural products, information technology has penetrated into all aspects of cultural creative industry, cultural creative industry and information industry extend the scope of industrial chain through integration, the integration of information technology promotes the development of cultural creativity, the development of cultural creative industry also led to the progress of the information industry. The fusion mechanism is shown in figure 3.

![Figure 3. The dynamic mechanism of cultural creative industry and information industry convergence.](image-url)
PATH AND COUNTERMEASURES OF COLLABORATIVE DEVELOPMENT OF CULTURAL CREATIVE INDUSTRY

Talent is the intellectual support of creative innovation and the guarantee of sustainable development. Establish a sound and perfect educational system reform is necessary. Science and technology is the first productive force, and the development of science and technology lays a technical foundation for the development of cultural creativity. Improve the investment and financing service system construction of cultural and creative industries in different regions, give full play to the function of investment and financing platform of respective cultural investment development group. Build a financial support platform for the development of cultural and creative industries. Encourage cultural enterprises to use short-term financing bonds, medium-term notes, set bonds and other financing channels to broaden and optimize the financing structure.

CONCLUSIONS

Cultural creative industry is a new industry with creativity as its core. It has the characteristics of high added value, high integration and high radiation power. The integration of cultural creative industry and manufacturing industry extends the low value-added manufacturing industry to both ends of the smile curve; the integration of cultural creative industry and tourism creates various forms of cultural tourism products. The development of information has laid a technical foundation for the development of cultural creative industry. Cultural creative industry and information once again infiltrated and integrated, expanding the market demand.

To promote the coordinated development of integration of cultural creative industry and related industries, break between industry restrictions, spawned a new form of industry and new economic growth point, long culture creative industry chain, improve the added value of cultural and creative products, is an important driving force for upgrading and transformation of industrial structure optimization, is an inevitable trend in China economic development.

REFERENCES