Development Problems and Countermeasures of Jingdezhen Ceramic Culture Creative Industry

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ABSTRACT

The development of ceramic culture creative industry in jingdezhen has the following difficulties: the number of enterprises, small scale and lack of tap; Lack of demand for creative products of ceramic culture; The concept of developing creative culture industry and the imbalance of talent structure; Lack of protection of intellectual property rights of creative products of ceramic culture; The local government has the institutional obstacles and the lack of effective resource allocation mechanism. Jingde town development ceramic culture creative industry significance. Firstly, it is beneficial to the upgrading of ceramic industry structure in jingdezhen. The second is to accelerate the construction of ceramic industry base; The third is to enhance the image of the city of jingdezhen. For promoting the development of jingdezhen ceramic creative cultural industry, must be based on the law of jingdezhen ceramics own unique creative cultural industry development, promoting the development of the creative cultural industry rapid policy. To create a loose environment for its development, attract all social resources to the ceramic creative cultural industry agglomeration.

Keywords: Jingdezhen, ceramic culture creative industry, problem countermeasures

DEVELOPMENT OF CREATIVE INDUSTRIES BRINGS OPPORTUNITIES TO THE CERAMIC INDUSTRY

2005 referred to as "the first year of China's creative industry", our country of a few big central cities: Beijing, Shanghai, shenzhen, etc., have proposed the development of creative industry. Promote the upgrading of industrial structure of industry development planning. In 2006, the new economic concept of "creative industries", has entered the government plan for our country, the national in the "11th five-year plan", "twelfth five-year" plan clearly put forward the development of cultural creative industry to encourage and support. The rise of the creative industry, which advocates "original" and "intellectual property", will bring new vitality and vitality to China's ceramic industry.

(1) Policy and economic support

In order to promote the development of creative industries, the government has introduced preferential policies and established specialized departments to provide policy and economic support for the development of the ceramic culture industry. Each center city in China has offered a variety of preferential policies to encourage the development of creative industry. The establishment of specialized management

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institutions and the development of special funds. As a member of creative industry, ceramic industry, of course, this authorization together with your completed sample to enjoy the government about all the preferential policies to encourage the development of creative industry. At the same time also can apply for the government special fund for the development of creative industry to accelerate the development of their own creative and technical, personnel reform.

(2) The perfection of the intellectual property rights act promotes the scientization of the profit model of ceramic industry

Development of creative industry, the relevant legislation of intellectual property, is helpful to the longitudinal extension of ceramic industry, create hierarchy richer, more complete ceramic industry chain. In order to impel the scientization of ceramics industry profit model.

The development and expansion of creative industry is based on the complete and perfect protection system of intellectual property. Due to years of history and economic reasons, the intellectual property rights act has been imperfect. The establishment of a complete and perfect intellectual property law suitable for the actual situation of China's economic development has become a prerequisite for the development of the creative industry in China. National and local intellectual property career development plan and the law on the protection of intellectual property rights, to production, processing and sale of ceramic products provide strong authentication and protection system. On the other hand, emphasizing the protection of intellectual property rights is beneficial to strengthen the awareness of intellectual property protection of Chinese ceramic enterprises, and reduce the risk of cross-cloning and copying of ceramic enterprises.

(3) The rise of the creative class provides new talent for the ceramic industry

The rapid development of creative industry relies on the input of creative human capital and the rise of creative class. Cultural economist Richard. In the rise of the creative class, Florida argues that in the United States, society is divided into four major professional groups: the agricultural class, the industrial class, the service sector, and the creative class. The creative class includes a super creative core, the core from the "science and engineering, architecture and design, education, art, music and entertainment of people", their work is "to create new ideas, new technologies and (or) new and creative content in addition to the core, the creative class also includes" the broader community, namely in the business and financial, legal, health care and related fields of creative professionals. These people work on complex issues, which include many independent judgments that require a high level of education and skill capital.

At present, one of the biggest factors restricting the development of ceramic culture industry is the lack of complex creative talents who understand both ceramics and business. We have reason to believe that, through the development of creative
industry, the emergence of creative class will inevitably bring a large number of creative talents who understand both ceramics and management in China's ceramics industry.

(4) The development of creative industries is conducive to the establishment of the brand of China's ceramic industry

The development of the creative industry is conducive to the establishment of the ceramic culture industry to establish its own brand, and it will be developed from the vicious competition of homogenization and the healthy competition of individuality. With the development of creative industry, enterprise's competition has from pure product competition into a higher level of brand competition. Because of intellectual property protection is in place at the same time, enterprise brand is the premium effect in without any increase in the cost of greater value. And the ceramic culture industry will inevitably rise to the road of individualized brand competition with the improvement of innovation consciousness and innovation ability.

THE DILEMMA OF INDUSTRIAL DEVELOPMENT

(1) Large number of enterprises, small size and lack of taps

Now, there are more than 3,000 private ceramics enterprises in jingdezhen city, and there are hardly any large ceramic enterprises with certain popularity. In addition, there is a lack of measures to maintain and mold the "jingdezhen ceramic" brand, which is a phenomenon of vicious price competition, homogeneity of products and low added value. Innovation is the motive force of the enterprises in market competition to obtain high returns, but as a result of enterprise scale, less money, less accumulation of talent, and low level of technology innovation ability is weak, the market reaction is not sensitive enough, the enterprise has not really become the main body of innovation.

(2) Insufficient demand for creative products of ceramic culture

When the social and economic development to a certain level, people's income level has reached a certain degree, their material needs are met, for the pursuit of spiritual demand, stimulated the development of creative industries, to aggregate demand and the growth of demand structure caused the expansion of the creative industry department accordingly. In order to meet the needs of the expansion of the creative industry sector, or to increase the proportion of private investment in the creative industry, or the government adopts the guiding investment policy. Because our country people's income level and consumption demand structure restriction, in jiangxi province and even the whole country demand for ceramic culture creative products overall shortage, ceramic culture consumption level needs to be improved, ceramic industry consumer market still need to cultivate and activation.
(3) The concept of developing creative culture industry lags behind and the talent structure is out of balance

Due to the lack of demand for the expansion of the cultural and creative industries in China, the shortage of investment, policy support and inter-industry cooperation has made the supply of ideas and talents correspondingly lacking. The development of jiangxi ceramic culture is the inheritance of regional traditional culture, but it has been developing slowly in the long period, and the transformation of traditional ceramic industry has lagged behind the concept of ceramic culture and creative industry. In Hawkins' view, the era of creative economy will be a new society, all elements are new, and education of relevant principles is crucial. However, at present, senior talents, such as masters of arts and crafts in jiangxi province, are limited to individual creation, influence and production scale. However, the only three ceramic universities in jingdezhen have the output of 6,000 graduates each year. Their production technology and artistic creation level are not mature enough to support the ceramic industry in the whole province. Technological progress can change the technological base of the creative industry, which is the fundamental driving force for the development of creative industrial structure. The imbalance of talent structure, the shortage of ceramic creative design talents will become

(4) The biggest constraint to the development of jiangxi ceramic culture creative industry in the future

The protection of intellectual property of creative products of ceramic culture is weak. Creative economist Richard Florida argues that the protection of intellectual property rights is one of the creative economy currency, intellectual property protection is like a bank, it can actively support the creative industries from the bank, this is the creative industries and the relationship between intellectual property rights, the protection of intellectual property rights and patent as "central bank" in the creative industries. Intellectual property is extremely important to the creative industry of ceramic culture. The creativity of an artist should be protected and, at the same time, protecting its right to make money through its own ideas. Jiangxi ceramic creative culture industry is currently in its infancy and nurturing stage, and the industry is small and lacks influential brands. When the product is imitated by others and copied by others, some of the creators have reservations about the works being imitated, and their works are copied to the wrong understanding of product sales. In addition, policy makers and business operators lack the idea of how to maintain the ownership of ideas and how to balance the system with the benefits.

(5) Institutional barriers to local government management and a lack of effective mechanism for allocating resources

Although jiangxi is rich in ceramic culture resources and historical inheritance, management is decentralized, there exist management system barriers, and resource allocation mechanism lacks effective integration and agglomeration. The government
of jiangxi province has issued some policy documents supporting the development of cultural and creative industries, but the lack of specific cultural and creative industries is conducive to attracting investment policies. At the same time, the ceramic industry investment, great majority is originally engaged in ceramic production enterprises in the local, although the ceramic industry presents a huge development potential, but with the traditional ceramic industry and emerging high-tech ceramics industry, in a huge return on investment, so most businesses invest less, still in a state of wait-and-see.

**PROMOTE THE DEVELOPMENT OF JINGDEZHEN CERAMIC CULTURE CREATIVE INDUSTRY DEVELOPMENT POLICY RECOMMENDATIONS**

Jingde town development ceramic culture creative industry significance. Firstly, it is beneficial to the upgrading of ceramic industry structure in jingdezhen. The second is to accelerate the construction of ceramic industry base; The third is to enhance the image of the city of jingdezhen. For promoting the development of jingdezhen ceramic creative cultural industry, must be based on the law of jingdezhen ceramics own unique creative cultural industry development, promoting the development of the creative cultural industry rapid policy. To create a loose environment for its development, attract all social resources to the ceramic creative cultural industry agglomeration.

(1) **Improve policies and guide the development of industrial clusters**

Jingdezhen city for scientific planning, industrial policy. The guiding role of industry planning, formulate perfect industrial policy system. Clear industry layout, scale standard is put forward. Key construction projects, and according to the specific circumstances, in the form of laws and regulations, etc to ensure special policies and programmes to implement, establish and improve the fiscal, taxation, finance, foreign trade and industrial policies matching security system. To ensure that the industry policy, industry policy and the related policy coordination and improve, thus form an industrial development pattern is conducive to all kinds of resources integration, realize the ceramic culture creative industry cluster development, from policy, law, funds, organization and park constructed the macroscopic framework of cultural creative industry policy level, and in the organization and management, talent training, financial support and the related aspects such as the production and business operation gradually strengthen the system construction, research and development, production and distribution of cultural products, exports to support.

(2) **Strengthen intellectual property protection and create a creative environment**

Intellectual property is the key to the survival and development of the cultural and creative industry. The recognition and protection of originality is the value of respecting and recognizing individual creativity. Through perfecting the protection of intellectual property rights policy. Security culture creativity the creative labor and
their legitimate rights and interests of enterprises and individuals. Can provide a good system for ceramic culture creative industry development environment. Strengthen the creative industry of intellectual property protection, establish a copyright resources international trade center, information center and the copyright encourage ceramic creative cultural industry independent innovation to form the results of application, registration related rights in time, the creative enterprises to apply for the cost of the intellectual property rights may establish intellectual property from funding support.

(3) Improve the creative industrial chain of ceramic culture

At present, also the ceramic culture creative industry has not yet formed a complete industrial chain, so should actively build the industrial chain, in particular, attaches great importance to the development of high value added of industry chain upstream and downstream: research and development, design and brand operation, product sales. Based on its own advantages, from improving the creative industry chain and optimizing the allocation of resources, planning and integration are carried out to explore the establishment of several creative industrial parks with reasonable functions and obvious characteristics. To many related enterprises together, the artist organized form, brokers, manufacturers and distributors of creative industry and environment, strengthen the division of labor and cooperation, the upstream industry research and development, the manufacture of the middle reaches, downstream marketing and gathered in the industrial park, the development of derivative products form the industry complete industrial chain, creative industry competitive advantage. The scale effect of industrial agglomeration and industrial competitiveness can be realized. At the same time, the establishment of the ceramic cultural creativity association, the function of the association between the government and enterprises.

(4) Strengthen intellectual support and attach importance to the cultivation and introduction of creative talents

Intellectual support is key to developing creative industries. The policy of "introducing urgent need" and "cultivating existing" should be implemented. We want to note the cultivation of the creative class, relying on the city's education, professional education in colleges and universities and research institutions to cultivate talents, set up professional art management, cultivate a group of high quality can understand ceramic culture, operation and management and knowledge of the creative talents. At the same time, we will make preferential policies to introduce experienced and well-versed high-end talents from home and abroad to enhance the overall quality of creative resources in the region.

(5) Increase financial support and tax incentives to support creative research and development

Ceramic culture creative enterprises often encounter many difficulties at the beginning of their business, and can adopt a series of policy measures. In funding, advice, technical training, the network service. Place to give strong support in such
aspects: one is to directly take the form of financial support, such as setting up ceramic culture creative industry development fund, technology and art to promote the innovation of ceramic enterprises. The second is to set up the incubation program to fund the creative entrepreneurship of college students' ceramic culture; Third, give the enterprises of cultural and creative industries a certain tax credit to attract more enterprises into the cultural and creative industry; Fourth, actively create diversified, efficient and low-cost financing environment, so that the creative enterprises of ceramic culture can obtain development funds in a reasonable and timely manner.

REFERENCE