

The "Localization Model" of the Integration of Sichuan Cultural Creativity with Design Services and Related Industries

QianHui Jia^a and Chen Li^b

¹No.2006, Xiyuan Avenue, West Hi-tech Zone, Chengdu, Sichuan, P.R. China

^ajiaqianhui3350507@163.com, ^b649098611@qq.com

Keywords: Cultural and creative industries, developed countries, localization.

Abstract. As a new industry, cultural and creative industries show a strong vitality and huge space for development in practice. Sichuan is a cultural province but not a giant cultural province. How could Sichuan go out of the cultural field of localization development model under the background of the "transition period" in Sichuan Province? How could it play the cultural creativity and design services to the leading role of related industries, making it become the driving force of economic transformation in Sichuan Province? Both of the questions above are the important issues that need to be explored and solved in a new stage that Sichuan development goes into. The development of cultural and creative industries in the leading position has accumulated a wealth of development experience, and this paper attempts to sort out the experience of developed countries through the cultural creativity and design services and industry integration development, with making researches and learning from targets in order to explore the integration and development of Sichuan's localization of the path to promote industrial development.

1. Introduction

Industrial integration refers to the phenomenon of the obvious boundaries blurred or even disappeared of two industries in the process of development, eventually developed into a new industry. When the "cultural and creative", "industrial integration" become the mainstream words of the current cultural industry in Sichuan, and the public pays too much attention to the large-scale development of integration in the existing situation of Sichuan area, the reasons and problems need be attached with rational attention and correct understanding.

2. Organization of the Text

2.1 Expectation on the World: the Experience of Foreign Development

Throughout the history of the development of creative design in developed countries, it is the inevitable result of the development of the national economy to a certain extent, and it is an effective way to transform the mode of economic development and create new economic growth points of the country. By promoting the integration of cultural creativity and other industries and the development of cultural and creative industries at the same time to promote the development of other industries, cultural and creative industries is the inevitable trend of sustainable development, but also become a pillar of the inevitable path of the United States, Japan and other developed countries, while the emergence of creative design and development is in line with the national economic restructuring requirements of the inevitable move. This part starts from the two aspects of practice mode and policy, and tries to summarize the general pattern and policy commonness of industrial integration development practice in developed countries.

2.2 Mode Reference: 4111 Model Constituents

Through analysis of the development model of the developed countries, the pattern formation cannot be separated from the role of certain factors, that is, the different development model is the strength of the forces behind some factors. Therefore, these factors are stripped and extracted on the

understanding and learned from its integration development model that is critical. Hence, this paper summed up the international industry integration of the development of "4111 model factors", that is, "4111" mainly made up by the "four basic factors, a developing awareness, a security system, a set of cooperation mechanism."

a. "4 basic factors" mainly refer to policy, market, technology and talent four aspects. Policy is the national and provincial and municipal industries to promote the development of the relevant policies and guidance; market is market environment of the industry integration; technology is to promote the integration of the development of high-tech industry; talent means creative talent, management talent and complex talents. These four basic factors are extracted from the "government-oriented model", "market-oriented model", "industrial park driven mode", "technology integration model".

b. "A developing awareness" mainly refers to the cultural creativity into the relevant industry awareness and related industries of innovation awareness which is mainly extracted from the "extended fusion model".

c. "1 security system". Mainly refers to the related public facilities, basic platform, and the development of the environment, which is mainly extracted from the "industrial park driven mode".

d. "1 set of cooperation mechanism" mainly refers to the government, industry, enterprises, institutions, organizations, institutions, including multi-party communication to participate in the coordination mechanism, which is mainly extracted from the "associated fusion model".

From the "4111" model, it can be summarized in the figure that the current "international model" is model with cooperation of the government support, the market operation, the enterprise autonomy and the industry self-discipline.

2.3 Policy Reference: Three - level political framework to establish a comprehensive policy mechanism

According to the study of the industrial development policy system of the United States, Britain and Japan, this paper summarizes the general structure and system commonness of the developed countries' policy system. From the vertical point of view, the cultural industry policies of the developed countries can be roughly divided into three layers. "Strategic policy" is to promote the development of cultural and creative industries macro strategic policy; "environmental policy" is to provide a good institutional environment for the protection of the system for the cultural and creative industries, including financial, public services, export trade etc.; and "direct policy" that is directly related to the development of industry-related policies and measures, including personnel training, preferential policies. This three-tier policy framework for the development of industry has established a comprehensive three-dimensional policy mechanism, from the policy for the sustained and healthy development of the industry to provide a guarantee.

Developed countries from the policy specific settings, mainly focused on intellectual property, finance, taxation, investment and financing channels, talent, management, export and other aspects of the construction of a number of policy systems, which includes leadership in strategy, optimization in the policy environment, the promotion in the direct policy, and emphasizing the policy of "security" rather than "dominant" is the main common national policy.

3. Based on the local: the localization path of "industrial integration"

Promoting the development of new service industries such as cultural creativity and design services, and promoting the deep integration with the real economy is a major measure for China to realize modernization in an all-round way. However, in the process of industrial integration, due to the lack of development experience and the lag of the construction of the management system mechanism, the "barely" and "tender" of the cross-border integration of China's cultural industry have been created. Faced with the trend of cultural and creative industries and related industries, China's market economy is facing with both an opportunity and a challenge.

3.1 Localization

The current Sichuan, thanks to the government policy support, and consumer demand continues to grow. In the cultural market development and other factors with mature, industrial development, there are mature experiences and successful example, however, localization problems still exist.

a. Lack of cultural needs. The cultural consumption of the public is the most solid foundation for the prosperity and development of the cultural and creative industries. At present, the consumption culture of Sichuan is very developed, but the cultural consumption is far from enough to stimulate the cultural consumption as the key prerequisite for the development of Sichuan cultural and creative industries. Its core is not only to expand the number of cultural consumption needs, more importantly, to improve the quality of cultural consumption and enhance the cultural consumption of residents' satisfaction.

b. The level of integration and exploration. Due to lack of integration of resources, shortage of professionals, lack of funds and other reasons, cultural creativity and design services and related industries have not yet released the integration of energy, while integration is still in the "shallow integration" of the primary stage of development, The scope of integration in majority of industries is still relatively narrow, of which the layer is still relatively shallow, and the level is still relatively low, the audience demand and market research is mining less. It is not only difficult to sustain the development of related industries into vitality, but also caused the cultural creativity and design services to develop their own lack of stamina.

c. Lack of independent innovation. The emergence of the problem is related to creative consciousness and technical ability. At present, the project of Sichuan cultural and creative industry is endless. However, most projects are the products of mechanical imitation, high homogeneity, unreasonable layout, lack of innovation and development plan according to local conditions, and innovation is not strong, high quality boutique items are less, but also remain in the "manufacturing" rather than "create" stage, which means the lack of independent innovation.

d. High-tech has not yet become a driving force for integration. Creative industries in the animation, games, film and television, entertainment and other industries, are all with digital technology. Internet technology with other information technology development is closely related to creativity only with information technology to better play a role in the extensive application of information technology to industrial integration which has brought a huge impetus, but also the rapid growth of the industry's strong support. But at present due to capital, talent, technology and equipment constraints, high-tech has not yet fully played its role and value.

e. Creative talent scarce. Lack of outstanding creative talents. The key to the development of industrial integration lies in the talent, but in the reality of the situation, creative talent development platform has just started to cultivate innovative talent education system and personnel training. The introduction of the system is not yet sound, high-end composite Creative talent scarce, there are "two skin" situation where cultural talents do not understand technology, and technical personnel do not understand the culture.

3.2 Ways of Localization

To achieve the goal of promoting the development of industrial integration, firstly, it needs to address the guiding model and improve the policy.

a. The model: the Sichuan industry development model should be transmitted from the "government-oriented" to "market-oriented—government with market-driven model" of "localization model"; that is, the role of the market, stimulate the market endogenous power, strengthen the market mechanism and making sure of the main role of the enterprise. Change the government functions and policy guidance, from the "government to promote, business participation" to "market-oriented, government boost" up, from the enterprise and the government. Both sides deal with the government and the market relationship. Thus it will solve the lack of endogenous industry development.

b. Policy: The existing relevant policies in Sichuan Province can also improve the following

points: First, to promote the implementation of small and medium-sized cultural enterprises in Sichuan Province views. Second, based on the realities of foreign trade in Sichuan Province, depending on the development needs, the government will increase the relevant measures for the development of foreign trade. Third, adjust and formulate relevant policies to stimulate cultural market vitality, and promote social capital to choose to enter the emerging cultural industries. Finally, it will enhance the relevance of relevant policies, form a policy together to strengthen linkage with other relevant departments to urge the relevant departments to develop specific measures, improve the integration of development policies, and build a policy system.

4. Summary

The integration of cultural creativity and design services and related industries are inseparable from the interaction between government, business and market. Only by focusing on the cooperation of the government, enterprises and the market, the useful experience of taking foreign development is used for the innovation of the local industry before we can effectively build a good environment and platform for the development of the industry and promote the healthy, benign and positive development of the industry.

References

- [1] Wang Lang. *Cultural and Creative Industries and Related Industries Integration Development* [J]. *Urban Geography*, 2014,12: 199.
- [2] Yuan Hao. *Global Cultural Industry Development of the Latest Trends and Policy Analysis* [J]. *Foreign social science*, 2006,01: 45-52.
- [3] Hua Jian. *Cultural and Creative Industries and Related Industries Integration of the Four Major Path* [J]. *Shanghai University of Finance and Economics*, 2014,04: 26-35.
- [4] Zheng Zili. *Cultural Industry Cross-Border Integration and Management System Mechanism Innovation Research* [J]. *In the press*, 2014, 12: 72-77.
- [5] Wang Lang. *Cultural and Creative Industries and Related Industries Integration Development* [J]. *Urban Geography*, 2014,12: 199.