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# **Building a Cultural and Creative Industry Platform to Serve the Economic Development**

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### **Abstract**

With the rise of global integration of science, technology economy and cultural creative industries develop rapidly. Under the circumstance of rapid development, how to train the development of cultural creative industries talents has become a key factor problem of prosperity society. Institutions of higher learning undertake the four functions of talent training, scientific research, social service cultural inheritance and innovation. Therefore, it is necessary to build a research platform for cultural and creative industry of the college. This platform is not only help graduates find their future employment direction, but also effectively help them to obtain employment and start businesses. At the same time, the platform is used to enhance the integration with local industry development and promote the local economy development, which not only meets the development of college, but also meets the needs of local governments and enterprises. This mode of training talents for government-industry-university-research cooperation meets the interest demands of the government, industry and school, and serves the development of local economy together.

**Keywords:** Cultural Creative Product; Talent Cultivation; Local Economic; Economic Development.

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### **1.0 Introduction to prospects and social needs of cultural and creative industries**

The development of cultural and creative industries is a global trend. The concept of creative industries first appeared in the "British Creative Industries Path Document" published in 1998. It clearly wrote "the called of creative industries refer to those who rely on personal creativity, skills and enterprises that gain development momentum from talents, and those activities that can create potential wealth and employment opportunities through the development of intellectual property" (Yu, 2018). The core of cultural and creative industry is creativity, which promotes innovative design. With the emergence of this concept, it has affected many countries in the world. With the emergence of this concept, many countries in the world have paid more and more attention to the creative industry, while the cultural and creative industry in China has rapidly risen and gradually become a sunrise industry with broad development prospects and strong support from the state. In 2014, Premier Li Keqiang issued a call for "Popular Entrepreneurship and Innovation" at the Davos Forum. On June 11, 2015, the State Council issued the "State Council's Several Policies on Promoting Mass Entrepreneurship and Innovation". Opinions on Measures", General Secretary Xi Jinping also proposed to accelerate the construction of an innovative country in the report of the 19th National Congress of the Communist Party of China. This call has also created more opportunities and conditions for young people to pursue their dreams (Guixiang & Guoxin, 2016). With the government's vigorous development of the cultural industry, the cultural industry

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system and cultural market system have become more and more perfect, the positive role of the cultural market has been further brought into play, the supply of cultural products and services has been significantly improved, the cultural consumption of urban and rural residents has continued to grow, and the vitality of cultural creativity has been obvious. As an emerging industry, the ability of the cultural industry to absorb employment has further demonstrated. The country has also cultivated several cultural enterprises with core competitiveness at this stage, and more influential cultural products and brands have appeared in the market. The cultural content of related industries has increased significantly.

Therefore, in order to develop the cultural and creative industry, a large number of excellent design companies and talents related to cultural creativity will be needed. However, from the current development status, China as a country's cultural industry has a shortage of high-quality cultural products and services, and a shortage of high-quality talents. The phenomenon, these problems are what we urgently need to solve. As the main front of cultural and technological dissemination, colleges and universities have a high density of talents, which also determines their status as a generator of cultural innovation and creativity and an incubator for the cultural and creative industry. With the strong support of the state and the close attention of all sectors of society, Local governments and universities have started to establish university entrepreneurship parks, cultural and creative industry bases, etc. to provide high-quality internships and entrepreneurial platforms for college students. This is also a good opportunity for our school to build a cultural and creative industry platform as mentioned by Azlan et al. (2015).

## 2.0 The role of cultural and creative industry platforms in the economic improvement of Harbin New District

The final output of the cultural and creative industry is cultural and creative products. Because its core is creativity, it has technological and cultural content itself, so it also puts forward higher cultural literacy requirements for users (Anwar et al., 2015a). With the popularization of higher education, more and more people have a higher pursuit of culture, and they also have higher cultural accomplishments and the ability to appreciate cultural products (Razali & Anwar, 2018). They are more likely to accept cultural and creative products in daily life. Consumption is also gradually increasing. We can analyze the data from the Beijing Municipal Bureau of Culture and Tourism. As a national cultural center and a world-renowned city, Beijing has extremely rich cultural resources. As of 2018, the scale of Beijing's cultural industry has exceeded 1 trillion. Among them, the total income of cultural core areas is 929.2 billion yuan. With the emergence of mobile social media and short video platforms, the connotation and extension of cultural tourism products have been changed. At the same time, traditional cultural tourism products have been provided with opportunities to recreate. As far as the cultural resources of Beijing's cultural tourism industry are concerned, this is the best opportunity. Figure 1 show the example of cultural and creative products produced by the Forbidden City came into being (Jingzhou, 2019).



Fig. 1: Cultural and creative products by the Forbidden City  
(Source: Jingzhou, 2019)

For Beijing's cultural and tourism industry, which has a rich historical and cultural heritage, the success of the Forbidden City's cultural and creative industries has very practical significance and is worthy of in-depth exploration and summary. Therefore, our school's construction of a cultural industry platform has the following effects on the economy of Harbin New District.

### **2.1 University, Cultural and Creative Product**

Universities have cultivated future consumers of cultural and creative industries. There are public elective courses such as "Film Appreciation", "Music Appreciation" or "Art Appreciation" in many colleges and universities across the country. At the same time, colleges and universities also hold rich cultural and creative competitions, cultural and creative fairs, and other second-class activities related to cultural and creative industries. These activities can cultivate college students' consumption concepts for cultural and creative products. According to the statistics of Beijing Cultural Tourism, 15.8% of consumers in the cultural and creative industry are "post-00s" and "post-95s". We call them the new generation consumer group. The cultural and creative products of the Palace Museum show us that they are oriented towards the new generation of consumers. The crowd's purchasing power for innovative products. Therefore, building a cultural and creative industry platform is actually cultivating consumers of future cultural and creative products, which can provide consumers and strong power support for the development of cultural and creative industries (Yi, 2018).

### **2.2 Social-cultural consumption**

Colleges and universities have the ability to lead the direction of social-cultural consumption. Colleges and universities can influence social and cultural consumption orientation by publishing relevant literature research reports, campus culture demonstration effects, and Internet communication and propaganda. First, in terms of literature research reports, colleges and universities can influence the public's consumption concepts by publishing reports on popular product trends and consumption trend data analysis of the year. For example, the Beijing Institute of Fashion Technology publishes fashion trend research reports every year to encourage textile and apparel companies to innovate in color, style, and fabric design. The second is to propagate through the cultural atmosphere of the campus, such as related cultural and creative brand products of various universities, which will spread a certain cultural consumption taste, thereby driving more people to consume. The third is that the platforms of some well-known colleges and universities will receive a lot of attention from society. Many cultural products sold in colleges and universities will have a great impact on society. For example, many large-scale speeches or film premieres will be selected by some colleges and universities to create Better news effects lead to public consumption (Yijun, 2012).

### **2.3 Acculturation of Creative Industry**

The practice link of universities leading cultural and creative enterprises. There are many outstanding talents in universities, and many companies are willing to cooperate with universities to research related products and projects, and many universities have the results of school-enterprise cooperation. Therefore, companies will adopt many university experts' opinions and suggestions on companies. And as an important reference basis, this allows universities to play a role in guiding the practical activities of cultural and creative enterprises (Anwar et al., 2015b). For example, Beijing Institute of Fashion Technology and Beijing Aimer Group (the first comprehensive market share of China's underwear market) jointly established the "Beifu· Aimer Ergonomics Institute", the Zhongguancun Industrial Park built in cooperation with Zhongguancun, and the Rongcheng built in cooperation with Xiong'an New District Fashion industrial parks are all open and shared innovation platforms integrating design services, technology transformation, display sales, fashion promotion, exchange experience, and industrial training, providing students with a high-quality development platform. Tsinghua University began to conceive the construction of Tsinghua Science and Technology Park in 1993 and successfully built it in 1999. It has received strong support from the government. It has cooperated with many places such as Shanghai, Guangzhou, Qingdao to establish branch parks and innovation bases. It has become an industrial park with the fastest construction speed and the highest occupancy rate. At the same time, the annual new trend research forums of many universities have also become the vane guiding the development of cultural and creative enterprises in the New Year.

In short, as the rising industry of today's cultural and creative industries, colleges and universities are duty-bound to undertake the mission of helping the cultural and creative industries to develop better and faster, constantly cultivating outstanding talents for the cultural and creative industries, leading the direction of cultural consumption in society, and promoting cultural creativity, An inexhaustible driving force for industrial development as highlighted by Anwar et al. (2015).

### **3.0 Future development direction of campus cultural and creative industry platform**

With the development of economic globalization, the trend of cross-border integration of various industries has opened up new opportunities for the development of cultural and creative industries (Anwar, 2016). The cultural and creative products have changed from a single tourist souvenir to a product with cultural, technological, and design features. The cultural and creative industry involves a wide range of directions and a long industrial chain. It is suitable for various types of enterprises, groups of people, and capital investment. It is an effective way to promote product and service innovation, spawn new industrial chains, and accelerate economic transformation and upgrading. In recent years, the Northeast region has been lacking a cultural industry market, and the cultural industry has shown negative growth. This is a good opportunity for universities to create an industrial platform. It can promote the economic structural upgrade in the Northeast through the cultural industry platform. The students plant the seeds of cultural and creative direction in their hearts to stimulate their enthusiasm for innovation, stimulate students to find innovative points independently and lead them to integrate into the wave of cultural and creative industry development. Therefore, in the future development of the school's cultural and creative platform, we can start with the following three methods:

The first one teaches students to generate creativity from social hot spots. We can find current social hot spots through online research and search using the Internet + big data, so that the products designed are more in line with market needs, for example, by combining campus characteristics, regional special symbol culture, popular elements, and humanistic spirit Interpretation and reconstruction of cultural elements, etc., and creatively combine the learned campus cultural elements with the city and the product itself. Some colleges

and universities have designed cultural products by combining the characteristics of various colleges and universities to create their own cultural and creative products into a special brand (Anwar et al., 2015c). For example, the cultural products developed and designed by Nanjing University (Figure 2) have designed artistic and practical products. Sexual, commemorative, and innovative cultural and creative products not only create a positive campus atmosphere, but also enhance the identity of teachers and students and campus cultural tastes, accelerate the construction of campus cultural and creative platforms, and attract enterprises to settle on the platform.

Learning might occasionally take a back seat in a fast-paced industrialization of cultural element with competing objectives. Continuously design a stand-alone procedure, encouragement, will reward lifelong learning. This goes beyond merely complimenting or elevating those who find the time to learn. It's about fostering curiosity in students, even if it has nothing to do with the current task. We'll have more information about how to manufacture the product and what was used if it was made, sourced, and purchased locally. Additionally, the creation of culturally designed products will become smarter following the creative industries stream and movement. In contrast to designs made for the public, the designs we see on display will surely be a part of the internet of things and enable us have a more intimate experience with the products we purchase.



Fig. 2: Cultural products developed and designed by Nanjing University

#### 4.0 Discussion on Cultural Product Preferences and Development Strategy

Building the cultural and creative industry platform of the school (research site for this study), we can tell about the changes of the campus-based on time as the axis, show the development and changes of the campus with architecture as the carrier, and combine special cultural elements and symbols to carry out innovative designs. Thinking about the popular elements below, add infinite charm to the campus characteristic design and provide the source of the design.

The second is to combine the various workshops of the Industrial Academy to jointly create a campus cultural and creative brand (Razali & Anwar, 2018; Siran et al., 2020). Creating a campus cultural IP is conducive to the school's unique style, building a cultural image, and establishing a cultural brand. It is of great significance to the inheritance and promotion of campus culture. In countries with better efforts, many colleges and universities will focus on the development of campus peripheral products, such as Harvard University, Cambridge University, and other colleges and universities. There are campus IP creative product shops on campus, which not only provide teachers and students with campus cultural characteristics but also It can be sold to tourists as tourist souvenirs (Hengyuan, Meng, Haobo & Chonglin, 2017). Campus cultural and creative brands can operate simultaneously through both online and offline directions. Workshops produce related products. Online we can learn from established online sales platforms such as WeChat Store, Douyin, Taobao, etc. For customers other than students and alumni, we can sell products offline by building a gift house on campus. At the same time, through cooperation with Harbin New District, regular theme activities, related college student competitions, lectures, and other activities can be held to create a high-quality campus brand image. In the Internet age, universities with their own cultural connotations can easily win the favor of the public. The research and development of campus cultural products are one of the most vivid and effective means to showcase campus culture, spread the spirit of the university, and attract public attention. By creating campus cultural IP, it can increase the reputation of the school, enhance the competitiveness of campus culture, and improve the overall campus Cultural quality and the promotion of campus cultural and creative brand image can also attract more interested investors to join the platform, forming support for off-campus purchases and on-campus sales as a guarantee to pursue the long-term development of the project (Mei & Yue, 2019; Siran & Anwar, 2020).

The third way is to cooperate with enterprises to provide talent training support for enterprises and boost the local economy. Many colleges and universities rely on their unique cultural and geographical background, local industrial culture and history, etc., to cooperate

with local enterprises to build cultural and creative industry research bases, such as Jiangsu Vocational and Technical College of Engineering. Because of its location on the north bank of the Yangtze River, this school has the tradition of Nantong, Jiangsu. The pillar industry—textile and apparel. The school has formed relevant superior majors through vigorously developing projects in this direction. Therefore, it has gathered a large number of high-quality talents in textile and apparel related majors to expand the teaching staff and cultivate a large number of talents with strong professional skills. At the same time, the “fashion creative space” exhibition platform was established on this basis, thus forming a unique industrial platform of the school and using the professional training model of “front store and rear factory” to help more graduates better adapt to the future Social life. Therefore, the cultural and creative industry platform can not only guide enterprises and social organizations to participate in school education but also cultivate and promote the integration of cultural and creative education and professional education, helping students to master relevant knowledge and help local communities and economic development.

## 5.0 Conclusion

In summary, with the vigorous development of cultural and creative industries today, the cultural and creative industries have become an important support for my country's economic development, and higher education and the development of the market economy are closely integrated. Therefore, universities should further emphasize the market As a guide, improve the educational ability to meet market demand, form an organic connection between teaching management, employment guidance, and the training of talents, promote regional economic development, improve regional economic vitality, and achieve win-win cooperation between schools, enterprises, and localities.

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