Study on the Development of International Cultural and Creative Industries under the Influence of Digital Economy

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Abstract: The development of international cultural and creative industries has always been subject to various restrictions. It is difficult to conduct unified research since there are different policies and standards among countries. However, the international cultural and creative industries have also ushered in a new turn in the background of digital economy and achieved certain development, which has a positive impact on the cultural and creative industries of all countries. The development of digital economy not only promotes the global economy, but also has great influence on the development of cultural and creative industries. It not only makes the cultural and creative industries develop, but also adjusts the operation mode of the cultural and creative industries, which improves the development of the cultural and creative industries to a certain degree. Therefore, digital economy is of great significance to the development of international cultural and creative industries. In the digital economy, all kinds of problems in the development of cultural and creative industries will need to be adjusted. Therefore, we will study and discuss the topic in this paper.

Keywords: Digital economy; International cultural and creative industries; Development

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1. Introduction

It has been recognized internationally that the development of cultural and creative industries can promote the development of the international community. Therefore, the development of cultural and creative industries is actively carried out among various countries and cities in the world, and various international organizations have different degrees of planning for the development of international cultural and creative industries.[1] The continuous development of cultural and creative industries can make the whole society of our life more creative and inclusive. However, the degree of attention of cultural and creative industries is very low in the world, so the development of cultural and creative industries has certain limitations. Moreover, there are many problems in the development of international cul-
tural industry, which also hinder the effective development of cultural industry. Digital economy can promote the development of cultural industry, and some problems encountered in the development of cultural industry can also be improved in the process of development.\textsuperscript{[2]} The development of cultural enterprises ushered in a new turn in the digital economy. Countries should focus on the development of cultural and creative industries, attach importance to the development of cultural and creative industries, and use digital technology to promote the development of cultural industries in the development, so as to further the development of cultural industries and realize better value.

2. The Importance of International Cultural and Creative Industries Development

The development of international cultural industry has a profound impact on every county because that the effective development of cultural and creative industries can achieve obvious promotion in all aspects. The effective development of cultural and creative industries can make cultural and creative industries more innovative, because the development of cultural and creative industries promotes the development of creativity; in addition, the development of cultural and creative industries is of great significance for the development and dissemination of culture.\textsuperscript{[3]} The development of cultural and creative industries can also make people around the world understand each other and make people in the world closer to each other; the development of cultural and creative industries also has an important impact on the promotion of national economy, and may even occupy a leading position in the economy.\textsuperscript{[4]}

First of all, the development of cultural and creative industry can bring creativity. As we all know that creativity is essential to the world development. And creativity can promote our development and make our life better. At the same time, the development of cultural and creative industry is full of creativity and can bring positive impact on our life and enrich the culture.\textsuperscript{[5]} If the development of cultural and creative industry is limited and it will not go forward anymore. There will be
no creativity and it will be unfavorable to the development of cultural and creative industry. But the creativity of the cultural and creative industry will be improved if the cultural and creative industry can develop better in the development. Therefore, it is very important for the cultural and creative industries to have certain creativity in the process of development, so as to have better competitiveness. And because the cultures of different countries are different, some innovation can make the culture develop better, so that the people of all countries can accept, and it also has a good effect on the promotion of culture. In general, the development of cultural and creative industries can promote people’s creativity and make the development of cultural and creative industries better. The positive impact between each other is great.

Secondly, the development of cultural and creative industries is conducive to cultural communication. The development of cultural and creative industries can not only promote the creativity of cultural and creative industries and make cultural industries develop better, but also make culture spread better. Because the cultures of different countries is different, they don’t know each other very much and they know little about each other’s cultures. However, cultures can be spread if the cultural and creative industries develop effectively. In this way, more people will know their own culture, and the same will be able to know the culture of other countries. It can create better conditions for the future development of culture and spread, so that culture will eventually spread through various forms rather than disappearing with time, which is of great significance for the development of culture.

Thirdly, countries can know and understand each other through the development of cultural and creative industries and they can be closer to each other. For the whole world, only the win-win cooperation among countries can better promote the development of the world. If countries misunderstand each other, it will bring bad effects on the development of the world. The development of cultural and creative industries is communicable, which can not only effectively spread the culture among countries, but also make people understand each other better, so that people can identify with each other more when they get along with each other, and can also communicate with each other, so that they can learn and progress together for good things.
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At last, the development of cultural and creative industry can promote the economic development. Even under the international financial crisis in 2008, cultural and creative industries have shown their own vitality. In most cases of economic setbacks, cultural and creative industries still have the characteristics of vitality, which makes the investment of international cultural industries very potential. And in the modern times, where is no financial crisis, the development of cultural and creative industries in various countries can not be underestimated, and they are growing continuously. It can be seen that the development of cultural and creative industry is of great significance to the GDP growth worldwide. It is important to pay attention to the development of cultural and creative industries.\(^{[8]}\)

3. The Impact on International Cultural and Creative Industry under Digital Economy

With the development of society, digital economy has become an important part of international economy. In the economic development of developed countries, the proportion of digital economy development has been very high. Therefore, digital economy has become more and more important with the development of economy. Even in some developing countries, the digital economy technology is not particularly mature, but the use of digital economy is more and more. Therefore, the digital economy plays an important role in the development of international economy.\(^{[9]}\) Digital means can solve all kinds of problems in economic development and make the economy develop better. Digital development can also make the economy more scientific and technological in the process of development. In the development of economy, it is not only the accumulation of economy, but also a new means of reform. This method has a certain impact on the original economic system, but it is applicable to the modern economic form. Therefore, digital technology is of great significance in the development of economy.

With the development of digital technology, some service methods are innovated in the economic development, and the service is more efficient. Because digital technology is a new technology and it is scientific, technical and advanced, so it
will be more convenient and fast when it is used. For the traditional form of technology, digital technology can completely replace the traditional technology, and also has the characteristics that traditional technology does not have. At present, the more commonly used digital technologies are Internet, artificial intelligence and digital platform technology. The development of digital technology is equally important. The ratio of input to output is very considerable. For the development of digital technology, although there will be some investment in the early stage, the benefits are immeasurable in the long run, which also promotes the development of digital technology. The development of digital technology can not only make the digital economy develop better, but also promote the global economy and some countries that do not use digital technology, and promote the progress and development of science and technology. So the application and development of digital technology are of great significance.

For example, the development of artificial intelligence in digital technology can be analyzed according to big data, so as to better spread culture to suitable people. This way is very convenient and effective. In addition, artificial intelligence also plays an important role in the innovation and development of cultural industry. In the process of content production of cultural and creative industries, artificial intelligence can be used in the creation of some music and movies. There will be not only different innovations, but also cost savings. In addition, users will feel better. Various kinds of software are used effectively in all walks of life, which makes the cultural output more rapid. The quality of production is more guaranteed and many people can be liberated. It brings a lot of convenience and benefits to the development of cultural and creative industry, and can make the cultural and creative industry develop effectively. However, there are also some problems in the large-scale use of artificial intelligence. In addition, the unfavorable ideas can also be spread quickly. Therefore, in the case of using artificial intelligence, it is necessary to make the best use of relevant control work, and finally make better use of artificial intelligence.

Another example is platform economy in digital technology. The emergence of platform economy makes the development of culture more and more strong, and changes the form of cultural communication. The relationship between creators
and technology companies is not only a subordinate relationship, but a common co-operative relationship. And in the process of running the platform, the main running content comes from the creator, while the platform only provides technical and channel support. However, many websites have great influence in the process of operation, which can bring huge economic benefits and negative effects at the same time. Therefore, the platform should have a more sense of social responsibility. We must actively control the content on the platform, because this can make the platform not only have economic benefits, but also make the content spread by the platform more positive and meaningful.

4. Development Status of International Cultural and Creative Industries

The development of international cultural and creative industries can be divided into four categories: cultural heritage, artistic creation, media communication and some functional creative industries. These probably constitute the cultural and creative industries. The development of these cultural and creative industries is also very important, but there are many problems in the development. We will analyze them one by one.

In the category of cultural heritage, the market of handicrafts is in a hot period. In the whole world economy, the trade volume of handicrafts is increasing year by year, and handicrafts have gradually become the most important part of the cultural industry. In some areas with good development of cultural heritage, the export rate of handicrafts is very high, which has an important impact on the national economy. For some countries whose cultural heritage publicity is not particularly in place, the proportion is very small, and even some countries have no export of such products at all. In addition, the effective dissemination of cultural heritage can also promote the development of domestic tourism, because the publicity of these cultures can make people more aware of their own culture. After understanding these cultures, they will be interested in these cultures, and then travel to these countries. The development of international tourism is obvious to all. More and
more people like to travel, and the economy of the tourism industry is also growing continuously, so the potential of the tourism industry is great. However, at present, the international tourism industry has not been developed globally. For some regions, tourism industry is very developed, but tourism in some areas is not profitable, even many people do not pay attention to local tourism. And people are not traveling for local culture, and they mainly travel for personal leisure. From this point, it shows that the spread and development of culture is not in place.

Art creation is mainly related to art, such as antique calligraphy and painting, photographic works and painting. In the development of these economies, a few countries account for more than half of the total, which brings great benefits to their own economy. Some countries have a low proportion, but also show the trend of growth. People in the process of consumption of these categories are mainly to enjoy the pleasure brought by art, for the price, they do not pursue the benefits, for favorite goods, they will be purchased at a high price.

Media is mainly books, newspapers and magazines. In addition, with the development of information technology, it also includes the spread of the network, which mainly brings economic benefits through the development and spread of these. People’s need for books is still great, but with the advent of information technology, many people read audio novels and e-books. New reading forms and traditional reading forms are combined to meet people’s growing reading needs. Because people’s cultural level and learning consciousness are becoming stronger and stronger, people’s reading is more convenient in many forms of reading mode. In addition, more media platforms appear and more people use the media platform. People read news and socialize on the media platform. Gradually, the media platform has become another big system, attracting more and more people to use it every day.

Interior design and clothing jewelry design are all functional design categories. People need more and more design for the goods used in life, and the portion are growing every year in the international economy. Especially the countries with creative competitiveness, the benefits from this kind of economy is very considerable. It occupies a leading position in the whole economy. However, for some countries with less creative development, there is no competitiveness or promo-
tion. However, this industry has great prospects for development, so it must be developed.

5. The Development Strategy of International Cultural and Creative Industry under Digital Economy

In the digital economy, the development of international cultural and creative industries must rely on the digital economy for effective development. This can promote the development of international cultural and creative industries, and bring economic benefits between countries. In the digital economy, the development of cultural and creative industries must have professional talents, and in the process of development, it is mainly carried out in the form of urban cultural development. In addition, it is necessary to strengthen the cultural management system. This will certainly promote the development of cultural and creative industries.

In order to effectively develop the international cultural and creative industries, talents are essential. Only with more digital technology professionals can we better use the digital economy to develop the international cultural and creative industries. Therefore, we must cultivate professional talents. In this way, in the development of international cultural and creative industries, we can use digital technology for more effective development. In the process of cultural and creative development, we should also use the relevant technical talents. For some good ways and methods, we should use them concretely. With the foundation of talents and effective use, we can make the development of cultural and creative industry to a higher level.

In the process of the development of cultural and creative industries, it is mainly carried out in the city, because the cultural level of city personnel is higher, so it is more creative, which has a good role in promoting the development of cultural and creative industries. Therefore, the development of cultural and creative industries should be based on the city. The development of cultural and creative industries in the city also plays a role in promoting the city’s economy, which can better publicize the city’s style. And if the city has a deep cultural heritage, it can
promote the development of the city’s tourism industry, and ultimately improve the economy.

In the management of culture, we must strengthen the management and effectively protect the innovative intellectual property rights, so as to make the culture more guaranteed in the process of development. Because under the digital economy, the use of digital technology makes all kinds of industries have rapidity in propaganda, and the scope of dissemination is very wide, so it is necessary to carry out effective management, so as to protect these cultures better in the process of development and make the development of culture more long-term.

**Conclusion**

To sum up, digital economy has a good role in promoting the development of international cultural and creative industries. The development of international cultural and creative industries can not only improve the development of cultural and creative industries, but also bring good economic benefits to all countries. Therefore, all countries must develop cultural and creative industries, and use effective digital means for cultural development in the digital economy situation, so that the development of culture has more advantages and can develop more rapidly, which can bring positive improvement to the economy of all countries and promote the development of international cultural and creative industries.

**Notes**


[2] Xiang-Ju Li, Shuo Liu, Qin Yao, International experience and policy suggestions of tax collection and management system under the background of digital economy, Reform of
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[8] Jian-Wei Du, Ming-Xing Cao, Discussion on several basic issues of international tax governance reform -- tax power, value creation, public-private exchange and tax base determination in digital economy, International Taxation In China, 2021(01)14-19.