Ecological Analysis and Operation Mechanism of Cultural and Creative Industry

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Abstract: Cultural and creative industry itself has strong integration, actively integrate industrial ecosystem into cultural and creative industry, can promote its active optimization and development, and can promote cultural and creative industry to drive innovation and optimization of other industries. Further understanding of the characteristics of the cultural and creative industry, can strengthen the further cognition of the cultural and creative industry ecosystem, and clarify the connotation of the industrial ecosystem and the association between the elements, put forward a series of reference opinions for the optimization of the operation mechanism of the cultural and creative industry ecosystem, and hope to promote the long-term development of the cultural and creative industry ecosystem.

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1. Introduction

Culture is the soft power of national development, which can enhance the cohesion of China. The active development of cultural and creative industries can drive the optimization of China’s overall industrial pattern, enhance the industrial vitality, and realize the structural transformation and transformation of traditional industries. Through in-depth analysis of cultural and creative industries, we find that the integration into the industrial ecosystem can enhance its core competitiveness, provide reference for the development of other industries, and lay a good foundation for the improvement of local economic vitality. Therefore, the cultural and creative industry cluster should be upgraded to the cultural and creative industry ecosystem, in order to highlight the cultural value.

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2. Cultural and Creative Industry Characteristics

Have a deep understanding of the characteristics of the cultural and creative industry, you can know its development direction, and promote the active optimization of the cultural and creative industry structure. First, the cultural and creative industry has cultural basic characteristics, the pursuit of content originality, belongs to the technology-intensive industry. Innovative cultural creativity can stimulate the vitality of cultural and creative industry and continuously enhance the additional value of cultural and creative industry. Secondly, the cultural and creative industry has high added value. Cultural and creative industry is the further upgrading of cultural industry, at the top of the value chain, can provide consumers with material and spiritual enjoyment, can also drive the optimization and upgrading of other industries, and make outstanding contributions to economic development; finally, cultural and creative industry has integrated characteristics. Cultural and creative industries have a strong integration, and can actively integrate with other industries to stimulate the innovation and optimization of other industries, and realize the innovation of China’s economic development pattern.

3. The Ecosystem Analysis of the Cultural and Creative Industry

(1) Content of the industrial ecosystem

Industry-related elements and the environment in the ecosystem will remain in a certain balance. Ecosystem refers to the harmonious coexistence of production and the environment. The industry will develop with the help of relevant resources, and the development process may result in the waste of resources. However, when using resources, we should minimize the pollution to the environment to maintain the healthy and sustainable development of the industry. Industrial ecosystem can help the harmonious coexistence of cultural and creative industries and the natural environment, and promote the healthy and recyclable development of the industry. The proposal and rise of the industrial ecosystem has promoted the joint interaction of different industries, and also enhanced the core competitiveness of the cultural and creative industries. Cultural and creative industry ecosystem and ecosystem are the same. The cultural and creative industry ecosystem will ensure the harmonious coexistence of information producers and consumers in the same space and promote the overall development of the cultural and creative industry. Take the creative ecological environment as an example. The creative ecological environment includes political, economic, science and technology, culture and other elements, as well as the ecological environment. By analyzing the ecosystem of cultural and creative industry, we find that the improvement of this ecosystem can promote the harmonious coexistence of cultural and creative industries and other industries, and ensure the optimization and improvement of China’s economic structure.
(2) Correlation between constituent elements and elements

Integrating the concept of ecosystem into the cultural and creative industry can help the harmonious coexistence of different links, update the development concept of the cultural and creative industry, and help the harmonious operation between all parts of the cultural industry. Cultural and creative industrial ecosystem includes industrial system, natural ecological environment, social environment, cultural environment, economic environment, etc. The external environment related to the natural ecological environment and the internal environment interaction related to the industrial system can help many ideas become a reality and push the relevant products to the society. Take the natural ecological environment as an example, the natural ecological environment includes the water, air and natural resources necessary for the development of cultural and creative industry resources. The development of the cultural and creative industry cannot be separated from the support of the natural ecological environment, and will also be affected by the political environment and cultural environment. Therefore, the interaction of each link can maintain the ecological balance and avoid causing damage to the environment due to excessive development. To sum up, the constituent elements of the cultural and creative industry ecosystem involve all aspects, and Only by the symbiosis of various elements can the healthy development of the cultural and creative industry maintain. Cultural and creative industry will gather the creativity in a specific space, and constantly optimize it through communication, and actively communicate and interact among the elements, which can realize the benign operation of the ecosystem.

4. The Operation Mechanism of the Cultural and Creative Industry Ecosystem

(1) Resource acquisition mechanism

In the process of development of cultural and creative industry, its creative industry comes from traditional culture or cultural values with socialist characteristics. In the process of development, it should actively improve the resource acquisition mechanism, so as to improve the industrial structure and promote the rapid development of cultural and creative industry. First, actively cooperate with cultural heritage resources. Cooperation between the two can promote the modernization of traditional culture, and it can carry forward and spread Chinese culture while retaining the cultural essence and cultural connotation. Our traditional culture can be used as the source of cultural and creative industries, and other countries as the source of creativity, but when using different cultures, we must win the consent of the cultural parties to conduct creative development within the prescribed scope; secondly, strengthen knowledge sharing. Creativity comes from each individual, and the development of the cultural and creative industry
needs some innovative research and development talents, who are the backbone of promoting cultural innovation. Some industrial audiences, as consumers, can have a further cognition and understanding of creative products through consumption and experience. After understanding, the industrial audience can become participants in the cultural and creative industry optimization. Open participation models can strengthen knowledge sharing and incorporate ubiquitous ideas into the cultural and creative industry; finally, strengthen the use of information technology. In the network era, there are diversified creative materials on the Internet, which can provide important cultural resources for the development of the cultural and creative industry. Therefore, in the process of development, the cultural and creative industry can strengthen the application of big data technology, artificial intelligence technology and Internet of Things technology, so as to form a cultural and creative industry with modern characteristics.

(2) Value transfer mechanism

In the process of cultural and creative industry, the formed ecosystem has a role of value transmission. Actively improving the value transfer mechanism can enhance the additional value of the cultural and creative industry, and highlight the social and economic benefits of the cultural and creative industry. By analyzing and researching the cultural and creative industry, the additional value of the cultural and creative industry itself is high, optimize the value transmission mechanism, and avoid the decreasing value in the process of value transmission. First, innovate the linear value transfer model. From production to display and marketing links, cultural creativity can form a complete linear value transmission mode, which can reduce value consumption and enhance the value of cultural and creative products. For example, in the process of development, each link can strengthen cultural expansion and value appreciation to promote value extension; secondly, improve the value transfer chain of cultural industry. In the process of development, the cultural and creative industry needs to actively interact with relevant industries and form a complete industrial value transmission chain, in order to break through the limitation of the traditional operation mode and improve the integration of the cultural and creative industries. Dynamic combination with the industries related to cultural and creative industries can break the industrial boundaries, penetrate cultural creativity into various industries, promote the improvement of original industrial value, improve the industrial structure to help industrial upgrading; finally, in the process of value transfer, the protection of intellectual property rights should be strengthened. Protecting intellectual property rights can promote the benign development of cultural and creative industries, and also ensure healthy competition in all industries. Protecting intellectual property rights can ensure the standardized development of cultural and creative industry, but also can escort its long-term development, and promote the value upgrading of cultural and creative industry.
(3) **Industrial coordination mechanism**

In the development process of cultural and creative industry ecosystem, it is necessary to optimize the industrial coordination mechanism. Industrial collaboration refers to the connection between different industries in the ecosystem. Through strengthening the connection, resource sharing can be strengthened, and the innovative development of cultural and creative industries can also be promoted. In the process of industrial coordinated development, it can strengthen resource acquisition, policy implementation, product production, operation publicity and other links. The improvement and innovation of many links can promote the coordinated development of cultural and creative industries and related industries, and also ensure the active interconnection and interaction of internal and external industries in the ecosystem to form a new development format. Different industrial ecological groups are in different positions, and their social division of labor and development direction will also be different. The construction of industrial coordination mechanism can promote industrial alliance and integration, and help industries complement each other. First, strengthen the industrial alliance. Cultural and creative industries can actively cooperate with alliances with some related industries. Actively communicate and communicate with different industrial groups through resource sharing and investment modes, which can form a diversified industrial business model. At present, many industries are actively optimizing and reforming, strengthen the industrial “marriage”, can complement each other’s advantages, promote the pairing development of cultural and creative industries and other industries; secondly, strengthen the industrial integration. Industrial integration refers to the cross-cooperation between different industries. Cross-cooperation can form new forms of business, extend the original value chain, promote industrial expansion and improve the industrial structure; finally, promote industrial complementarity. The internal division of labor of cultural and creative industries is different, and different industrial groups also have different social functions. They promote complementary advantages between different industrial groups, can enhance the additional value of middle and downstream industries, avoid vicious competition, and promote different industries to clarify their own positioning. Improving the industrial coordination mechanism can ensure that different industries complement each other’s advantages, promote the rapid development of economic structure and promote a virtuous cycle of ecosystem.

5. Conclusion

In the process of development, cultural and creative industries can improve the resource acquisition mechanism, value transfer mechanism and industrial coordination mechanism, obtain opportunities for rapid development, and also help cultural and creative industries to form a distinctive ecosystem. Cultural and creative industry is the upgrading of cultural form and the reform of traditional
industries. China actively developing cultural and creative industries can form a new pattern of economic development and ensure that China will promote some industries of high additional value in a virtuous cycle in the process of development.

References


