

# Analysis and Suggestions on the Development of Cultural and Creative Industries in Shenzhen

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**Abstract:** With the rapid development of technology and culture, the cultural creative industry is becoming increasingly important. This study aims to analyze the development of the cultural and creative industries in Shenzhen, Guangdong Province, analyze the factors that affect their development, point out some problems, and propose some development suggestions for the development of the cultural and creative industries in Shenzhen, thereby further promoting the sustainable and healthy development of the cultural and creative industries in Shenzhen.

**Keywords:** Cultural creativity; Research in Shenzhen; Development of Cultural and Creative Industries

## 1. Instruction

Nowadays, the growth driven by the cultural and creative industries has become one of the important indicators for many developed countries and regions to judge their economic development. At the same time, the scale and development level of the cultural and creative industries, with their three innovations as the core guiding concepts, have gradually become an important standard for measuring the overall economic development. Internationally, countries such as the United States and Japan have taken the cultural and creative industry as a pillar industry for their national development, and have formulated a series of policies and measures to promote the development and expansion of relevant industries, with the corresponding level of clusters constantly improving. In China, the cultural and creative industry has also received strong support and development, especially in the report of the 18th National Congress of the Communist Party of China, which established that the cultural and creative industry will become a pillar industry of the national economy. At the same time, with the explosive growth of the information economy and the continuous progress of high-tech technology, the potential value contained in the cultural entrepreneurship industry has been exploited as a driving force to stimulate and promote the development of the world economy. As the "creative capital" of China, Shenzhen has always been at the forefront of development. The cultural and creative industries have also become an important pillar industry for the development of the region, and the cluster based development model will become the main force of new economic growth.

## 2. Existing research

A pioneer and leader in the research of cultural and creative industries, the UK first defined the creative industry as follows in 1988: "An industry that derives from personal creativity, skills, and talents, through the generation and use of intellectual property rights, and has the potential to create wealth and increase employment.". However, due to differences in economic and social development levels and cultural backgrounds among countries, there are different definitions of the connotation and extension of creative industries in industrial development policy formulation and official statistics.

The United Nations Education Scientific and Cultural Organization definition of cultural and creative industries refers to "industries that rely on the wisdom, skills and talents of creative people, create and enhance cultural resources through high-tech, and generate high value-added products through the development and application of intellectual property rights, with potential for wealth creation and employment."

In September 2006, the term "cultural and creative industries" was first proposed in China's "National Outline for Cultural Development during the 11th Five Year Plan". The formulation of "cultural and creative industries" is not a simple imitation and copying of countries such as the United States and the United States. This formulation is more in line with the comprehensive national conditions and development needs of China's culture, economy and other aspects, reflecting a high degree of integration of "culture", "creativity" and "industry".

Currently, foreign research on the cultural and creative industry model is relatively mature compared to domestic research, ranging from the initial research on the form of industrial agglomeration to the spatial transformation of creative industry parks (bases), ranging from a certain area within a city to the research on the connection of creative industries between cities. The formation of creative industry clusters is discussed from the perspective of location factors. The literature indicates that creative industry clusters tend to emerge in cities and regions with complete public service facilities, comfortable environment, convenient transportation and the role of leisure centers.

Many domestic scholars are also committed to the research of cultural and creative industries, but most researchers are based on the geographical factors of the cultural and creative design industry cluster as the research starting point, and some have conducted research and demonstration through other economic and statistical methods. Theoretically, although many researchers have conducted research on the cultural and creative industries, due to their different research bases and starting points, research methods, methods and analytical perspectives, there is still room for further development and improvement. Moreover, existing research on the cultural and creative industries in Shenzhen has different focuses. From the perspective of practical development, the development of cultural and creative industry clusters

and their impact on regional economic development. Exploring the development model and strategy also has important guiding significance and practical value for promoting the healthy development of cultural and creative industries and the sustainable development of the national economy. Therefore, based on the lack of theoretical research and the need for practical development, this article has conducted research and discussion on the development of cultural and creative industries in Shenzhen as the main research object.

### 3. Development characteristics of Shenzhen's cultural and creative industries

(1) Shenzhen relies on high-tech industries to develop cultural and creative industries, which is its prominent feature.

(2) After many years of development, Shenzhen has achieved rapid development in architectural design, graphic design, interior design, industrial design, and achieved remarkable results. In 2008, Shenzhen was awarded the title of "City of Design" by the United Nations.

(3) After several years of development, the added value of the cultural and creative industry increased to 98.2 billion yuan in 2016, successfully developing into the fourth pillar industry.

(4) Each district of Shenzhen plans and builds cultural and creative industrial parks according to their own characteristics and conditions, and cultivates advantageous leading enterprises, characteristic creative projects, and cultural infrastructure within their respective areas to promote the development of the cultural and creative industry in the entire region.

The Shenzhen Government has formulated various relevant policies and preferential measures to actively promote the development of cultural and creative industries. Industrial development and economic development often have synchronization, which is because the internal driving forces of the market make culture and economy integrate, penetrate and promote each other. Therefore, a good market environment and economic foundation are the internal driving forces for the development of cultural and creative industries.

However, there are some problems unsolved in the development of Shenzhen's cultural and creative industries. For example, the development mechanism and system of cultural and creative industries in Shenzhen need to be further improved and perfected. Although there are many enterprises in Shenzhen, they are too small and scattered and lack management mechanisms. The development scale of the cultural entrepreneurship industry still needs to be further expanded.

### 4. Factors Affecting the Development of Shenzhen Cultural and Creative Industry Cluster

Firstly, there is still a problem of insufficient positive interaction in the development of the "culture-technology" creative industry in Shenzhen. The main manifestation of this problem is that the scientific and technological system is not sufficient in terms of cultural motivation, while the cultural system lacks sufficient scientific and technological connotation. In addition, under the influence of relevant systems, experts or scholars in this field in Shenzhen lack sufficient opportunities for communication, which also limits their scope of thinking and observation, and there is no in-depth understanding between scientific and cultural workers. These also hinder the development of the cultural and creative industry in Shenzhen to some extent.

In the development process of the creative industry, there is a lack of sufficient support for geographical and environmental factors. For example, relevant cultural and creative industrial parks are not built on the basis of universities, which also makes them lack of sufficient support. In combination with the development of Shenzhen's cultural and creative industry, especially the cluster development, the lack of connection with the location of universities is an important factor affecting the development of its cultural and creative industry.

In Shenzhen, many industrial clusters are created through new construction, which has also affected the development of cultural and creative industries in Shenzhen to a certain extent, especially bringing a certain negative impact on its cluster development. How to properly handle this issue is also a necessary path to ensure the development of cultural and creative industries in Shenzhen

### 5. SUGGESTIONS

Actively establish a talent introduction and reward mechanism to break through the talent bottleneck.

(1) The cultural and creative industries are relatively scarce and in high demand, which is the demand for talents. Currently, with the rapid development of the creative industry in Shenzhen, the phenomenon of talent shortage has emerged. Although many colleges and universities have been established in Shenzhen, as well as in areas with relatively developed cultural and creative industries such as Guangzhou and Dongguan, there are differences in school-enterprise cooperation, teaching investment, and other aspects of relevant majors, especially the lack of high-end talents in the industry, which cannot provide stable and solid support for the cultural and creative industry. Therefore, further strengthening and improving the talent introduction and management mechanism, and creating a relaxed employment and work environment can better provide a continuous stream of productivity for the development of the cultural and creative industries in the region.

(2) Firming the industrial foundation and giving full play to regional advantages

The economic development of Shenzhen is very rapid, full of potential and vitality, but there are still infrastructure issues that need to be further improved, and some industrial structures are unreasonable. If these basic issues are not properly addressed, they will inevitably affect the development of the cultural and creative industry. Therefore, it is necessary to consolidate the foundation of the cultural and creative industry, optimize the software and hardware adjustments for regional development, and integrate new technologies and concepts, combining regional characteristics to generate greater synergy effects.

(3) Strengthen the geographical advantages of the Greater Bay Area of Guangdong, Hong Kong, Macao, and deepen cooperation for

mutual benefit and reciprocity.

The cultural and creative industries have a high degree of relevance, highly complementary, high efficiency and rapid development. Based on the geographical advantages of the Greater Bay Area of Guangdong, Hong Kong, Macao and the integration of cultural resources, they can learn from the advanced concepts and methods of some relatively mature industries in Hong Kong, Macao and Taiwan, thereby promoting a new round of industrial upgrading. In order for the development of cultural and creative industries in Shenzhen to occupy an important and advantageous position and influence in the international cultural industry division system, it is necessary to further enhance the corresponding technological innovation capabilities, thereby promoting the transformation and upgrading of the industry. The development of cultural and entrepreneurial industries is one of the important goals and ways to enhance and promote the economic momentum of Shenzhen, especially relying on the advantages of the Greater Bay Area of Guangdong, Hong Kong, Macao. At the same time, the cultural and creative industries of Hong Kong, Macao, and Taiwan for Shenzhen have unique advantages in terms of scale, human resources, capital investment, scientific research advantages and geographical location of the cultural industry. Therefore, they have great potential for market competitiveness and are more prominent. Therefore, effectively promote and integrate the competitive and cooperative development of cultural industries in various cities within the Bay Area, innovate the integration and cooperation mechanism, maximize the integration of their respective advantageous resources within the Bay Area, promote the efficient flow of people, logistics, capital, information and promote the benign interaction between the government and the private sector, in order to form a highly competitive regional market and jointly expand the broader development space of the cultural industry.

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