

The interactive mechanism of cultural and creative industries and its regional economic development

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Keywords: Cultural innovation; Regional economy; Interactive mechanism;

Abstract: This paper mainly expounds on the general situation of regional economic development from the perspective of cultural entrepreneurship industry, discusses the interactive relationship between cultural creative industry and regional economic development, it also describes on the cultural creative industry and on the path of regional economic development and analyzes it from different angles providing a reference for the study of the interactive mechanism of cultural and creative industries and regional economic development.

1. Introduction

In the new era environment, the cultural and creative industries have gradually received extensive attention from the society through the development of cultural and creative industries in which they can provide the power for the development of science and technology, culture, society and economy, thus laying a solid foundation for the regional economic development and effectively driving the local areas striving for the economic development in order to meet with the needs of social development.

2. Analysis of cultural and creative industries and its regional economic development

2.1 Analysis of the cultural entrepreneurship industry

From the perspective of the essence, cultural creative entrepreneurship mainly reflects its own cultural characteristics. Therefore, the industry contains a very rich cultural connotation, and can promote the development of regional economy through the driving of culture and the development of cultural industry. The main connotation of the cultural entrepreneurship industry is embodied in culture and creativity and it mainly focuses on the innovation ability and creativity, that is, through individual and collective cultural and artistic innovation as the basis to further promote the rapid development of the regional economy and at the same time, actively advanced in the modern science and technology that is fully applied to the entrepreneurial industry, so as to use the creative elements generated as the driving force to reorganize and optimize the material and to help the entire economic system achieve the improvement of innovation ability, and at the same time effectively improve the application efficiency and quality of all aspects of development factors and further promote the improvement of productivity of related factors, achieve endogenous growth and development and also achieve a greater development results through less resource input.

2.2 An overview of regional economic development:

The regional economic development should be analyzed and understood from different angles, mainly implemented in terms of economic upgrading and economic transformation as the relationship between the two is analyzed and the comparison is made through the productivity and production relations contained therein. From the perspective of production relations, economic transformation mainly refers to the transformation of production relations, which mainly includes the following factors, cultural conditions, lifestyles, living environment, business management methods, fiscal and taxation systems, distribution methods, and ownership structures. From the perspective of productivity, enterprise upgrading mainly refers to the relationship between output

and investment, and promotes economic growth based on industrial upgrading, thereby promoting the economy to gradually transform into an intensive economy, abandoning traditional high pollution and high energy consumption, as well as high-input industries, as they are gradually moving towards low-pollution, low-energy, and low-input industries, thereby effectively promoting the enhancement of economic added value, thereby driving the entire social and economic production relationship and productivity to a higher level.

3. Analysis of the interactive relationship between cultural and creative industries and regional economic development

3.1 Regional economic development provides certain development space for cultural and creative industries

First of all, the main purpose of economic transformation of agricultural regional economy is to focus on agricultural governance, utilization, development and protection, and promote the development of agro-ecological environment, and attach great importance to the social, ecological and economic benefits of agriculture. In the future development process, the scale will be continuously expanded. For example, the cultural entrepreneurship industry will be effectively integrated into agriculture, and the elements of cultural entrepreneurship will be used to promote the added value of agriculture, realize new business development, and finally realize the cultural entrepreneurship industry cluster for agricultural development. Values provide motivation, such as some of the more common forms of creative industries, such as leisure farmhouses, eco-agriculture, entrepreneurial agriculture, and new rural economy. These types of industries promote agricultural economic development from the perspective of cultural and creative industries. Secondly, the industrial economic transformation is mainly achieved through industrial upgrading. First, the traditional industrial economic development model relies mainly on the consumption of a large amount of manpower and resources. It can be seen that it is difficult to effectively meet the current social and economic development, leading to industrial development. Certainly, therefore, through the development of cultural entrepreneurship industry, it is possible to promote the further upgrading and development of industrial production through brand planning and industrial design, and enhance its added value, laying a solid foundation for industrial regional economic development and transformation, and at the same time, based on The transformation of social demand orientation has gradually transformed from the initial production orientation to the consumer demand orientation. Therefore, industrial production will gradually develop towards the perspective of customer demand. Therefore, it is necessary to effectively integrate traditional industrial industries and cultural entrepreneurial industries, thereby driving the region. Effective economic development.

3.2 The development of cultural entrepreneurship industry can provide power for the regional economic transformation and development

According to the analysis of the current social and economic development status, China's cultural and creative industries are in the early stage of development which can provide a new impetus and vitality for the development of social economy, and integrate the factors to effectively promote the development and progress of the regional economy. The entrepreneurial industry is mainly manifested in the following aspects in the process of economic development. First, the development of cultural and creative industries can create a good atmosphere for economic development, thus effectively inspiring people's potential for innovation and creative thinking, and thus effectively developing and releasing individual culture because creativity and knowledge creation will add new impetus to the transformation and sustainable development of the regional economy. Secondly, through the cultural and creative industries, it is possible to effectively integrate different industries, thereby realizing the re-construction and optimization of the industrial structure to a direction in the form of economic development. Finally, the cultural and creative industries mainly develop and mine the people's creativity, intelligence and brainpower. Therefore, they need a large number of

talents, thus providing a large number of jobs for the society which can be use in the process of the regional economic transformation and development so what is happening now is to effectively alleviate the pressure.

4. Analysis of cultural and creative industries and the paths of regional economic development:

4.1 Analysis of the path of cultural and creative industrialization

In order to achieve effective development of the regional economy, we must first ensure the effective development of cultural and creative industrialization, in the specific implementation process, the following steps are mainly implemented. First, we must effectively activate the existing creative sources and conduct the original ideas that have been conceived and captured, to followed by the application and model construction of the cultural creative design and finally put it into the market, thus forming the final cultural creative industrialization development, based on the implementation of the above steps we can effectively reflect on the cultural and creative industry. Based on this value, the new and old industries will then become the old and new models and the old and new concepts will be effectively collided, and finally the corresponding creative sparks will be obtained. Through the emphasis and application of the creative sparks, we will integrate the advanced modern science and technology into the product form that will be displayed and the market demand is met through effective marketing methods, and the industrialization of cultural creativity is finally realized. At the same time, the whole process should focus on the market promotion, R&D design and content differentiation, so as to maximize the value of innovation and effectively promote transformation and development of regional economy in realization with the local characteristics of the model of economic development.

4.2 The analysis of the development path of the creative regional economic industry:

One of the main areas of regional economic development is industrial creativity, which is mainly implemented through three modes: industrial structure softening, industrial linkage and industrial integration. First, on the basis of regional economic transformation and development, cultural and creative industries can be regional economies as the development provides new factors of production, thereby providing the new impetus to generate new added- value, while at the same time, based on the creative elements which is to further enhance the innovation of the traditional industries. Secondly, with the different forms of social market competition, innovative R&D and creative design are valued by the traditional industries, in order to meet with the optimization of the industrial chain, it is necessary to continuously develop and expand creative design links, innovative R&D links and creative links and to effectively promote the development of the traditional industries, effectively integrate more soft elements, thereby further optimizing the regional industrial structure and providing guarantees for the promotion of the regional economic development.

5. Summary

The main connotation of the cultural entrepreneurship industry is reflected in the cultural and creative aspects which focuses on the innovation ability and creativity, that is, through the individual and collective cultural and artistic innovation should serve as the basis to further promote the rapid development of the regional economy. Among them, economic transformation which mainly refers to the transformation and relations of the production. The enterprise upgrading mainly refers to the relationship between output and investment, it also integrates the cultural entrepreneurship industry effectively with agriculture and promotes the added value of agriculture through the elements that is contained in the cultural entrepreneurship. Through the development of cultural entrepreneurship industry, new business development can as well promote the further upgrading and development of industrial production through brand planning and industrial design as well as to enhance its added value, thus promoting the effective development of the regional

economy.

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