

Discussion on the Countermeasures of Ecological Development of Cultural and Creative Industries from the Perspective of Experience Economy

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Abstract. Nowadays, the comprehensive promotion of the intelligent social model and the big data model is conducive to the in-depth development of China's agriculture, tourism and industry. Therefore, it is necessary to combine the experience perspective of the industrial chain construction orientation, fully tap the connotation of the ecological and cultural industries, and improve the social benefits of the industry. On the whole, the development background of the cognitive creative industry is conducive to the practice of "spiritual civilization", which has a positive effect on improving people's cultural quality. Based on the above, the article analyzes the content of the eco-cultural creative industry and proposes effective development strategies based on the development characteristics of ecological development.

Keywords: Experience economy; cultural and creative industries; characteristics; development countermeasures.

1. Introduction

Culture can fully highlight the connotation of the country's social civilization and spiritual civilization, and effectively reflect people's spiritual pursuits. Therefore, it is necessary to clarify the development orientation of the cultural and creative industries in the context of big data, and to adopt the "Internet +" model and cultural creativity. It can be seen that the goal of comprehensively recognizing the development of ecological development can enable consumers to fully understand the development direction of the exhibition industry with different background patterns. At the same time, the cultural and creative industries need to explore the aesthetic values and emotional values of consumers to clarify the regulations for industrial development in the new era.

2. The Connotation of Cultural and Creative Industries

2.1 Analysis of Basic Industries

The cultural and creative industry seeks to comprehensively recognize the development direction of the new market by pursuing the spiritual civilization needs other than material civilization, combining people's thinking mode, ideological cognition height, core skill orientation and personal creativity form content. At the same time, the industry is a spiritual civilization wealth that has been developed from the individual's ability, such as stage drama art, individual architectural design art, e-sports, street fashion design, cultural relics appreciation activities, and the intangible cultural heritage of each region. A branch of the industry; like Tianjin's "dogs ignore" buns, symbolizes the nature of Tianjin's local intangible cultural heritage, thus highlighting the characteristic value of the region. In the "Creative Economy", the connotation of the cultural and creative industry is clearly stated. The main contents are cultural patents, intellectual property patents, cultural works copyrights and corresponding individual trademarks. For example, "Laogan Ma" symbolizes the trademark connotation and property connotation of the era [1].

2.2 Analysis of Ecological Culture Creativity

Compared with cultural creativity, eco-cultural creative development incorporates certain environmentally-friendly technical requirements, and uses the new media, the Internet, artificial intelligence and other wealth to practice the cultural industry. It can be said that "Internet +" is the

operating medium of the cultural and creative industry. With the integration of the industrial chain structure, it integrates the economic advantages of the blockchain development, thereby enhancing the dissemination value of spiritual culture. It can be seen that ecological creativity can clarify the cognition of regional civilization thoughts, thus creating a development platform for many "emerging industries".

3. Analysis on the Development Characteristics of Ecological Culture and Creative Industry

3.1 Difference Development Characteristics

The development goals of the industry are more diversified, and there are certain directional needs for development forms. Therefore, the form of development of the industry has certain differences. The main body is manifested in the following aspects: First, because the enterprise must meet different operational procedures and operational services, it needs to be practiced in combination with a personalized industrial background; for example, the clothing design requirements of "Metersbonwe" and "Uniqlo" exist. Certain differences, many consumers can express their own hobbies in clothing, such as music forms, star forms, can be reflected in the form of DIY [2]. Second, the eco-cultural industry can also expand the service in combination with the basic needs of consumers, which is in line with the humanized service needs; for example, the process of celebrating the birthday of the children for their parents can be integrated into the unique features with the personalized service of "UU errands". In the form of blessing, the designated cake model is designed according to the consumers' own ideas, and these series of services are very "characteristic".

3.2 Terminal Development Characteristics

Due to the certain differences in the cultures of different regions, there is also a certain directional deviation in the corresponding ecological and cultural development. For example, many industries have realized the conversion from PC to APP. People can use their mobile terminals to understand their own needs and use the blockchain model to provide distinctive product services. For example, the O2O model is a fixed form of content in the industry, which meets the consumer's goal orientation through the corresponding economic system management and competition requirements. It can be said that the form of terminal development is conducive to keeping the industry in the practical purpose of market development.

3.3 Theoretical Development Characteristics

Due to the increasing social intensity, it is necessary to continuously integrate new social development concepts and technological technologies to innovate. For example, the current Alipay incorporates the theory of ecological intelligence, gradually expanding the function of "face payment", which is conducive to improving the efficiency of industrial development, while the face recognition function belongs to a branch of the current biometric fingerprint function, and some Enterprises have also adopted the punching mechanism of this model to ensure that the social and theoretical value of the central service can be reflected. At the same time, in the theoretical development orientation, this mainly fits the people's willing function. By combining different forms of service systems with the development of the industry, and integrating into the technical forms such as GIS technology, PDA technology, and monitoring technology, the consulting system, the service system, the development model of the learning system, and the economic construction are effectively combined. Improve the functional value of the theory [3].



Fig.1 WeChat, Alipay electronic payment

4. Ecological Development Countermeasures of Cultural and Creative Industries from the Perspective of Experience Economy

4.1 Clarify the Direction of Subject Development

Firstly, the government should combine local historical and cultural development characteristics, and use this method to integrate and integrate into the top-level structural system to confirm the connotation and planning needs of the eco-cultural creative industry. In this process, it is necessary to recognize the corresponding industrial indicator objectives and development and construction plans, and integrate the local spiritual civilization construction methods with the regional construction forms to ensure that the industry can achieve spiritual linkage.

Secondly, the government needs to improve the corresponding policy support measures, increase the financing management methods of the industry, build corresponding capital investment methods, clarify the shaping and influence of the content of the main cultural brand, and provide technical support for the development of the industry. It can be seen that it is necessary to improve the corresponding brand building plan, build the goal with marketing management as the center, and create an operation method that is conducive to brand establishment, thus solving the practical problems of financing. At the same time, the corresponding small and medium-sized enterprises should also use the "Internet +" model technology, combine the practice objectives of the ecological development concept to confirm the process, and use the Internet's formal background as the service center to ensure the basic needs of marketing planning and construction fit planning.

Thirdly, it is necessary to optimize the data connotation and method connotation of ecological construction resources, construct different forms of resource construction methods and development characteristics, such as building a red revolutionary system of tourism models for industrial optimization, and creating model attractions with ecological value characteristics. And nature reserves, such as the framework of the "red light campsite", effectively combine the corresponding industrial development orientation and fully practice the value of the main trademark, copyright, and monograph knowledge system.

Fourthly, it is necessary to increase the training methods for comprehensive technical talents, optimize the organizational model of each unit, clarify the cultural construction planning and spiritual planning direction of each cadre organization, and introduce diversified industrial innovation activities. At the same time, during the construction process, we can refer to the "WeChat small program - microblogging hotspot - vibrato video" form of the process to present the process, expand the corresponding activity mechanism and management mechanism in various operations, and create a new era "Silicon Valley spirit" The industrial background, which has a positive effect on the implementation of policy support. The most important thing is that the relevant personnel need to clarify the corresponding management mechanism and adopt a diversified system management

method to carry out mechanism coordination and value reform to improve the characteristic value of the industry.



WeChat applet



Weibo hotspot



Shaking video

Fig.2 WeChat small program - microblogging hotspot - vibrato video

4.2 Clarify Industry Creative Orientation and Business Value System

At present, people's cognition of experience is constantly improving, and the development of eco-cultural creativity is becoming more and more obvious. Therefore, it is necessary to construct different forms of creative direction construction planning; for example, the "cat puff" coffee shop form, the main body is in the form of "pet shop + coffee shop", allowing consumers to enjoy the service in the process of zero distance Animals make contact, thus highlighting the development requirements of the service industry in the new era [4]. For example, in the development orientation of e-sports enterprises, the "Asian Games + Gaming Peripheral Shop + E-sports Experience" model can be combined with each other to combine the e-sports culture with Chinese sentiment and the construction goals of ecological culture. Create a spiritual space that is more suitable for young people to accept. For example, in the design of the specialty food storefront and the APP store, it is necessary to integrate different social orientations and integrate the forms of different dimension life to form a mix and match, thus highlighting the service value concept in the new era. For example, the development of Xi'an "Net Red Bookstore" combines the enjoyment of relaxation areas, independent shopping areas, landscape design areas and corresponding dining areas. It breaks through the relatively rigid spatial form of traditional bookstores and attaches importance to the value of color contrast. The theme of business planning and construction, through the designer's color contrast concept, to define the social value of ecological civilization.

4.3 Pay Attention to Exploring the Psychological Orientation of Consumers

Since the service industry has always been expanding around the consumer's thinking, consumption, spirit, culture and other aspects, it is necessary to explore the application with a new industrial background, so that consumers can integrate into the trend space independently, so as to fully cater to Consumer demand for aesthetic value. Therefore, each department should analyze the value objectives of big data in the new era, and pay attention to the functional design of optimization of different industries to ensure the effective integration of consumers' personal values. Therefore, it is necessary to construct a creative form of activity experience scene, showing different spiritual needs in the form of music and video. For example, the secret room culture design of the "immersive secret room" is a new type of spatial emotion expression, and consumers can explore their own understanding of the scene in the scene [5]. At the same time, consumers need to use the corresponding digital cultural communication methods, combined with the concept of consumer psychological feedback to carry out process integration, and develop an effective ideal space, so as to promote the industry to develop more quickly.

5. Summary

To sum up, the cultural and creative industries in the new era should combine the effective forms of economic expression, and combine the aesthetic art and development values to pursue the direction and clarify the construction plan for industrial development, so as to comprehensively improve people's spiritual and cultural level.

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