

# Research on the status quo and development countermeasures of Dalian cultural and creative industrial parks

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**Abstract.** Cultural and creative industry is a new industry with creativity as its core. Cultural and creative industry park is one of the products and important components of cultural industry in the continuous innovation and development. In the future, with the continuous construction and rapid development of cultural and creative industry park, it can not only add life to the innovation and development of the entire cultural industry. Power, and can undertake more social and cultural services. This study defines the conceptual model of "cultural and creative industry park", analyses the existing problems of "Dalian cultural and creative industry park" with the help of classical cases at home and abroad, and puts forward relevant countermeasures and suggestions for the development of Dalian cultural and creative industry park.

## 1. The introduction

Since the beginning of the 21st century, the gradual development of cultural and creative industries has been highly valued in China. Since 2009, the state council officially adopted the "cultural industry revitalization plan", marking that China's cultural industry has been upgraded to a strategic new industry.

With the support of China's innovative development, Dalian's cultural and creative industry has developed rapidly. In order to promote the better and faster development of cultural industry, Dalian municipal government has formulated the development plan of Dalian cultural industry (2011-2015) and carried out various studies including the research on the development strategy of Dalian cultural industry.

In August 2016, in order to further accelerate the development of cultural industries, promote optimization and upgrading of industrial structure of Dalian municipal party committee, municipal government issued the Dalian municipal committee of the committee of the CCP, Dalian municipal people's government of the several opinions about growing culture industry, put forward by the year 2020, the added value of cultural industry in Dalian as a share of GDP reached 5%, become the pillar industry of national economy in Dalian's overall development goals.

Based on the background of the coastal city of Dalian, in order to development of cultural creative industry, of all kinds enterprise devoted to the construction of cultural creative industry park, up to now, different kinds of culture creative industry park of Dalian and quantity is various, summarizes and sums up the present situation and problems of the construction of the cultural creative industry park, exploring the root cause of the construction of cultural creative industry park, to guide the future of the Dalian culture creative industry park has important practical significance of further development.

## 2. Development status of Dalian cultural and creative industrial park

### 2.1 Basic situation of Dalian cultural and creative industry park

#### 2.1.1 Basic overview of "15-library"

"15-library" Dalian creative industry park is one of the key projects invested by Dalian municipal government. The main purpose of the phase ii project is to continue the development of the city's cultural context by relying on historical industrial resources and making rational use of historical industrial buildings.

Overall improve the cultural taste of coastal city, combined with the geographical conditions of Dalian Donggang area, make comprehensive use of and develop the resources of Dalian's cultural and creative industry, and develop an industrial cluster area with display and release, research and development, information exchange, culture and art, and property rights trading as the main industries. To promote the construction and development of cultural and creative industrial parks. Give full play to the fundamental driving role of regional economic growth. We will focus on cultivating a modern service industry with distinctive features that integrates culture, entertainment, leisure and tourism services.

#### 2.1.2 Lvshun Taiyanggou cultural industry park

In 2014, Lvshunkou Taiyanggou cultural industrial park was named the provincial cultural industry test zone, since is concerned, the Taiyanggou with the dominant to develop cultural industry projects, with the development of cultural enterprises supported by cultural creative talent, adhere to the three leading film and television, culture and tourism, outstanding humanities and expo, ecological characteristics, established the "film and television media, culture expo, culture, tourism, business" four big industry positioning, in the historical and cultural blocks construction, industry layout, investment promotion and capital introduction and promote the industrialization of operation and so on has carried on the positive exploration.

#### 2.1.3 Dalian animation industry base

Dalian animation industry development base is the only national animation industry development base with the national "double authorization" title. Statistics in recent years show that there are 132 enterprises in Dalian animation base, including 26 original animation enterprises, 52 OEM enterprises, 12 game production and operation enterprises, 6 training enterprises and 36 industrial chain enterprises. Dalian animation industry enterprises are generally based on their own original, combined with the unique outsourcing mechanism of animation industry, explore the unique development path of animation industry in line with their own characteristics.

#### 2.1.4 Dalian Jinshi international sports center

Jinshi international sports center is located in Dalian Jinshi beach national tourist resort, covering an area of 16 square kilometers. Its main projects are: international sports events, leisure tourism, high-end business conference services, cultural entertainment, sports fitness and other projects, is one of the international high standards, high standards of coastal sports, tourist resorts. It's very important in the world.

### 2.2 Development types of Dalian cultural and creative industrial park

Dalian is an important economic, trade, port, industrial and tourist city on the east coast of China. Its economic development level can be imagined. As an economically developed city, the market demand is bound to increase. Superior location, human resources and infrastructure advantages will all affect the development of cultural and creative industrial parks. According to the driving force mechanism, Dalian's cultural industrial parks can be divided into the following categories:

Table 1. Dalian cultural and creative industry park is divided into representative parks by formation and power mechanism

Park types divided by formation and power mechanism	Representative parks	Type of the formats
policy-oriented type	Dalian national animation industry base-Dalian design city	enterprise entry
market-oriented type	Dalian software park	enterprise entry
environment-oriented type	Dalian 15 library	catering, art exhibition, studio, business incubation

Table 2. The cultural and creative industry parks in Dalian are divided into representative parks according to the industrial nature

Divide according to different industry property	Representative parks	Park profile
industrial park	Dalian Jinshi international sports center	There are "mountains, seas, rivers, bays" and other natural landscapes in the park. The park is positioned as a coastal tourist resort integrating main park, film and television entertainment, cultural creativity, sports leisure vacation and high-end business.
local characteristic park	Lvshun butterfly garden	It is divided into three areas: exhibition area, butterfly breeding area and dish watching area.

### 2.3 Problems existing in Dalian cultural and creative industrial park

#### 2.3.1 Unreasonable structure of the park and low linkage efficiency of various resources

According to the actual investigation, the industrial structure of Dalian cultural and creative industry park is not reasonable and the distribution pattern is not good, especially in the supporting and cooperation of upstream and downstream industries, the related service organizations and organizations are not perfect, and the complementarity among them is insufficient. At present, most of the cultural and creative industrial parks in Dalian are small enterprises and product clusters. It has a series of problems, such as single product, few sources of income, low degree of specialization, insufficient scale and so on. The lack of a strong core leading role results in insufficient resource sharing between enterprises and imperfect industrial chain. Enterprise network systems are not yet fully implemented.

#### 2.3.2 Limited investment and financing channels

The development of Dalian cultural and creative industrial park is highly dependent on the financial support of the government. The source of funds for project investment even depends on the mediation of relevant government departments. Sometimes, in the construction projects of large-scale cultural and creative industrial parks, government funds are limited and it is difficult to support the development demand. However, except that the government has few social resources willing to invest for the projects, such investment and financing channels are bound to be hindered. This is also one of the reasons for the large number of aborted cultural and creative industrial park construction projects in Dalian.

### *2.3.3 The park has a low degree of specialization and obvious commercialization*

At present, according to the actual situation of Dalian, the degree of specialization of cultural and creative industrial parks is relatively low. In addition, the lack of specialization in Dalian cultural and creative industrial park is also reflected in the fact that real estate development replaces the core function of cultural and creative industrial park -- cultural and creative function. Some cultural and creative industrial parks have become disguised commercial consumption areas, focusing on the development of business models while neglecting the play of cultural functions.

### *2.3.4 The construction of cultural and creative service platform is not perfect*

At present, Dalian cultural and creative industry development service system construction is not perfect. In order to meet the needs of policy and industrial restructuring, a number of industrial parks, animation industrial parks and incubation bases have been built. The development of these creative industries reflects the "top-down, government-led" model. However, the development of cultural and creative industries needs a higher level of multiculturalism, freedom, openness and tolerance. The formulation of administrative orders cannot promote the development of cultural and creative industries.

### *2.3.5 Cultural inheritance and protection need to be strengthened*

At present, the development of Dalian cultural and creative industrial park is far from enough to inherit the traditional culture of Dalian. Dalian's local cultural heritage is very rich, unfortunately, has not been fully explored.

## **3. Development strategies of Dalian cultural and creative industrial park**

### **3.1 Forging cultural and creative industrial chain to complete**

Based on the actual situation of Dalian cultural industrial park, it is urgent to accelerate the rapid development of cultural industry through a complete industrial chain. Meanwhile, the upstream and downstream industries should be linked to ensure high output value and added value of cultural products. First, we will support the high value-added stage of the cultural industrial chain. All cultural products must be sold to the market. Only when consumers buy, can the value of the product finally be realized. Therefore, promotional activities are also worthy of the attention of cultural enterprises. Cultural enterprises must establish brand effect and give full play to the best brand value of cultural products. Second, we will actively develop derivative products of cultural products. When constructing horizontal industrial chain, Dalian municipal government should guide cultural industrial parks to work hard in creativity, content and sales. Enterprises in the park should adopt good ideas and methods when developing derivative products, and then use physical materials for production. Finally, we must develop multi-channel marketing methods to expand the sales scope of derivatives.

### **3.2 Establish diversified investment and financing mechanism**

With reference to the development policies of cultural and creative industrial parks at home and abroad, the investment and financing mechanism of Dalian cultural and creative industrial parks should follow the ideas of government guidance, financial support and independent investment of enterprises. We will promote full participation in investment by the general public.

First, through mergers, acquisitions, brand management and other means, cultural industry groups are encouraged to restructure assets and integrate resources, actively promote the listing, financing and capital operation of cultural and creative enterprises, and promote the reform of diversified property rights structure.

Second, we can relax the investment threshold to some extent, adhere to the principle of who invests, who owns and who benefits, allow multiple forms of capital to coexist, and allow full participation across borders, regions and sectors.

Thirdly, we should guide the reasonable flow and allocation of funds for environmental improvement and public information service platform construction of cultural and creative industrial parks.

Fourth, actively guide social capital to participate in the investment and construction of the park. In the early stage of park construction, the transfer of land use right can be used to attract powerful enterprises. In the middle period of the park construction, the tax exemption policy can be used to attract creative and cultural enterprises. In the later stage of the construction of the park, comprehensive support policies can attract entrepreneurial cultural and creative industrial parks and so on. First, it can form a hierarchical corporate echelon, with large enterprises leading the construction, medium-sized enterprises leading the industry to guide the innovation development and small enterprises giving full play to creativity.

### **3.3 Transform government functions and give full play to the dual roles of government and enterprises**

The first problem to be solved in the construction of Dalian cultural and creative industrial park is the role of the government in the construction of cultural and creative industrial park. The government-led management concept has changed into the market-led management concept, and the government has played a role in promoting the market-oriented development.

The development subject of cultural and creative industrial park should be oriented to enterprises, so that enterprises can give full play to their functions as market units. At the same time, the government will transform its management function into service function to clarify the needs and aspirations of enterprises to develop cultural and creative industrial parks. Better serve business.

### **3.4 Build diversified public service platforms**

Dalian municipal government should first regulate the construction of public service platform in the park and encourage social intermediary organizations to actively participate in the construction and operation of public service platform. In addition, it is necessary to implement a strict supervision system for the platform, formulate and implement management policies according to the development of the platform, and entrust social intermediaries to investigate and collect the operation of the platform in the park. Feedback from cultural enterprises and related institutions. We will take measures to distinguish rewards and punishments, and provide rewards and support to public service platforms that are effective and bring their value into play. On the contrary, unqualified platforms must be severely punished or have their operating qualifications revoked.

### **3.5 Strengthen the protection of cultural and creative intellectual property rights**

The core competitiveness of cultural and creative industry is cultural and creative products, and the protection of intellectual property rights should be strict. The continuous development of Dalian's cultural and creative industry requires the improvement of intellectual property protection policies:

First, we will promote the construction of ipr related portals, establish platforms for information retrieval, public recommendation and commodity trading, simplify procedures for ipr infringement protection, and popularize basic knowledge of ipr protection law.

Second, the rights of creative products should be protected. To formulate more detailed laws and regulations for film and television performance, costume design, animation production and other sub-industries. In order to fully protect the legitimate rights and interests of local enterprises in international competition, we should comply with the requirements of development and intellectual property protection in the digital age.

Third, to comprehensively enhance the awareness of intellectual property protection in creative industries, the government and relevant departments need to conduct regular publicity and education and provide intellectual property protection services to meet the needs of enterprises.

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