

Research on the Evaluation and Development Path of Cultural and Creative Industries in Chaoyang District of Beijing

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Abstract: In recent years, the scale of cultural and creative industries in Beijing has gradually expanded, and the quality of industrial development and economic benefits have improved steadily. Chaoyang District, as a concentration area of cultural and creative enterprises and a gathering area of industrial parks in Beijing, plays an increasingly prominent role in promoting the economic development of cultural and creative industries. This paper makes a statistical analysis on the development level of cultural and creative industries in Chaoyang District by using factor analysis, and finds that there are great differences in economic benefits and economic scale among different cultural and creative industries. Chaoyang cultural and creative industries have some problems, such as low degree of integration of various industries, lack of outstanding industry advantages, lack of characteristic cultural enterprises and cultural products and so on. In view of this, the paper puts forward countermeasures and Suggestions such as deepening industrial integration development, increasing the cultivation of cultural and creative talents, and intensifying reform and innovation.

1. Introduction

Cultural creative industry, as a new industry with high innovation, high science and technology content and high added value, is the direct embodiment of national "soft power" in the economic field. Under the promotion and guidance of relevant policies, Beijing's cultural and creative industry have become one of the core pillar industry which is second to the financial industry^[1]. As a main carrying area of the "Four Centers" functional areas of Beijing, Chaoyang District's cultural and creative industry has shown a strong momentum, with the industrial structure continuously upgraded and the spatial distribution continuously optimized. In 2017, the cultural and creative industry in Chaoyang District accounted for 24.1 percent of the region's revenue, granted a total of 8,930 invention patents and traded 93 billion yuan in technology transaction contracts. This shows that the Chaoyang District region enjoys a strong innovation vitality. However, due to the short development time of the cultural and creative industry in Chaoyang District and the imbalance of the development level, speed, scale, proportion and benefits of the nine categories of cultural and creative industry, a relatively complete industrial chain has not yet been formed. Therefore, it is necessary to evaluate and analyze the current situation of cultural and creative industry in Chaoyang District, sum up the problems existing in the development of various industries, and put forward pertinent suggestions for further promoting the development of the cultural and creative industry.

2. An analysis of the causes of the cultural and creative industry supporting economic development

In the context of economic globalization, culture, creativity, information and intangible assets are becoming the main driving forces of economic development. Fu Bing (2019) finds that due to the fact that cultural enterprises are light-asset enterprises and lack of fixed assets that can be mortgaged, it is difficult for enterprises to raise capital and the direction of development is unclear.^[2] The conclusion that cultural and creative industries are beneficial to economic development and social development

has also been approved by many domestic scholars [3-4], but because China's cultural and creative industries are at a low stage, there is still a certain distance compared with developed countries. Some problems such as unbalanced development of various industries, poor economic benefits, insufficient supply of creative talents, etc. exist [5-6]. Based on this, the researchers propose that the cultural and creative industries should be integrated with the financial, touristic, and technological industries to increase the cultural added value of the traditional industries, to realize the transformation and the upgrading of industrial structure [7].

To summarize, based on the relatively mature foreign theoretical background, domestic and foreign scholars have laid a solid foundation on how to develop cultural and creative industry, how to enhance the economic development of cultural industry. However, in case of the lack of evaluation and analysis of specific regions and the lack of attention to the integration of different cultural and creative industries, this paper takes Chaoyang District's cultural and creative industry as the research object, makes statistical analysis on the development level of the cultural creative industry, and puts forward corresponding policy suggestions for the problems existing in Beijing's cultural creative industry.

3. Comprehensive Evaluation of the development of Chaoyang District Cultural and creative industries in Beijing

This section constructs the evaluation index system of Chaoyang District Cultural and creative industries based on the evaluation index system of Haidian District Cultural and creative industries competitiveness [8]. Using factor analysis method, we extracted economic efficiency factor and industry scale factor from eight variables that might affect Chaoyang District's economic development level by calculating the factor expression, we can get the comprehensive scores of the nine fields of Chaoyang District cultural and creative industries. The calculation results can be seen from the table1. The average of the factor score is 0, the scores which are higher than 0 means it is higher than the average level.

Table 3-3 factor scores and comprehensive scores of 9 domains of cultural and creative industries

Industry classification	F1	F2	F	Overall Rankings
Software and Information Technology Services	2.4509	0.5382	1.8874	1
Advertising and Exhibition Services	0.5014	-0.0739	0.6255	2
Cultural goods and equipment production and sales and other assistance	-0.0101	-0.8018	0.2944	3
Cultural Leisure and Entertainment Services	-0.2521	-0.559	0.1377	4
Radio, television, and Film Services	-0.2551	-0.6679	0.1358	5
Press Publishing and Distribution Services	-0.3809	-0.6976	0.0544	6
Arts and Cultural Services	-0.5285	-0.8697	-0.0412	7
Design Services	-0.6517	1.8459	-0.1209	8
Artwork production and sales services	-0.874	1.2857	-0.2648	9

As can be seen from table 1, software and Information Technology Services scored significantly higher on the first factor, indicating that the Chaoyang District Software and Information Technology Services Sector had the best economic performance And the score on the second factor is higher than the average, but not the highest, indicating that the software and information technology services industry is larger than most industries; The design services and art production and sales services sectors both scored higher than average on the second factor, indicating a higher industry size, but both sectors scored lower than average on the first factor It indicates that the economic efficiency of the two industries is relatively low, the advertising and exhibition service industries are relatively good, but the second common factor is slightly lower than the average value, indicating that the scale of the advertising and Exhibition Service Industries is only at the average level; The scores of the first factor and the second factor of the production and sale of cultural goods and equipment are lower than the average, but the overall score is 0.2944, which indicates that the overall economic development of the industry is better The combined scores of cultural, leisure and entertainment services and radio, television and film services were 0.1377 and 0.1358 respectively, indicating that

the overall development level of the industry was relatively good; the combined score of Press, publication and distribution services was 0.0544, which was close to the average development level of the industry.

4. Beijing Chaoyang District cultural and creative industries to enhance the development path

In view of the characteristics and existing problems of Chaoyang District's cultural and creative industries, this paper holds that Chaoyang District should adhere to macro-planning and policy first, focus on high-end development, deepen the development of industrial integration, and push forward the brand new revolutionary, tighten the training of cultural and creative talents, constantly increase the reform and innovation efforts, further promote the region's cultural and creative industries to improve quality, increase efficiency and upgrade development .

4.1 Focus on supporting industries with distinctive features and deepening industrial integration

Chaoyang District, as a key cultural and creative industry cluster, can fully reflect the Sunrise Services, Sunrise Creation of the cultural field is not sufficiently distinctive, has not formed the core competitiveness of cultural and creative industry; Chaoyang District should combine its cultural and creative industries with the development characteristics of its own, and integrate the new generation of information technology and science and technology service technologies into industries such as design services, art production and sales services We will further implement the Culture-Plus strategy, list the leading enterprises with strong independent innovation ability and brand names, provide financial and policy support, and form a cultural and creative industry with sunrise characteristics. Actively innovate the marketing and promotion methods of Internet + Culture, expand cooperation with online e-commerce platforms such as JD.com and Taobao. The use of online and offline marketing channels to broaden the sales path of art works, promote the development of art production and sales services, and promote the integration of cultural products with the Internet, science and Technology, finance, commerce and other new forms of business To upgrade the level of development of the Cultural Industry^[9].

4.2 Strengthening policy piloting and advancing innovation in policy system integration

As a cultural center, Chaoyang District should promote reform through openness and function through institutional innovation. Expanding the horizontal and vertical industrial chain, to foster leading cultural and creative products and product brands with international influence, and launch industry integration development funds, such as "technology + art", "technology + film and television". Second, we will improve the proactive service mechanism, Planning Guidance and Policy Promotion System, and strengthen targeted services and guidance for key enterprises, so as to provide policy support for enterprise development across the board. We will increase capital and policy support and encourage financial institutions to develop financial products with distinctive features that are geared to high-end and sophisticated enterprises.

4.3 Pushing forward the adjustment and optimization of the spatial distribution of industries, and concentrating on upgrading the functions of open-up hubs

Chaoyang District should actively promote the industrial spatial layout and accelerate the optimization of the functional layout We will vigorously open up to the outside world. We will encourage the transformation of old factories into science and Technology Parks, and study and formulate support policies to provide more space for innovative resources. CBD Functional Areas to speed up the core of key projects and precision investment, to create a world renowned International Business Center; Olympic Culture Business Park to speed up the construction and put into use, to create international science and technology, Culture and Sports Exchange Zone; The Chaoyang Garden in Zhongguancun has accelerated the planning of the North district and the Fatou district, with the focus on introducing functional and innovative projects to create the main scientific and technological innovation position in Chaoyang; the national cultural and creative experimental area has dug deep into the rich industrial heritage, the Jinzhan Park will strengthen the function of science

and Technology and finance, and explore the construction of an innovative town with the characteristics of financial science and technology with the core of "financial cloud" and "artificial intelligence + finance" .

4.4 Promoting the healthy development of the industry by providing a convenient level of business services

To provide a favorable environment for the development of cultural and entrepreneurial industries, the Chaoyang District government needs to further implement the "views on taking the lead in creating a first-class business environment" Around the support policy, government services, talent development and other key areas to take a series of effective measures to maintain the city's business environment assessment in the top position. Chaoyang District needs to set up a "one-window service for newly-established enterprises", which can be completed within five days of the start-up of enterprises, and ensure that government services are convenient and efficient. In order to further promote the rule of law, we will effectively standardize the mechanisms for reviewing the legitimacy of major administrative decisions and normative documents, standardize administrative law enforcement procedures, and deepen the pilot reform of the judicial system in a comprehensive manner. We will deepen the reform of state-owned enterprises, promote the reorganization of state-owned assets and the integration of resources, and provide more efficient and convenient business services. We will speed up efforts to improve the software and hardware services of government affairs, actively build an internet platform featuring communication between government and enterprises.

4.5 Enhancing the cultivation of literary and creative talents, constructing the highland of literary and creative leading talents

Chaoyang District should implement as soon as possible the five-year action plan on talent gathering plateau, "Golden Phoenix Plan" , "Swan Plan" and other policies to attract elites and young talents, continuously improve the talent gathering and identification system, and enhance the level of comprehensive services for Talents; We will accelerate the gathering of world-class talents, introduce and train talents for key industries, and build a talent system with good quality and reasonable structure. We will work hard to improve the LONG-TERM RESIDENCE CONDITIONS FOR TALENTS China will promote the development of key projects such as the Eseongbuk District international talent apartment, the International Talent Exchange Service Center, international hospitals and international schools, and actively explore the building of a comprehensive service platform for Chaoyang District's high-level Talents Integrating all kinds of high-quality service resources to provide more convenient and fast personalized services for high-level talents in key areas such as transportation, medical services and children's education, so as to build a highland for cultural and creative leaders To bring fresh blood to the cultural industry.

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