

# Problems and Suggestions on Talent Supply and Demand of Cultural Industry in Tianjin

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## ABSTRACT

Tianjin attaches great importance to the construction of cultural industry. There is a large gap of senior talents in Tianjin's cultural industry, which has become the biggest obstacle to the development of Tianjin's cultural industry. This paper makes an in-depth questionnaire survey and interview on the development status of major cultural industries such as creativity, animation and exhibition, finding out the supply and demand of talents in the cultural industry, and discusses the Countermeasures of colleges and universities in Tianjin to promote the development of cultural industry through the investigation and analysis of the current situation of cultural industry and talent demand in Tianjin, Striving to provide operable suggestions for promoting the prosperity of cultural industry in Tianjin.

**Keywords:** Tianjin, Cultural industry, Talent supply and demand.

## 1. INTRODUCTION

According to the statistics of the statistical bulletin of the Ministry of culture and tourism of the people's Republic of China on cultural and tourism development in 2020, by the end of 2020, 341600 cultural and tourism units of all kinds across the country had been included in the statistical scope, and 66555 units affiliated to cultural and tourism departments at all levels; About 699800 people are employed in the cultural industry, an increase of about 5000 compared with the last statistics. With the deepening integration of culture and tourism, culture and tourism industry is becoming the focus of consumption, investment and development.

## 2. DEVELOPMENT STATUS OF CULTURAL INDUSTRY IN TIANJIN

### 2.1. Overall situation of cultural industry in Tianjin

According to the statistics in the bulletin of the fourth national economic census of Tianjin - basic information of some emerging industries released in 2020, as of 2018, there were 23134 legal entities with cultural and related industries in Tianjin, an increase of nearly 17% over the previous census; About 200000 employees; The total assets were 430 billion yuan, an increase of about 12.3% over the last census. Tianjin's

cultural industry market ushered in further prosperity and development. There were 7803 kinds of books published in 2017, an increase of 16.1 times over 1978. The total number of books printed in 2017 was 80.81 million, an increase of 9.7% over 1978. The total number of magazines and periodicals printed in 2017 was 28.6 million, an increase of 1.3 times over 1978. It can be seen from the comparison of the above figures. In recent years, the cultural industry in Tianjin has accelerated rapidly, and the cultural industry system of eight categories has basically formed a system. The cultural industry system includes: performing arts, cultural creation, art transaction, digital and animation publishing and distribution, cultural exhibition, broadcasting, film and television, cultural tourism, etc. Under the Internet plus, the development of cultural products and services produced by the new communication technology is developing rapidly. In terms of development space, Tianjin's cultural industry has formed a basic layout of cultural industry with multiple development driving points in four zones of city and township, mountain and sea. At present, there are nine national cultural industrial parks in Tianjin Cultural Industrial Park, with a total of nearly 40. The settled cultural enterprises in the park account for more than 40% of the total number of cultural enterprises in the city. Build a number of important public cultural service platforms such as the national animation industry comprehensive demonstration park. The

cultural industry park plays a very important demonstration role in serving the cultural industry, radiating and driving the development of the cultural industry [1].

**2.2. Characteristics of cultural industry in Tianjin**

At present, the per capita output level of Tianjin's cultural industry is far ahead of the national average output level, but the overall scale is relatively small compared with other provinces and cities. The total scale of Tianjin's cultural industry needs to be further improved. At the same time, it also means that the future development space of Tianjin's cultural industry is still very broad and the development potential is still huge [2].

**3. CURRENT SITUATION OF TALENT SUPPLY AND DEMAND IN CULTURAL INDUSTRY IN TIANJIN**

**Table 1.** What talents do you need most at present

Art market management	Creative planning	Art design	Film and television production	Music Major	Literary research	Project planning management	other
25%	55%	55%	35%	0%	10%	40%	5%

On Zhilian recruitment website, the author sees that the website provides thousands of relevant posts. Relevant statistics show that in New York, cultural creators account for 12% of the labor force; In London, cultural creators account for 14% of the workforce; In Tokyo, cultural creators account for 15% of the workforce. At present, employees in creative industries such as Beijing account for less than one thousandth of the employed population. The essence of cultural industry lies in cultural creativity. Many enterprises lack high-quality cultural and creative talents. Companies such as cultural investment, media, providing cultural content and intermediary services, especially in enterprises dominated by technicians, are in urgent need of high-quality experts who are screenwriters and proficient in novel story adaptation. Take Tianjin yiku Creative Industry Park, a large-scale cultural industry cluster in Tianjin, as an example. At present, there are more than 100 creative enterprises in the park, with a tax revenue of more than 10 million. Liu Zheng, chairman of the board, said: "at present, the demand for creative products and services in Tianjin is not much different from that in Beijing and Shanghai, but our industry is not very good or developed, mainly because of the lack of talents." At present, the demand for creative goods and services in cities is quite high. However, the development of cultural industry lags behind the market demand. Among them, talent shortage is an urgent problem. In our survey and conversation, more than half of the enterprises raised the problem of talents. When talking

The research group has established a special research group, which mainly adopts the survey method of random questionnaire to conduct detailed research on employees of some cultural industries, relevant enterprises and relevant colleges and universities setting up cultural industry management in Tianjin:

**2.3. Cultural and creative talents**

For these people, knowledge and wisdom create productive value, usually covering advertising, handicrafts, fashion, design, film, architecture and other fields, interactive leisure, performing arts, music, publishing and software. Most cultural industry parks lack qualified talents. What kind of talents do cultural industry enterprises need most at present? The survey results show that creative talents are the most needed creative talents.

about the lack of talents in the cultural industry, Kang Jun of Binhai Research Institute of Nankai University pointed out: "our two special metropolises, Tianjin and Beijing, are too close to Beijing. Beijing is a cultural center. Therefore, Tianjin will have many deficiencies in talent exchange now and in the future. It is urgent to do everything possible to attract high-level talents, and the cultivation of professional talents can not be ignored. Some planning elites should grasp the project more accurately, so as to make our cultural and creative industry go healthier. "

**3.1. Lack of professionals in emerging industries**

Due to the unsynchronism of cultural and creative industries in Tianjin, the unsynchronism of personnel supply in relevant industries is more obvious. Employees in media, press and publication, education consulting and other industries have been relatively saturated, but the enrollment in the traditional direction of the cultural industry is still expanding. Tianjin has a very small number of schools with relevant majors in emerging industries such as new media and game production, and the lack is more serious. Talent training is far from meeting talent needs, and there is a large talent gap. The survey results show that what cultural industry practitioners urgently need to master is the professional technology of emerging industries.

**Table 2.** Which of the following professional skills does your company (unit) need

Copywriting	Art design	Film and television production	Web Design	Creative planning	Organization management	other
10%	35%	30%	40%	65%	40%	5%

**Table 3.** Which of the following knowledge do you think should be mastered and strengthened as a professional in culture and art management

Industry management	Professional technology	Industry economics	Industry analysis and evaluation	Computer and network applications	Foreign language level	other
15%	85%	15%	55%	65%	15%	0

Cultural professionals, mainly engaged in animation printing, tourism, performing arts and entertainment, exhibition, publishing and other cultural industries. There is a shortage of professionals in emerging industries such as exhibition industry in the field of cultural industry. This problem is a common problem in the development of national cultural industry. There is also a large gap in senior talents in exhibition planning. China's animation industry is developing rapidly. By 2018, the talent gap in China's animation industry has expanded sharply from 150000 in to 250000 in 2017. The gap of talent demand in China's digital media industry, which is still in its infancy, is about 100000. According to relevant statistics, national publishing houses, electronic audio-visual publishing houses, newspapers, websites and magazines, and other copyright related industries, but the current copyright agencies are very few approved.

**3.2. Compound cultural industry management talents**

The main business scope of the cultural industry is cultural production and content creation. Cultural production is inseparable from huge capital investment.

After cultural products are produced, there is still a risk of unsalable cultural products in the sales market. It is difficult for small and micro enterprises to join them. The production and sales of cultural industries are different from other industries. It not only requires employees to have good cultural and artistic quality, but also requires employees to have a very sensitive sense of market and the ability to meet different needs. "One specialty" is not enough for excellent practitioners in cultural and creative industries. Under the previous traditional cultural business philosophy, many original cultural practitioners lack innovation consciousness, weak market competition consciousness, and the marketing ability of most cultural products is extremely lacking. Some employees have weak economic and management knowledge, or weak ability to appreciate culture and art; the judgment of industry development trend is not accurate enough. Tianjin's cultural industry, especially the lack of senior compound talents who are good at the industrialization of culture and the marketization of cultural resources. According to the statistics of the survey results, it is found that the highest requirement for professional skills of talents in the cultural industry is compound and high-quality talents (see question 5).

**Table 4.** What are the requirements of your company (unit) for talents' professional skills?

Proficient in at least one professional skill	Master art professional skills	2-3 item, and others	Master one, and master the others	All understand, need to be proficient	can do not	other
15%	30%	50%	5%			

Data show that the number of employees in the national news and media industry has reached more than 600000. Less than 1% of the more than 600000 talents are good at media production and cultural industry management. For example, in the current radio and television industry of Tianjin's cultural industry, the supply of specific editors, directors and producers of a certain theme exceeds the demand, and there is a very large talent gap with extremely broad humanistic vision of news broadcasting and profound ideas of news

broadcasting; There is a large talent gap in the planning and management of compound cultural industry that understands both news broadcasting culture and news broadcasting audience. Tianjin is not short of rich traditional cultural resources, but of sophisticated talents for the mature industrialized operation of Tianjin's traditional culture. As a result, although Tianjin is rich in traditional cultural resources, it is still in a relatively quiet state in the development of cultural resources. Employees of cultural industry in Tianjin often rely on

their personal shallow experience and personal feeling in their work, which seriously weakens the market competitiveness of cultural production units in Tianjin and is difficult to meet the needs of the rapid development of cultural industry [3].

#### **4. COUNTERMEASURES AND SUGGESTIONS TO SOLVE THE TALENT GAP IN THE DEVELOPMENT OF CULTURAL INDUSTRY IN TIANJIN**

The talent supply of cultural industry cannot meet the needs of the development of cultural industry, which hinders the development of cultural industry. The radiation base and talent transmission base of cultural industry are colleges and universities in Tianjin. At present, the talents transported by colleges and universities in Tianjin for the cultural industry are seriously divorced from the demand for talents in the cultural industry. On the one hand, "dragon killing" is mostly taught in the teaching of cultural industry related majors, while the students lack strong practical experience and have difficulties in obtaining employment after graduation. On the other hand, it is difficult to recruit talents for complex and emerging professional cultural industries urgently needed by enterprises, and there is a huge talent gap. There is a huge contradiction between the supply and demand of talents in Tianjin's cultural industry. On the one hand, colleges and universities in Tianjin make use of the advantageous educational resources and scientific research strength of colleges and universities to cultivate a large number of innovative talents with strong cultural industry innovation consciousness and comprehensive cultural quality, so as to better promote the development of cultural industry in Tianjin; On the other hand, strengthen cooperation with local enterprises and local governments, actively carry out project research according to the needs of enterprise development and local governments, and contribute to the long-term development of cooperation. The school provides trust and support services for enterprises and the government, wins a stable and high-quality internship base and work destination for students, and lays a foundation for the school to better cultivate talents in cultural and creative industries.

##### ***4.1. Cultivate students' awareness of cultural innovation***

Colleges and universities are the most free and innovative pure land in this society. Colleges and universities in Tianjin that offer the major of cultural industry management should attach great importance to cultivating students' awareness of cultural innovation in their daily education and teaching activities. In the process of teaching, encourage students to break through, not stick to stereotypes and innovate boldly,

and recognize and affirm students' creative works in teaching assessment. The vigorous development of cultural industry is inseparable from a steady stream of cultural innovation. Colleges and universities should not only attach importance to the teaching of relevant knowledge of cultural industry, but also attach great importance to the cultivation of students' practical ability. Colleges and universities should take the initiative to go out and jointly train talents with relevant enterprises in the cultural industry. Colleges and universities use the new equipment and professional venues of cooperative enterprises to let students go deep into the front line of the cultural industry to listen, witness and experience more, so as to improve their awareness of cultural innovation and enhance their cultural appreciation<sup>[4]</sup>.

##### ***4.2. The professional orientation of cultural industry in Colleges and universities in Tianjin must be accurate***

Colleges and universities in Tianjin should accurately grasp the current situation of the development of cultural industry in the discipline orientation of cultural industry management. At present, the school running concept of colleges and universities setting up cultural industry does not keep pace with the times, but there is too old phenomenon, and the teaching of knowledge is too old. The cultural industry covers many directions, such as performing arts, cultural creation, art trading, digital and animation publishing and distribution, cultural exhibition, radio, film and television, cultural tourism, etc. many school cultural industry majors do not understand what the cultural industry needs for talents, so there is a large and comprehensive phenomenon in the professional curriculum. As a result, the trained students learn everything and are not proficient in anything. Colleges and universities setting up cultural industry management should further refine the discipline positioning, strengthen the professional characteristics of their own school's cultural industry management, and cultivate students with core competitiveness in one aspect of cultural industry management, rather than "all pass and all loose" students. Colleges and universities that set up cultural industry in Tianjin should improve the quality of talent training, so as to give full play to the role of higher education in serving the economic and cultural construction of Tianjin [5].

##### ***4.3. Building a mechanism of "double qualified" and "compound" Teachers***

Teachers play a key and decisive role in the cultivation of talents majoring in cultural industry management. Cultural industry knowledge and technology update very quickly, so teachers majoring in cultural industry management have high requirements

for cultural industry knowledge and innovative consciousness of cultural management; Teachers are highly required in the practical organization ability and cultural innovation ability of cultural project management. Teachers majoring in cultural industry management should irregularly go deep into Tianjin Cultural Industry Park or cultural projects to practice short-term cultural management, and timely and accurately master new technologies and ideas. The educational administration department of colleges and universities should break through the previous concept of classroom teaching assessment management, actively encourage and strongly support teachers to go deep into enterprises to participate in various interdisciplinary academic activities and cultural industry practice (Part-time) activities, and provide funds and institutional support for teachers who go deep into enterprises and the front line of cultural industry management in terms of course schedule. The major of cultural industry needs to establish a team of teachers with reasonable discipline background structure, strong innovation consciousness and clear division of labor. Colleges and universities should also invite people with rich practical experience in the cultural industry to give lectures and lectures from time to time. Confined to a corner, it is easy to be complacent. Colleges and universities should not only "invite in" but also "go out", further strengthen cooperation and experience exchange between colleges and universities at home and abroad, jointly complete the compilation and revision of teaching materials for cultural industry management, teachers exchange and visit each other, jointly apply for teaching and scientific research projects, and even realize inter school credit mutual recognition, Form a good development situation in which colleges and universities that set up cultural industry complement each other's professional advantages and share cultural industry resources [6].

## 5. CONCLUSIONS

In short, as an incubator of cultural and creative industries, colleges and universities should timely update the teaching content, setting up an interdisciplinary and compound college curriculum system, strengthen the cultivation of interdisciplinary teachers, and establish a long-term mechanism for school enterprise cooperation to cultivate talents, so as to promote the organic combination of the production, teaching and scientific research of cultural products in the cultural industry, and promote the transformation from the creativity of cultural products to the achievements of cultural products. Colleges and universities are an important platform for cultivating talents in cultural and creative industries, promoting the transformation of creative achievements and serving Tianjin's cultural and creative industries.

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