



Influence of Cultural and Creative Industry Development on Economic Growth of the Tertiary Industry

A Case Study of Shanghai and Jiangsu Province

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Abstract. With the inherent properties of knowledge-oriented, high value-added, and combination function, cultural and creative industry has gradually grown into one of the most potential industries in China, playing a forceful and leading role in the development of the tertiary industry. This paper takes Shanghai and Jiangsu Province for example, which are topping the growth of cultural and creative industry in China, selects the total annual output value of the tertiary industry and the total annual output value of cultural and creative industry in Shanghai and Jiangsu Province from 2010 to 2020 and uses the individual fixed effect model for empirical regression to quantitatively study the impact of the expansion of cultural and creative industry on the economic growth of the tertiary industry. The empirical regression results make it clear that the boom of this emerging industry will promote the economic development of the tertiary industry largely, and put forward relevant countermeasures and suggestions, which have a vital influence on regional economic development and realize the upgrading of industrial structure validly.

Keywords: Cultural and Creative Industry, the Tertiary Industry, Economic Growth.

1 Introduction

Cultural and creative industry is an emerging industry model that advocates green environmental protection and emphasizes sustainable development. Taking high innovation as the core, it conforms to the strategic requirements of coordinated growth and progress of the regional economy and deep industrial convergence in China in recent years, arising from economic globalization. Cultural and creative industry originated in western countries whose development speed is far faster than our country's and even has become a pillar industry to promote national economic growth. In foreign countries, British scholars first proposed the concept of "creative industry", which is defined as a knowledge-intensive industry that creatively combines elements such as culture, art, and personal wisdom by mobilizing personal initiative. In China,

Taiwan Province first introduced the concept of “cultural and creative industry” and proposed that it was generated under the social background of the knowledge economy. It respected personal creativity, emphasized the potential role of creativity and culture in creating value and accumulating wealth, and promoted employment and the improvement of people’s overall living standards. Thus, “cultural and creative industry” is not a new concept, its development level has become a powerful driving force to bolster the transformation and renovation of the national economic system and stimulate regional economic growth. Since it breaks through the strict boundaries of traditional industries and is characterized by resource integration and mutual penetration among industries, it goes a long way towards the advancement of all industries in the national economy, especially the tertiary industry.

At present, China's attention and support for the buildup of cultural and creative industries are increasing. The “14th Five-Year Cultural Industry Development Plan” points out that China should continue to promote the high-quality improvement of cultural industry, turn cultural and creative industry into a coalition of ‘cultural creativity, scientific and technological innovation, and economic growth’, empower the economic system and market system with industrial integration and enhance regional economic strength and innovation-driven development capabilities. Cultural and creative industry has improved the service function of the tertiary industry, optimized the new development pattern of various industries in the tertiary industry, and led a crucial way for the economic growth of the tertiary industry.

As the key provinces and cities ranking in the front of China's economic development, Shanghai and Jiangsu have always been in an essential position for the prosperity of cultural and creative industry. According to 2010-2020 annual “Shanghai Cultural and Creative Industry Development Report” and “Jiangsu Cultural Industry Development Research Report”, cultural and creative industry advancement level in both places has steadily increased year by year. By 2020, Shanghai's cultural and creative industry accounted for more than 13% of GDP. Currently, relying on talents, technology, location advantages, and resource endowments, the two places have built cultural and creative industry bases and cultural and creative industry demonstration parks with high added value and unique characteristics, which is in favor of the construction of cultural and creative industries in China. Therefore, this paper takes Shanghai and Jiangsu Province as representatives to evaluate how cultural and creative industry can act on the economic enhancement of the tertiary industry, which provides a powerful strength to implement national industrial policies, adjust to the new regional industrial structure and the promotion of balanced regional economic development.

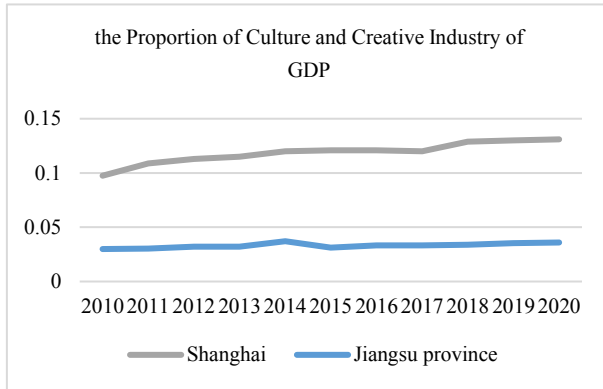


Fig. 1. The proportion of cultural and creative industry in GDP in Shanghai and Jiangsu Province

The first chapter is the Introduction, based on the current social setting, the high value-added, strong integration, low carbon, and pollution-free industry is dominating China's tertiary industry. In this part, this paper presents an idea that if cultural and creative industry boosts, there is no doubt that the tertiary industry will flourish correspondingly. The second chapter is Materials, this study discusses the definition of cultural and creative industry-related concepts and the factors which influence the tertiary industry economic growth. The third chapter is the selection of variables and model setting to study the effect that cultural and creative industry development might have on the tertiary industry economic growth. Using the individual fixed effect model, the relevant data of cultural and creative industry and the tertiary industry in Shanghai and Jiangsu Province are collected, which are roughly divided into three steps. First, variables are selected. Second, the model is set. Third, descriptive research is conducted on the data. The fourth chapter is the empirical analysis of the relationship between the increase of cultural and creative industry and economic growth of the tertiary industry. The empirical regression results show that the development of cultural and creative industry has a significantly positive impact on the economic growth of the tertiary industry. The fourth chapter is the Conclusion. Through the research in the first four chapters, we grasp the accurate relationship between cultural and creative industry development level and the economic advancement of the tertiary industry to some extent, draw relevant conclusions, and put forward reasonable countermeasures and suggestions according to our conclusions.

2 Materials

There are many related studies on cultural and creative industry. This paper reviews the definition of cultural and creative industry and the impact of the tertiary industry's economic growth.

2.1 Definition of related concepts of cultural and creative industry

Through combing and summarizing the existing research literature, Lei Ting and Jiang Zhihua (2021) compared the definitions and classifications of cultural and creative industry by different professors at home and abroad. It is concluded that although the concepts of cultural and creative industry in various countries are slightly different, they are generally considered to be the integration of “creativity, science and technology and cultural products”. Zhou Yonggen (2020) discussed the different division standards of cultural and creative industry by domestic and foreign governments and scholars, emphasized the industrialization of creativity and cultural connotation, and discussed the characteristics of cultural and creative industry from the facets of economy, integration, production, and externality.

2.2 Study on the Influence Factors of the Tertiary Industry Economic Growth

Li Dongmei and Chen Liuxiang (2018) took the added value of annual output value of the tertiary industry in Fujian Province from 1999 to 2016 as the dependent variable, the number of overseas students in China as the core explanatory variable, and the growth rate of fixed-asset investment in the tertiary industry, the proportion of the number of people with a higher education level than college for professional training diploma in Fujian Province, and the proportion of the export volume of high-tech products in Fujian Province to GDP as the controlled variables. The effects of service trade, the material basis of the tertiary industry, education level, and technological innovation on the economic enlargement of the tertiary industry were studied by empirical analysis. He Kaiyuan (2021) established the economic growth model of the tertiary industry based on the data of the annual added value of the tertiary industry, the total energy consumption, the investment in fixed assets, the actual amount of foreign investment, labor productivity and disposable income per capita in Beijing from 2000 to 2017, and concluded that the total energy consumption, labor productivity and disposable income per capita can motivate the tertiary industry to develop faster in Beijing, so as to put forward some targeted suggestions such as increasing the intensity of personnel training, expanding the total social demand and improving the level of foreign investment; Xing Liliang (2015) collected the data of GDP, disposable income of urban residents, employment of the tertiary industry and fiscal expenditure to represent the living standards of urban residents from 1978 to 2012, and used empirical analysis to quantitatively research the factors affecting the development of the tertiary industry in China, and bring up advice such as introducing talents, formulating preferential policies for the tertiary industry and improving the living standards of residents; Shiyuan (2008) selected the data of the tertiary industry proportion of GDP from 1978 to 2006, establishment vector error correction model to make a non-stationary time series regression, proved that income per capita growth rate and tertiary industry investment growth rate are closely related to the tertiary industry proportion of GDP.

2.3 Literature review

In general, from the perspective of research content, as cultural and creative industry has turned out to be an increasingly important factor to fuel economic advancement, the majority of the existing literature pays more attention to the contribution of cultural and creative industry to all industrial growth in the national economy, while there are relatively few studies to illustrate how cultural and creative industry can impact the economic growth of the tertiary industry. In terms of the scope of research, this literature often only established models and conducted an empirical analysis based on statistical indicators in the past few years, and the selected data are not sufficient to prove the rationality of the research topic. Consequently, this paper has made a useful supplement to the literature in the field of cultural and creative industry both in research content and research scope.

3 Methods

3.1 Variable selection

The explained variable selected in this paper is the total annual output value of the tertiary industry. Referring to Liu Fangyuan, we usually use the GDP of the tertiary industry as an indicator to measure the economic growth of the tertiary industry. Therefore, this paper selects the total annual output value of the tertiary industry (tip) as the proxy variable of the economic growth level of the tertiary industry.

The explanatory variable selected in this paper is the total annual output value of cultural and creative industry. We usually use the GDP of cultural and creative industry as an indicator to measure the economic growth of cultural and creative industry. Therefore, this paper selects the total output value of cultural creative industry (ccip) as the proxy variable of the development level of cultural and creative industry.

Referring to the research of Zhang Minghao and Zhang Yuan, this paper selects GDP, the total annual output value of the second industry, the total retail sales of social consumer goods, GDP per capita, disposable income per capita of urban residents, and the number of the tertiary industry employees as controlled variables.

3.1.1 Gross regional product.

Regional GDP measures the economic status and development level of all industries in a certain region in a certain period. The higher regional GDP represents a better operation of the national economy, and the tertiary industry will inevitably manifest an increasing trend. This paper selects the regional GDP (gdp) to measure the economic development level of all industries.

3.1.2 Total annual output value of the secondary industry.

The tertiary industry serves the secondary industry, and the steady growth of the secondary industry is the basis and guarantee for the development of the tertiary industry. A higher level of industrialization can produce more advanced equipment to

replace a large number of labor forces. As a result, people will spend more time investing in the consumption of the service industry, thus driving the tertiary industry to develop. This paper selects the total output value of the second industry (sip) to measure the level of industrialization.

3.1.3 Total retail sales of social consumer goods.

Total retail sales of social consumer goods is one of the most direct indicators reflecting the development level of the tertiary industry. The increase in the total retail sales of social consumer goods is often reflected in the growth of wholesale and retail, accommodation and catering industries in the tertiary industry. In addition, the increase in the total retail sales of social consumer goods means an increase in consumer demand, which stimulates producers to enlarge product supply, increase demand for labor, reduce unemployment, improve people's income level, and promote the tertiary industry. This paper selects the total retail sales of social consumer goods (rscg) to measure the total social demand.

3.1.4 Regional GDP per capita.

If the GDP per capita of a certain region is low and the income level per capita is low, people will give priority to using limited income for purchasing necessities of life, which is not conducive to the growth of the tertiary industry. If GDP per capita is high and income per capita is high, people's consumption demand will shift from necessities to service-oriented consumption, which is contribute to the growth of the tertiary industry. This paper selects the regional GDP per capita (gdppc) to measure the income level per capita.

3.1.5 Per capita disposable income of urban residents.

The increase of per capita disposable income of urban residents represents the improvement of living standards of urban residents and the increase of consumer demand, which will lead to more social capital flowing to the tertiary industry such as the financial industry, the service industry, and the transportation industry, stimulating the tertiary industry economic growth. This paper selects the per capita disposable income of urban residents (pcdi) to measure the living standards of urban residents.

3.1.6 The number of the tertiary industry employees.

The increase in employment in the tertiary industry indicates that the output value of the tertiary industry will increase with more employment personnel specialized in the tertiary industry production. This paper selects the number of the tertiary industry employees (lab) to measure the supply of the labor market in the tertiary industry.

The variable selection and their meanings are shown in the table below.

Table 1. Variables and their meanings

variable type	variable name	variable meaning	measure index	data sources
explained variable	tip	total annual output value of the tertiary industry	economic growth level of the tertiary industry	2010-2020 Shanghai Statistical Yearbook and Jiangsu Statistical Yearbook
explanatory variable	ccip	total annual output value of cultural and creative industry	economic growth level of cultural and creative industry	2010-2020 china statistical yearbook on culture and related industries
controlled variables	gdp	regional gdp	economic growth level of all industries	2010-2020 Shanghai Statistical Yearbook and Jiangsu Statistical Yearbook
	sip	total annual output value of the second industry	industrialization level	2010-2020 Shanghai Statistical Yearbook and Jiangsu Statistical Yearbook
	rscg	total retail sales of consumer goods	aggregate demand	2010-2020 Shanghai Statistical Yearbook and Jiangsu Statistical Yearbook
	gdppc	gross domestic product per capita	income per capita	2010-2020 Shanghai Statistical Yearbook and Jiangsu Statistical Yearbook
	pcdi	urban per-capita disposable income	the living standards of urban residents	2010-2020 China Statistical Yearbook
	lab	the number of the tertiary industry employees	labor market supply of the tertiary industry	2010-2020 Statistical Bulletin of National Economic and Social Development of Shanghai, Statistical Bulletin of National Economic and Social Development of Jiangsu

3.2 Model setting

This paper uses panel data and focuses on the time-varying impact of cultural and creative industry in the same region, rather than the heterogeneity of the impact of cultural and creative industry on Shanghai and Jiangsu Province. Therefore, the entity fixed effect model is selected for empirical regression. Consequently, the model is set as follows

$$tip = \beta_0 + \beta ccip + \chi_1 gdp + \chi_2 sip + \chi_3 rscg + \chi_4 gdppc + \chi_5 pcdi + \chi_6 lab + \varepsilon(1)$$

In the Equation (1), the total output value of the tertiary industry is expressed by tip, the total output value of cultural and creative industry is expressed by ccip, the GDP is expressed by gdp, the total output value of the secondary industry is expressed by sip, the total retail sales of social consumer goods is expressed by rscg, the GDP per capita is expressed by gdppc, the per capita disposable income of urban residents is expressed by pcidi, the number of the tertiary industry employees is expressed by lab, β_0 is a constant term, ε is a random error.

3.2.1. Data sources.

This paper calculates and processes the original data, deletes some data and indicators, and finally obtains 22 sets of data for empirical regression. The data in the explained variables, explanatory variables, and controlled variables selected in this paper are from the 2010–2020 China Statistical Yearbook, Shanghai Statistical Yearbook, Jiangsu Statistical Yearbook, China statistical yearbook on culture and related industries, and the 2010 – 2020 Statistical Bulletin of National Economic and Social Development of the two places.

3.2.2. Descriptive statistics.

To make the data more stable and weaken the collinearity and heteroscedasticity of the model, this paper takes the logarithm for all data.

Table 2 is the descriptive statistics of all variables involved in Equation (1). From the descriptive statistics, it is found that the maximum and minimum values of the total annual output value of cultural and creative industry in Shanghai and Jiangsu Province are quite different, indicating that there are obvious regional differences in the development level of cultural and creative industry in Shanghai and Jiangsu Province.

Table 2. Descriptive statistics of variables

stats	mean	max	min	sd	skewness	kurtosis	N
tip	10.102	10.896	9.2463	0.4703	-0.0178	2.1605	22
ccip	7.8205	8.5048	6.9272	0.4147	-0.3720	2.5692	21
gdp	10.682	11.540	9.7934	0.5542	0.0505	1.7540	22
sip	9.7467	10.697	8.9139	0.6961	0.1180	1.2365	22
rscg	9.7288	10.537	8.8395	0.5126	0.1096	1.9658	22
gdppc	-6.9320	-6.4643	-7.5467	0.2929	-0.2250	2.3951	22
pcidi	-7.7362	-7.1765	-8.3799	0.3270	-0.0596	2.2657	22
lab	7.1108	7.7293	6.4133	0.4492	-0.1740	1.4319	22

4 Results & Discussion

The regression results show the relationship between the total annual output value of the tertiary industry and the controlled variables. Among them, the coefficient of regional GDP is significantly positive at the level of 1%, indicating that the economic development level of all industries has a positive impact on the economic growth of the tertiary industry, and its coefficient is 0.6491, which means that when the regional GDP increases by 1%, the GDP of the tertiary industry will increase by 64.91%. The coefficient of the total annual output value of the secondary industry is significantly negative at the level of 1%, indicating that the level of industrialization has a negative impact on the economic growth of the tertiary industry, and its coefficient is -0.2746 , which means that when the GDP of the secondary industry increases by 1%, the GDP of the tertiary industry will decrease by 27.46%. The coefficient of the total retail sales of social consumer goods is significantly positive at the level of 1%, indicating that the total social demand has a positive impact on the economic growth of the tertiary industry, and its coefficient is 0.4363, which means that when the total retail sales of social consumer goods increases by 1%, the GDP of the tertiary industry will increase by 43.63%. The coefficient of regional GDP per capita is significantly positive at the level of 1%, indicating that the per capita income level has a positive impact on the economic growth of the tertiary industry, and its coefficient is 0.4088, which means that when the GDP per capita increases by 1%, the GDP of the tertiary industry will increase by 40.88%; The coefficient of the employment of the tertiary industry is significantly positive at the level of 5%, indicating that the labor supply of the tertiary industry has a positive impact on the economic growth of the tertiary industry, and its coefficient is 0.1020, which means that when the employment of the tertiary industry increases by 1%, the GDP of the tertiary industry will increase by 10.2%. The per capita disposable income of urban residents is not obvious, indicating that the living standards of urban residents have no significant impact on the economic growth of the tertiary industry.

This paper focuses on the relationship between the total annual output value of the tertiary industry and the total annual output value of cultural and creative industry. The coefficient of the total output value of cultural and creative industries is significantly positive at the level of 5%, indicating that the development level of cultural and creative industry has a positive impact on the economic growth of the tertiary industry, and its coefficient is 0.0332, that is if the gross product of cultural and creative industry increases by 1 %, the gross product of the tertiary industry will increase by 0.03%, revealing that improving the development level of cultural and creative industry will have a very significant positive impact on the economic growth of the tertiary industry in the region. The reason may be that cultural and creative industry is both technology-oriented and market-oriented, which is conducive to the infiltration of new development concepts into all related industries, to meet people's diversified consumer demands, to optimize the internal economic structure of the tertiary industry and create greater wealth and value. Cultural and creative products are innovative, technical, and entertaining. Developing cultural and creative industry vigorously has realized the revolution and escalation of residents' consumption structure and increased the demand

for service-oriented consumption, which is beneficial to enlarge the proportion of the tertiary industry in the national economy. Cultural and creative industry centers on the core position of creativity so that the social demand for creative talents is rising, providing more positions for highly educated talents, creating an open market space for the development of innovative enterprises, and becoming the most influential impetus for China's rapidly-increasing economic advancement in the future; at the same time, it makes full use of the national supportive policies, plays the industrial agglomeration effect and radiation effect with the strategic dominant position in the service industry, it will lead to the prosperous prospect of the tertiary industry.

Table 3. Model regression results

VARIABLES	tip
ccip	0.0332**
	(0.016)
gdp	0.6491***
	(0.007)
sip	-0.2746***
	(0.091)
rscg	0.4363***
	(0.163)
gdppc	0.4088***
	(0.057)
pcdi	-0.1374
	(0.293)
lab	0.1020**
	(0.047)
Constant	2.3834***
	(0.723)
individual fixed effect	control
time-fixed effect	not control
Observations	21
Number of i	2

Robust standard errors in parentheses

*** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

5 Conclusions

Taking Shanghai and Jiangsu Province as examples, this paper studies the impact of the development of cultural and creative industry on the economic growth of the tertiary industry. With its unique advantages of high added value, strong integration, low carbon, environmental-friendly and sustainable, cultural and creative industry has transformed the industrial mode of low added value, low quality, and high energy consumption in the previous era, leading the tertiary industry's renewal. This paper analyses the relationship between the development level of cultural and creative industry and the economic growth level of the tertiary industry, collects the annual output value of the tertiary industry and the annual output value of cultural and creative in-

dustry in the two places from 2010 to 2020 and makes an empirical analysis by using the entity fixed effect model. It is concluded that the development level of cultural and creative industry can accelerate the tertiary industry promotion to a considerable degree. The results show that putting more effort to support cultural and creative industry is what generates the breakthrough of industrial structure and impels the construction of an ideal setup to develop the regional economy in a balanced way.

In summary, this paper makes the following recommendations:

5.1 Impel the evolution of the regional cultural and creative industry with the advantage of core location

As the key provinces and cities of the national economic center-- the Yangtze River Delta region, Shanghai and Jiangsu Province have started their cultural and creative industries earlier, and their promotion levels are far ahead of other cities in China. Therefore, the two places should speed up the establishment of cultural and creative industry bases and demonstration parks, integrate available and advantageous resources, construct a cultural and creative industry cluster with regional characteristics, and appeal to large-scale capital investment. By attaching great importance to cultural and creative industry in the two places as the core, we should actively play the industrial spillover effect and agglomeration effect, build up a broad platform and ever-widening market space for all industries of the national economy, especially the tertiary industry to promote the regional economic integration and coordinated development pattern and enhance the comprehensive competitiveness of the regional economy.

5.2 Pay attention to the cultivation of creative talents and emphasize the important role of creativity in industrial development

Cultural and creative industry originates from the background of people's consumption demand diversification, born in the knowledge economy, belongs to the knowledge-intensive industry, its development model is naturally different from the traditional labor-intensive industry. At present, the insufficient supply of creative talents has become a key issue that restricts the long-term operation of cultural and creative industry. Shanghai and Jiangsu, as the decisive places with the most fruitful educational properties, have unique advantages in introducing creative talents. On the one hand, universities should specialize in art design, industrial design, animation film and television, news communication, and other majors associated with cultural and creative specialties, provide a wide range of subjects, and equip with strong power of teachers to comprehensively improve personal cultural literacy and creative level, thereby making a tremendous contribution to the improvement of cultural and creative industry of high quality. On the other hand, the government should improve the upgrading of the cultural and creative industry chain, establish a training and evaluation system for creative talents, intensify the industry attraction of culture and related industries, cultivate splendid creative industry practitioners, expand human capital investment, and inject inspiration into the soul of industrial development.

5.3 Strengthen the efforts of intellectual property protection and create a climate suitable for industrial development

The achievements of creators are the seeds of cultural and creative industry, and the protection of intellectual property rights is the soil for the survival and enrichment of cultural and creative industry. For the time being, the violations in this field intensified. If the creators' intellectual achievements cannot be fully guaranteed, it will dampen the enthusiasm of the creators greatly, damage the economic interests of the creators seriously, and it is difficult to attract creative talents to participate in the industry actively. In this context, General Secretary Xi Jinping set forth a series of ideas to reinforce the efforts to protect intellectual property rights and perfect the application and protection mechanism of intellectual property. Accordingly, we should encourage cultural and creative enterprises to take advantage of indigenous rights, patent rights, trademark rights, and other rights to enhance their independent innovation ability and brand competitiveness; we should crack down on various violations, solve the problem of cultural and creative industry's replicability and raise public awareness of independent intellectual property protection. Complying with the changing needs of the times and society, strengthening the protection of intellectual property rights is instrumental in the comprehensive protection of the virtuous cycle and sustainable development of cultural and creative industry.

5.4 Build an industrial channel of “cultural creativity and technological innovation and economic development”

“Science and technology are the primary productive forces”. For cultural and creative industry characterized by low energy consumption, low pollution, high creativity, and high profitability, technological innovation also plays a pivotal part. In this information age, science and technology are changing constantly, quantities of cities take technological innovation as an indispensable resource, make full use of advanced media and scientific and technological means, integrate technical factors into utilizing cultural resources abundantly, and exploit the product of creativity, guide the organic combination of cultural and creative enterprises and high-tech industries, digital media and design industries, so that enterprises can achieve diversification and improve the core competitiveness. At the same time, taking technological progress as a critical point to make cultural creativity and technological innovation interact with each other is to the benefit of accelerating the transformation of regional economic development mode, optimizing the industrial structure, injecting new vitality into the development of both cultural and creative industry and the tertiary industry, bringing new potential, providing more commercial opportunities and economic added value, and creating a new path that not only has regional characteristics and conforms to the reality of regional development but also has a leading edge and satisfying social benefits.

5.5 Provide preferential policy and broaden investment and financing channels

In the present-day society, although China's cultural and creative industry has shown a rapid growth tendency, compared with western countries, there are still problems such as small scale, irregular operation, financing difficulties, and slow financing, which impede the enhancement of cultural and creative industry severely. At present, the financing of cultural and creative enterprises in China is mainly realized through loans and bonds to financial institutions. The financing subject is inadequate and the financing channels are scarce. For cultural and creative enterprises in the initial stage, due to the weak profitability and lack of financial strength, they are unable to obtain the funds needed for industrial development through traditional financing methods. In this regard, local governments should play a leading and guiding role in the industry, bring up supportive policies, give policy subsidies to cultural and creative enterprises and establish special funds for future development. Simultaneously, improve the relevant laws and regulations and establish industry associations, introduce venture capital, and promote the construction of the mechanism combining government, financial institutions, enterprises, and individual investors for the expansion and further advancement of cultural and creative industry and the tertiary industry.

5.6 Promote deep integration of industries and realize transformation and upgrading of economic structure

Cultural and creative industry is the combination of cultural connotation and creative inspiration. It emphasizes breaking the industrial boundary and integrating the tertiary industry with the primary and secondary industries. Under the setting of economic globalization, cultural and creative industry not only pays attention to the role of culture and art in promoting economic growth but also concentrates on endowing the traditional industries with a deeper cultural connotation. With the unique advantages of optimizing the economic structure and accelerating industrial integration, cultural and creative industry has become an indispensable and firm force in the boost of the national economy. The production factors of cultural and creative industry are mainly intangible capital such as knowledge, technology, and creativity. The strong industrial driving effect enables cultural and creative industry to not only flourish the tertiary industry, but also stimulate the renovation of the primary and secondary industries. For example, the combination of cultural entertainment industry and agriculture perfects the primary industry by developing new agricultural models such as creative agriculture and rural tourism. The optimization of the secondary industry can create added value for the manufacturing industry by integrating industrial design, clothing design, and digital technology into the traditional manufacturing industry, so as to realize a virtuous circle between the tertiary industry and the secondary industry in resource utilization and business model.

5.7 Learn from the successful experience of foreign countries to enlarge the international market

In today's world, cultural competition has dominated international competition. As a strategic industry to show national cultural soft power and international image, cultural and creative industry has developed into an economic force to improve core competitiveness in a surging number of countries and regions. Compared with the relatively long evolution process in western developed countries, China's cultural and creative industry started late and is obviously far behind them. In this view, China should draw valuable lessons from the outstanding achievements in foreign countries, take the existing circumstance of the domestic industrial development and the unfavorable factors into consideration, identify our comparative advantages of China's cultural and creative industry and formulate the transformation goals in line with our national conditions. In addition, China should strengthen the awareness of international cooperation, promote the cultivation and exchange of international creative talents, expand overseas markets actively, attract a large number of foreign capital inflows, implement the international development strategy of pushing Chinese culture to go out, strengthen cultural confidence, establish an open and inclusive image and enhance China's international status and influence.

Authors' contributions

Bowen Liu: Determine the topic, Conceptualization, Methodology, Data collection, Empirical regression analysis and Writing.

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