



**AN EMPIRICAL STUDY ON THE ROLE OF CULTURAL AND
CREATIVE INDUSTRIES IN PROMOTING ECONOMIC
DEVELOPMENT IN SHANDONG PROVINCE UNDER DIGITAL
TRANSFORMATION**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
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DIGITAL TRANSFORMATION**

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Title: An Empirical Study on the Role of Cultural and Creative Industries in Promoting Economic Development in Shandong Province under Digital Transformation

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ABSTRACT

The background of the information revolution and the transformation and development of the knowledge economy to the creative economy has made cultural creativity a dominant factor of the modern economy. The integration of digital technology into the cultural and creative industry has formed a digital cultural industry whose core is cultural creative content. It's an emerging industry that relies on digital technology for creation, production, dissemination, and service. The digital transformation is an inevitable choice for the quality upgrade of the cultural industry, and it is also a new economic growth point and cultural development strategy. Many countries and regions have developed emerging cultural and creative industries as regional pillar industries. As one of the "top ten" industries in Shandong, the cultural and creative industry is not only an industry that creates value independently, but also an industry that empowers other industries. The cultural and creative industry should be regarded as an important development strategy for changing the mode of economic growth. Shandong Province has a solid manufacturing foundation, which can provide space for the integrated development of cultural and creative industries. Therefore, Shandong Province has the advantage of developing cultural and creative industries. However, there is currently a big gap between the cultural and creative industries in Shandong Province and other developed countries and regions. How to rapidly develop the cultural and creative industries, how to use the cultural and creative industries to optimize economic development, and what policies the local government should adopt have become urgent issues to be solved.

This paper mainly focused on the question of whether the cultural and creative industries can promote the economy of Shandong Province during the period of digital transformation. It used qualitative analysis, quantitative analysis and empirical research methods to study the development status, advantages and disadvantages of cultural and creative industries in Shandong Province, and the it's role in promoting Shandong's economic development. Firstly, this research used the inductive analysis method and SWOT analysis method to analyze the

current situation and qualitative analysis of the development of Shandong's cultural and creative industries, and drew the advantages and disadvantages of the development of Shandong's cultural and creative industries. Secondly, the impact of structure and economic benefits were analyzed empirically. It was concluded that the cultural and creative industry can promote the upgrade of Shandong's industrial structure and the improvement of economic benefits, thereby improving Shandong's economic structure, increasing Shandong's gross national product and economic quality, and ultimately promoting the overall economic development of Shandong Province. Finally, in view of the series of problems in the development of cultural and creative industries, suggestions and rectification countermeasures were put forward to improve the development level and economic benefits of Shandong's cultural and creative industries.

Keywords: digital transformation, cultural and creative industries, Grey theory, Cointegration test



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Although there is no end to learning, and independent reporting has been completed, there is still much to learn in this field, and research needs to continue.

Li Yanxia

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1. Introduction

1.1 Research Background

In the wave of scientific and technological development, the world has ushered in the cultural and creative industry market. Searching in the historical wave, one can see the application of science and technology in the first industrial revolution (Yang, 2015). The initial innovation theory emphasized the importance of knowledge, and the Ford assembly line workshop realized the improvement of labor efficiency through the use of "knowledge". The emergence of platforms such as Weibo in the 21st century uses science and technology to share "knowledge" (Wu & Liu, 2019). With the iterative and development of digital technology, the integration of a new generation of information technology such as big data, artificial intelligence, and blockchain technology has fundamentally changed the entire cultural and creative industry (Tian, 2020). In the context of digital transformation, the combination of cultural creativity and digital technology has spawned a large number of new digital creative industry forms. The development of the digital industry has gradually become a trend (Wang, 2020).

In terms of the economic significance of industrial development, the advantages are obvious. It has the characteristics of diversity, miniaturization, high added value, and strong integration, making the development of cultural and creative industries a new measure to enhance international and domestic competitiveness (Han, 2015). In the process of the development of the cultural and creative industry, it is discovered that this industry has a non-negligible effect on regional development at the level of economic value and social value. It has become an important force to change the world (Wu & Liu, 2019).

According to Maslow's demand theory, people will pursue a higher spirit only after their basic needs are met (Yang, 2015). The development of science and technology plays an important role in advancing developmental and hedonic consumer demand, which further promotes cultural consumption need (Li, 2020). Therefore, from this perspective, people's demand for spiritual consumer goods will gradually increase, which will also make culture gradually become the focus of consumers' lives in the future product market, and penetrate into business activities, becoming a new economic growth point (Wang & Gu, 2009).

Based on the above-mentioned background, the development of cultural and creative industries has important practical significance for Shandong, a major economic and cultural province. In the era of full coverage of digital technology, how to make a good plan for the development of cultural and creative industries, promote urban economic development in an all-round way, enhance the competitiveness of cities, enhance the competitiveness of urban cultural development, and give full play to the new business formats derived from cultural and creative industries (Wang &

Zhi, 2020). It is necessary to conduct in-depth research on the development of cultural and creative industries in Shandong Province and the impact on economic growth.

1.2 Research Problems

The emerging cultural and creative industries are booming. From the perspective of international economic development trends, there are financial types related to culture or creativity in the economic structures of all countries in the world(Zhang, 2021). In 2015, the added value of Chinese culture and related industries was 2,723.5 billion yuan, showing a rapid growth trend, contributing 6.5% to the incremental GDP. The added value of cultural industry accounts for 3.97% of GDP, and it plays an increasingly important role in promoting economic development, optimizing industrial structure and promoting economic transformation (Gao, 2015).

From the perspective of regional urban economic development trends, Beijing and Shanghai have vigorously developed cultural and creative industries in recent years. The added value of cultural and creative industries in the two places has reached 12% and 10% of GDP respectively(Wang & Gu, 2009).Since 2007, the reform of the cultural system in Shandong Province has entered a stage of comprehensive promotion. The added value of cultural industries in Shandong Province has increased by nearly 10 billion yuan every year, with an average annual growth rate of 21.5% (Han, 2015).Moreover, since 2018, one of the top ten industries in Shandong Province has developed, inherited and innovative cultural and creative industries(Wu, 2018).

According to the development status of Shandong culture and creative industries in the context of digital transformation, the following problems were studied: First, use SWOT to analyze and discuss the development status of Shandong culture and creative industries, and introduce in detail and some of the overall introduction of Shandong culture and creative industries.Sub-department; Second, use gray in theoretical analysis. Whether the relationship between the three major industrial structures and cultural and creative industries in Shandong Province can promote the upgrading of cultural and creativity in Shandong, and become the leading industry or leading industry cluster in Shandong Province; use Empirical research and study of the role of the cultural and creative industries in Shandong Province and economic growth;Third, according to the current situation of the cultural and creative development of Shandong Province, it proposes a targeted strategy to solve the dilemma of industrial development and promote industrial development and improvement.

1.3 Objective of the study

By using SWOT theory to analyze the internal and external development factors of cultural and creative industries in Shandong Province, find out the advantages,

disadvantages, threats and opportunities, and summarize the development path in a deeper level; The analysis of the closeness of the correlation between the three major industrial structures and the cultural and creative industries is the best. The co-integration test is carried out with the added value of cultural and creative industries in Shandong Province and per capita GDP, which proves that the accelerated development of cultural and creative industries in Shandong can well drive the level of Shandong's economic development, and completes the verification indicators of research evidence. Based on the above analysis, it is concluded that under the background of digital transformation, this paper explores the impact of cultural and creative industries in Shandong Province on economic development, the connotation of its promoting role, and the methods and approaches for technological integration and transformation of cultural and creative industries; how to build a variety of digital cultural and creative industries. Model conclusions and recommendations.

1.4 Scope of the study

From the integration of the new generation of information technology into the cultural and creative industries as an entry point, the study of the impact of Shandong's cultural and creative industries on economic growth is mainly in terms of the impact of digital industries on regional development and regional economy. The SWOT analysis was used to conduct a multi -angle and multi -level analysis of the development of the cultural and creative industry in Shandong Province in order to find regional characteristics and development factors. The analysis and verification of the cultural and creative industry are closely related to the economic development of Shandong. Mainly use gray association analysis, unit root inspection, co -inspection, and Granger causal test to verify the structure relevance of the cultural and creative industry in Shandong Province and the close relationship between the economic development of Shandong Province. Through the above analysis and verification, conclusions and suggestions.

1.5 Research Significance

The cultural and creative industry is an emerging industry in the tertiary sector. With the integration of digital technology, the artistic and creative sector has derived new business forms. The classification of this industry has changed from an overview to a more detailed development (Gao, 2015). Especially since 2016, the cultural industry has become more and more prominent-trends in digital culture. With the integration of digital technology into the cultural and creative sectors to demonstrate the powerful force of economic development, the state has continuously introduced supporting policies for the cultural sector and digital cultural industry (Zhang,

2020).The following will summarize the theoretical significance and practical significance.

Theoretical significance: From the standpoint of cultural and creative industries and economic growth and development factors, this paper combines the unique attributes of cultural and creative industries, synthesizes regional economics and industrial economics theories, and summarizes and expands the existing development theories of cultural and creative industries (Han, 2015). Check and collect newer data to empirically explore the impact of cultural and creative industries in Shandong Province on economic and social development and its influencing factors to draw research conclusions. This article is the inheritance and innovation of the development theory of cultural and creative industries at home and abroad, and has academic significance.

Practical significance: It is a critical leap period for the high-quality development of Shandong's cultural industry and digital integration. How to give full play to the decisive role of digitalization in Shandong's cultural sector is the only way for Shandong's transformation in the future(Wu, 2018).From the accelerated development period of China's digital cultural sector in 2020, this industry has entered the stage of "self-examination", the development has entered a downward channel, the location of large-scale expansion has ended, and it has shown remarkable resilience and tension under the impact of the new crown pneumonia epidemic (Wang, 2020).The "cloud" format accelerates the reconstruction of the virtual and actual structure of the digital cultural industry. Although Shandong is a solid cultural province, under the background of digital transformation, Shandong's cultural and creative sectors have insufficient content innovation capabilities, major regional development imbalances, low technology content, common emerging business formats, and common upgrading effects and economic development effects. Obvious problems (Wang, Dong &Zhang, 2021).

Based on this, this paper sorts out the current development status of cultural and creative industries in Shandong Province by collecting relevant information and data in the context of digital transformation, and uses cointegration testing to explore that the development of cultural and creative sectors in Shandong Province has an outstanding contribution to the economy as a whole. The province should indeed vigorously develop it. Aiming at the pain points, difficulties and blocking issues faced by Shandong Province in the combination of digitalization acceleration and cultural creativity, the countermeasures and suggestions for integrating digital technology into the cultural and creative industries to enhance the competitiveness are of practical significance for the future prosperity of Shandong's cultural and creative industries(Li & Hao, 2020).

2. Literatures Review

2.1 Digital Transformation

Digitisation is the basis for digital transformation, which is a shift from analogue to digital (Shi & Li, 2022).

Digital transformation is a high-level transformation that builds on digital transformation and digital upgrading and goes further into the company's core business, with the aim of creating a new business model (Shi & Li, 2022). Digital transformation is the development of digital technologies and supporting capabilities to create a dynamic digital business model. Through digital transformation, you can re-imagine how you use technology, people and processes to drive your business forward in new ways (Zhao & Xie, 2022).

Digital transformation already means moving from manual and analogue processes to digital processes in the supply chain, ERP, operations, customer service, etc. of your business (Li & Dang, 2022).

2.2 Cultural and Creative Industries

Cultural industry: Foreign scholars present the definition of culture from three perspectives and four stages: The definition from the period of negation, the definition of the cultural industry from the perspective of commercialization, and the definition from the perspective of the industrial system cover the three stages of commercialization, artisticization, and economicization (Yuan, 2004). Domestic scholars have a more unified understanding of the definition of the connotation of the cultural industry. The cultural industry is an industrial organization that integrates content creation, production and sales, and realizes cultural elements through the use of cultural enterprises and departments. The commercialization transformation and the industrial organization system of economic value (Shi & Hua, 2009).

Creative Industry: The academic community mainly studies the creative industry from the perspectives of cultural economics, intellectual property rights and industrial linkages. First of all, from the perspective of cultural economics, this industry is the expansion and extension of the cultural industry. The process from product design to production is mainly the connection between traditional cultural elements and the economic system. The relationship between cultural production factors and economy in the creative industry: it has the role of support and promotion (Rong, 2005). Secondly, from the perspective of intellectual property rights, from the use of intellectual property rights to incorporate creative and personal creative elements and departments into the industry, to use modern technology to enhance the connotation and quality of traditional cultural elements, and to use intellectual property rights to realize the value organization system of products and service (Gao, 2015). Finally, it is defined from the perspective of industrial relevance, through the integration of traditional cultural industries (departments) and other industries (departments), break the original industrial boundaries, release a large number of different production

factors and creative thinking, form new creative elements through the mutual penetration and effective combination of production factors and creative thinking, and then support with high-tech means, dominated by new communication modes such as network, Culture, art and economy are fully integrated to realize the industrial organization of production and sales of new creative elements (Li, 2006).

Cultural and creative industry: Creative Industry is called "sunrise industry" (or creative industry). This industry is a new type of industry derived from the development of regional economy and science and technology to a certain stage. It defines the concept of cultural and creative industries from a comprehensive perspective. Different scholars differ in their emphasis and derivation of industrial concepts due to their different research perspectives. The impact of cultural and creative industries on the industrial chain (Ye, 2006). Some scholars believe that the industrialization of cultural and creative industries can create wealth and increase employment. Other scholars believe that the cultural and creative industries can generate income and create employment through exports. The two same views emphasize the impact of cultural and creative industries on the national economy (Wu, 2010). Finally, the relevant definitions given by government organizations or regional research groups emphasize the satisfaction of consumer spiritual products by the cultural and creative industries(Yang, 2015).

Definition of the Concept of Cultural and Creative Industries: The research on the development theory of cultural and creative industry needs to focus on the research of "cultural industry" and "creative industry". Cultural industry, academic circles have a relatively consistent understanding of the definition of the connotation and concept of cultural industry, that is, human spiritual products: the production, dissemination and sales of cultural products and services(Rong, 2010).The creative industry is a new type of modern industry that can make use of modern technology and intellectual property to realize human creativity as a factor supporting sustainable economic growth (Feng, 2006).The concept of cultural and creative industry refers to a comprehensive and specialized industry that integrates the core elements of cultural industry and creative industry. Based on the characteristics of cultural industry and creative industry, cultural and creative industry reflects a high degree of knowledge and creativity, and is an industry with a high concentration of human wisdom and spiritual elements (Li & Liu, 2013). Therefore, the products and services of the cultural and creative industries belong to the category of "spiritual products"Cultural and creative industries are the characteristics of the integration of culture, technology and creativity with other industries, and are not an independent industry classification in the economy (Hu, 2007). Therefore, their existence and development are interdependent and interdependent with other traditional industries.

Summary of the role of cultural and creative industries on economic growth: The effects of cultural and creative industries on economic growth are mainly divided into direct effects and indirect effects. The following is summarized from the research

of domestic and foreign scholars as follows: First of all, the cultural and creative industries have a direct impact on the improvement of regional economic benefits. Beyers(2002)conducted a summary and empirical analysis of cultural and creative industries and GDP data for 16 years (1980-1996) in the economic development organization countries, and finally came to the conclusion: Influencing the economic growth of countries in the economic cooperation and development organization an important factor is the development of cultural and creative industries. Secondly, promoting the improvement of economic quality and promoting the optimization and upgrading of economic structure is an indirect impact. The development of the cultural industry can greatly contribute to the increase in regional economic aggregates (Wang & Gu, 2009).

The creation industry can effectively transform human -oriented and commercialized products into a raw production essential for economic value, drive the increase in economy, improve the industrial structure, improve the industrial quality and production efficiency, increase the regional industry rate, and the exertion and motivation for the development of the regional development(Feng, 2006).Cultural and creative industries can break the original industrial boundaries, and creative elements have strong permeability. Therefore, with the continuous addition of innovative needs, the effective integration of different types of industries has been accelerated, promoting the generation of new industrial organization forms and high -end value chains,To promote industrial upgrading (Hu, 2007).The cultural and creative industries can drive regional economic growth and promote industrial structure through their own diffusion effects upgrade (Cai, 2010). In the context of the digital economy, one of the important components of the modern economic innovation system is cultural and creative innovation driven by the digital economy (Li & Pan, 2018).

2.3 Grey Theory

Grey theory is a systematic scientific theory used to study information with uncertain phenomena (Yin, 2013) . It was initiated by the famous scholar Professor Deng Julong Grey theory enables quantitative comparisons of variables and can describe relative changes between variables over time (Zhao, 2002).

The basic idea of grey theory is to analyze the geometry of time series data curves. The level of correlation between the data can be reflected by the closeness of the direction, magnitude and rate of change of the curve (Zhao, 2011) ."When the changes of the comparison sequences are basically the same or similar, and the degree of synchronous change is high, then the correlation between the two can be considered to be relatively large; otherwise, the correlation between the two is relatively small" (Yin, 2013) .

The advantage of grey theory is that it does not have specific and higher requirements on the size of the data sample and whether the sample conforms to a

certain distribution (Zhao, 2011). Although the information is incomplete, grey theoretical inquiry can well describe and determine the degree of correlation between variables. Grey theory can be used to analyze the importance ranking of factors related to the growth of a variable (Yang, 2015).

2.4 Cointegration Test

The classical regression model must be carried out on stable data. For non-stationary data, the classical regression model cannot be used for exploration due to possible spurious regression problems (Yang, 2015). Many economic variable data in reality are inherently non-stationary. These non-stationary variables can be stationary, and generally their differenced series data can be regression-modeled to make the regression model meaningful (Su & Yang, 2022).

If the variables are cointegrated, that is, they have a long-term stable relationship, they can be modeled and analyzed by classical regression. Therefore, the basis of regression modeling is to test whether there is a cointegration relationship between variables and whether they are stable in the long run (Su & Yang, 2022). The basis for the cointegration test to continue is that only when the time series is non-stationary and has a unit root, the unit root test should be performed on the data first, and the non-stationary time series regression modeling can be performed after the same-order single integration (Yang, 2015).

3. Finding and Conclusion

Analysis and summary of the status quo of the development of cultural and creative industries in Shandong Province and its impact on economic growth.

Overview of the overall development of cultural and creative industries in Shandong Province. The cultural and creative industries of Shandong Province have good economic benefits: Through the data analysis of the added value of the cultural and creative industries of Shandong Province in recent years and the data analysis of the contribution rate and pull rate of Shandong's economy, it is concluded that the cultural and creative industries have the huge development potential can become a growth point that promotes Shandong's economic growth and can develop into a leading industry in Shandong Province (Wang, Dong & Zhang, 2021).

The status quo of the regional development of cultural and creative industries in Shandong Province: Using the method of analysis and comparison, it is concluded that the eastern region of Shandong is relatively developed, while the central and western regions are weak (Yu, 2017).

Development status of the leading industries of cultural and creative industries in Shandong Province: First of all, in terms of the status of cultural tourism development: cultural tourism is the leading core industry of cultural and creative industries in Shandong Province; it not only has abundant ancient historical and cultural resources, but also has a large number of cultural and natural landscapes. And gradually formed

its own development model, but its economic and social benefits have not yet been fully released(Wu, 2018).Secondly, in terms of the status quo of the development of the media industry: after analysis and comparison of relevant data, there have been developments and gains, but still insufficient. Finally, in terms of the development status of the film and television creation industry: Shandong's animation industry has a relatively high development trend and speed, and there is still a gap compared with advanced provinces and regions(Yu, 2017).

SWOT analysis of cultural and creative industries in Shandong Province: The article uses SWOT method to carry out qualitative analysis, constructing a SWOT analysis framework to conduct a comprehensive analysis of the development status of cultural and creative industries in Shandong Province, and grasp the advantages, disadvantages, threats and opportunities of cultural and creative industries in Shandong Province , And put forward corresponding development strategies based on the analysis results to further position the development point of Shandong's cultural and creative industries, make up for existing development deficiencies, and pinpoint the industry's future development route(Li & Xia, 2008).

Research on the impact of cultural and creative industries on Shandong's economic development.

The impact of cultural and creative industries on Shandong's industrial structure: analysis of the status quo of Shandong's industrial structure, mainly from the analysis of the principles of cultural and creative industries' promotion of industrial structure upgrading, and the principles of cultural and creative industries' optimization and upgrading of the primary industry; Analysis of the principle of optimization and upgrading of the secondary industry, and the promotion of the tertiary industry by the cultural and creative industry (Shao & Zhang, 2020).In short, this industry mainly uses the correlation between industry and industry to drive the development of the tertiary industry.

Analysis of the correlation between the cultural and creative industries and the three industries in Shandong Province: using the grey correlation analysis method (confirming the correlation between the cultural and creative industries and the three industries to analyze whether the cultural and creative industries can promote Shandong's industries from an empirical point of view Structural upgrading)(Yin, 2013).Empirical research hasconcluded that: there is a degree of relevance to the three industries. Conclusion the cultural and creative industries can promote the upgrading of industrial structure.

The contribution of cultural and creative industries to Shandong's economic growth: Empirical research and analysis of the relationship between cultural and creative industries and test and VAR dynamic econometric model. Draw the contribution of Shandong's economic growth.This paper mainly uses grey correlation analysis, unit root test, cointegration test and Granger causality test to verify the close

relationship between the structural correlation of cultural and creative industries in Shandong Province and the economic development of Shandong Province.

This article mainly studies the impact of digital cultural and creative industries on Shandong's economic development, and studies whether cultural and creative industries can promote Shandong's economic development. This paper determines the research perspective and direction through the analysis of the principles of cultural and creative industries affecting economic development; through a comprehensive and systematic analysis of the development status of cultural and creative industries in Shandong Province, preliminary determination of the development level and development advantages and disadvantages of Shandong's cultural and creative industries is determined. The development direction of the cultural and creative industries in the future; through the empirical analysis of the impact of cultural and creative industries on Shandong's economic development, it is verified whether the cultural and creative industries can promote Shandong's economic development in reality. Finally, through the analysis of policy recommendations, the problems that should be avoided and the direction of efforts to promote the future development of Shandong's cultural and creative industries are further determined. It proves again that the hypothesis of the research question is consistent with the research.

4. Recommendation

Suggestions on the development level and economic benefits of Shandong's cultural and creative industries during the digital transformation period. Through the above analysis, it can be concluded that the cultural and creative industries can promote the economic development of Shandong Province, but there are still problems such as insufficient release of influence. Therefore, in order to promote the cultural and creative industries to better promote the economic development of Shandong in the future, the following relevant suggestions are proposed and countermeasures.

Persist in planning to optimize the digital development environment of the cultural industry.

The first is to adhere to planning first, continue to improve the special plan for the development of Shandong's digital cultural industry, do a good job in the top-level design and comprehensive planning of the province's digital cultural industry development, and clarify development goals and key development projects(Han, 2020). The second is to strengthen the construction of digital infrastructure, deepen the construction of "Broadband Shandong", promote the digital transformation of traditional infrastructure, and lay a solid foundation for the development of our province's cultural industry(Zhao, 2013). The third is to increase policy support, implement various preferential policies to support cultural enterprises and cultural industries, and encourage social organizations such as industry associations and

chambers of commerce to play an active role in providing professional services for the development of cultural industries(Chen, 2015).

Focus on integrated development and cultivate new types of cultural business and cultural consumption patterns.

One is to actively guide the digital transformation of traditional cultural industries. Use modern science and technology to transform and upgrade traditional production techniques, pay attention to the industrial design of characteristic cultural industries, promote the integration of design and brand, design and technology, and design and culture, and produce products with unique cultural creativity (Zheng, 2014).The second is to accelerate the cultivation of new forms of cultural industry. Infiltrate the achievements of scientific and technological progress into cultural creation, production, dissemination and consumption, accelerate the development of new cultural formats such as mobile multimedia, online audio-visual, digital publishing, and knowledge services, and develop "Internet + culture" and agriculture, education, medical care, transportation,etc (Zhang, 2020).The comprehensive development of industries will extend the value chain of the cultural industry and increase the added value through deep integration between industries (Wei, 2017).

Strengthen market players and help various cultural enterprises to develop vigorously. One is to make every effort to build a leading enterprise. Cultivate a group of key cultural enterprises of Shandong with core technology, original ability, and strong market competitiveness, and support various advantageous cultural enterprises to carry out cross-regional and cross-industry mergers, unions, and reorganizations, and enhance the market of digital cultural enterprises in our province Competitiveness (Hua, 2011).The second is to vigorously support project brand building. Innovate policy measures to support major cultural industry digital projects; manage and utilize provincial cultural industry development and guidance special funds and equity investment funds, and increase support for key cultural industry projects and quality projects (Gao, 2015).The third is to promote the formation of a competitive development pattern. Strengthen the construction of cultural industry incubation bases and cultural industry creative parks, build platforms for sharing markets, funds, talents, and technology, and encourage fair competition among various market players, common development and mutual promotion (Li & Hao, 2020).

Strengthen the support of talents and the construction of talent teams in the cultural and creative industries.

The first is to implement the talent recruitment project to introduce high-level talents across the country in a targeted manner and to devote themselves to the digital cultural industry and cultural creative industry(Liu, 2013).The second is to do a good job in the cultivation of professional talents and business training, relying on professional colleges and related institutions, and focus on training high-skilled talents, high-end cultural creativity, operation and management talents(Wu, 2018).The third is to improve the incentive mechanism, formulate incentive measures in terms of financial support, title review, etc., to mobilize the enthusiasm and creativity of various talents(Zhang, 2021).

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