

The Advantages and Measures of Developing Creative Industries in Jingdezhen

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Abstract: Creative industry is a new industry that creates employment and wealth through the development and application of intellectual property. Jingdezhen is a world renowned ceramic capital, and the development of ceramic cultural and creative industries has many unique advantages. Have analyzed the development status of Jingdezhen ceramic culture and creative industry, expound the problems existing in its development, and put forward effective development measures according to its development advantages, so as to better promote the economic development of Jingdezhen.

Keywords: Jingdezhen; Development creativity; Industrial advantage; Development measures

1. Introduction

The definition of creative industry usually refers to the creativity, skills and talents from individuals. Through the development and application of intellectual property, it is an industry that has the potential to create wealth and employment[1]. As a "Millennium porcelain capital", Jingdezhen should combine this unique ceramic culture, rich historical background and creative industry, through the development of the ceramic culture and creative industry with Jingdezhen characteristics, the rapid development of Jingdezhen is promoted. The development of the ceramic cultural and creative industry has an extremely important strategic value for the porcelain capital of Jingdezhen: It is not only an important way to promote transformation and upgrading of Jingdezhen ceramic industry, but also an objective need to inherit and carry forward traditional ceramic culture, and also a key measure to comprehensively enhance the cultural soft power of porcelain.

2. Development Situation

2.1. Achievement

Jingdezhen ceramic cultural and creative industry is growing in scale, and its functions are relatively complete. At present, the ceramic cultural and creative industry in Jingdezhen has been basically formed on the basis of the ceramic creative art industry. At the same time, the Jingdezhen municipal government implemented the Scientific Outlook on Development and guided the culture driven economy. It placed Jingdezhen in the environment of the national cultural industry development to guide the development of ceramic culture and creative industries.

At present, Jingdezhen ceramic culture and creative industry is developing vigorously as a whole. From the contribution to the third industry, it has reached over 15%, effectively promoting the development of advertising, literature and art, and other market areas[2].

2.2. Existing Problems

The development speed of Jingdezhen ceramic culture industry is fast, but the scale is still small, the industrial layout is unreasonable, and the cultural and creative industry chain is not yet mature. At present, the industrial chain of Jingdezhen lacks the detailed division of division of labor and the various links of maturity, so it is difficult to form an effective division of labor. In addition, the idea of the development of creative industries in Jingdezhen is lagging behind. Jingdezhen is not clear about the development of the ceramic industry in the international market, and has missed the good opportunities for Jingdezhen to develop and grow in the global market.

3. Analysis of Development Advantages

Jingdezhen is in the key historical period of economic form and industrial transformation. The development of ceramic cultural and creative industries is of strategic importance for promoting industrial restructuring, speeding up industrial upgrading, optimizing resource allocation and expanding total economic volume in Jingdezhen. Analysis of its development advantages: First of all, Jingdezhen has a ceramic cultural heritage; secondly, Jingdezhen has a young ceramic rich talent pool; third, Jingdezhen ceramics industry has a perfect system; finally, government support is the development of Jingdezhen ceramic cultural and creative industries arm.

4. Analysis of Restrictive Factors of Development

In the development of ceramic cultural and creative industries, although Jingdezhen has rich cultural resources, supporting the ceramic technology and personnel, provided a good resource for industrial development, but in the core aspects of ceramic cultural and creative industries weak has obvious disadvantages. There are many deficiencies in the main body of industrial development, industrial environment and human resources. The comprehensive role of these factors makes Jingdezhen ceramic industry development difficult. In order to effectively develop the Jingdezhen ceramic cultural and creative industry, the restrictive factors that affect its development must be analyzed.

4.1. Few ceramic enterprises

Ceramic industry is the core industry support and important industry support for the development of ceramic cultural and creative industries. The enterprises in the ceramic industry are also an important part of the development of the ceramic cultural and creative industries. Jingdezhen ceramic enterprises less, lack of scientific development concept and the existing ceramic enterprises, it is difficult to abandon conservative, lack of creative wills. Jingdezhen ceramic enterprises less, lack of scientific development concept and the existing ceramic enterprises, it is difficult to abandon conservative, lack of creative problem, resulting in Jingdezhen ceramic industrial structure of a single, independent of each other, the lack of contact, it is difficult to form a large ceramic cultural and creative industry pattern.

4.2. Industrial environment embarrassment

Compared with other provinces and cities, the level of Jingdezhen's economy and industrialization is relatively low, and the level of urbanization is lagging behind. It can't provide perfect infrastructure, convenient traffic conditions and rich talent resources for the development of ceramic culture and creative industries. On the other hand, the depletion of high-quality porcelain clay ceramic enterprises weakened the self-sufficiency of clay resources, increase the production cost of enterprises. From the legal point of view, the current intellectual property protection system is imperfect, which makes the counterfeiting and embezzlement of Jingdezhen art porcelain unique appearance design cases happen frequently, which seriously hampers the development of Jingdezhen ceramic culture and creative industry[3].

The above phenomenon seriously restricts the development of Jingdezhen ceramic cultural and creative industry. In order to make Jingdezhen ceramic culture and creative industry develop step by step, we need to take full account of the above restrictive factors, and propose

solutions for the constraints, so as to work out reasonable and effective development measures.

5. Development Measures

Jingdezhen is one of the best areas to develop the ceramic cultural and creative industries in China, and it is of great significance to develop the ceramic cultural and creative industries. How to make full use of its advantages and grasp the strong development opportunities of the world creative industry, we need to focus on promoting the development of ceramic culture and creative industries from the following aspects, and formulate corresponding measures for the development of creative industries in Jingdezhen.

5.1. Perfect the policy

According to the specific circumstances, the Jingdezhen municipal government adopted laws and regulations to formulate a perfect industrial policy system, and put forward clear industrial layout and scale standards. At the same time, the relevant policies are coordinated and perfected to realize the cluster development of the ceramic cultural and creative industries. We need to implement a series of policies on deepening cultural system reform, promoting the development of cultural industry, and encouraging exports of cultural products and services, so as to promote the implementation of relevant supporting economic policies in Jingdezhen and make rational use of the special funds for the development of the city's cultural industry. Research and formulation of the protection and promotion of intellectual property rights in ceramic cultural and creative industries. We should encourage and standardize the development of intellectual property evaluation institutions, establish and improve the credit guarantee mechanism of intellectual property rights, and promote the implementation and application of intellectual property rights in ceramic cultural and creative industries.

5.2. Intellectual property protection

By improving the intellectual property protection policy and ensuring the legitimate rights and interests of creative labor and cultural creative enterprises, we can provide a good institutional environment for the development of Jingdezhen ceramic culture and creative industries[4].

5.3. Improving the industrial chain

The ceramic cultural and creative industries in Jingdezhen should actively build the industrial chain, especially to develop the auxiliary industries with higher value added in the industrial chain. Planning and integration of the creative industry chain, establishing reasonable function orientation, has obvious characteristics of the Creative Industrial Park, a creative industry and flow environment,

strengthen the division and cooperation, the research and development of the upstream industry, manufacturing in the development, marketing and derivative products downstream of the collection in the industrial park, the formation of complete industrial chain.

5.4. Cultivation of creative talents

Intellectual support is the key to the development of creative industries. The policy of "importing urgently" and "cultivating existing" should be implemented. We should pay attention to the training of creative class, and train talents based on the University's education, professional education and research institutions, and create art management major, and train a group of high-quality creative talents who know both ceramic culture and operation and management.

6. Conclusion

The promotion and development of Jingdezhen ceramic culture and creative industry is not only a direction for Jingdezhen's development, but also meets the requirements of ceramic industry in the transformation period. Jingdezhen should comply with the trend of economic

development, and focus on promoting the rapid development of ceramic culture and creative industries, making it an important pillar and new engine for Jingdezhen's economic prosperity.

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