



Development of Cultural Industries to Promote Urban Economic Development

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Abstract

Further development of the urban economy in general the need for a new round of industrial restructuring. Pursuit of cultural products and intellectual development is premised on the value of local culture to explore for the content, people and cities to meet the needs of economic development as the goal of a resource-conserving development. Therefore become cultural products accumulate wealth, create jobs and improve the competitiveness of the drivers of urban-based industries.

Keywords: Cultural products in regional development

First, the development of foreign cultural products of the Enlightenment London Development Agency in the "comment on an important industry in London" in the definition of cultural products sector for the restaurants, bars, stadiums and sports betting, museums and tourist attractions in six industrial sectors. Advertising, architecture, works of art and antiques, crafts, design, fashion design, film and video, interactive culture of software, music, performing arts, publishing, software and computer services, television and radio industries, such as 13 defined as the cultural and creative industries. The above two categories of China's basic industries sector ownership of most of their cultural products, two types of industrial sector output and consumption can be classified as the majority of the cultural economy. Cultural products in this article to the concept of our country as the standard.

Today, cultural and creative industries in London is becoming one of the largest industrial sectors, the volume of output and employment, second only to business services. In recent decades, the British culture time increasing, rising disposable income, making for cultural products and a substantial increase in demand for services, and promote the cultural and creative industries and cultural products and services to provide the output.

British products including: books, newspapers, magazines; sports and camping supplies; photographic and video equipment; television, video, computer and sound equipment; toys and hobbies; gardening items, plants and flowers. Cultural services, including: film and theater; television, video, satellite rental, Internet; education and training costs; betting funded; to participate in sports with the Order; other recreational activities (including dancing, at night around bars, galleries and museums); holidays and holiday spending.

At present, the cultural economy is becoming the London School of Economics and the main source of growth is the City of London the most important pillar industry. According to the United Kingdom in July 2003 the Financial Times reported that London cultural and creative industries are the annual output value of more than 21 billion pounds, and the London School of Economics and Cultural products are one of the fastest-growing consumer market of 9.5 billion pounds. Employees of cultural and creative industries (including fashion, software design, publishing, construction and trading antiques, etc.) the number has reached 525,000, while another 290,000 people employed in London, catering, entertainment, sports, gambling, sightseeing and other cultural products. The sum of the two jobs has been more than 800,000 people, far more than financial services (32.5 million), manufacturing (26 million), education (25.5 million) and health (20 million). London proved the development of cultural products, the economic emergence of culture-led prosperity, which the integration of related industries and the expansion, will further promote the rapid economic development.

Second, cultural products, supply and demand Cultural products to meet consumers to enjoy entertainment and the needs of the popular cultural products must be in line with the product of the trend of the times. The nature and value of culture is to increase people's spiritual world and the ideological realm, and therefore the supply of cultural products to identify the spiritual and cultural needs of consumers.

1. Culture and attractions combined with the content of culture as a consumer

The development of cultural products, a very important point is to make the traditional food, housing, transportation, travel, purchase, entertainment and other elements associated with the cultural contents, so that cultural products reflect a certain culture. For example, the park can be transformed into the traditional play, to eat, can be performed, the park habitable. Engaging features in the park exhibitions, folk-custom show, song and dance performances, cultural displays to attract cultural tourists, so that the content of culture as a consumer.

2. Through the concept of a culture to create new cultural products for the consumer and customer groups

As the economy develops, people's quality of life with a deeper understanding. More and more people are committed to improving the cultivation of their own lives in pursuit of a richer cultural enjoyment. At the same time as a result of unprecedented fierce competition, people often have to go through all sorts of ways of "self-charging", and thus a "intellectual culture" demands, that is, while in the culture a variety of effective access to knowledge and information. If we can seize the domestic emerging "intellectual culture" consumer demand, so that the combination of culture and fashion will be able to create new areas of consumer and customer groups. For instance, bookstores and cultural integration, develop into a "knowledge culture" of the book features, book stores not only sell books, but also operate cafes, catering, audio-visual, stationery, musical instruments, arts and crafts, the laying of broadband network to provide customers with information or remote office, sales of some products and culture-related products, consumers can buy books there, books, photocopying, tea, dinner, chat, let bookstores become a good place to study culture. This book created for the new consumption areas and customers.

Third, the value of cultural products and industrial development

Consumption of cultural products is not simply out of material products, but also implied the "consumer experience at the same time have a" consumer process. Transition caused by the consumption of cultural products and cultural needs of an important source of commercial value. In today's society, it is easy to meet the demands of the material, but emotional appeals will need to explore and develop depth. Therefore the value of cultural products is to explore this great inner aspiration to meet the people's emotional needs, so as to achieve the purpose of the consumer guide.

Cultural products are raw materials of culture. It has its own set of industries to achieve business value model. Culture also affects the industry has a strong and "spill-over effects." Developed countries, the development of cultural products model is fundamental in the biomass industry was developed, followed by the development of cultural products together.

China's biomass industry is relatively developed, but did not keep pace with cultural products. China has a long history of how the cultural resources to enhance the elements of cultural products, it is worth in-depth study. The development of cultural products, is bound to rely on new industrial development. This model is the cultural heritage with an effective combination of fashion. Through the combination of cultural resources to establish the country's cultural image. To promote a culture of non-cultural products and export trade growth.

Fourth, to promote the urban development of cultural products

Abroad, the "cultural and creative" development strategy, highlighting the city of cultural products is a new concept of competition. In China, although the rise of cultural products and the development of only a few years time, but in Beijing, Shanghai and other big cities, not only the rapid rise of cultural products, but also a positive development. Cultural products on the role of urban development is mainly reflected in the strengthening of urban externalities, to enhance the attractiveness of the city, thereby reshaping the city image and brand. Cultural products with a strong role in the integration, you can bring the whole industry chain marketing, to bring the city's economic development to promote powerful.

In the context of economic globalization, the diversification of consumer demand, the consumption structure of cities escalating. The further development of the urban economy in general the need for a new round of industrial restructuring, and the pursuit of cultural products is based on the premise of intellectual development, geographical and cultural value of content to explore and people to meet this demand and urban development as the goal to enhance the quality of the resource-conserving development models, thus becoming a kind of accumulation of wealth, create jobs and improve the competitiveness of the drivers of urban-based industries. From the industry perspective, the cultural products of the urban consumer market has a strong ability to drive can be derived in the traditional service industries in a new category, a new consumption hot spots. At the same time, the promotion of cultural products play a positive role in urban employment.

From 2003 to 2006, the Shanghai government guidance, community support, building replacement, the use of a large number of more than 100 years of the old industrial building development of cultural products, transformation of the construction of nearly 50 cultural products district gathering. Concentration areas of these cultural products with an organic combination of old city, the city added a blend of history and modern cultural landscape, gives a sense of

bustling cities, the heavy sense of cultural vitality and a sense of the times, so the lack of vitality of the old city rejuvenated to create a good cultural atmosphere to enhance the attraction of talent and capital. Most of the above-mentioned areas as a concentration of new economic growth point of Shanghai, and cultural vitality of the region.

Fifth, the promotion of cultural products to enhance the economic strength of city 21 There are two industries can support China's rapid economic growth, the first high-tech industry, and the second is that cultural products industry. The development of information technology has changed the way urban exchanges and consumption, but also to expand the cultural products of the extension, which gives rise to cultural products. Urban culture is an important indicator of the degree of civilization.

When the economy is the level of development, people will more and more attention to products included in culture, including product concept, design, modeling, packaging, trademarks, advertising and so on. When consumers become the pursuit of cultural connotation strong cultural goods will be a strong impetus to sales of products in the market, that is, the economic performance of cultural consumption. Such changes in consumption patterns brought about the transformation of industrial cities. When the cultural products of traditional manufacturing industry to penetrate, then the objective to promote the traditional manufacturing to high value-added industrial upgrading and enhance the city's economic strength. For example, Disney's Mickey Mouse With a wealth of cultural content, its value also improved. For decades, the image of Mickey Mouse is not only a symbol of American culture, it is more the United States trillions of dollars of profits.

Cultural products in urban economic restructuring in the start. As a result of urban land and labor costs rising, cities continue to adjust the industrial structure, resulting in a number of traditional industries and the relocation of the recession. The main use of cultural products of human resources and intellectual resources, only a small consumption of material resources, with the characteristics of non-polluting, lower inputs can receive a higher return on the coordination of economic development and environmental protection has a unique advantage, is conducive to sustainable development of cities. Therefore the development of cultural products is a measure of a city is an important indicator of economic strength.

Sixth, cultural products to enhance the competitiveness of cities

Cities mainly refers to the competitiveness of a city in the development process compared with other cities have influence, as well as to attract, compete for resources, the occupation and control of the market to provide the public with the ability of well-being. Urban competitiveness is reflected not only in construction, transportation, energy and other hardware facilities, is also reflected in the living environment, cultural policies and regulations. A city of the human environment and the degree of civilization, a reflection of a city government and the public the quality of the management level. Cultural environment is a city of an important condition for the prosperity and development.

Cultural products is competitive, the city adjusted its industrial structure, enhance social harmony and improve the living environment of the humanities to stimulate the city plays an important role in the vitality. Well-known futurist Graham Molitor ? predicted: In 2015, the world will be through the peak of the information age into the culture of the times. Industrial upgrading in developed countries mainly relies on the development of cultural products, it has been proved by the facts. According to statistics, in the United States, cultural products of the social value created by the community accounted for more than 30% of GDP, nearly 900 billion U.S. dollars annually. Japan's entertainment industry has already exceeded the annual production value of the automobile industry. Overseas experience has shown that globalization, information technology will lead to a certain degree of hollowing out of cities with the same phenomenon. However, some cities because of its unique cultural identity, provide a high intensity of communication and knowledge exchange will be, so still has the vitality and competitiveness. Therefore culture the city has gradually become the focus of competitiveness, competitiveness of cities will be the ultimate manifestation of ability to innovate in the cultural content and cultural improvement of the product chain.

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