Research on Development Strategy of Creative Industries of Cultural Relics & Museum in Jilin Province

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Abstract—On the basis of the content and development characteristics of creative industries of cultural relics & museum, this article explored new ideas of government guidance, museum participation, enterprise innovation and market operation. Relying on the regional characteristics of Jilin Province (archaeological sites, folk traditions, revolutionary culture, industrial heritage, etc.), the paper sought diversification and innovation of cultural and creative industries to achieve cross-border integration and superiority complementary. It widened development of cultural and creative products, cultivated brand awareness on creative industries of cultural relics & museum in Jilin Province and studied the strategies of the creative industry park and university talent entrepreneurship and development. With a view to deepening reform, took various measures simultaneously, and standardized promotion mode of innovation and sustainable development of creative industries of cultural relics & museum in Jilin Province.

Keywords—cultural industry; creative industries of cultural relics & museum; Jilin Province; development strategy

I. INTRODUCTION

Creative industries of cultural relics & museum, relying on the cultural relics collected by local museums and their mapping of regional characteristics and culture, emphasize the cultural information and aesthetic value of products. Creative industries of cultural relics & museum derive and develop culture in new ways, which is an important way of consumption of local culture in modern economy, and an important symbol of the current level of cultural and creative design on development [1-3]. Creative industries of cultural relics & museum realize the combination of local cultural resources and creative industries, and is full of important ways of local social and economic benefits [4].

Local cultural relics products are subordinate to the creative industry of cultural relics, and one of the important ways of consumption of local cultural relics. In today's highly developed spiritual civilization, we should dig deeply into the cultural value of creative products of cultural relics museums, and pay attention to the artistic form and commercial value of their products. Through professional visual design art, we can effectively connect creative design with consumer market, and use social forces to actively guide the development of cultural and creative industries, promote the design and development of cultural derivatives, and then endow cultural relics with new strength and vitality [5, 6].

In modern society, the R&D of cultural and creative industries has become the most powerful industry in the global development momentum. China's creative industry started late, but with the development of economy and the improvement of people's living standards, the development of creative industry has become a new economic growth point in China [7]. The development process of creative industries in Jilin Province is similar to that in the whole country, it has gone through several stages of starting, developing and maturing, however, compared with developed provinces and cities, its development gap is significant. Facing the competition of creative industries at China and abroad, the creative industries in Jilin Province are developing slowly, and there are obvious shortcomings in product design, market development and resource utilization.

In order to seek the development of creative industries of cultural relics & museum in Jilin Province, we should first recognize the current situation of the development of creative industries in Jilin Province, and clearly recognize the opportunities and challenges that exist. In the course of development, we should adopt correct strategies to promote the progress and rapid development on creative industries of cultural relics & museum in Jilin Province.

II. DEVELOPMENT AND OPERATION OF NEW IDEAS

Explore new ideas of government guidance, museum participation, enterprise development and market operation.

A. The Guidance of Government

Deeply implementing the spirit of the Nineteenth National Congress of the Party, with the strong support of the propaganda department of the provincial party committee and municipal party committee; the guidance and assistance of the office of culture and resources, the office of network information [8], vigorously develop the creative industry.

The notice of transmitted by the general office of the state council:
"Guiding opinions of the state council on further strengthening the work of cultural relics",

"Opinions of the general office of the central committee of the communist party of china and the general office of the state council on implementing the project of the inheritance and development of Chinese excellent traditional culture"

"Some opinions on promoting the development of cultural and creative products in cultural relics units"

We should strengthen the development and design of creative products for cultural relics & museum, and develop products with Jilin province's cultural and life characteristics, as well as innovation and practicability. Fully mobilize the enthusiasm of cultural relics units and art galleries, rely on the cultural resources collected by Jilin museum of art, give full play to the historical, artistic and cultural value of cultural relics resources in Jilin province, and carry forward the excellent Chinese culture.

B. The Participation of Museum

Mobilizing the initiative on creative industries of cultural relics & museum and cultural exposition, using creativity and science and technology, to develop cultural and creative derivatives with regional characteristics, cultural taste and high quality. Deeply excavate the cultural connotation of cultural relics and collection resources in Jilin Province, promote the innovation and development of cultural products in Jilin museum, and further enrich the people's spiritual and cultural life. Based on the cultural relics & museum resources of Jilin Province, a team with corresponding cultural structure and creative consciousness is formed, and the cultural relics & museum products of Jilin Province are developed in depth by using the theoretical method of cultural creativity.

C. The Development of Enterprise

In addition to the creative industries of cultural relics & museum in Jilin Province, encouraging other enterprises according to their own conditions and advantages, develop cultural relics & museum and creative products with good social and economic benefits. Through the cooperation of enterprises, we will actively promote a series of high-level creative works, activities and exhibitions, and build a cultural heritage system. Widely attract the participation of social forces, reshape traditions, make traditional culture and contemporary culture to adapt, close to the cultural market needs, for the cultural relics & museum and creative industries opportunities.

D. The Operation of Market

With the help of social forces, the cultural connotations of cultural relics & museum expositions are deeply excavated, with the aim of inheriting the traditional culture of Jilin Province, to satisfy the people's yearning for a better life. To meet new opportunities and challenges, we should be guided by market economic benefits and work hard to ensure the social and economic benefits of our products. The creative industries of cultural relics & museum in Jilin Province should be market-oriented, so that the fine culture of Jilin Province can be disseminated through market channels, and the culture can be combined with the market to achieve all-round development.

III. REGIONAL CHARACTERISTICS AND DIVERSIFIED DESIGN INNOVATION

Relying on Jilin province's regional characteristics, seek diversification and innovation of cultural. Jilin Province enjoys the typical characteristics of the Northeast regional culture and the cultural characteristics of the special historical period. The archaeological sites, folk traditions, revolutionary culture and industrial heritage can be used as the source of creative products of cultural relics & museum in Jilin Province. These buildings, with the special brand left by the typical historical period, can also play a leading role in shaping the image of Jilin museum of cultural Relics.

- Changchun, the capital of Jilin Province, was the seat of the puppet Manchukuo government, and many buildings of puppet Manchukuo are still intact, as: the state council, the ministry of public security (military), the ministry of justice, the ministry of communications, the ministry of agriculture, the ministry of culture and education, the ministry of foreign affairs, the ministry of people's livelihood and the central bank, etc.

- Changchun is also the location of China first automobile group and Changchun film; the middle east railway affiliated building complex, the industrial sites in the "First five-year plan" period, and the old site of Changchun film studio.

Taking Changchun's own characteristics as the creative point of cultural and cultural exposition, the old buildings will be renewed, covering the historical and cultural relics and creative resources of cultural and cultural exposition in Jilin Province.

- Among the first list of 20th century Chinese architectural heritage published on September 29, 2016, the early buildings of Changchun No. 1 Automobile Manufacturing Factory are listed.

- In the second batch of China's 20th century architectural heritage list published on December 2, 2017, the early buildings of Changchun Film Studio, the puppet Manchu Palace and the old sites of Japanese and puppet military and political institutions were listed.

- The development of the tourism routes of "the eight major parts of the puppet Manchukuo".

- Annual commemorative activities of the Puppet Manchu Palace Museum: "September 18th Incident", "December 9th Movement" and so on.

- Changchun Film Studio Modified Changchun Film Theatre on the basis of the old studio site.

Jilin Province folk tradition and revolutionary cultural theme can be based on the existing form of cultural and creative products, continuous and progressive innovation optimization, and experience improvement, to achieve growth-
oriented design innovation. Themes such as the history and culture embodied by archaeological achievements, and the industrial heritage in the early days of the founding of the People's Republic of China can break through the limitation of existing product form, considering in advance the feasible direction of the future to carry out leapfrog design innovation. To design and produce creative and distinctive cultural and cultural relics products, so as to promote the public to correctly understand the value of cultural relics and the role of cultural relics & museum creative products.

IV. CROSS-BORDER INTEGRATION AND THE ESTABLISHMENT OF BRAND AWARENESS

Cross-border integration, complementary advantages, broadens the creative product development ideas, and cultivates the brand awareness on creative industries of cultural relics & museum in Jilin Province.

Creative industries of cultural relics & museum should make rational use of the rich collection resources and cultural connotations in the region, and shoulder the responsibility and mission of protecting cultural relics, inheriting civilization and disseminating culture. Collecting cultural and creative industries, tourism and other industries, turning resources into driving forces for development, advancing with the times, innovating systems, overall planning, and seeking ways to develop creative industries of cultural relics & museum from multiple perspectives [9].

The creative industries of cultural relics & museum should seek the combination of tradition and modern, aesthetic and practical, deeply excavate the spiritual value of regional cultural heritage, sublimate its aesthetic interest and highlight the cultural connotation of the Chinese nation [10]. Creative industries of cultural relics & museum should be close to people's lives, grasp the spiritual and cultural needs of modern audiences, and grasp the consumer orientation of the masses. The creative industries of cultural relics & museum should integrate across borders, strengthen cooperation between cultural exposition institutions and cultural enterprises, and support and help each other in creativity, design, production, sales and market development.

With the help of Internet resources, the creative industries of cultural relics & museum should improve the sales and propaganda mode of physical stores and online stores, improve the after-sales service guarantee, create enterprise brand, and cultivate the brand awareness [11]. Based on the cultural and historical characteristics of Jilin Province, Jilin Province's cultural and creative industries should draw lessons from the development of excellent creative industries at home and abroad, and integrate the existing R&D and service system into the market economy. With the task of "protecting cultural relics, inheriting civilization and spreading culture", we should take effective policies and measures, intensify propaganda efforts, create a good public opinion environment, and attract widespread attention and support from the society.

V. INDUSTRIAL PARK CONSTRUCTION AND TALENTS TRAINING

Research on the strategies of the creative industry park and university talent entrepreneurship and development. Entrusting universities to vigorously train creative talents, and set up creative teams for cultural relics & museum, to provide talent support for cultural and creative industries, and promote the development on creative industries of cultural relics & museum through talent training. We will open up special funds to support the development of cultural and creative industry projects, and formulate incentive mechanisms to reward projects with certain social and economic benefits.

Starting from the creative industry park of cultural relics & museum, we should break the inherent thinking mode and think about the common development of creative Industry park and University talents. Taking the construction of industrial parks as a platform, and innovative talents in colleges and universities as a driving force, cultural and creative products will be integrated into the development of economy and culture. Combining cultural and creative industries with the practice of creative industries in colleges and universities, we should broaden and change students' awareness of entrepreneurship, and solve a series of problems for talents in colleges and universities, such as venues, funds and so on, promote the development of creative industries and economic.

Injecting the concept of creative industry into high-quality talents of universities, will effectively promote the development on creative industries of cultural relics & museum; give higher cultural and economic benefits to ordinary creative products of cultural relics & museum.

VI. CONCLUSION

Jilin Province enjoys the typical characteristics of the Northeast regional culture and the cultural characteristics of the special historical period. The archaeological sites, folk traditions, revolutionary culture and industrial heritage can be used as the source of creative products of cultural relics & museum in Jilin Province. The hierarchical orientation, creative level, production quality and promotion mode on creative industries of cultural relics & museum in Jilin Province can determine the promotion effect of cultural relics.

The development of cultural relics & museum products in Jilin Province is a systematic project that integrates cultural resources, creative ideas, technological processes and media platforms. Interaction and cooperation among different resources will inject new vitality into the creative industries of cultural relics & museum in Jilin Province. With the help of cultural and creative industries and their products, the distinctive cultural characteristics and spiritual outlook in Jilin Province can be extended, hence influencing the construction of Jilin Province's urban image imperceptibly.

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