

Talent Problem in Chinese Regional Cultural Creative Industry in the Background of Primary Function Areas: A Case Study

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Abstract—As an active response to the national macropolicy of primary function area, Chongqing adjusted the strategic layout of “five function areas”. This paper focuses on the selection of Talent Strategies in Chongqing Cultural Creative Industry Based on “Five Function Areas” (Chongqing Art Science Programming Research Topic, Program No. 13CH001). The paper proposes to adopt the “five-in-one” talent team building strategy of “training-introducing-mining-servicing-marketing”, based on the SWOT analysis on the status quo of talent teams in Chongqing cultural creative industry, to solve the problems present in talent team building in Chongqing cultural creative industry.

Keywords—Five function areas; cultural creative industry; talent strategy; Chongqing development.

I. INTRODUCTION

WITH primary function area rising to a national strategy, in combination with the layout adjustment of cultural creative industry in primary function areas, talent problem has become the critical determinant restricting the development of primary function areas. As it's proposed on the Third Plenary Session of the 18th Central Committee of the C.P.C. to “press ahead the implementation of primary function area system” and “drive development strictly oriented to primary function areas”, the strategy of primary function area has become a major measure of China to promote reasonable spatial layout of population, economy, resources and environment, to realize sustainable development. As an active response to the national strategy of primary function areas, in 2013 Chongqing proposed the reform goal of “five function areas”, and divided the 82,400 km² land of the city into core urban function area, extended urban function area, new urban development area, Northeast Chongqing eco-conserving development area, and Southeast Chongqing Eco-preserving development area that have their own priorities and characteristics, but depend on and associate with each other, in this way of scientific division of function areas, to balance urban and rural development, promote core competitiveness of Chongqing, and accelerate

the construction of the national central city.

Through in-depth analysis on the functional localization and strategic task of the Chongqing “five function areas”, in combination with the characteristics of the demand for talents in the cultural creative industry in the “five function areas”, the paper explores talent team building in Chongqing cultural creative industry, which is not only practically valuable for Chongqing to implement the strategy of rejuvenating the city by talents and boosting the city by culture, but also inspiringly helpful to the other regions in China.

II. TOP LEVEL DESIGN: LAYOUT OF CULTURAL CREATIVE INDUSTRY OF CHONGQING “FIVE FUNCTION AREAS”

Cultural creative industry refers to the creativity-core industry that newly sprung in the background of economic globalization, and the industries that emphasize certain primary culture or cultural factor and depend on individuals (teams) to develop and sell intellectual property rights in a technological, creative and industrialized way, also called creative industry, creative economy, or collectively cultural industry. The cultural creative industry, including 13 industries of publishing, music, performing arts, film, TV broadcasting, software, network, advertisement, construction, design, artwork, handicraft and fashion design, has become a new economic growth point in many countries and regions.

In recent years, the Chinese cultural industry has achieved a breaking-through growth. In 2013 the added value in Chinese cultural creative industry reached 2.1 trillion RMB, taking up about 3.77% in GDP, increased 0.3 percent than that in 2012. At present, many metropolises attach great importance to the development of cultural creative industry, leading to its rapid growth. It's estimated that the added value in Chongqing cultural industry in 2013 has reached 46 billion RMB, increased 25.7% on year-on-year basis, including the income from broadcasting, TV and film of 3.35 billion RMB, film box office of 680 million RMB, and performance of 520 million RMB. The added value in Chongqing cultural industry reached the stage of 100 billion Yuan in the “Twelfth Five-Year” Period, taking up over 5% in the regional gross production, and becoming a new economic growth point and sally point for restructuring in Chongqing city. Developing cultural creative industry in the “five function areas” is a powerful measure to ensure the transition and upgrade of economic growth pattern.

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The resource endowment and keys for developing cultural creative industry in the “five function areas” are shown in the following table.

Based on the above resources endowment of the “five function areas”, study and judgment are mainly conducted in the development of cultural creative industry, forming a cultural creative industrial pattern of “five function areas” with complementary advantages, distinctive characteristics and mutual coordination.

III. PRACTICAL ANALYSIS: TALENT STATUS QUO AND DEMAND IN THE CULTURAL CREATIVE INDUSTRY IN CHONGQING “FIVE FUNCTION AREAS”

Many short slabs are urgently to be solved in Chongqing cultural creative industry: **the first** is lack of top-level inter-disciplinary talents for cultural creative industry, as excellent scenarists, directors, project staff, and creative designers are extremely deficient, especially the inter-disciplinary talents of economy and culture. **The second** is lack of leading enterprises with national influence. In the selection of top 40 national cultural enterprises that has been held for four times running, no Chongqing enterprise won, while the enterprises of Shaanxi and Sichuan that also locate in West China were listed. **The third** is lack of large project with powerful drive. The current projects are mainly concentrated on the construction of infrastructure, helpless to the optimization of industrial structure. **The fourth** is lack of industrial cluster. The scattered industrial elements cannot form an influential industrial cluster. The lack of cultural creative industrial talents in the “five function areas” is the most urgent problem to be solved for developing cultural creative industry in Chongqing “five function areas”. The paper further analyzed the status quo of the cultural creative industrial talents in Chongqing “five function areas” by SWOT method.

A. Strengths (S)

Chongqing possesses rich and colorful regional cultural resources. As a Chinese famous historical cultural city, Chongqing has a written history of over 3000 years, as the origin of Ba Yu culture, mainly including Three Gorges culture, Red Rock culture, immigration culture, Ba culture, anti-Japanese culture, national culture, non-material cultural heritage, natural and human landscape culture, food and hot pot culture, etc, laying a solid foundation for the development of Chongqing cultural creative industry, capable for attracting and concentrating a large number of cultural creative industrial talents.

Chongqing possesses the talent basis for developing cultural creative industry. The higher education in Chongqing develops at a relatively faster speed. As of 2013, there are 67 regular institutions of higher learning in total, with gross entrance rate of 35.0%. The total enrollment of these institutions is up to 660,000 people, including 50,000 postgraduates, and 14,200 graduated postgraduates in 2013. In particular, the Chongqing

University, Southwest University, Chongqing University of Posts and Telecommunications are influential nationwide, completed many explorations in training the creative talents of animation and art. Sichuan Fine Arts Institute, as one of the 3 largest fine arts institutes nationwide, has opened animation class as early as in 1995, fostered a large number of excellent talents of animation creation each year. In 2013, the Chongqing Vocational College of Culture and Art was founded, the Chongqing Art Gallery opened, the Chongqing Contemporary Art Gallery and Luo Zhongli Art Gallery hung out their shingles, as supporting platforms for talent training and reserve.

B. Weaknesses (W)

According to the statistics in Chongqing Statistics Yearbook (2013), in 2012 the GDP of Chongqing is 1140.96 billion RMB, including 449.441 billion RMB from the tertiary industry, taking up 39.4% in GDP; the number of practitioners in the tertiary industry is 6178,200. While the GDPs of tertiary industry in Beijing and Shanghai 2012 are respectively 1366.99 billion and 1219.915 billion RMB, with 8374,000 and 6298,400 practitioners. According to the data of State Statistics Bureau, as of the end of 2012 the number of main cultural institutions in China is up to 103,600, with 2283,400 practitioners in culture and cultural relics; while there are 1504 cultural institutions in Chongqing, with 14266 cultural practitioners, and the talents team is poor in both quality and quantity. The leading personages of cultural creative talents in Chongqing “five function areas” are only Shen Tiemei, performing artist of Sichuan opera, and Luo Zhongli, contemporary painter, etc, so it’s difficult for the scarce leading talents and creative teams to exert a radiating and driving function. Hence, talents are in extremely high demand in Chongqing cultural brand project, cultural creative product design, and cultural creative production and operation, etc. At the same time, the system to train, introduce and encourage cultural creative industrial talents is incomplete, leading to outflow of many top-level talents.

C. Opportunities

As early as in 2006, the Regulation on Preferential Policy for Introducing Senior and Intermediary Software Talents of Chongqing City was issued, by which, software talents nationwide are “mined” to work in the Chongqing software development park, and received once-for-all-subsidiary of 300,000 to 30,000 RMB. In September 2009, the Cultural Industry Rejuvenation Program issued by the state boosted the development of cultural creative industry. It’s also proposed in the “Twelfth Five-Year” Development Plan for Chongqing Cultural Industry that we should accelerate the construction of the citywide “442” cultural industrial development system, and vigorously develop the four new cultural industries of cultural creation, cultural tourism, digital cultural content, and culture & sports show, to create a good external environment for building the talent teams in cultural creative industry. The Chongqing Middle- & Long-Term Talent Development Planning Outline (2010-2020), as the overall planning to implement the strategy of boosting the city by talents, provided the top-level design for the building of talent teams in cultural

creative industry, among others. In the Chongqing S&T Incentive Measures passed on the 39th Standing Meeting of the People's Government on February 27, 2014, it's proposed to award generous compensations to the talents with outstanding contributions, to encourage the individuals to make outstanding contributions in S&T progress activities, organize and stimulate the enthusiasm and creativity of S&T workers, and promote S&T progress of Chongqing city. These policies and regulations provides a good policy environment for building talent teams in Chongqing cultural creative industry.

D. Threats

The cultural creative industry in Chongqing "five function areas" is threatened by intensive competitions at home and abroad. It's well known that the South Korean TV soaps, Hollywood, Paris Fashion Shows and other cultural name cards have become a major part in public cultural consumption. Currently over 1200 cultural creative industrial parks have been established in China, including over 100 in Guangdong and Shanghai, with high market vitality and economic benefit. While in Chongqing as a municipality, there are only 5 cultural industrial demonstration parks and 40 cultural industrial demonstration bases. For another example, the talent show of "supergirl series" on Hunan satellite TV, the China Voices on Jiangsu satellite TV, and the China on Tongue-tip on CCTV and other TV programs have led a upsurge of audience rating, but no TV program with national influence has not been formed in Chongqing. It can be seen that the threats from peers at home and abroad are remarkable.

IV. SOLUTION: SELECTION OF TALENT STRATEGIES FOR CULTURAL CREATIVE INDUSTRY IN CHONGQING "FIVE FUNCTION AREAS"

Establishing a "five-in-one" talent team building mechanism of "training-introducing-mining-servicing-marketing", and creating an all-sided working pattern of boosting Chongqing by talents, will provide a powerful drive for developing cultural creative industry in Chongqing "five function areas".

A. Reinforce the Training and Promoting the Training in Institutions of Higher Education of "Basic" Cultural Creative Industrial Talents

First of all, we should increase input in human capital and carry through talent strategy in cultural creative industry, to ensure training of key talents. At the same time, we should reinforce the input and training for management talents and creative talents, establish a talent training system suitable for the development of cultural creative industry, and accelerate the training of a large number of skilled inter-disciplinary talents of high competency for cultural creative industry, consolidating the talent basis for the development of Chongqing cultural creative industry.

Second, we should attach importance to optimal discipline and curriculum structure. The experiences of foreign advanced universities may be referenced to lead our universities, in terms of specialty setting, to gradually establish creation discipline system including art theory, literature, mass communication and other complementary specialties.

Finally, we should pay great attention to creative fostering pattern, in the way of university-enterprise cooperation, directed entrustment and ordered training, etc, to foster market badly-needed creative talents. We should strengthen the relationship between universities and enterprises and the society, mainly introduce creative talents from outside universities and noted public figures, and open frontier theoretical courses. We should establish close cooperative relations with creative design enterprises that are famous in the industry, or send students to enterprises for internship, to integrate production, teaching and research.

B. Attach Importance to Absorbing Wisdom and Actively Introduce "Benchmark-type" Leading Talents into Cultural Creative Industry

Implement "wisdom absorbing project" and establish the green channel for excellent external cultural creative industrial talents. Make policies more flexible, simplify formalities, and implement generous compensation and other uncourageous policies, to create a creative mechanism for talent introduction. Designedly introduce the cultural creative industrial talents who are significantly influential at home and abroad. Provide preferential policies for the high level talents who are introduced into Chongqing in terms of domiciliary transfer, spouse employment, children entrance, medical and social insurance, etc, to practically solve the fear of trouble in the rear by high-end talents, and allow these high-end cultural creative talents to take root in Chongqing. Establish platforms, such as cultural master platform, to absorb leading talents to work hear. Construct a working system for high-end cultural creative industrial talents to play their roles. Make enterprising priority, scientific research projects selection, and financial aid preferential for the introduced cultural creative industrial talents.

C. Target Local Region and Rigorously Foster "Local" Native Talents of Cultural Creation

Comparing to other municipalities, Chongqing is born with "large villages, large reservoirs and large mountainous areas", which determines that the native talents in cultural creative industry in the future will act as the important fresh troops for the development of cultural creative industry. In the strategic layout of Chongqing "five function areas", we should not only emphasize the leading and driving function of high-end talents, but also pay attention to the training of native talents, especially the rich cultural resources of the minorities in the northeast Sichuan eco-conserving development area and the southeast Chongqing eco-preserving development zone, to make more mining, developing and exploiting of native talents.

D. Optimize Service and Create "Incentive" Service System for Cultural Creative Industrial Talents

Create exchange mechanism for cultural creative industrial talents. Through creating a coordinating mechanism of "ministry-city cooperation" with the national Ministries of Culture and Education, reinforce the exchange with the cultural creative talents in the middle east region; establish the

mechanism allowing the talents in Chongqing core area and extended area to support the new area and eco areas. Create talent flowing mechanism of the “five function areas”, encourage the talents in core area and extended area to flow to the new area, and encourage the talents in new urban development area to flow to the eco areas; encourage the interdisciplinary talents to flow to the core area and extended area.

Construct an incentive-oriented service system. Establish a special management organization for cultural creative industrial talents, to prepare talent policy, organize further education and training service, evaluation of professional titles, occupational qualification attestation, professional broker qualification attestation, market access and other systems for cultural creative talents, to gradually form a complete service system. Provide reward to the creative teams with outstanding contribution, especially the excellent creative industrial talents, to form the “Catfish Effect”.

Create an open and tolerant humanistic environment. Creation means breaking through the existing idea and traditional concept, and this kind of breakthrough depends on the creative inspiration of the creative talents. The dependence on environment by cultural creative industrial talents is determined by the creativity of the creative product itself, and only in an open and tolerant working environment, may the creative enthusiasm of a powerful and unconstrained style and full imagination be inspired. We should emphasize the detail design of public infrastructure, to allow the public infrastructure to become an effective carrier of urban culture, full of humanistic color and historical deposits, to inspire the creative talents.

E. Protect Intellectual Property Right and Set up “Market-type” Stage for Cultural Creative Industrial Talents to Play

The consumer market of cultural creation full of vitality is the significant stage for cultural creative industrial talents to play their role and show their capacity. The property protection in cultural creative industry is a key step in product circulation on market. To some extent, the creative industry is copyright industry, the intellectual property right is an intangible asset of the cultural creative enterprises, and the most powerful lever and the most important cornerstone of creative industry are exactly the intellectual property rights.¹ Hence, the protection of intellectual property right should be more actively carried through in cultural creative industry.

Creation, as a process of spiritual production, can be easily copied and imitated in practice, so comparing to traditional industries, cultural creative industrial talents are more vulnerable to infringement. Hawkins, the father of creativity, has made a well-known assertion: “intellectual property right is a kind of currency in creative economy, and the protection of intellectual property right serves as the “central bank” in the development of creative industry.”² Hence, for sustainable development of cultural creative industrial talents, we should attach importance to the protection of intellectual property

rights, to effectively safeguard the fruits of the labor of cultural creative talents, and thereby inject vitality to the healthy, efficient and sustainable development of the industry. Only in a complete system of intellectual property right protection in cultural creative industry, can the development fruits of Chongqing cultural creative industry head to the broader overseas markets.

Establish complete mechanism of market circulation. Good creative works must be sold and popularized on market; therefore, the government should actively set up complete market platform, providing an excellent stage for cultural creative industrial talents to play their roles. We should sharply feel and even actively lead the market trend, make scientific judgment on the developing direction of cultural creative industry, and create influential cultural brands, to increase the vitality in the regional cultural creative industry.

The adjustment of strategic layout of Chongqing “five function areas” can never do without the development of cultural creative industry. Building the talent teams for cultural creative industry suitable for the development of the “five function areas” is a powerful measure to realize the industrial upgrade and transition of the “five function areas”. Adopting the “five-in-one” talent strategy of “training-introducing-mining-servicing-marketing” will play a significant driving role in solving the development problems of cultural creative industry and stimulating the economic vitality in the “five function areas.”

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