

Development Layout and Countermeasures of Digital Creative Industry—Taking Shaanxi Province as an Example

Zhang Yuan¹, Li Jiaqi²

¹School of Economics and Management, Xi'an University of Posts and Telecommunications, Xi'an, Shaanxi, 710061, China

²Digital Economy Research Institute, Xi'an University of Posts and Telecommunications, Xi'an, Shaanxi, 710061, China

Abstract: In recent years, with the rapid development of digital technologies such as artificial intelligence, cloud computing, the Internet of Things, 5G, and blockchain, the digital creative industry is constantly undergoing transformation and growth. The digital creative industry is an economic form generated by the integration and development of modern information technology and cultural industry. It takes creativity as the core and produces, disseminates, and serves through digital technology, reflecting the integration of technology and culture. It is a new economic form that leads to new supply and promotes new consumption. Shaanxi Province, relying on cultural and technological endowments, has broad prospects for the development of digital creative industries. It should seize the opportunities for digital technology transformation, take the digital creative industry as an important lever, and follow the path of high-quality development.

Keywords: Digital creative industry, Development layout, Countermeasure suggestions

1. Introduction

Although the digital creative industry has been widely applied in various fields of human life, there is currently no internationally recognized and unified definition or concept. There are differences in the selection of development paths for digital creative industries among countries, for example, the UK mainly focuses on lightweight creative industries; The United States connects the entire digital creative industry through copyright; The digital content industry in Japan and South Korea has a strong development momentum [1]. However, the positioning of China's digital creative industry is different from the above countries, as it is an emerging industry that organically integrates technological innovation and cultural creativity, thereby unleashing enormous energy. To promote and lead the high-quality development of the digital creative industry, China has timely clarified the connotation and definition of the digital creative industry. The 13th Five Year Plan for the Development of National Strategic Emerging Industries provides top-level planning for the long-term development of China's digital creative industry from four aspects: innovation and improvement of digital cultural and creative technology equipment, innovation and development of digital content, innovation and design, and integrated development of related industries. The "Classification of Strategic Emerging Industries (2018)" comprehensively defines the national economic industries, key products, and services involved in the digital creative industry, and points out the main direction for the standardized, orderly, and rapid development of China's digital creative industry [2]. China's digital creative industry has gradually entered a stage of rapid growth, which has a profound impact and value on improving the structure of modern cultural industries [3].

The report of the 20th National Congress of the Communist Party of China proposes to accelerate the construction of a digital China, create a digital industry cluster with international competitiveness, accelerate the construction of a new development pattern, and focus on promoting high-quality development. Recently, Premier Li Qiang of the State Council pointed out during his research in Zhejiang that we should vigorously develop the digital economy, promote new industrialization through digital transformation, and accelerate the innovative application of digital technologies such as artificial intelligence. The digital creative industry is the embodiment of the combination of technology and culture [4]. Developing the digital creative industry is a key measure to promote high-quality economic development in Shaanxi Province in the era of the digital economy. It is an important choice that aligns

with industrial development trends and conforms to industrial development policies. It is a rethinking of the development positioning of Shaanxi Province under the new regional development situation, and also an inventory, integration, and integration of the value of cultural and creative resources in Shaanxi Province. However, there is a gap between Shaanxi Province and areas with advantages in the development of digital creative industries such as Anhui, Guangdong, and Shanghai. The development of digital creative industries faces challenges such as weak industrial policy guidance, small scale of core industries in the digital economy, the formation of digital creative industry clusters, and a shortage of innovative and creative talents [5]. This article combines the actual development of digital creative industries in Shaanxi Province and lays out the layout of digital creative industries in Shaanxi Province from four dimensions: new space, new formats, new models, and new integration, providing a theoretical reference for the sustainable development of strategic emerging industries in Shaanxi Province.

2. Development Layout of Digital Creative Industry in Shaanxi Province

2.1 Constructing a New Space for Digital Creative Industry in Shaanxi Province

The Digital Creative Technology Equipment Manufacturing Zone is mainly located in Xi'an High Tech Zone and Xixian New Area, vigorously developing the digital creative technology equipment manufacturing belt and creating an internationally influential digital creative technology equipment manufacturing center. Combining its development direction in high-end equipment manufacturing and the smart information industry, it promotes the integration and development of traditional manufacturing and digital creative industries. Focusing on the fields of virtual reality, digital technology production, and broadcasting, we will focus on developing the manufacturing of broadcasting and television equipment, professional audio equipment, and other intelligent consumer equipment, improving the level of technical equipment in the fields of entertainment, networking, animation, and esports, and creating an upstream pillar industry for the digital creative industry.

The digital cultural and creative activity area is mainly located in Qujiang New Area and Yan'an City of Xi'an, empowering traditional culture in Shaanxi Province with digital innovation and promoting the construction of digital innovation brands with cultural and tourism characteristics in Shaanxi Province. By utilizing modern information technology and relying on core technologies such as virtual reality, augmented reality, holographic imaging, naked eye 3D graphics display (naked eye 3D), interactive entertainment engine development, digital processing of cultural resources, and interactive film and television, we aim to promote the deep integration of digital technology with Shaanxi Province's culture.

The design service area is mainly located in Baoji City, mainly targeting the application of the metaverse to carry out relevant knowledge education and popularization activities. The government should vigorously improve the comprehensive quality of employees in the digital creative industry and accelerate the construction and development of related industries in the region. We should also accelerate the application scenarios of combining the metaverse with the tourism industry, develop virtual tourism experiences in vacation areas, and achieve a true online and offline dual linkage, virtual and real integration of tourism project construction.

The digital creativity and integration service area is mainly based on the Chanba Ecological Zone in Xi'an, promoting the construction of digital integration scenarios covering digital exhibitions, digital publishing, digital museums, etc. Using interactive intelligence, data informatization, personalized experience, and intelligent management, we aim to create intelligent terminals and intelligent digital management platforms that are full of time, space, and multiple scenarios. We integrate various service scenarios and fragmented service projects driven by the integration of online and offline services on the platform, inspiring the continuous emergence of new business formats.

2.2 Focusing on New Forms of Digital Creative Industry in Shaanxi Province

Digital exhibition refers to the combination of digital technology and traditional exhibition modes, which builds an online exhibition platform through virtual reality, online communication, and other means, achieving interaction and communication between exhibitors and audiences. Compared to traditional exhibitions, digital exhibitions are not limited by time and geography and can be held at any time as needed, allowing audiences to participate without being limited by time and geography. Moreover, digital exhibitions do not require additional costs such as venue leasing, booth construction, and logistics transportation, greatly reducing the burden on exhibitors. In recent years, Shaanxi Province has actively expanded the field of digital exhibitions, gradually applying them to various conference activities,

product releases, summit forums, government meetings, performance events, film and television production, and marketing and promotional activities.

Digital publishing refers to the publishing business conducted using digital technology and internet platforms, covering areas such as e-book distribution, digital journal publishing, and online reading. With the continuous development and application of digital technology, digital publishing has become an important direction and trend in the publishing industry, which is of great significance for strengthening the integration of traditional publishing and digital industries and promoting cultural innovation and dissemination. Shaanxi Province has a national-level digital publishing base approved by the former General Administration of Press and Publication of the People's Republic of China and has established a digital publishing base for Xinhua Publishing Media Group. It closely cooperates with top international and domestic industry units such as Amazon, Migu, Duokan, Suning.com, Zhangyue, and JD.com.

Digital cultural heritage aims to better protect and inherit rich historical and cultural heritage through digital means and provide a wider and more convenient cultural experience and participation methods. Shaanxi Province, a famous historical and cultural city in China, has world cultural heritage and national cultural relics protection units such as the Terra Cotta Warriors, the Mausoleum of the First Qin Emperor, etc. The development of digital cultural museums aims to carry forward the excellent traditional culture of the Chinese nation, meet the cultural needs of the people, and promote the development of regional cultural industries. In the future, Shaanxi Province should take the development of digital cultural heritage as a breakthrough point for cultural output, and create a digital cultural heritage protection and dissemination base with important influence and innovation.

Metaverse In recent years, Shaanxi Province has deeply integrated the metaverse with the cultural, museum, and tourism industries, achieving digital display and protection of cultural and museum resources, while bringing more business opportunities to the tourism industry in Shaanxi Province. The "Yuan Jing Bo Yu" cultural tourism metaverse project of the Xi'an Museum, as well as the "Tang Dynasty · Kaiyuan" metaverse project, have achieved cross-border development from cultural tourism to cultural creation, advanced layout from digitization to metaverse, gamified interaction and virtual tour guides that combine virtual and real offline, and online exhibitions and digital art collections. The metaverse has brought new economic growth points to Shaanxi Province.

Chat GPT. As a relatively new technological field, Chat GPT is a combination of artificial intelligence and big data technology. The application and development of Chat GPT in Shaanxi Province are in a stage of continuous development and exploration. Technology companies such as iFlytek and Yidian Tianxia are seizing the opportunity for digital technology transformation and integrating Chat GPT with industries such as online education, smart healthcare, smart home appliances, smart translation, and smart marketing.

Digital people. At the opening ceremony of the 19th Asian Games in 2023, over 100 million "digital torchbearers" composed of "digital people" and athletes jointly lit the main torch tower of the Asian Games. Digital humans frequently appear in various metaverse application scenarios, especially in the fields of culture and tourism, cultural heritage, live streaming, and short video.

2.3 Developing a New Model of Digital Creative Industry in Shaanxi Province

The impact of digital technology on the development of cultural tourism is profound and extensive, and digital cultural tourism is one of the important development directions for future cultural tourism. In recent years, Shaanxi Province has accelerated the integration of the cultural tourism industry and the internet industry, and cloud recording, cloud exhibition, and cloud live streaming have gradually become new consumption scenarios. The "digital+cultural tourism" model has huge development prospects. With the continuous innovation and development of technology, digital cultural tourism will bring richer, diversified, and personalized tourism experiences, promoting the further transformation of the cultural tourism industry towards digitization and intelligence.

With the endowment of science and education resources, Shaanxi Province should actively create a "digital+science and education" model. On the one hand, in recent years, with the empowerment of digital technology, the online education industry has developed rapidly, playing a positive role in promoting educational equity and improving educational quality. On the other hand, the construction of digital infrastructure in Shaanxi Province is gradually advancing, relying on the "Qin Chuangyuan" digital platform to accelerate the gathering of elements, providing a good foundation for the development of the "digital science and education" model.

As a major manufacturing province, Shaanxi Province should seize the digital dividend, vigorously develop the "digital+intelligent manufacturing" model, utilize digital technology and intelligent manufacturing concepts, and promote the transformation and upgrading of Shaanxi's manufacturing industry. With the assistance of 5G, a batch of innovative and replicable typical scenarios of 5G fully connected factories, such as 5G+mobile robots, 5G+machine vision, 5G+flexible production, and 5G+digital twins, have been launched, achieving cost reduction and efficiency improvement, injecting new impetus into the manufacturing industry.

3. Countermeasures for the Development of Digital Creative Industry in Shaanxi Province

3.1 Strengthen the guidance and guidance of industrial policies

To meet the needs of the development of the digital creative industry in Shaanxi Province, the government should strengthen policy guidance related to the digital creative industry, issue targeted laws such as the "Regulations on the Promotion of Digital Creative Industry Development," "Data Regulations," and "Public Data Opening Regulations," encourage the development of the digital creative industry, establish and improve the regulatory organization system of the digital creative industry, and promote data governance rules. Legislation on the construction of digital infrastructure and network security protection. In addition, a provincial or regional digital creative industry coordination leading group should be established to study and coordinate major issues and policy measures related to the digital creative industry, formulate and organize the implementation of the digital economy sub-annual work plan, and coordinate the stage goals and overall development of the digital creative industry in Shaanxi Province.

3.2 Consolidate the construction of new infrastructure

Shaanxi Province should optimize and upgrade its information infrastructure as soon as possible, strengthen the construction of computing infrastructure, and continue to deepen the digital transformation of traditional infrastructure to continuously consolidate the development foundation of digital creative industries. On the one hand, the government should accelerate the construction of 5G base stations and carry out IPv6 transformation to expand network coverage and improve network connectivity. On the other hand, deepening the digital transformation and upgrading of traditional infrastructure such as transportation, municipal administration, logistics, and commerce provides strong support for improving the quality and efficiency of digital creative industries.

3.3 Creating a Digital Creative Industry Park

At present, the development of digital creative industries in Shaanxi Province is still in its early stages. Shaanxi Province should create digital creative industry clusters and demonstration industrial parks with distinct characteristics, prominent advantages, and strong radiative driving force, to accelerate the development of digital creative industries. On the one hand, we should vigorously cultivate the market entities of the digital creative industry and increase its attention in the initial stage. On the other hand, we encourage and support small and medium-sized digital creative enterprises in the province to collaborate and restructure, promote cooperation between enterprises, fully leverage the synergy and resource integration advantages between enterprises, and promote the development of digital creative industries in a scale, innovative, and high-end manner.

3.4 Cultivate local creative leading enterprises

Based on building a digital creative industry park, the government should rely on the "Qin Chuangyuan" digital platform, actively cultivate digital creative enterprises as backbone enterprises, play their exemplary and leading role, and promote the formation of multi-level and progressive enterprise echelons for small and medium-sized enterprises in the digital creative industry. The government should also create an industrial system with enterprises as the main body, market orientation, and deep integration of industry, academia, and research, strengthen technological cooperation and information sharing, and build a digital creative industry ecosystem with multi-party cooperation and mutual benefit.

3.5 Exploring the Potential of Digital Content in Shaanxi Province

Integrating the local culture of Shaanxi Province with digital technology can enhance the original level of digital content and accelerate the creation of digital content products. The government should also actively create a "product+creativity+service" model, create brand cultural connotations with original digital content, enhance the added value of products and services, and further promote cross-border cooperation between cultures and various fields.

3.6 Explore the Future Market of Digital Creativity

The government should support the development of new formats such as ride-hailing, homestays, and tourism, and actively explore new formats such as smart locks, smart supermarkets, and smart restaurants. The government should also encourage the combination of scenic spots, exhibitions, and distinctive Shaanxi culture, create digital and physical cultural and creative products, use technologies such as short videos, live streaming, and virtual reality to create immersive panoramic online products, accelerate the cultivation of digital creative industry brands, and create an industrial ecosystem centered around original products.

4. Conclusion

The digital creative industry is a manifestation of the combination of technology and culture. Developing the digital creative industry is a key measure to promote high-quality economic development in Shaanxi Province in the era of the digital economy. It is an important choice that aligns with the trend of industrial development and conforms to industrial development policies. It is a rethinking of the development positioning of Shaanxi Province in the new regional development pattern, and also an inventory, integration, and integration of the value of cultural and creative resources in Shaanxi Province.

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