

# Study on Motivations and Cultivation of Cultural Industry Cluster in Jilin Province, China

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## Abstract

Cultural industry is honored as one of the industries in the 21<sup>st</sup> Century that has the greatest development prospect. With its innovativeness, competitiveness and value added, it has become the leading edge and high end among the emerging industries in the current world, and it has also become one of the characteristic industries that have the greatest development potential in transferring the economic growth mode, promoting swift and coordinated development of regional economy in the old industrial bases.

Cultural industry is playing a more and more important role in development of regional economy. Cluster is an important feature of cultural industry and cluster development is an inexorable trend in development of cultural industry. Cultural industry in Jilin Province in recent years has been rapidly developed. Nevertheless, there still exist quite a lot of problems and drawbacks. Thus, Jilin Province should find out its own characteristic factors according to its local cultural characteristics and start out from improving cultural industry policy, constructing a cultural industry cluster pattern that has comparative advantages and local features, cultivating leading key cultural enterprises and balancing cultural industrial development of all cities so as to diminish gap between different areas and improving talent security system, do a good job in taking the path of cultural industry cluster development and form cluster scale effect.

**Keywords:** Cultural industry, Regional economy, Cluster development

Cultural industry is honored as one of the industries in the 21<sup>st</sup> Century that has the greatest development prospect. With its innovativeness, competitiveness and value added, it has become the leading edge and high end among the emerging industries in the current world, and it has also become one of the characteristic industries that have the greatest development potential in transferring the economic growth mode, promoting swift and coordinated development of regional economy in the old industrial bases. The development scale and degree of cultural industry has become an important symbol in balancing the competitive level of a country and a region.

The Provincial Governor of Jilin Province made detailed deployment on the cultural work of the whole province at the 12<sup>th</sup> National People's Congress, including implementation of the 100 key projects with an investment of more than a hundred million Yuan, building 50 large scale cultural industry bases, forming as soon as possible a batch of distinctive cultural industry clusters and promoting the cultural industry to become a pillar industry. It was aimed to realize the condition that the value added of cultural industry would account for over 6% of the total GDP of the whole province by the year 2015 and would become a new pillar industry in Jilin Province. Cluster development of cultural industry has become an enormous engine in promoting cultural industrial revitalization in Jilin Province. It

will further strengthen the vigor and aftereffect of economic development in Jilin and is also a necessary choice for realization of the economic take-off in Jilin Province.

### **1. Cultural Industry Cluster and Cluster Effect**

Both domestic and foreign theoretical cycles have not yet given a consistent final conclusion to the concept of cultural industry. In 2004, the National Bureau of Statistics defined “culture and related industries” as the activities that provided cultural entertainment products and services for the social public and the collection of activities correlated with these activities.

Cultural industry cluster means that within a certain specific geographical area, enterprises and institutions in a large number of correlated cultural industries are relatively concentrated, so as to form powerful regional scale competitive advantage and cluster effect, a cluster process of the capital element in terms of space.

Cluster is an important characteristic of cultural industry and cluster development is an inexorable trend of development of cultural industry. Industry cluster is also a good mode for cultivation and development of emerging industries, which has brought about quite a lot of favorable conditions for development of industry.

1) Integration of internal resources. Industry cluster is able to greatly reduce the supply cost of raw materials, increase labor productivity, and give full play to effective application of convenient matching supply and talents so as to form effective division of labor and collaboration between upstream and downstream enterprises and form both competitive and mutually matching effective mechanism.

2) Improvement of external competitiveness. Cultural industry and correlated enterprises mutually support to form joint forces, increase external competitiveness, constitute the core competitiveness of the region, form industrial scale advantage, and share the interests of professional division of labor and the “overflow effect” so as to enter the leading edge of the industry.

3) Realization of innovation incentive. Cultural industry cluster is able to effectively promote combination of all kinds of elements within an area and is more to the benefit of cultivating an environment of innovation of cultural industry and progress of industrial technology and realizing sustainable innovation activities. Within the cluster area, new products, new technology and new technique will get faster and more effective dissemination. In the process of cooperation between enterprises and departments, it is more likely to discover loophole and vacancy in the process of production, management, service and sale, make up for the loophole and vacancy in time and find out more market opportunities.

4) Positive effect on development of modern metropolis. Cities imbued with cultural ambience invisibly enhance their taste and popularity and also strengthen the external attraction and internal cohesive force of the cities. Cluster of cultural industry is also in favor of a rational distribution of the urban space and inheritance of urban culture. Cultural industry opens a new path for development of modern metropolis with its intensive technology, saving of resources and environmental friendliness.

All in all, cultural industry cluster helps to constitute a complete cultural industry chain within the cluster area, provides conditions for integration of resources, shortens the gap between Jilin Provinces and developed countries and economically developed provinces, and further cultivates the most competitive industrial cluster, obtains the maximum economic benefit and facilitates revitalization of regional economy.

### **2. Motivations for Cultural Industry Cluster in Jilin Province**

Correct knowledge in the motivations for regional cultural industry cluster and positive measures to strengthen these motivations will help to facilitate rational advancement of cultural industry cluster and further stimulate regional economy to be better developed in playing its advantage as a distinctive culture.

The traditional economic geography theory holds the view that industry cluster is primarily caused by such economic geography factors as natural endowments and geographical location and originates from the differences between economic geographical factors in different regions of external factors, such as, resource endowment and convenient port trade in costal areas.

The new economic geography theory brings in increasing returns to scale and positive feedback effect and emphasizes the important role of the forward and backward linkage between enterprises, the transportation cost and demand factor in determining site selection of the enterprises. According to this theory, the number of local cultural enterprises, human capital, cultural consumption demand and transaction cost are the primary factors in influencing cultural industry cluster.

The US Professor Michael Porter proposes the “diamond model” in his book “The Competitive Advantages of Nations” and believes that there are four major and most direct factors in influencing the competitiveness, namely, production factor, demand condition, related industries and supportive industries, business strategy, organizational structure and competitive condition, and the two additional factors of the government and opportunity.

Formation of cultural industry cluster requires accumulation of a variety of conditions. Based on the economic geography theory and the diamond model theory, this paper analyzes the basic conditions that affect formation of cultural industry cluster in Jilin Province and concludes that the motivations for formation of cultural industry cluster in Jilin Province mainly contain the following several aspects.

### *2.1 Production Factor*

The production factor condition mainly contains the four aspects of cultural resource, human resource, capital resource and infrastructure.

#### *2.1.1 Cultural Resource*

Formation of cultural industrial cluster both at home and abroad is closely inseparable from the profound local cultural deposits and historical details. Cultural elements and characteristics are the soul for formation of a cultural industry cluster area. For instance, the reason why Broadway in New York, the Fashion Street in Paris and Hollywood in Los Angeles become a wind indicator of cultural industry is that their cultural deposits for hundred years are naturally formed.

Jilin Province has its unique cultural resource advantages for its development of a cultural industry cluster area, such as, natural resources, historical advantages and national features. Although the foreign investment in Jilin Province is relatively scanty as an inland province, its agriculture is developed and its traffic is convenient, its important historical figures and significant historical incidents are too numerous to mention one by one. Its profound cultural tradition, unique human landscape, its natural scenery with unique magic and its industrial resources are to full exploitation and utilization. It has multiple nationalities, such as, Korean nationality, Mongol nationality and Hui nationality and its national cultural resources are also colorful. Development of a cultural industry cluster area helps to convert cultural resource advantages into cultural industry resources.

#### *2.1.2 Human Resource*

Cluster of cultural industry is, firstly, cluster of talents, and secondly, cluster of enterprises. Development of cultural industry not only clamors for cultural creators and the cultural creation class they constitute, but also requires technical talents and compound managerial talents who are proficient in modern instrument and equipment and get a mastery of advanced technology and application software. In terms of talent reserve and cultivation, Jilin Province has, in the recent years, carried out a series of policies and guidelines and built excellent pioneering platform to attract talents. Leading figures in cultural industry have emerged one by one. Jilin possesses numerous institutions of higher learning and science and technology talents and cultural bases as well as scientific research institutions with special features. Each year, they and social training institutions convey more than ten thousand reserve talents for the cultural industry. This provides reliable human resource security for development of cultural industry in Jilin Province.

#### *2.1.3 Capital Resource*

Cultural industry attracts inflow of capital. As the life cycle of products in cultural industry is relatively short, ceaseless exploitation and application of new products and new technology is required. Hence, a perfect financing channel and abundant capital are more attractive for cluster of cultural industry in terms of space. During the period from 2008 to 2012, a total of 1.45 billion Yuan was financially invested into the cultural undertaking expenses and investment of capital construction in Jilin Province, which increased 124.8% compared with that in 2007. According to the statistics from the Ministry of Culture, in the past few years, the rate of increase in expenses on cultural undertaking in Jilin Province has ranked the first three all over the country. Jilin newly set up an investment of 20 million Yuan in cultural industry as guidance capital and a cardinal number of 200 million Yuan in cultural industry as investment fund. The special fund for development of cultural industry has increased from 10 million Yuan each year at the earliest to the present 50 million Yuan. From the year 2010, Jilin newly set up an investment of 60 million Yuan in cultural industry as guidance capital. All the above has provided favorable capital guarantee for development of cultural industry cluster.

#### 2.1.4 Infrastructure

The good infrastructure and convenience of urban cities are also an important factor in promoting development of cultural industry cluster. In the past few years, Jilin has promulgated “Scheme for Construction of Urban and Rural Cultural Infrastructure in Jilin Province” and the carrying capacity of cultural industry in Jilin Province has been continuously strengthened. The whole province has newly constructed, reconstructed and extended a large number of cultural infrastructures. For example, construction on the provincial museum, gallery and science and technology museum has been completed. By the year 2012, the whole province had possessed approximately 800 cultural entertainment institutions, over 400 cultural squares and had grown to a twinkling growth pole in cultural industry. The whole province has 97 museums, which is 2.7 times to the number in 2007. The task of construction on the 624 township comprehensive cultural stations in the whole province has been totally completed, realizing whole coverage within the whole province.

#### 2.2 Market Demand

With improvement of people’s income and living level, the consumption structure of people has also taken significant changes. The proportion of such cultural consumption as information, tourism, sports, education and entertainment is becoming larger. Entertainment and education cultural consumption expenses in per capita annual consumption of urban residents in Jilin Province increased from 122.76 Yuan in 1992 to 1244.56 Yuan in 2010, an annual growth rate of 14.3%.

It is a fact that Jilin doesn’t have its own marine outfall and has no positive locational advantage. Yet, it is located in the core zone of the North East Asia. And from this perspective, it has its unique advantage. Some backbone cultural enterprises in Jilin Province walk out of Jilin and realize brand stretching after realizing antecedent reform. For the “development strategy for the development and opening up pioneering area of Chang-Ji-Tu”, cooperation in cultural industry between Jilin and countries in the North East Asia has seen a dramatic breakthrough. This is a breakthrough path for the inland province of Jilin to realize and search for open development.

Jige Group, Jilin Cartoon Group, Jilin Publishing Group and Changchun Film Group have extended their brand to other provinces and have realized great-leap-forward development. Development of the activities of North East Expo, Agricultural Fair, Auto Expo, Film Festival, Cartoon Game Expo and Cartoon Game Forum has not only promoted and stimulated development of cultural industry, but has also made use of their feature to attract investment and talents in cultural industry. Their shares in the cultural market in the whole country and their social influences have increased day by day.

#### 2.3 Policy Environment

Development of cultural industry in China is based on national reform and relative policies of the country. Reform provides institutional guarantee for development of cultural industry, while policies provide capital and a good survival environment for development of cultural industry. Likewise, cultural industry in Jilin Province calls for support of relative policies. In June 2003, the Central Government held an experimental work conference for national cultural institutional reform and made arrangement and deployment for the experimental work of the national cultural institutional reform. Afterwards, Jilin Government promulgated, in succession, a series of guidance documents, such as, “Jilin Cultural Development Outline” and “Jilin Cultural Institutional Reform Implementation Plan”. In 2011, the government further formulated “Opinions of Jilin Provincial Party Committee and Jilin People’s Government on Vigorous Development of Cultural Industry: and the Provincial Government’s “Multiple Policies on Supporting Cultural Institutional Reform and Development of Cultural Industry”, which gave support to the major projects of cultural industry in terms of registration, investment and financing, social security and fiscal levy. Afterwards, the government promulgated 62 supporting policies one by one in the ten aspects of registration of juristic persons and industrial and commercial administration, assets and land disposal, fiscal levy, talents and cultural industrial park, etc. During the “Eleventh Five-Year Plan”, Jilin Government proposed four combinations in terms of cultural institutional reform and cultural industry development. During the period of “the Twelfth Five-Year Plan”, Jilin Government formulated a target of building cultural industry into a new economic growth pole and boosting a powerful engine for transition of the old industrial base to become a new pillar industry.

#### 2.4 Industrial Base

##### 2.4.1 Emergence of a Batch of High-tech Leading Enterprises to Promote Improvement of the Comprehensive Competitive Capacity

The rapid development of high technology and the increase of the number of high tech enterprises become an important power in optimizing the structure of cultural industry and enhancing the comprehensive competitiveness.

In the past few years, through combination of reform and integration, a large number of cultural enterprises and enterprise groups have emerged in Jilin Province that have independent innovation capacity, well-known brands and proprietary intellectual property rights. For example, the seven provincial backbone cultural enterprise groups of Jilin Publishing Group, Changchun Film Group, Jilin Daily Newspaper Group, Jishi Media Group, Jilin Film and TV Production Group, Jilin Cartoon Group that were built successively drive the cultural industries of film, TV and publication, cartoon and game, performance and entertainment to gradually expand in terms of scale. They become an important power in optimizing the industrial structure and promoting long term, stable and sustainable development of economy in Jilin Province.

#### 2.4.2 Industry Cluster Pattern Is Gradually Formed, with a Cultural Industry Cluster Beginning to Take Shape

At present, Jilin has planned and constructed altogether 195 cultural industry parks, cultural tourism theme parks, cultural relics parks, cultural commercial blocks and cultural industry bases. It is predicated that, by the end of the “Twelfth Five-year Plan”, Jilin will attract 1200 cultural enterprises, absorb 50 thousand employees and build a cultural industry cluster area with an output value of 10 billion Yuan. All these parks will gather those enterprises with close industrial connection and relative supporting institutions to give full play to the group competitive advantages and the economies of scale of cluster development, which further promotes formation and expansion of the industry and improvement of the overall competitiveness.

#### 2.4.3 Building of a Batch of Cultural Brands with Regional Advantages

Jilin depends on the regional culture of the black soil in Changbai Mountain and spares no effort to build a characteristic cultural brand. For example, the brand “Jilin Song and Dance” has ever performed more than 80 performances in the United Kingdom within six months and has been popular both at home and abroad. Movie and television plays and several television dramas have, in succession, been performed at the prime time in CCTV-1, which forms an impressive “Jilin television phenomenon” of “multiple productions, performing in CCTV and winning a grand prix”. Changchun Film Group is still the most bright “name card” in Jilin. Changchun Film Century City is currently the first domestic world-class film amusement park. “Dance Opera” performance brand; publishing and printing brand. For example, the book market of Jilin Publishing Group occupies the third all over the country.

#### 2.4.4 Effect of Major Projects Driving Initially Coming Out

Jilin will promote a batch of major engineering projects with strong basic support and demonstrative and driving effect, large growth space and good economic and social effect and further boost implementation of cultural content innovation and cultural fine works strategy. At present, Jilin has constructed six national cultural industrial demonstration bases, two excellent key enterprises in national cultural export, eighteen provincial cultural industrial demonstration bases, four provincial cultural industrial demonstration parks and two experimental parks. The cultural industry exhibits an aggregate development trend. Promotion of excellent cultural products and driving of major projects will boost construction of modern cultural industry system, fully display cultural resource advantages of all areas in Jilin Province and promote cultural industry cluster in Jilin Province.

It can be found, development of cultural industry cluster in Jilin Province has its necessary conditions and motivations and cluster development is an inevitable path for development of cultural industry.

### 4. The Current Condition and Study on Cultivation of the Cultural Industry Cluster in Jilin Province

#### 4.1 The Current Condition of Cultural Industry Cluster in Jilin Province

With stable implementation of the strategy of a culturally powerful province, cultural industry has, so far, become one of the most active and competitive industries in Jilin Province.

##### 4.1.1 Rapid Growth Speed and Powerful Industry Cluster Force

The development history of cultural industry in Jilin Province transits from the preliminary stage of exploration, starting and cultivation to the new period of accelerated development.

Table 1. Comparison between the whole country and Jilin Province in terms of value added in cultural industry

|       |              | 2006   | 2007   | 2008   | 2009   | 2010   | 2011   |
|-------|--------------|--------|--------|--------|--------|--------|--------|
| Jilin | valued       | 158.67 | 189.32 | 318.76 | 362.50 | 208.07 | 274.13 |
|       | added (one   |        |        |        |        |        |        |
|       | hundred      |        |        |        |        |        |        |
|       | million      |        |        |        |        |        |        |
| Jilin | Yuan) in     |        |        |        |        |        |        |
|       | cultural     |        |        |        |        |        |        |
|       | industry     |        |        |        |        |        |        |
|       | year-on-year | —      | 19.32  | 68.37  | 13.70  | -42.6  | 31.75  |
| Jilin | growth (%)   |        |        |        |        |        |        |
|       | ratio to     | 3.71   | 3.58   | 4.96   | 4.98   | 2.41   | 2.59   |
|       | GDP (%)      |        |        |        |        |        |        |
|       |              |        |        |        |        |        |        |
| The   | valued       | 5123   | 6412   | 7630   | 8400   | 11052  | 13479  |
|       | added (one   |        |        |        |        |        |        |
|       | hundred      |        |        |        |        |        |        |
|       | million      |        |        |        |        |        |        |
| The   | Yuan) in     |        |        |        |        |        |        |
|       | cultural     |        |        |        |        |        |        |
|       | industry     |        |        |        |        |        |        |
|       | year-on-year | —      | 25.16  | 19.00  | 10.09  | 31.57  | 21.96  |
| The   | growth (%)   |        |        |        |        |        |        |
|       | ratio to     | 2.45   | 2.6    | 2.43   | 2.5    | 2.75   | 2.85   |
|       | GDP (%)      |        |        |        |        |        |        |
|       |              |        |        |        |        |        |        |

Date source: Jilin statistical yearbook, Statistical Yearbook of Chinese Culture

As shown in Table 1, the percentage of the year-on-year growth of the value added of cultural industry in Jilin Province is higher than the average level of the whole nation in the years 2008, 2009 and 2011, and lower in the remaining several years. The ratio of the increase speed of cultural industry in Jilin Province to GDP is slightly lower than the average level of the whole nation and higher during the years 2006 to 2009. Generally speaking, during the years 2007 to 2011, the growth rate of the value added of cultural industry in Jilin Province is at an average of 20% approximately and exceeds the growth rate of GDP in the whole province, presenting a powerful development trend of cultural industry.

#### 4.1.2 The Degree of Cultural Industry Cluster of Regional Characteristics Is Low and Scale of Economies Effect Is Unconspicuous

Although at present the mode of Jilin Government in managing cultural industry has taken great changes, abundant cultural and historical resources have not been made full use and the capacity of cultural resource advantages in converting to industrial advantages and market advantages is relatively weak. Cultural institutional reform and mechanism innovation is insufficient, the existing management system is basically at a condition of department separation and each doing things in his own way and the function of market distributing resources is far from being fully performed. The fact that the scale of cultural enterprises in Jilin Province is too small, the industrial chain is too short, talents are scanty and capital distribution is relatively disperse, which are not to the benefit of giving play to economies of scale, which all make the degree of cultural industry cluster in Jilin Province low and the overall scale effect Unconspicuous.

Let's take the wholesale and retail industry of cultural goods as an example. In 2011, enterprises above the designated size and below the designated size in the whole province that are engaged in wholesale and retail of

cultural goods only created a value added of 3.528 billion Yuan, far lower than the value added created by enterprises above the designated size and below the designated size that are engaged in production of cultural goods. The sales function of cultural products excessively depends on undersize and dispersedly self-employment ventures. This is neither to the benefit of administration of sales enterprises of cultural industry nor to the benefit of the long term development of cultural industry in Jilin Province.

#### 4.1.3 Gap between Different Cities Is Large

Table 3. Value added in cultural industry of all cities in 2011 and the ratio

|                       | valued added (one<br>hundred million Yuan)<br>in cultural industry | ratio to the gross<br>value of production<br>in the local area | ratio to the value added in<br>cultural industry of the<br>whole province |
|-----------------------|--------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------------|
| The whole<br>province | 274.13                                                             | 2.59%                                                          | 100.00%                                                                   |
| Changchun             | 129.93                                                             | 3.25%                                                          | 47.40%                                                                    |
| Songyuan              | 31.89                                                              | 2.34%                                                          | 11.63%                                                                    |
| Siping                | 24.04                                                              | 2.44%                                                          | 8.77%                                                                     |
| Jilin                 | 23.81                                                              | 1.08%                                                          | 8.69%                                                                     |
| Tonghua               | 18.70                                                              | 2.40%                                                          | 6.82%                                                                     |
| Yanbian               | 16.95                                                              | 2.60%                                                          | 6.18%                                                                     |
| Liaoyuan              | 13.03                                                              | 2.60%                                                          | 4.75%                                                                     |
| Baishan               | 9.96                                                               | 1.87%                                                          | 3.63%                                                                     |
| Baicheng              | 5.82                                                               | 1.05%                                                          | 2.12%                                                                     |

Date source: Jilin statistical yearbook

Cultural industry is concentrated in the central urban agglomerations of Changchun and Jilin, distributed disproportionally. Thus, it can be seen that, to a large extent, development of cultural industry cluster depends on the economic development level of all regions.

Areas economically developed have abundant human resources where cultural entertainment consumption is in great demand, the tertiary industry is developed and regional industrial policies are complete, which all provide convenient conditions for cluster of cultural industry. The major reason for formation of this development disequilibrium pattern is the general rule of flow of cultural industry elements. That is, technology and capital (especially human resource) mainly flow to large and medium-sized cities with complete information service and developed economy. Moderate disequilibrium will promote improvement of economic efficiency and industrial development. However, long term structural disequilibrium is unfavorable for long term and healthy development of cultural industry. It is not difficult to find that, in many cases, development of cultural industry in Jilin Province is a natural condition, lacking in a unified planning and coordination devoid in inter-zone industrial development and the function of the government in guiding regional spatial pattern of cultural industry is far from being effectively performed.

#### 4.2 Study on Cultivation of Cultural Industry Cluster

In order to make cultural industry become a pillar industry and get rapid and sustainable development, Jilin has to find out its own characteristic factors according to the cultural characteristics of the local area, resolve the key issues of disperse operation of cultural industry, low degree of intensification, bad scale effect and disparate development, do a good job on the path of cultural industry cluster development and form the scale effect of cluster.

##### 4.2.1 Make Good Planning in Development of Cultural Industry Cluster and Perfect Policy in Cultural Industry

In order to achieve the target that the value added in cultural industry in the whole province of Jilin by the year 2015 as proposed in "The Acceleration Plan (2011-2015) of Cultural Industry in Jilin Province", Jilin ought to deepen cultural institutional reform, make good planning in development of cultural industry cluster and perfect policy in cultural industry to strengthen vigor in development of cultural industry. The government should guide disperse private capital to flow into and enter cultural industry with preferential policies in land, finance and tax, increase capital investment in cultural industry, enlarge capital support vigor in cultural industry, smoothen investment and

financing channel, and especially medium and small-size cultural enterprises are lacking in development capital. It is necessary to enlarge the overall scale of cultural industry, mobilize great development and prosperity of cultural industry and obtain competitive advantages of regional industry cluster. With regards to disadvantages in cultural institutional reform and mechanism innovation, the government should perform the functions of planning, guidance and administration in industrial development. As a kind of development strategy, this planning is brought into the overall development planning of regional economic society. This avoids spontaneity and blindness of development of characteristic cultural industry, really realizes creation of advantages with characteristics and strengthens regional competitiveness.

#### 4.2.2 Depend on Unique Resource Advantage and Construct a Cultural Industry Cluster Pattern with Comparative Advantage and Regional Features

Regional characteristic industry refers to the industry that has great influences both within and outside a region and has its uniqueness or comparative advantages compared with other regions. Its characteristics are great value, great development potential and difficulty in being copied and irreplaceability.

Jilin Province should take consideration of the strategy of development and opening up pioneering area of Chang-Ji-Tu according to its own cultural industry resource features, industrial development base and industrial distribution characteristics, construct a cultural industrial zone of Changchun, Jilin, Yanji and Baicheng, promote construction of a batch of characteristic cultural industry cluster areas, such as, the provincial cartoon, Changbai Mountains, Film and Television, Automobile, History and Nationality.

Jilin Province is abundant in good resources, such as, ginseng, rice, deer products, Changbai Mountains spring water and Songhua Stone, etc., which, however, have low cultural content. Thus, it is necessary to dig deeply the cultural elements of the industry and products and strengthen the cultural value added of the brands. It is necessary to facilitate integration of culture and tourism, innovate and improve tourism products and construct demonstration area of integrative development of national culture and tourism. It is also necessary to reinforce preservation, development and utilization of cultural relics and make cultural relics really become a new lightspot in development of cultural industry.

#### 4.2.3 Cultivate Leading Backbone Cultural Enterprises and Make Them Become the Growth Pole in Driving Development of Cultural Industry within the Cluster Area

Development of cultural industry in Jilin Province should carry out the “strategy of bibcock driving” to make a batch of backbone cultural enterprises expanded. Their development will exert powerful radiating effect on the surrounding area and have great industrial linkage effect on the local economy so as to drive development of cultural industry within the area. It is necessary to vigorously enhance the level of large scale, intensification and specialization in cultural industry. It is also necessary to construct a batch of cultural enterprises and enterprise groups that have enormous potentiality, powerful competitiveness and that play a leading role and to make a batch of large-scale state-owned and state-owned holding cultural enterprises become strong and powerful.

#### 4.2.4 Promote Trans-regional and Trans-industrial Merger, Acquisition and Alliance of Cultural Enterprises

The government ought to encourage the leading enterprises to ally vertically and horizontally by the extension means of trans-regional, trans-industrial and trans-ownership merger and re-organization. This will greatly promote improvement of concentration of cultural industry and further form economies of scale, economy of scope and synergistic effect. It is also necessary for the government to support backbone cultural enterprises to accelerate their expansion, promote trans-regional merger and re-organization development of Changchun Film Group and Jishi Media, support substantial cultural enterprises to appear on the market and cultivate at least two to three cultural enterprises with an asset size exceeding ten billion Yuan.

#### 4.2.5 Establishment of Talent Security Measures for Cultural Industry Cluster

Cluster of talents is a preliminary condition for formation of cultural industry cluster. Human resource is the first resource. Therefore, it is necessary to strengthen construction of talent team of cultural industry and construct talent resource information system and service system of key cultural industry. First of all, it is necessary to reform talent administration system, give full play to the effect of the market in talent resource allocation and promote rational flow of talents. It is also necessary to establish all types of talent vocational capacity evaluation system in cultural industry, perfect talent incentive system, build a good atmosphere of respecting knowledge and talents, give full play to the respective speciality of talents and attract more talents to participate in construction of cultural industry in Jilin Province.

The former Chinese President Hu Jintao mentioned in his Report to the Eighteenth National Congress of the Communist Party of China that we had to firmly propel construction of a culturally powerful socialist country. He specially pointed out, it was necessary to develop cultural industry into a pillar industry in the national economy. We need to develop a new type of cultural industry and enhance the level of large size, intensification and specialization of cultural industry. The development level of cultural industry cluster in Jilin Province is still at an initial stage. Thus, there is still a long way to go to enhance the overall strength of culture, attempt to construct a large cultural province, enable Jilin to become an important cultural industry base of the nation and develop cultural industry to a pillar industry of the national economy in Jilin Province.

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