Upgrading Path of Cultural and Creative Industry Talents Based on Value Creation

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Abstract: With the vigorous development of global creative culture industry, creative talents have become the most popular talents in developed countries. At present, the lack of creative talents in China has become the bottleneck restricting the development of China's creative industry. The research on the cultivation of cultural and creative talents is not only necessary for the development of China's creative industry to cultivate qualified and highly skilled creative talents, but also a problem to be faced and solved during the cultivation of creative talents in colleges and universities nationwide. The purpose of this paper is to study the path of talent upgrading in cultural and creative industries based on value creation. Based on cultural creative industry vigorous development background and significance of understanding and the creative talents cultivation, on the basis of theoretical analysis, this article uses questionnaire method, with eight different level universities as investigation object, and delves into the creative talents training in colleges and universities the status quo, and aiming at the existing problem of creative talents, put forward the corresponding suggestions. According to the statistical analysis of the survey results, there are few cultural and creative education activities held by schools, and the respondents with relatively high frequency only account for 20% at most.

1. Introduction

Since the last century, the world's developed countries have taken the development of cultural and creative industry as their national industrial strategy and the cultivation of creative talents as their national talent strategy [1-2]. However, in the process of developing the creative industry and promoting the creative economy in China, the lack of creative talents has become a bottleneck [3]. In the school-running practice of this kind of major, there are two prominent problems: one is that the vocational character of higher education is overemphasized, while the higher character is ignored. Second, due to the lack of understanding of the growth law of creative ability and the constraints of the traditional talent training mode, even if I want to cultivate students' creative ability, I am frustrated that there is no appropriate and effective way [4-5].

The training goal is the first element in the construction of the training mode of higher education talents. Without it, there would be no construction direction of the training mode [6]. Therefore, the training objective not only determines the success or failure of the construction of college education personnel training mode, but also directly affects the quality of college education personnel training [7]. The goal of personnel training is the most basic and core issue in the personnel training activities of colleges and universities, and also the starting and ending point of the personnel training work of colleges and universities [8]. In the face of the current situation where the creative industry is booming and there is a serious shortage of creative talents in China, colleges and universities must clearly position the training objectives of creative talents and shoulder the historical responsibility of training creative talents [9]. As an important force for the cultivation of creative talents in China, media majors in colleges and universities should have their own unique and stable style or characteristics [10].

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2. Value Creation and Cultural Creativity

2.1 Value Creation

From the perspective of corporate strategy, value is the price that buyers are willing to pay for the products provided by the enterprise. The fundamental task of the enterprise is to continuously create value, and in the process of creating value, to realize the maximization of value, including corporate value and social value. From the perspective of cooperation, resources of two companies cooperate to accomplish tasks that one company cannot. This process can be regarded as a process of value creation. From the financial point of view, it is believed that only when the profit obtained by an enterprise is greater than or equal to the total cost of its invested capital can the enterprise truly generate real profit and create new value for the enterprise. This method gives a clear financial definition of enterprise value creation from the perspective of finance. From the perspective of the source of value creation, the way of value creation is divided into three categories from different perspectives. From the perspective of consumers, value creation comes from products and services.

2.2 Cultural and Creative Talents

Cultural and creative industry is a highly integrated culture, creativity and industry, so the main behavior of cultural industry talents is to realize value through cultural creation and mining, thus forming a series of industrial activities. A higher level of professional knowledge, rich in the innovative ability of practical and reliable, will need to communicate information about the content and the use of their own skills and methods for conversion, replication and processing, make its can be integrated into the new culture creative products or services, to promote the product or service of production, circulation and management of various ability, grasp industry operating multiple link compound talents.

2.3 Current Situation of Personnel Training in Cultural and Creative Industries

In spite of running school has made great improvement in our country, the education teaching reform has made great achievements, but the increasingly fierce competition in the modern media industry, to provide the bigger development space at the same time, also to the creative talents training work put forward higher request, in the education teaching reform, professional construction, there are certain gap, on the whole, creative talent training main problems are: The creative talents cultivation idea lag; The objective deviation of creative talents training; The course setting structure is out of proportion; Shortage of creative teachers; Cultivation mode is single.

3. Cultural and Creative Personnel Training Survey Design

3.1 Research Object

In order to better understand the current situation of the cultivation of cultural and creative talents, the author designed a questionnaire about the management of cultural and creative education in colleges and universities. The author conducted a random sampling questionnaire survey among students and management personnel of eight schools with different grades (including junior college and undergraduate). A total of 500 questionnaires were issued, including 500 questionnaires from management personnel. 452 questionnaires were effectively recovered, with an effective rate of 90.4%.

3.2 Experimental Methods

The six questions selected in this paper are inviting experts to give lectures (F1), holding cultural and creative education seminar (F2), cultural and creative contest (F3), cooperation between schools and enterprises to carry out creative activities (F4), creative fund support (F5), and creative policy support (F6).

3.3 Data Processing

First of all, this study manually processed the invalid questionnaires with errors in filling in the questionnaires or missing important information. The valid questionnaires were saved and entered into EXCEL software to establish a database. Secondly, I edited and processed the above EXCEL data, and then used SPSS23.0 software to conduct statistical analysis on the data in the database and produce the results.

4. Discussion on the Survey Results of Cultural and Creative Talents Cultivation

4.1 Analysis and Discussion of Experimental Results

The universities in the survey all carry out cultural and creative education courses, which shows that the cultural and creative education of college students has been widely carried out in our province, and all universities attach great importance to the cultural and creative education of college students. The statistics of college cultural and creative education survey data are shown in Table 1 and Figure 1.

Table 1. Statistics of college cultural and creative education survey data

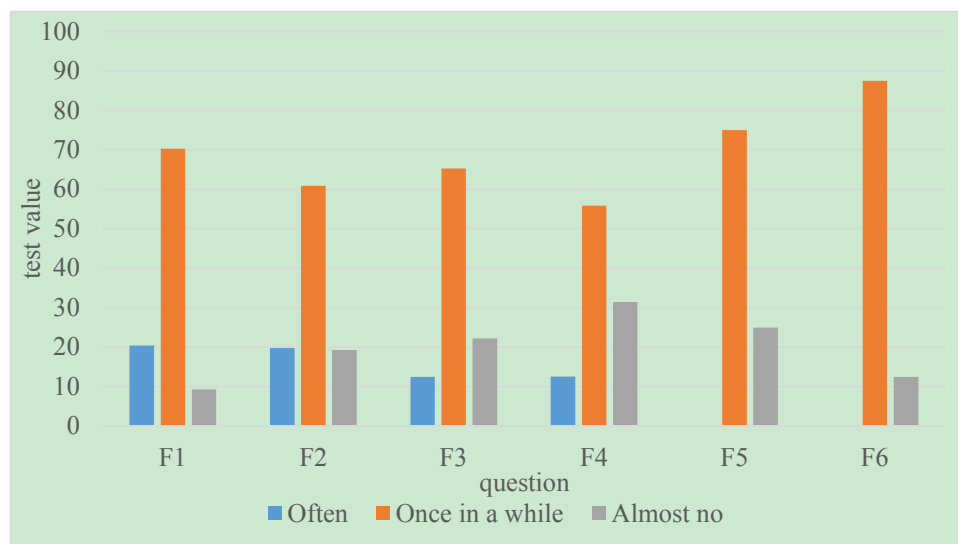|	Often	Once in a while	Almost no
Invite experts to give lectures	20.4	70.3	9.3
Hold cultural and creative education seminar	19.8	60.9	19.3
Cultural and Creative Competition	12.5	65.3	22.2
Cooperate with schools and enterprises to carry out creative activities	12.6	55.9	31.5
Creative fund support	0	75	25
Creative policy support	0	87.5	12.5

Figure 1. Statistics of college cultural and creative education survey data

First, from the perspective of the teaching system of college students' cultural and creative education, the social status of cultural and creative education is marginalized, the system is not sound, and there is no clear professional and subject setting. Although cultural and creative

education courses are offered in colleges and universities, the cultivation of cultural and creative ability and innovation ability is not regarded as an important part of the mainstream education system, let alone the management of the teaching system. Thus it can be seen that "cultural and creative education" is still a course offered by colleges and universities, rather than a standard major or discipline. Secondly, the teaching methods of cultural and creative education for college students are very single at present. The current form of teaching is classroom instruction and some case discussions. However, cultural and creative education especially needs to exercise the operability of practice. Colleges and universities need to carry out research-based learning courses for college students, so as to develop students' spirit of teamwork and active exploration, so that students can get practice in practice. Due to the differences in schools, teachers and other factors, the teaching content of cultural and creative education is also very different, and there is no unified basic curriculum and scientific teaching and training objectives. There is no standard for the curriculum. Some schools refer to the MBA curriculum; Some take it as an aspect of quality education and face ordinary undergraduates in the form of elective courses. School curriculum often has a certain connection with the region, such as the food industry in the more developed schools tend to open food courses. For the integration of cultural and creative education resources, colleges and universities have no corresponding organization and coordination and sense of belonging. Teachers engaged in cultural and creative education teach independently without communication and cooperation. Cultural and creative education management needs to promote the mechanism construction and integration of cultural and creative education resources in a certain form of organization and leadership, and rise to the height of educational goals to understand.

4.2 Talent Upgrading Path of Creative Cultural Industry

(1) Improve the curriculum

Broaden the curriculum of general education and optimize the general education system. The curriculum of general education should be adjusted and modified in time according to the actual situation of talent cultivation in cultural and creative industries in colleges and universities in China. We should fully implement general education for students majoring in cultural creativity, establish a flexible and open general education curriculum system, add diversified general education courses, and increase the proportion of general education courses in total credits. In addition, it can provide small-class and personalized general education courses for cultural and creative talents with different professional and disciplinary backgrounds, and carry out small-class general education courses, so as to broaden students' vision of diversified general knowledge.

Additional courses for cultural and creative industries. College comprehensive open culture creative industry professional, cultivate high professional, more focused high-end cultural creative professionals, professional courses follow the market, by the familiar with professional knowledge and know the market situation led by professor, representative of the enterprise is complementary professional course update suggestion, timely adjustment of cultural creative industry professional curriculum, pay attention to update the professional curriculum content and orientation of the professional curriculum reasonable systematic, step-by-step professional courses, professional curriculum content how to cultivate students the real cultural creative related professional literacy as the important content.

(2) Optimize professional Settings

Promote the development of interdisciplinary integration. In a professional setting and construction, pay attention to the cultural creativity related form emerging, and pay attention to culture creative professional leading role of relevant major, broaden the relevant professional and cultural creativity of professional development path, cultural creativity and professional students actively encourage mutual exchange and cooperation, expand students' knowledge, cultural creativity industry form the cultural creativity students diversified ways of thinking.

Be free to change majors. Should change the original turn professional restrictions, self-independence, liberalization is major process, cultural creativity specialty students select large category at enrolment, don't set specific research Gui direction and professional direction, students

in the first two years of each semester, are all free to replace the current professional, convert professional need to submit a written application, sign replacement terms, clear as long as the students would be able to complete the last determine the professional course requirements, get the corresponding credit, comprehensive quality and ability can reach the standard to specialized graduation requirements, students can graduate.

(3) Improve the evaluation effect of cultural and creative industry talents

In the way of realizing the multiplication of students evaluation of any appraisal, appraisal implementation class performance, homework finished, the classroom communication, extra-curricular knowledge contribution, professional teachers professional integration of research, the final exam, and so on appraisal, add the inspection reference standards, specific accounts for the proportion of the total grade according to the different requirements of different professional courses, through diversification of assessment index promote students play advantage, make up the disadvantage, accelerate the development of personality.

(4) Improve the graduate quality feedback mechanism

The feedback evaluation of graduates mainly includes two channels. One is to evaluate the ability and quality of graduates through employers. The second is to evaluate the ability and quality of graduates themselves. The evaluation of unit of choose and employ persons directly reflects the culture of colleges and universities cultivate creativity of the students' social adaptability and ability to work, from the side reflects the education teaching level, through the evaluation, to know their own the shortage of the talents cultivation in colleges and universities, on the other hand also can see social unit of choose and employ person's ability quality requirements and expectations of college graduates, adjustment of college talent training plan and content.

5. Conclusion

Cultural and creative industries have increasingly become an important force in the economic development of western developed countries. The rapid development of foreign cultural and creative industries, especially those in Britain, America and Japan, is closely related to the rich human resources of cultural and creative industries. China's cultural and creative industry is still in the emerging stage of development, with a good development trend, but the industry has encountered the bottleneck of talent shortage, and China's colleges and universities cultural and creative industry talent training is still in the exploration stage. Although there are many factors affecting the development speed of cultural and creative industry, the most important one is cultural talents, who play a decisive role in the development process of cultural industry. China's cultural and creative industry to become bigger and stronger, we must vigorously carry out the construction of cultural and creative personnel team. For future research, empirical research is needed to verify and optimize countermeasures and Suggestions for talent cultivation in cultural and creative industries. Strengthen the research on cultural and creative industry talents in different fields and at different levels, and enhance the pertinence and effectiveness of talent training.

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