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## Analysis on Structural Benefit of Jilin Cultural and Creative Industries\*

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**Abstract:** Cultural Creative Industry is a new industry in 21 century, and is also a new growth point in the local economic development. In recent years, Cultural Creative Industry in Jilin Province has made remarkable development and has greatly promoted the local economic growth. The paper estimates the structural benefit of Cultural Creative Industry in Jilin Province by using the structural deviation and comparable labor productivity index, and researches the allocation proportion and correlations of the elements of labor and capital in the industry, accordingly unearth the problems existed in the internal structure of the industry and provide counter planes to the coordinated growth of the industry.

**Key words:** Cultural Creative Industry; Structural Benefit; Structural Deviation; Comparative Labor Productivity

### 1. STATUS OF CULTURAL AND CREATIVE INDUSTRIES IN JILIN PROVINCE

Cultural and Creative Industry is one of the most promising sunrise industries in the 21st century. The key element of this industry is cultural creativity, which provides culture, art, spirit, psychology, entertainment and relevant products and services to the public. It drives attentions of countries and local governments, and became a new growth point of the regional economic development. In recent years, Jilin Cultural and Creative Industries have quickly passed the primary period and stepped into a fast growing era. Comparing

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with other provinces in China, Jilin Cultural and Creative Industries were not the first, but have already been one of the best, depending on its advantages on talent persons, geographic, and industry chains.

Since 2006, Jilin Province actively optimizes the structure of its cultural and creative industry, enlarges the scale of the industry, enhances the level of the industry and promotes the industry to its prosperity. Cultural and Creative Industries have an annual growth rate of 17.3%. Under the development of Cultural and Creative Industries, there are a series of key enterprises, including Chang Ying Group, Jilin Press Group, Jilin Broadcast Network Group, Jilin Daily Group, Jilin Opera Group, Jilin Film and TV Production Group, Jilin Cartoon Group, and Northeast Asia Art Center. Meanwhile, there are 7 national cultural industry bases and 17 provincial cultural industry bases, including National Rural Film Creating Base, National Cultural Industry Pilot Base, National Cartoon Industry Base, and National Animation Teaching and Research Base.

Besides, Jilin Province is continuously enhancing the financial support to promote the development of Cultural and Creative Industries. Since 2007, annual provincial input of the special fund for Cultural and Creative Industries is 10 million RMB. The fund was increased to 30 million RMB in the year of 2010. Adding the newly founded 20 million RMB, which is used for guiding the investment in Cultural and Creative Industries, the total investment scaled up to 50 million RMB. Meanwhile, there are 62 supporting policies in the fields of corporate registration, business management, assess and land management, fiscal taxation, and cultural industry cluster building. Jilin wants to build the cultural and creative industries into the mainstay industries.

## 2. STRUCTURAL BENEFITS ANALYSIS ON JILIN CULTURAL CREATIVE INDUSTRIES

### 2.1 Structural Deviation Analysis

Structural Deviation is the differences between the Share of Employment and the Added Value of a certain industry.

$$\beta = \frac{E_i}{E} - \frac{G_i}{G} \quad (1)$$

$\beta$  is the Structural Deviation;  $E_i$  is the quantity of employment in the  $i$  th sector of a certain industry;  $E$  is the total quantity of employment of the industry;  $G_i$  is the GDP of the  $i$  th sector of the certain industry;  $G$  is the total GDP of the industry.

This index is used to evaluate whether there are symmetry between the employment structure and industry structure, which could represent the structural benefit of the industry. When Structural Deviation is above 0, which is called Positive Deviation, the representative industry has a larger share of the employment proportion than the added value proportion, which means that the industry has relatively low labor productivity, and has the pressure of labor leaking outward. When Structural Deviation is below 0, which is called Negative Deviation, the representative industry has a smaller share of the employment proportion than the added value proportion, which means that the industry has relatively high labor productivity, and has the pressure of labor flowing inward. Therefore, the larger of the Structural Deviation represents the smaller of the structural benefits.

According to Jilin Statistics Year Book 2009, the added absolute value of Structural Deviation of Jilin Cultural and Creative Industry of 2008 is 9.198, which means the structural deviation is relatively large, and the structural benefit is not large. Specifically, there are differences among different sectors as is shown in Table 1. Art and Crafts Manufacturing, News Publishing and Radio, TV, Film and Audio Industries have a relatively high structural deviation; while Tourist Industry and Computers, Information Services, and Software Industry have a relatively low structural deviation, which means that the former has a relatively low structural benefit and the latter has a relatively high structural benefit.

**Table 1: Structural Deviation of Jilin Cultural Creative Industries in Year 2008**

<b>Table 1-a</b>				
Advertising Industry	Printing Industry	Art and Crafts Manufacturing	Computers, Information Services and Software Industry	Architecture, Surveying, And Engineering Services
-0.173	-0.168	-0.069	-2.217	-0.556

<b>Table 1-b</b>				
Research, Technical Service and Geological Prospecting	Tourist Industry	Radio, Television, Film and Audio Industry	News Publishing	Entertainment and other Cultural Industries
-0.524	-5.169	-0.051	-0.028	-0.243

## 2.2 Comparative Labor Productivity Analysis

Comparative Labor Productivity is the ratio of income share and labor share, which is:

$$\gamma = \frac{G_i}{G} \bigg/ \frac{E_i}{E} \quad (2)$$

$\gamma$  is Comparative Labor Productivity, which stands for the income share created by 1% of labor in the sector, mainly reflecting the production efficiency of certain sector under certain labor inputs. Comparative Labor Productivity is one of the most important coefficients to estimate the structural benefits of an industry. Generally speaking, under certain outcome, the less the labor inputted, the higher the GDP per capita it is, the higher the comparative labor productivity it is, the larger the structural benefits it is.

According to estimation, the average Comparative Labor Productivity of Jilin Cultural and Creative Industries is 7.5227, shown as in Table 2. The high ranking industries include Art and Crafts Manufacturing, Tourist Industry, and Computers, Information Services and Software Industry. Their Comparative Labor Productivities are all above 10, which mean they have relatively large structural benefits, and the rest industries have relatively small structural benefits.

**Table 2: Comparative Labor Productivity of Jilin Cultural Creative Industries in Year 2008**

<b>Table 2-a</b>				
Advertising Industry	Printing Industry	Art and Crafts Manufacturing	Computers, Information Services and Software Industry	Architecture, Surveying, And Engineering Services
2.264	4.783	10.67	15.23	6.081

<b>Table 2-b</b>				
Research, Technical Service and Geological Prospecting	Tourist Industry	Radio, television, Film and Audio Industry	News Publishing	Entertainment and other Cultural Industries
2.766	27.33	2.345	1.737	5.021

## 2.3 Inner-industry Structural Benefits Analysis

According to the calculating results of structural deviation and comparative labor productivity, we can find out that, tourist industry and computer, information service and software industry have relatively higher structural deviation and comparative labor productivity, which stand for higher structural benefits. These two industries have brilliant fundamental advantages. The tourist industry has variety of resources which are unique. Jilin Province also have many Universities and Academies to provide large quantity of labor for computer, information service and software industries.

At the same time, we also find out that, advertising industry, news and publishing industry, radio, TV, film and audio industries, scientific research, technical service and geographical survey industry have relatively lower structural deviation and comparative labor productivity, which stand for lower structural benefits. These industries are located in a disadvantaged position in Jilin Cultural and Creative Industries. Advertising Industry has an unreasonable main structure, and a low integrated service level, and it is lack of specialized people, and it is developing quite slowly. Talking about News Publishing Industry, the single product structure, unreasonable allocation, poor equipment, lack of talents, low level of technology and so on are the main restriction factors, which stop it from fast development. Because of uncompleted transform

of the economic system, Jilin Film Industry is steadily 'marginalized' during these days, and lost its power in mainstream film industry. Scientific Research, Technical Service and Geographic Surveying is developing lagged because of the bad performance in transforming the results into reality.

Besides, there is a type of industry has relatively higher comparative labor productivity although its structural deviation is lower. This kind of industry includes Printing Industry, Art and Crafts Manufacturing, Architecture Surveying and Engineering Service, and Entertainment and other Art Industries. These industries have higher productivity and small markets, which mean the competition in these labor markets is complete and they have few labor inflow pressure.

### **3. RECOMMENDATIONS ON PROMOTING JILIN CULTURAL CREATIVE INDUSTRIES**

#### **3.1 Steadily Promoting the Tourism and Information Software Service Industries**

Tourist Industry is becoming a new growth point of Jilin's economic. The government should lead the Tourist Industry to an ahead of time market awareness, outreach efforts to propaganda, and enhance the fame and power of Jilin's tourist industry. On the side of exploring the tourist resources, they should combine the nature sight viewing, folk cultural tourism, agricultural tourism, motoring tourism, and metropolitan tourism. On the side of infrastructure of tourism, they should enhance the capacity building of the tourism industry, improve the service quality, improve the Green Tourist, Environmental Tourist and make sure of the sustainable development of the tourist industry.

As to Information and Software Service Industry, they should maintain the present developing advantages, continue to optimizing the strategy and technical creation, proper allocate the information resources. They should also enlarge the industrial bases, parks and key enterprises and projects. They should use the supporting policies, talents training to maintain the fine developing environment of the information and software service industry.

#### **3.2 Actively develop Advertising and other Less Advanced Industries**

As to Advertising Industry and News Pressing Industry, they should get rid of the institutional, structural, scale, scientific and personnel factors. First, they should have more famous, powerful, competitive advertising and pressing enterprise groups, to achieve the scale management and enhance the competition power of the industry. Second, they should restructure the producing style and infrastructure in order to improve the Tech-content of advertising and news press industry. Third, they should actively rearrange the industry structure and achieve the differenced management in order to change the single structure and unreasonable status. Forth, they should enhance and contribute to their human resource building and train a batch of high level creation, plotting and editing talents.

As to Radio, Film and Audio Industry, to achieve the development of Jilin's Film Industry, on one hand, they should actively create their special and attractive film projects; on the other hand, they should accumulate more experiences on film making, managing and launching. Meanwhile, they should use the opportunity of Changchun Film Festival to enhance the international communication. Scientific Research, Technical Service and Geographic Surveying Industry, their development depends on how to transform the results into reality.

#### **3.3 Promoting Printing and other Industries in Scale and Profit**

Printing Industry, Art and Crafts Manufacturing, Architecture Surveying and Engineering Service, and Entertainment Art Industry, most of which are consisted of private enterprises with smaller scale, weaker techniques, less assess. They are contributing unobvious to the Cultural and Creative Industries and lack of development activity. To develop these industries, they should fully use the advantage of high production efficiency per capita; actively fasten the promotion of its inner-structure; break its financial bottle neck; and achieve its transformation to the scale managing.

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