

Research on Issues Related to Arts Management and Cultural Creative Industries

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Abstract: With the continuous progress of social civilization, the cultural industry, as an important carrier of national cohesion and creativity, has gradually received widespread attention from the public and the government. Art management is the core of the cultural industry and is closely linked to the development of the emerging cultural and creative industries at the current stage. Based on this, this article will give a detailed interpretation of art management and cultural and creative industries, and deeply explore the management between the two, sort out the strategies for the joint development of art management and cultural and creative industries, to provide a practical reference for the prosperity and development of the country's cultural industry.

Keywords: Art management; Cultural and creative products; Cultural industry

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1. Introduction

Under the background of social civilization development, the cultural industry has gradually attracted the attention of the public and gradually become a carrier of national cohesion and creativity and is also a key factor reflecting the country's comprehensive national strength. As an important support for the cultural industry, art management not only covers the chorus creation, display, and promotion of artistic works, but also involves the integration of cultural resources, the development of cultural markets, and the shaping of cultural brands. In addition, the cultural and creative industry can become a key force in promoting the upgrading and transformation of the cultural industry with its unique creativity and high added value^[1]. Therefore, research on issues related to art management and cultural and creative industries can promote the healthy development of the cultural industry and is also of great significance in enhancing the country's soft power.

2. Overview of arts management and cultural and creative industries

2.1. Connotation of arts management

Arts management is the behavior of human beings implementing management on arts activities, covering many

aspects of work such as planning, organizing, implementing, and controlling arts activities. Arts management is not a simple administrative or management work, but a type of work that requires full application of management theory knowledge, combined with the characteristics of art studies, to comprehensively plan and coordinate arts activities ^[2]. The implementation of arts management work is based on clear activity goals, such as cultural promotion and talent training. The specific work is to plan and organize art activities and supervise and control the implementation process of arts activities to ensure that the activities proceed smoothly, achieve the expected goals, and ultimately promote the prosperity and development of art culture ^[3].

2.2. Cultural and creative industry connotation

The cultural and creative industry is an important part of the cultural industry. It mainly emphasizes the development and marketing of intellectual property rights with creativity as the core and through technology, creativity, and industrialization. It covers all aspects of cultural and artistic creation, production, dissemination, and consumption, and is the embodiment of the deep integration of culture and economy. The cultural and creative industry presents innovative characteristics. Based on unique creativity and ideas, it fully develops cultural products and cultural services to meet the diverse consumption needs of consumers. At the same time, the cultural and creative industry has successfully fully explored and utilized cultural resources and used rich creative means to closely integrate traditional culture with modern life, highlighting cultural values, promoting the public's awareness of cultural inheritance, and promoting the comprehensive development of the cultural industry ^[4].

3. The relationship between arts management and cultural and creative industries

3.1. Art management is key in promoting the development of cultural and creative industries

Art management plays a role in planning and guiding the development of cultural and creative industries. Based on keen insights into market trends, it plans innovative art projects that meet the needs of the times. This not only enriches the content of the cultural market but also subtly injects new vitality into the development of cultural and creative industries. In addition, the implementation of art management is based on the integration of rich resources. Art management provides strong support for the development of cultural and creative industries with its professional knowledge and experience ^[5]. Finally, art management provides reliable support for the construction and promotion of cultural brands. The so-called brand is an important asset of cultural and creative products. Art management creates influential art brands through careful planning and organization of relevant art activities, fundamentally improving the public's awareness of cultural and creative industries, and ultimately increasing the influence and market share of cultural and creative products under diversified art promotion.

3.2. The development of cultural and creative industries is the driving force for the development of arts management

The cultural and creative industries take innovation as their core and constantly promote the innovation and development of art forms. As a work of planning, organizing, implementing, and controlling artistic activities, art management must seize the development opportunities of the times, follow the trend of work innovation, and continue to provide a broad display platform for artists and artworks. At the same time, in today's society where the cultural and creative industries are developing rapidly, the market demand for artworks is also increasing year by year. In the process of implementing art management work, the industry must always follow up on market demand and have a clearer and more detailed understanding of consumer's preferences and needs based

on the results of market research and analysis to provide targeted suggestions for the creation and promotion of artworks. Finally, in the process of development, the cultural and creative industries complete the integration of talents, funds, technology, and rich information ^[6]. As a carrier connecting artists, art institutions, and the market, art management work also increases the enthusiasm for resource integration, emphasizes the protection of artworks, optimizes resource allocation according to actual needs, improves resource utilization, and then contributes to the sustainable development of the cultural and creative industries, realizing a virtuous cycle for both parties.

4. Common development paths of arts management and cultural and creative industries

4.1. Network creative interactive development

In the common development path of art management and cultural and creative industries, the development of network creative interaction is an important direction that cannot be ignored. First, build a digital creative platform to achieve resource sharing, information exchange, and innovative cooperation. The platform can organize online market activities, or carry out digital art exhibitions, virtual art studios, and so on, to provide artists, designers, and creative industry practitioners with a space for free interaction. Secondly, do a good job in cross-border cooperation and innovation. In the network platform, art, technology, business, and other elements are cleverly integrated, so that artists and creative talents in different fields can break the limitations of time and space for creative interaction ^[7]. Finally, under the situation of cross-border cooperation, step out of the comfort zone of the cultural industry and create diversified cultural products with innovation and market potential. At the same time, support users to participate in interaction, develop network creative interaction models, use multimedia platforms such as Weibo and Douyin, let users participate in online voting and comment activities under various official accounts and hot topics, let users participate in the creation and promotion process of cultural products, so that they can enhance their sense of identity with cultural and creative products and projects, and can feedback the most intuitive and effective information, provide more market feedback and creative inspiration for the creative industry, and provide strong support for the development of the cultural industry. Finally, the industry should vigorously promote the cultural and creative industries through the Internet, seize the opportunity to expand the global market, produce creative short videos on platforms such as TikTok and YouTube, use cultural products and projects to gain more attention from the public at home and abroad and attract the attention and purchase of global consumers. In this process, artists and creative practitioners can also communicate and cooperate with international peers on open network platforms to jointly promote the development of the global cultural and creative industries.

4.2. Innovative art management methods

Against the background of the continuous development of social economy and science and technology, the public's life concepts and lifestyles have changed significantly, which also provides new opportunities for art management and the development of cultural and creative industries. In response to the above changes, art management staff must innovate the current management methods to ensure the common development of art management and cultural and creative industries. In the process of carrying out innovation work, it is necessary to make full use of modern scientific and technological means, including big data, artificial intelligence, and so on, to optimize the management process, such as by collecting and analyzing the public's cultural consumption data, clarifying the current needs and future development trends of different types of cultural markets, to provide more accurate positioning for the cultural and creative industries, and formulate detailed planning plans

[8]. In this process, the application of modern scientific and technological means plays a role in reducing costs and improving management efficiency, which is a strong support for the sustainable development of cultural and creative industries.

From the perspective of literary and artistic production, art management also needs to carry out targeted innovation in its content and form. In terms of content, it keeps pace with the development of the times, deeply explores social hot spots, locates the general needs of the public, and then cleverly integrates traditional culture and modern art elements to create comprehensive artworks that have both historical and cultural heritage and modern new aesthetics. In this way, the distance between the public and traditional culture is shortened, and the dissemination and influence of artworks are maximized. In terms of form, art management staff need to be bold in innovation, introduce advanced technologies such as VR and AR, bring immersive art experience to the public, and actively cooperate with other fields, including science and technology, fashion, and so on, to create unique art products under the constant collision of creative ideas. It is also necessary to optimize the management of performing arts in the cultural and creative industries, pay attention to the dynamics of the performance market, optimize performance strategies and operation processes, and introduce market-oriented, professional, and branded management to create performance brands with local characteristics.

4.3. Attach importance to the cultivation of creative talents

In the context of the development of new technologies and new formats, the cultural and creative industries should clearly understand the importance of continuous innovation and renewal, ensure that each project and product meets the requirements of the development of the times, expand its influence, and promote the sustainable development of the cultural industry. Based on this, it is necessary to cultivate more technical talents with cultural integration and cultural economic transformation. In the face of talent demand under the development of cultural industries, colleges and universities need to increase the training of creative talents and provide students with opportunities to receive professional education in creative writing, design thinking, digital media art, and public art management, so that students can continuously enhance their practical ability based on improving their theoretical knowledge structure. In this process, colleges and universities establish cooperative relationships with relevant enterprises and carry out internship and training projects to enable students to master the work process and skill requirements of the cultural and creative industries in practice [9].

In the context of the development of liberal arts education, colleges and universities also need to further transform the form and content of the training of art management professionals, first focus on interdisciplinary education, encourage students to learn across disciplines, not only master professional knowledge in the fields of art and management but also be familiar with the relevant economics and science and technology knowledge content to cultivate compound talents with comprehensive qualities. On this basis, colleges and universities should increase the emphasis on practical teaching and create more opportunities for practical operation for students of related majors, including project simulation, enterprise internship, and so on. Students can experience the whole process of art management in person and receive guidance from mentors and industry experts so that they can understand the industry dynamics and clarify the direction of career development. Through these measures, colleges and universities can cultivate more art management talents that meet the needs of the new era and provide strong talent support for the sustainable development of the cultural and creative industries. In addition, the industry should give full play to the application advantages of network technology, aim to activate students' creative thinking, realize the integration of digital technology and traditional culture, and let professionals integrate more creative vitality with the help of science and technology and information networks in the process of making cultural and creative products and developing creative projects.

4.4. Optimize the art management system

To achieve the development goal of a high-quality external supply of products and projects, the cultural and creative industry needs to update its management system and obtain strong support from laws and regulations, to achieve stable and orderly development under the protection of intellectual property rights and other systems and laws and regulations.

The art management department first needs to update its management system and do the following three things. First, establish a flexible and efficient decision-making process, continuously improve the decision-making speed under the premise of simplifying the decision-making process, and ensure that all decisions respond quickly to market demand and technological changes. Moreover, encourage cross-departmental and cross-field cooperation and interaction, make joint decisions under brainstorming, avoid the situation of fragmentation of cultural resources, and create a good cultural and creative atmosphere. Second, strengthen market orientation and competition awareness, pay close attention to market trends, integrate customer needs and opinions with the help of big data, adjust its own management strategy and business model after adopting multiple opinions, and dare to compete with peers healthily and fairly, and finally improve market competitiveness and brand influence under the continuous optimization of products and services. Third, establish a smart management system, use cloud computing, big data, and other advanced technologies to build an integrated information management platform, monitor the market dynamics, project progress, and resource utilization of the cultural and creative industries in real-time to facilitate scientific decision-making^[10]. With the help of artificial intelligence, the Internet of Things, and other technologies, develop intelligent management tools suitable for cultural and creative industries to quickly process large amounts of data, predict project risks, and strictly control the cost, progress, quality, and other aspects of related projects.

5. Conclusion

To sum up, there is a close connection and mutually reinforcing relationship between art management and cultural and creative industries. Art management can promote the development of cultural and creative industries. The development of cultural and creative industries can also provide a reference for the optimization and innovation of art management work. In the current social development context, it is necessary to clarify the relationship between the two, and then provide broad space and more opportunities for the overall development of the art industry by innovating art management methods, increasing the training of creative talents, optimizing art management system, and developing online promotion platforms, to contribute to improving the country's soft power.

Disclosure statement

The author declares no conflict of interest.

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