

# Strategies for the Development of Museum Creative and Cultural Industries through Industry-Education Integration

Zhao Yan

School of Art and Design, Guangzhou Vocational College of Technology and Business, Panyu District, 511442, Guangzhou, China.

28115226@qq.com

## Abstract

**With the deepening of digital transformation and the upgrading of cultural consumption, the museum creative and cultural industry, as an important carrier for disseminating culture, is facing new opportunities and challenges. Today's public demand for cultural products is more diversified. To promote the sustainable development of the creative and cultural industry, museums and educational institutions should strengthen cooperation, making industry-education integration an inevitable trend for future development. In the specific development process, by meeting actual needs, cultivating professional talents, innovating products, and promoting the integration of industry, academia, research, and application, we can enhance cultural inheritance and innovation. The implementation of this strategy can effectively improve the core competitiveness of creative and cultural products, inherit and promote China's excellent traditional culture, and inject new vitality into the prosperity and development of the cultural industry. This paper first analyzes the role of industry-education integration in promoting the development of the museum creative and cultural industry, discusses the types of museum creative and cultural products, and then proposes feasible measures to achieve deep integration between the two, opening a new chapter of cultural innovation and inheritance.**

## Keywords

**Museum, Creative and Cultural Industry, Industry-Education Integration.**

## 1. Introduction

In today's societal context, the digital transformation has driven the flourishing development of the global cultural industry. Museums, as guardians and inheritors of cultural heritage, play a vital role. In this new era, the museum creative and cultural industry can act as a bridge connecting traditional culture with modern life, carrying the mission of cultural inheritance and driving innovative development in the cultural industry. However, due to objective factors, the market changes rapidly and consumer preferences are diversified, bringing new challenges to the development of the museum creative and cultural industry. Therefore, cooperation between museums and educational institutions, leading to industry-education integration, becomes an important path. By deepening industry-education integration, museums can utilize the resources and advantages of educational institutions to cultivate talents with innovative and practical abilities. Educational institutions can also enrich teaching content and improve teaching quality by leveraging museum cultural resources. Hence, exploring strategies for the development of the creative and cultural industry and industry-education integration is of great significance for promoting the development of the cultural industry and driving cultural inheritance and innovation.

## **2. The Role of Industry-Education Integration in Promoting the Development of the Museum Creative and Cultural Industry**

### **2.1. Talent Cultivation and Skill Enhancement**

With the intensification of globalization and the flourishing development of the creative and cultural industry, the importance of talent becomes increasingly prominent in the process of promoting industrial innovation. Museums are treasure troves of cultural resources and cradles of creativity. The development of the creative and cultural industry requires a team of versatile talents who understand culture, the market, have an innovative mindset, and execution ability. Therefore, deep integration with enterprises, universities, and research institutions is an inevitable trend for future development. This collaborative model can break down the barriers between traditional education and industry, creating an open, collaborative, and innovative comprehensive talent cultivation system[1-4]. In this system, students receive systematic theoretical education and apply their knowledge in real creative and cultural projects, thereby enhancing their comprehensive abilities through practice. This "learning by doing" model can genuinely improve students' overall qualities and professional skills, laying a solid talent foundation for the healthy and sustainable development of the museum creative and cultural industry and ensuring the industry's core competitiveness in future competitions.

### **2.2. Product Innovation and Market Expansion**

In promoting the innovation and market expansion of the museum creative and cultural industry, industry-education integration plays a crucial role, as shown in Table 1. When museums strengthen cooperation with enterprises, enterprises can leverage their keen market insights to predict future consumption trends and integrate cultural elements with commercial wisdom in the design of creative and cultural products. This collaborative model can enrich the connotations of creative and cultural products, design products that align with market development trends, and meet the diverse needs of consumers. Meanwhile, the participation of educational institutions can bring creativity to the museum creative and cultural industry. Through interdisciplinary cooperation and exchanges, museums can draw on new ideas from design, art, marketing, and other fields, providing endless possibilities for the creation of creative and cultural products. This is reflected in cultural depth, aesthetic taste, and practicality, achieving a perfect integration of tradition and modernity. In terms of market promotion and brand building, various resources can be integrated, utilizing diverse marketing channels to formulate innovative marketing strategies, rapidly enhancing brand awareness and market influence[5-6], bringing museum creative and cultural products into households, and winning the love and recognition of a broad range of consumers.

**Table 1:** Product Innovation and Market Expansion

Product innovation and market expansion	Specific content
Product innovation	The company uses keen market insight to provide cutting-edge ideas and business wisdom for the design of museum creative and cultural products
	Educational institutions introduce diversified design concepts and creative methods to make creative and cultural products more creative and unique
	Combined with the cultural resources of the museum, the development of creative and cultural products with cultural connotation and market appeal
Market expansion	Through cooperation with enterprises, the use of rich market resources and marketing channels to promote museum creative and cultural products
	Develop diversified marketing strategies, including online and offline publicity and promotional activities
	Enhance brand awareness and market influence to attract more consumers' attention and purchase
	Constantly expand market share, enhance market competitiveness, lay the foundation for the sustainable development of museum culture and innovation industry

### 2.3. Integrated Development of Industry, Academia, Research, and Application

To address the opportunities brought by globalization, the museum creative and cultural industry can choose the model of industry-education integration, which is key to promoting the high-quality development of the museum creative and cultural industry. In this model, the single dominant force can no longer fully respond to the market's complexity and rapid changes. Museums must strengthen cooperation with enterprises, universities, and research institutions, forming a strong synergy to promote industrial upgrading. Industry-education integration can effectively resolve the barriers between traditional education and industry, promoting the deep integration of knowledge, technology, capital, and the market. Within this framework, museums can leverage their rich cultural resources and historical heritage, enterprises can utilize their keen market insights and commercial operations, and universities and research institutions can contribute cutting-edge technology and innovative theories. All parties, based on common goals[7-8], form a shared interest in strengthening cooperation, continuously exploring new paths for the museum creative and cultural industry, and opening a new chapter in the flourishing development of the cultural industry.

### 2.4. Cultural Inheritance and Innovative Development

In the field of the museum creative and cultural industry, the in-depth practice of industry-education integration is the link between cultural inheritance and innovative development, promoting the transmission of knowledge and deeply stimulating the intrinsic vitality of culture. Educational institutions can play a positive guiding role, designing interdisciplinary courses and regularly conducting practical activities. Students can experience the charm of Chinese culture in practice. With the improvement of China's technological level, industry-education integration is gradually moving towards intelligent development, utilizing various modern technological means to deeply interpret traditional culture. For example, using VR/AR

technology to recreate historical scenes, leveraging big data technology to deeply explore the potential value of cultural resources, bridging the gap between traditional culture and modern life, and expanding the influence of traditional culture. After long-term development, this can enhance the cultural confidence of the new generation of young people, inject new vitality into the cultural industry, and achieve sustainable development in a global context.

### **3. Types of Museum Creative and Cultural Products**

#### **3.1. Plush Toys and Cushions**

Plush toys and cushion products are highly popular among young consumers and have become hot items in the museum cultural relics market. During the design process, traditional cultural elements are incorporated while maintaining a comfortable touch, thus achieving cultural inheritance and innovation. For example, the limited edition "Hugging Dragon Series" plush toys from the Gansu Museum, with their adorable designs, are loved by consumers of all ages, especially young people and families, becoming a best-selling product. The "Little Shenlong Jade Seal Cushion" from the Palace Museum is another example of the perfect combination of traditional culture and modern aesthetics, blending the traditional cloud patterns symbolizing imperial power and nobility with the lively and cute image of a little dragon. This design not only retains cultural heritage but also adds a playful element, making the creative and cultural products stand out in a competitive market and further promoting the transmission and popularization of traditional culture.

#### **3.2. Daily Necessities**

Daily necessities as creative and cultural products are important carriers of museum culture, enriching people's daily lives by meeting basic practical needs while integrating historical and cultural elements. This allows traditional culture to enter modern households in a more intimate and vivid way, as shown in Figure 1. In the field of stationery, notebooks and bookmarks based on the legend of "Cangjie creating characters" retain their basic recording function and convey the long-standing writing culture of the Chinese nation with each use, sparking users' interest in traditional culture. In the realm of clothing accessories, the Confucius Museum has promoted the "Five Constants" series of creative and cultural products, such as hoodies and mouse pads, incorporating the core ideas of Confucianism—"propriety, righteousness, benevolence, wisdom, and faith." Wearers can experience the influence of Confucian culture in their daily lives, achieving a perfect blend of traditional culture and modern fashion. In home decor, the "Mountain Stillness, Long Day" silk scarves from the Jinan Museum, with their delicate texture and unique design concept, become the highlight of home spaces, showcasing classical beauty through modern craftsmanship, allowing people to enjoy comfortable living while feeling the charm and appeal of traditional culture[9-10].



**Figure 1:** Types of creative and cultural Products

### 3.3. Food and Beverages

Food and beverage creative and cultural products are also emerging in the public eye in innovative ways. Consumers can enjoy the charm of culture while tasting delicious food. For example, the Yachou Yue creative and cultural chocolates from the Shandong Museum are a standout example of this concept. These chocolates cleverly incorporate the image of the precious Yachou Yue artifact from the museum, with exquisite molds and delicate chocolate craftsmanship, making each piece like a miniature artwork, satisfying consumers' taste buds and allowing them to experience the mystery of ancient civilization. The introduction of specialty teas combines tea with local elements, offering a new sensory experience. By carefully blending local tea varieties with the region's historical stories and customs, whether it's refreshing green tea, rich black tea, or unique flower tea, consumers feel immersed in the stories of the land, experiencing unique culture and customs while enjoying tea, thus promoting the local traditional culture in an invisible way.

## 4. Strategies for the Development of the Museum Creative and Cultural Industry through Industry-Education Integration

### 4.1. Clarifying Development Goals and Positioning

Clear development goals are the premise for achieving the development of the museum creative and cultural industry through industry-education integration. This not only involves outlining a macro blueprint for the creative and cultural industry but also requires detailed planning of specific pathways. Before determining the development direction, careful consideration is necessary to account for the deep historical and cultural heritage and ensure that creative and cultural products can carry this precious legacy. Additionally, keeping pace with the times, actively exploring the application of technological innovation in this field, and using AR and VR technologies to bring cultural relics to life can provide immersive experiences for the audience. Market-oriented approaches should not be overlooked; after thoroughly researching consumer needs, products with cultural value that comply with market principles should be developed to achieve a win-win situation of economic and social benefits. After laying a solid foundation, it is essential to avoid homogeneous competition and create differentiated brands. Each museum has its unique historical stories, artistic treasures, and regional characteristics, which can become the core competitiveness of creative and cultural product development. By deeply exploring these factors and skillfully applying them to products, they can become unique cultural symbols, standing out in a competitive market.

## 4.2. Strengthening Organizational Leadership and Coordination

To meet the demands of a flourishing cultural industry, the museum creative and cultural industry, as a bridge connecting the past and future, is increasingly showcasing its innovative vitality and cultural inheritance value. Therefore, driven by digital transformation, the museum creative and cultural industry can integrate with the industry and higher education to drive development through innovation and meet the growing spiritual and cultural needs of the public. In this context, strengthening organizational leadership and coordination is necessary, serving as an accelerator for promoting the transformation and development of the museum creative and cultural industry and an essential guarantee for achieving deep industry-education integration and cultivating versatile talents. Based on development needs, a cross-departmental and cross-field leadership team should be established, gathering the strengths of museums, enterprises, universities, and research institutions to form a powerful synergy[11-13]. By solving existing problems in the development process, we can push museum creative and cultural products to a new stage of high-quality development.

## 4.3. Improving the Talent Training System

The depth of development of the museum creative and cultural industry and industry-education integration is influenced by factors such as the number and quality of talents. Excellent talent is the core element of innovation-driven development. Therefore, constructing a complete talent training system based on actual development conditions can add momentum to the industry's development, ensuring it maintains innovative growth. To ensure the cultivated talents have a solid theoretical foundation and broad cultural vision, a multi-level and multi-type talent training model should be adopted, encouraging them to express their views boldly and actively explore and tap into their potential in practice. Moreover, cooperation with universities and research institutions can achieve rapid knowledge updates and technological iterations, accelerating the integrated development of industry, academia, research, and application. Using internships, practical training, and project cooperation, practical platforms can be provided for students, transforming theoretical knowledge into productivity, shortening the distance between campus and workplace, enhancing their professional qualities, and ensuring the sustainable development of the museum creative and cultural industry and industry-education integration.

## 5. Conclusion

In conclusion, in today's diverse cultural landscape, achieving deep integration of the museum industry and industry-education can inherit and innovate traditional culture, creating a new cultural ecosystem. The increasingly diversified and personalized consumer demand highlights the importance of this integration strategy. To fully realize its potential value, clear development goals must be established, and outstanding talents cultivated according to the development progress, bringing new creativity to the museum creative and cultural industry and comprehensively showcasing China's excellent traditional culture. Therefore, in future development, we should follow the guiding role of this strategy, with museums as bridges connecting the past and future, rewriting the new chapter of human civilization's progress.

## Acknowledgements

Research on the Integrated Development of Production and Education in the Cultural and Creative Industry with the Characteristics of "Red Culture" in Guangzhou-A Case Study of the Lu Xun Memorial Hall in Guangzhou, 2022 Guangzhou Municipal Education Bureau University Research Special Project, NO: 202235332.

## References

- [1] Gundolf K., Jaouen A., Gast J. (2018). Motives for strategic alliances in creative and cultural industries. *Creat. Innov. Manag.* 27 148–160. 10.1111/caim.12255.
- [2] He J., Huang X. (2018). Agglomeration, differentiation and creative milieu: a socioeconomic analysis of location behaviour of creative enterprises in Shanghai. *Urban Policy Res.* 36 79–96.
- [3] Heng Y. K. (2010). Mirror, mirror on the wall, who is the softest of them all? Evaluating Japanese and Chinese strategies in the 'soft' power competition era. *Int. Relat. Asia Pac.* 10 275–304. 10.1093/irap/lcp023.
- [4] Huang C., Yen S. W., Liu C. Y., Chang T.-P. (2014). The relationship among brand equity, customer satisfaction, and brand resonance to repurchase intention of creative and cultural industries in Taiwan. *Int. J. Organ. Innov.* 6:106.
- [5] Jeong H. Y. (2018). Basic research for designing start up business education in fashion design related departments. *J. Korea Fash. Costume Des. Assoc.* 20 89–100.
- [6] Kourtit K., Nijkamp P. (2019). Creative actors and historical-cultural assets in urban regions. *Reg. Stud.* 53 977–990. 10.1080/00343404.2018.1541077.
- [7] Kratzer J., Meissner D., Roud V. (2017). Open innovation and company culture: internal openness makes the difference. *Technol. Forecast. Soc. Change* 119 128–138. 10.1016/j.techfore.2017.03.022.
- [8] Landoni P., Dell'era C., Frattini F., Petruzzelli A.M. (2020). Business model innovation in creative and cultural industries: insights from three leading mobile gaming firms. *Technovation* 92:102084.
- [9] Li C., Ghirardi S. (2019). The role of collaboration in innovation at creative and cultural organisations. The case of the museum. *Mus. Manag. Curatorship* 34 273–289. 10.1080/09647775.2018.1520142.
- [10] Li Z., Shu S., Shao J., Booth E., Morrison A. M. (2021). Innovative or not? The effects of consumer perceived value on purchase intentions for the palace museum's creative and cultural products. *Sustainability* 13:2412. 10.3390/su13042412.
- [11] Liu Y., Chen M. (2021). Applying text similarity algorithm to analyze the triangular citation behavior of scientists. *Appl. Soft Comput.* 107:107362. 10.1016/j.asoc.2021.107362.
- [12] Marchegiani L. (2018). From Mecenatism to crowdfunding: engagement and identification in cultural-creative projects. *J. Herit. Tour.* 13 143–151. 10.1080/1743873x.2017.1337777.
- [13] McAndrew S., O'Brien D., Taylor M. (2020). The values of culture? Social closure in the political identities, policy preferences, and social attitudes of creative and cultural workers. *Sociol. Rev.* 68 33–54. 10.1177/0038026119871401.