

Discussion on The Development of Cultural Industry under The Collaborative Mechanism—— Take The Arts and Crafts Industry in Henan Province as An Example

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Abstract:

This article will take arts and crafts industry in Henan Province as an example to discuss the new mode of cultural industry development. Through the establishment of a collaborative mechanism model, a cultural industry with distinctive, high-quality and high-level characteristics will be developed. Through the cooperation mechanism, it will deepen the integration and reconstruction of the cultural industry and related industries, deepen the coordinated development between regional industries, and deepen the adjustment of the internal structure of the industry.

Keywords : Cultural industry; Collaboration; Arts and crafts; Mechanism construction;

1. Introduction

Cultural self-confidence is a nation's full affirmation of its own culture and a firm confidence in its cultural vitality. Since the 18th National Congress of the Communist Party of China, state leaders have repeatedly proposed to "enhance cultural self-confidence and value self-confidence". The establishment of cultural self-confidence is inseparable from the cultural identity of the nation-state, the promotion of social education, and the growth of one's own cultivation. The development of cultural industry not only enriches the connotation of "cultural confidence", but also actively explores the possibility of extension.(H Xiao, L Yating, W Ji. 2019)

The cultural industry uses industry as a means and culture as a resource to produce and provide cultural products and services to the society, in order to meet the growing spiritual and cultural needs of the people.(L Chunmei. 2009) Cultural industry is a new engine to promote economic development

and an important industry category to enhance cultural self-confidence. At present, my country's economic development has shifted from the past high-speed growth stage to the current high-quality development stage. The development model of the cultural industry should also shift from the "small stalls" and "small shops" in the past to focusing on quality, improving levels, and establishing a sound market system, to promote the formation of a new model of the cultural industry.

This article will take the arts and crafts industry in Henan Province as an example to discuss the new mode of cultural industry development. Through the establishment of a collaborative mechanism model, a cultural industry with distinctive, high-quality and high-level characteristics will be developed. Through the cooperation mechanism, deepen the integration and reconstruction of the cultural industry and related industries, deepen the coordinated development between regional industries, and deepen the

adjustment of the internal structure of the industry.

1. The background of the development of the arts and crafts industry in Henan Province

On September 28, 2011, the "Guiding Opinions of the State Council on Supporting Henan Province to Accelerate the Construction of the Central Plains Economic Zone" was issued, and the construction of the Central Plains Economic Zone was upgraded to a national strategy. Among them, the Huaxia Historical Civilization Inheritance and Innovation Zone is one of the positioning of the five strategies in the "Guiding Opinions", it is the only economic region with the mission and function of inheriting innovative culture.(L Dugang. 2013) In 2013, Henan Province issued the "Cultural Industry Development Strategy Key Plan", which identified the arts and crafts industry, digital media, creative design, animation games, and cultural tourism as the five key cultural industries developed in Henan Province.(Z Xiaofei. 2017)

Henan Province is located in China, it has a long history and is the cradle of Chinese civilization and the root of the Chinese nation. Henan is very rich in cultural resources. There are many types of arts and crafts, including ceramics, embroidery, sculpture, lacquerware, etc., with exquisite production skills, distinctive local characteristics, long historical heritage and profound cultural heritage. Under the promotion of the existing relevant policies, the arts and crafts industry has achieved cross-domain development, the industry has a certain scale, the products have certain characteristics, and the traditional crafts have been inherited and developed. However, factors such as small scale of enterprises, lack of new innovation capabilities, serious product homogeneity, and incomplete

industrial chain restrict the development of arts and crafts industrialization. How to industrialize the rich cultural resources possessed by the arts and crafts industry in Henan, combine traditional crafts with modern technology, establish and improve a modern enterprise system, and arouse new opportunities for industrialization development without losing traditional characteristics will be the focus discussed issues in this article.

2. Policy guidance for the development of the arts and crafts industry in Henan Province

According to the latest revision of "Classification of Culture and Related Industries" issued by the National Bureau of Statistics on May 8, 2018, my country's culture and related industries are divided into 9 major categories, 43 medium categories, and 143 subcategories, there are six main categories among them fall into the cultural core areas.(H Xiao, L Yting, W Ji. 2019) As content creation and production, the arts and crafts are classified as the cultural core field of the cultural industry.

Since 2012, the policies related to the cultural industry have been promulgated intensively. From a policy perspective, the cultural industry has risen to a national strategy, the reform has been deepened, and the efforts to cultivate a cultural industry with potential for development are also increasing. The current cultural industry policy covers system construction, personnel training, finance, international trade, and industrial integration.(W Yanlong, M Lina. 2018) The state has successively issued policies to promote the integration of the cultural industry with finance, technology, trade, tourism and other industries; at the same time, the "Belt and Road" initiative has revitalized the policy dilemma and introduced relevant policies to promote the

cultural industry to go global; stimulate the power of cultural creativity and innovation, and accelerate the cultural industry Development, using digital technology to accelerate the development of cultural industries.

The country's direction for the development of policies related to the cultural industry is quite clear. Solving the balance between supply and demand of cultural products is one of the leading directions in the formulation of cultural industry policies in the future. Adhere to the problem orientation, accelerate the establishment and improvement of the modern cultural market system, introduce a long-term mechanism, create a consumption environment, guide cultural consumption, improve the multi-level cultural product market, meet the needs of multi-faceted cultural consumption, and accelerate the establishment of a credit-centered market supervision system, So as to promote the prosperity and development of the cultural industry.

As the core content of the cultural industry, the arts and crafts industry, in the process of development, while following the development trend of the national cultural industry policy, should face up to the problems existing in the industrialization transformation of the industry. Problems and opportunities coexist. On the one hand, seize the development opportunities, On the other hand, solve the existing problems and make the industry develop smoothly.

The industrialization of arts and crafts in Henan has the common problems of the lack of an orderly cultural market system, the lack of effective use of rich cultural resources, the lag in laws and regulations, and the lag in management mechanisms. Seriously, there are industry problems such as the weak ability of independent

innovation of enterprises, and there are also geographical restrictions such as relatively backward information technology, insufficient external communication channels, and insufficient openness of ideas and concepts.

Arts and crafts involves skills, materials, design innovation, and sales, and is itself a multi-industry blend. Coupled with the trend of national policies to promote the integration of cultural industries, the arts and crafts industry and creative design, tourism, finance, technology and other industries are integrated and cooperate to promote the innovative development of the arts and crafts industry, and the proposal of the collaboration mechanism will effectively promote the healthy and prosperous development of the arts and crafts industry and even the cultural industry.

3. The influence of collaboration mechanism on the development of arts and crafts industry

Under the trend of industrial integration and development, the cultural industry cooperation mechanism proposes that integration is a kind of innovation and a process of reconstruction. As an economic phenomenon, industrial integration refers to the shrinking or disappearance of industrial boundaries in order to adapt to industrial growth.(X Xin. 2013) But industrial integration is not a simple merger, not the superposition of elements, but an organic combination, mutual penetration, integration and reorganization.

On the basis of integration, the collaboration mechanism enables the cultural industry and related industries, between various industries within the cultural industry, and within the cultural industry to integrate with each other. At the same time of its own connotation, it expands its own extension, and does the best possible to interact and

cooperate with related industries, related industries and internal industries in an intersecting, three-dimensional and all-round way.

3.1 Introduction and feasibility of cooperation mechanism

3.1.1 The connotation of cooperation mechanism

Collaboration refers to the coordination and cooperation between departments and individuals and individuals in the process of implementing goals. Collaboration should be multi-faceted and extensive. As long as a department or a position achieves its goals, it must be obtained from the outside world. The support and cooperation should be the content of collaboration. In order to achieve a common goal, make full use of resources and rely on the strength of the team to jointly complete a certain task.”(W Guangliang. 2016)

As the name implies, the cultural industry collaboration mechanism needs to establish common goals in various industries of the cultural industry, make full use of industry resources, rely on mutual cooperation among various industries, coordinate and cooperate between various industries, and develop multi-angle, all-round, breadth and depth cooperation and development, so as to jointly realize the prosperity of the cultural industry. The cultural industry cooperation mechanism can be the cooperation between various industries, or it can be the cooperation of cultural industries between regions. The cooperation is cross, three-dimensional and all-round. The content of collaboration and its feasibility in the arts and crafts industry are mainly reflected in the following aspects:

A. The resource collaboration

The coordinated development of cultural industries requires certain resources, including human, material and financial

resources, in the process of achieving the goal. Taking Henan arts and crafts as an example, Henan is located in the Central Plains with a long history and culture, and is the cradle of Chinese civilization. In the process of development, they meet some problems such as the lack of funds, the insufficient ability to innovate, and the poor channels for outward expansion, in the process, they also develop through resource sharing with other industries, such as tourism, with the increasing prosperity of the tourism industry and the industrial structure and scale of the tourism industry, the products of arts and crafts are quickly integrated with tourism destinations. The combination of cultures and the advantages of creative design, on the one hand, solve the dilemma of lack of innovation in arts and crafts products, on the other hand, by means of the form of products, the local culture is cultivated in it, and the quality of local tourism products can be improved, and at the same time, it can also solve the sales channels of arts and crafts products. These are just one aspect of resource cooperation. With the help of all available resources, we can make up for the deficiencies in the development process of arts and crafts in the inland provinces. The two sides will give necessary support from the overall situation, communicate with each other, help each other, and give full play to each other. The resource advantages of each other, make up for the resource disadvantages of the other party, and carry out resource cooperation to achieve the common goal of cultural industry development.

B. The technical collaboration

Technical cooperation "includes that technical departments provide other departments with technical materials, technical knowledge, process methods, etc., which are necessary to achieve goals, and

also includes technical exchanges between departments and individuals, etc." (Z Aibing, 2008) Henan Province has a long history of development of arts and crafts. It has relatively complete and mature production processes in the corresponding arts and crafts categories, which can provide technical support for the development of arts and crafts in other regions. In the process of industrialization of arts and crafts, the innovative application of modern science and technology, then new technologies are needed to drive, arts and crafts and technology, cultural industry and technology, with the help of the development of science and technology, update products, update industrial technology, and open up the road of industrial development and innovation.

C. The information collaboration

Information collaboration refers to the timely exchange of information and information transmission between departments and between individuals and individuals. Only by grasping information in a timely manner can correct decisions and effective real-time control be made, which is an important guarantee for achieving goals. (L Bin, 2005) Information sharing between the arts and crafts industry in Henan and the arts and crafts industry in other regions, between the arts and crafts industry and other industries, and among various industries within the arts and crafts. A very prominent problem in the process of industrialization of arts and crafts in Henan is that the market concentration of arts and crafts industry is low, and the scale economy of related enterprises is low. For example, in the ceramic industry, the problems of fragmentation and repeated construction formed under the planned economic system are serious. The structure of ceramic enterprises in different regions is similar, the production capacity is scattered, and the

vicious competition among enterprises is serious, and it is difficult for enterprises to become bigger and stronger. Information sharing, expanding the scale of enterprises through restructuring and merging, and realizing centralized production, information sharing between enterprises can effectively avoid product homogeneity and develop characteristic industries.

3.1.2 The extension of cooperation mechanism

A. Cross-industry cooperation

The cultural industry involves many industries, and the construction of cooperation mechanisms within the industry will inevitably affect all industries. The cooperation mechanism is not the cooperation within a certain industry, it must be cross-industry. First, it conforms to the integration trend of cultural industry development. Second, it is based on the overall situation, all-industry collaboration with a global concept is conducive to the balanced development of various industries. The industrialization of arts and crafts in Henan, under the mode of cooperation mechanism, needs to find a suitable way for the industrialization of arts and crafts to survive through cooperation with other industries, tourism, finance, technology and even real estate, to expand the industry field comprehensively, to meet people's needs for arts and crafts products from various level.

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with a global concept is conducive to the balanced development. The cooperation mechanism within the cultural industry not only refers to the cooperation between various industries, but also includes the cooperation between different regions, giving full play to the advantages of each region, establishing a reliable partnership between regions, supporting and cooperating with each other, making up for each other's shortcomings, and contributing to the development of their respective cultural industries for providing resources that can be "exchanged", maximize their advantages, and at the same time feel their role in the collaboration process, feel their value, and make the collaboration mechanism more meaningful. As an inland province, Henan is relatively weak in terms of external windows and channels. Combining with the developed coastal areas and relying on the advantages of its own cultural resources, it is looking for windows or bridges for external cooperation. Development of various industries. The industrialization of arts and crafts in Henan, under the mode of cooperation mechanism, needs to find a suitable way for the industrialization of arts and crafts to survive through cooperation with other industries, tourism, finance, technology and even real estate, to expand the industry field comprehensively, to meet people's needs for arts and crafts products from various level.

C. Deep cooperation

Excavate the depth of the industry, explore the depth of collaborative development between industries, and explore the depth of collaborative development between regions. Collaboration is not a superficial article, but a forward-looking and long-term plan. Cultivate leading enterprises in the arts and crafts industry, deepen industrial layout, and integrate industrial resources. To shape the cultural brand of arts and crafts, according to

the different local characteristics of arts and crafts in Henan Province, effectively integrate, in-depth processing, and shape the brand image of arts and crafts products with local cultural characteristics, arts and crafts enterprises can embark on the road of sustainable development.

D. Broad cooperation

Focus on one industry, widely drive other industries, develop leading industries, and thus drive other industries related to leading industries, strive to expand the breadth of industries, cooperate with each other to develop, form new formats, expand new industrial forms, and promote cultural Industrial innovation and development. The industrialization of Henan arts and crafts should take the arts and crafts industry as the leader, expand to tourism, exhibition, technology, film and television and other related industries, inject cultural connotation, and form a new cultural format. Develop varieties of arts and crafts with regional characteristics, develop industrial clusters featuring regional culture, and incubate related cultural enterprises. Fully consider the dual characteristics of public welfare and business operation of arts and crafts products as cultural products, build a sound financial and policy system, establish a cultural industry investment and financing system, and actively expand investment and financing methods and service systems that are compatible with the development of the cultural industry.

3.1.3 The role of collaborative mechanism

The application of the cultural industry cooperation mechanism will break the institutional barriers between industries, industries and within the industry, break the cultural friction that hinders the development of the market, improve the quality of cultural products, and enhance the attractiveness of market demand. The collaboration

mechanism will effectively avoid product homogeneity, differentiated development among enterprises, enhance product personalization, enhance product personality, increase consumer demand, and reduce duplication of similar products through format innovation, content innovation, model innovation, management innovation, etc. Enhance regional cultural identity, speed up the process of industrial clusters, reduce barriers to regional exchanges, speed up the flow of talents, information and capital, and integrate resources to complement each other's advantages.

3.2 Building a collaborative mechanism in the arts and crafts industry

As the core content of culture in the cultural industry, the arts and crafts industry occupies an important position in the cultural industry. The establishment of a collaboration mechanism in the arts and crafts industry needs to be analyzed from the horizontal and vertical dimensions. The establishment of the horizontal mechanism includes the establishment of the government-led mechanism and the establishment of the enterprise-led resource sharing and cooperation mechanism. The vertical mechanism includes the protection of intellectual property and the cultivation of talents these two aspects.

3.2.1 Government-led laws and regulations and related guarantee mechanisms

The establishment of a cooperation mechanism in the arts and crafts industry requires the leading role of the government, establishing relevant legal guarantees, coordinating the financial industry, mobilizing various media, and implementing the government's leadership in the coordination mechanism from multiple perspectives and industries.

A. Policy and regulation guarantee

The establishment of the cooperation

mechanism in the arts and crafts industry depends on the improvement of relevant laws and regulations. The establishment of the cooperation mechanism cannot only be verbal, but should be standardized from a legal perspective. Formulate relevant laws to clarify the rights and obligations of related enterprises in the arts and crafts industry under the cooperation mechanism, tax and financial support, and legal basis for the distribution of responsibilities, rights and interests, and establish a competitive and orderly market atmosphere.

B. Comprehensive planning and coordination

The cooperation mechanism in the arts and crafts industry involves all industries related to arts and crafts, and the cooperation mechanism within the cultural industry involves all industries related to the cultural industry, not a single individual. From the point of view, systematic planning, overall arrangement, rational organization, give full play to the various advantages of mutually collaborative industries or industries, so that the advantageous resources can be fully utilized.

C. Overall image marketing

The cultural industry, or the arts and crafts industry in particular, must proceed from the overall image, make use of advantageous resources, lead the government, unite various departments, and give full play to the group advantages of industrial development, to publicize the overall image of various industries in the cultural industry, including the arts and crafts industry, relying on government financial resources and propaganda channels, multi-level overall propaganda, enhance people's awareness of the industry.

D. Benefit distribution and compensation

To establish a cooperation mechanism, the government should lead the distribution of

relevant interests, and based on the principle of fairness and the market, establish policies related to the industrial cooperation mechanism, so as to realize the fair distribution, compensation and balance of the overall and partial, partial and partial interests of the industry. Following the principle of "partial interests obey the overall interests, and immediate interests obey long-term interests" of the distribution of interests, the interests are distributed according to the proportion of contribution.

E. Financing mechanism

The arts and crafts industry is rich in cultural resources, involving many types, and requires higher economic strength in the process of industrialization. The cooperation between industries and the development of industrialized clusters all need the support of funds, breaking the restrictions of regions and industries, attracting various social investment entities, integrating into the industrial entities in various forms, innovating financing mechanisms, and promoting the rapid development of the arts and crafts industry.

3.2.2 Industry and market integration mechanism----enterprise-led resource sharing and collaboration

The main body of the development of the cooperation mechanism in the arts and crafts industry is the enterprise within the industry. The enterprise is the basic element of the cooperation mechanism. The deepening of the enterprises and the reorganization of the industrial structure must be implemented from a single independent enterprise.

A.Resources and product development

There are two development directions of arts and crafts, one is artistic, through the selection of production technology and materials, the product is artistic, making it a work of art with the spirit

of the maker; the other is industrialization, through the production methods of modern enterprises, management mode, producing large-scale products that can be replicated, while maintaining the original characteristics of arts and crafts, reducing production costs and improving production efficiency, is the most obvious change after the industrialization of arts and crafts products.

Industrialized arts and crafts must meet the needs of different consumers. With the improvement of living standards, consumers are no longer satisfied with the functional satisfaction of daily necessities, and pursue aesthetic needs while satisfying basic functions, that is the spiritual satisfaction. This requires that the industrialization of arts and crafts should not fall into the stereotypes of outdated themes and shapes, and should satisfy the pursuit of personalization in modern life while maintaining the characteristics of traditional crafts and materials.

The record of the highest state of arts and crafts production in "Kaogongji" is that "the sky is seasoned, the earth is full of energy, the materials are beautiful, and the workmanship is skillful. If it is combined these four elements, it will be good." The highest requirements for materials and craftsmanship in the production process. Different types of arts and crafts have different materials and different techniques, which are two important factors to distinguish the categories of arts and crafts. There are many kinds of arts and crafts in Henan Province. Influenced by the local lifestyle, cultural customs and aesthetic habits for a long time, they have formed strong local characteristics. In terms of ceramics only, there are many types of ceramics such as Ru porcelain, Jun porcelain, Bacun porcelain, Hebi porcelain and Jiaotai porcelain in Henan. The resources of

ceramics are rich, mainly for the production of traditional porcelain for display, and less for daily use. If it is just simple industrialization and mass production of traditional types, the industry will go to the end. It is necessary to industrialize through product innovation and integrate cultural resources into life through collaboration. The Chinese habit of using ceramic products has been integrated into the blood. Although there are more materials, such as metal, plastic, etc., the habit of using ceramic tableware has been continued for thousands of years.

There are few types of ceramics in Henan for production and living, and the connotation of living ceramics is not only limited to tableware, but should be extended to all aspects of life, from a small spoon to the construction of high-rise buildings, permeating every detail of life. This requires that ceramics, as a material, be deeply involved in the design and production of various daily necessities. It requires good design and advanced technology to meet the industrialization of ceramic products at the same time. Only in this regard, the collaborative development of the ceramic industry requires creative design to release the artistic charm of ceramics, improve the quality level of ceramic products, and meet consumers' aesthetic needs for products. It also needs to combine advanced technology to present ceramic products. The cooperation mechanism mobilizes all industrial fields related to the ceramic industry. Through the application of the cooperation mechanism, the ceramic industry can enter the construction field, enter the tourism industry, and can be used as production parts and jewelry decoration. The tricky thing is to solve the problem of product development, and product development must fully mobilize the creativity of the design industry

to complete, so this is a concrete explanation of the cooperation mechanism in the ceramic industry from the perspective of resources and product development. It is one of the specific links in the industrialization process of the collaborative mechanism system in the arts and crafts industry.

B. Information exchange and collaboration

Increase the scope of cooperation through information exchange, information exchange between enterprises in the same region, and information exchange between enterprises in different regions will bring new vitality to the development of industrialization. Taking the ceramics industry as an example, the exchange of information can avoid vicious competition among ceramic enterprises, and avoid the homogenization of products of similar enterprises by enhancing their own innovation capabilities.

The coordinated development in the arts and crafts industry requires the flow of industrial elements such as cultural capital, technology, talents, and information. Due to the uniqueness of culture contained in arts and crafts, there are hidden or existing barriers between arts and crafts and other cultural industries. Establish a market system with big data as the core, establish data standards among industries, open data ports to each other, and provide a public application platform for information sharing for the coordinated development of the arts and crafts industry in the fields of data collection, data application, data transaction and financial services, and improve the industry cooperation mechanism. (W Linsheng, 2019)

Under the guidance of consumer demand, the arts and crafts industry makes full use of big data to analyze consumer behavior patterns, and carries out

personalized, specialized and quality production based on consumption data, improves the arts and crafts market system, and strengthens the demand orientation of the market system. On the one hand, using big data fully grasp the frontier of science and technology, link production and consumption, conduct digital dynamic analysis of consumers' consumption trends, and optimize and improve product quality according to information.(W Linsheng, 2019) The use of big data can broaden the communication channels between Henan arts and crafts industry and the world, make the greatest possible use of world data resources, and meet the new needs of consumers through innovative technologies, products, services and models. The arts and crafts industry integrates technology, enhances the technological content of the industrialization of the industry, and optimizes the industrial structure.

The information exchange of big data is one of the technical factors in the industrialization of the arts and crafts industry. It makes full use of the collaborative innovation of various elements that focus on technology and culture in the market system, accelerates the upgrading of production methods, and seeks high-quality industrial development.

C.Collaboration between industries

The high-quality development of the industrialization of the arts and crafts industry in Henan requires the arts and crafts industry itself to carry out university configuration in all aspects of the industrial chain, and requires the full intervention of big data to go deep into the research and development, design, manufacturing, branding, marketing, and operation of arts and crafts products, consumption and other stages. Promoting in-depth cooperation between itself and the upstream and

downstream of the industrial chain, ensuring that the upstream and downstream of the industrial chain can coordinate management across regions, industries and departments, promoting the concentration of the best quality resources in the most advantageous industrial links, and improving the overall operational efficiency of the arts and crafts industry and development quality.

The development of the arts and crafts industry in Henan needs to focus on developing products with high creativity and high technology, eliminating the low-end and backward production capacity in the industry, adjusting the industrial structure, and shifting the passive and low value-added downstream links in the arts and crafts industry chain to Active and high value-added upstream link transfer, take full advantage of Henan's arts and crafts industry, accelerate the coordinated development of arts and crafts and science and technology, business, tourism, exhibition, architecture and other fields, accelerate the high-quality development of the arts and crafts industry, and integrate Henan. The arts and crafts industry has become a highland for the development of Henan's cultural industry. (Modern culture is the market system: the path and direction of the high-quality development of the cultural industry in the Guangdong-Hong Kong-Macao Greater Bay Area)

3.2.3Intellectual property protection mechanism

The cultural industry is centered on cultural content, including the arts and crafts industry. Because of its low marginal cost, it can create high returns. However, the initial R&D cost is high and the risk is high. The protection of intellectual property rights is very important for the cultural industry. With the upgrading of industrial technology, the industrialization of arts and crafts has

entered a critical period, and corporate intangible assets such as patented technology, trade secrets, brand value, and product updates are playing an increasingly important role in the entire industrial chain.

The arts and crafts industry in Henan Province has rich cultural resources, but the company lacks strong support from core IP. Leading companies drive the coordinated development of other companies, build the aircraft carrier role of leading companies, and realize their drive to the industrial chain and industrial parks, and all of this is necessary to deeply excavate the core cultural content and cultivate creativity. The key to enterprise development lies in cultural creativity, which is the essence of the development of the arts and crafts industry and the entire cultural industry.

To promote the implementation of "the Measures for the Protection of Henan Arts and Crafts" and related rules, we should fully consider the differences between various categories and regions of arts and crafts under the cooperation mechanism, rooted in local traditional culture, strengthen the synergy between industries, complement each other's advantages, and promote and perfect the industrial chain of arts and crafts. Improve the brand design of arts and crafts, strengthen brand publicity, promote the joint and collaborative construction of brands, launch the personal brand of arts and crafts masters, and improve the protection of corporate innovation research under the collaboration mechanism.

3.2.4 Talent training and inheritance mechanism

Arts and crafts rely on the inheritance and continuation of people's production skills, and the talent factor is the core of the prosperity and development of the arts and crafts industry. The healthy development of

the industry requires the inheritance of skills from generation to generation, and the emergence of a large number of creative talents. The promotion of the talent training system is an important guarantee for the collaboration mechanism.

A.Master-apprentice inheritance mechanism

Master-apprentice inheritance is a talent training mechanism in the traditional arts and crafts industry, and an important guarantee for the inheritance of arts and crafts for thousands of years. Master-apprentice inheritance can be a good inheritance of ancient craftsmanship. Arts and Crafts emphasizes the combination of craftsmanship and craftsmanship, and the expression of craftsmanship is realized through craftsmanship, and this "workmanship" has been passed down for thousands of years due to the limitation of technical conditions and is realized by hand-made. Inheritance between master and apprentice can be a good way to pass on the skills and formulas of handicraft skills through the way of teaching, word of mouth or hand-to-hand teaching, which is the foundation of the inheritance of arts and crafts.

B.Higher education joint training mechanism

Master-apprentice inheritance is the basic mechanism for cultivating talents in the arts and crafts industry. With the rapid development of science and technology and the industrialization of the industry, modern craftsmanship has greatly improved production efficiency, and many production links of craft products can be copied in batches, shortening the production time. The master-disciple inheritance method is not suitable for modern large-scale production. The production method of master-apprentice inheritance is that the production process is

not subdivided. In the production process, the artist directly expresses his design intention in the work by hand-made. In modern production methods, the division of labor is becoming more and more detailed, and design and production are two different production links. This requires that the training of talents should respect modern production and go out of the innovative talent training model.

The establishment of the collaboration mechanism requires a matching mechanism for talent training and inheritance. It is necessary to work with colleges and universities to establish and improve the vocational education cooperation system and coordination mechanism for arts and crafts, and establish relevant organizations to coordinate the two modes of mentoring inheritance and modern higher education, and organize and plan both. Cooperation and exchanges and the formulation, implementation and supervision of related policies, undertake the functions of communication, coordination, management, etc., to ensure the standardized and healthy development of talent training management in the arts and crafts industry. By building an educational cooperation platform led by the government, guided by the industry, implemented by schools and enterprises, benefiting from multiple parties, and mutually beneficial and win-win, we will promote official, semi-official or private education cooperation and exchanges, and promote government and schools, schools and enterprises, schools and schools, and enterprises and enterprises. Establishing a three-dimensional and intersecting educational cooperation relationship between enterprises, carry out education research and education and teaching exchanges in the arts and crafts industry in an all-round way, and promote new progress in

the talent training mechanism.

4. Reflections on the construction of collaborative mechanism in arts and crafts industry

The cultural content of the cultural industry is its core. The industrial chain is long and the composition is relatively complex. Each link needs the support of cultural industry resources. Cultural industry resources need cultural resources that have been integrated through industrialization, they are a series elements of cultural product production, including capital, facilities, technology, talent and culture and other resources.(F Weijie. 2018) The industrialization of the arts and crafts industry should not only retain the traditional characteristics of arts and crafts, but also meet the aesthetic needs of modern people. When integrating cultural resources, it is necessary to consider a series of elements of cultural products and the characteristics of arts and crafts products.

Fusion is the general trend of the development of the cultural industry. Fusion refers to the gradual disappearance of boundaries and the complete combination of the two. From the perspective of national policy, the country has accumulated a series of policy contents after ten years, and successively issued relevant policies to promote the integrated development of industries, especially the official establishment of the Ministry of Culture and Tourism. The two are integrated, culture is the core of tourism, and tourism is the market of culture. The two are organically and deeply integrated, cross each other, integrate and reorganize, break through the original industrial boundaries, and form a new symbiosis. This is the integration of cultural industry and tourism industry. common goals to be achieved.

For the arts and crafts industry, fusion

cannot lose itself. Arts and crafts are characterized by their production technology and artistic charm. In the process of industrial integration, they cannot lose their individuality and seek integration blindly. The establishment of the arts and crafts collaboration mechanism should pay attention to the characteristics of the industry, and through collaboration, inherit the artistic charm of arts and crafts and prosper the development of the arts and crafts industry. For the industry, integration is more about incorporating new elements and showing a new look.

Summary

The establishment of a cultural industry cooperation mechanism will promote the continuous upgrading and deepening of the industry. Build an organic system of the cultural industry, continuously cultivate the subsystems of the cultural industry chain, give full play to the advantages of each system, and create a new growth point for the development of the cultural industry system.(Y Ruibo. 2019) The collaboration mechanism will continuously enhance the coordinated development of new business formats within the industry, promote the cultural connotation of products, improve the brand standards of the cultural industry, continuously promote the depth and breadth of industrial coordinated development, promote integrated development, and build new business formats and new products. It should be noted that each industry in the cultural industry has different characteristics, and the development under the cooperation mechanism should focus on retaining its own industry characteristics and not lose its individuality with the flow.

Research Objectives

1 To study the introduction and policies of the arts and crafts industry in Henan

Province.

2 To analyze the construction and influence of the arts and crafts industry in Henan Province.

Methodology

This article adopts the method of qualitative research, consults a large number of historical documents and materials, and fully grasps the important content such as the background, cultural policy, and key elements of the arts and crafts industry in Henan Province.

Through field work, the author have mastered the first-hand information and data of the arts and crafts industry in Henan Province, and recorded the important feelings of the craftsmen, artists, government, tourists and some practitioners inrelated industries through on-site interviews, and formed the important basis. And get people's real thoughts about the arts and crafts in Henan Province.

At the same time, using modern networks and new media technologies, such as photography and recording equipment, to record and save a large number of important materials.

Discovery of this article

Through the research of this article, the author have discovered the importance and related policies and rules of the arts and crafts industry in Henan Province, and see clearly about the role of cultural policy and enviroment in developing the arts and crafts. The construction system of the cooperation mechanism has played a vital role in the development of the arts and crafts industry, which can promote the industrial upgrading and optimization of the arts and crafts industry, better inherit the artistic charm of the arts and crafts, and promote the prosperity and development of the arts and

crafts industry.

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