

Original Paper

Challenges and Pathways for the Development of Cultural and Creative Products in University Libraries

Yunpeng Zhang^{1*}

¹ Tiangong University, Tianjin, China

* Yunpeng Zhang, Corresponding author

Received: April 10, 2023

Accepted: June 02, 2024

Online Published: June 19, 2024

doi:10.22158/ijssse.v3n2p42

URL: <http://dx.doi.org/10.22158/ijssse.v3n2p42>

Abstract

Cultural and creative products in university libraries serve as a concentrated manifestation of the cultural connotations of higher education institutions, bearing the dual mission of cultural inheritance and knowledge dissemination. Faced with the challenges and opportunities of globalization and the new era, accurately grasping the development direction of these cultural and creative products, effectively addressing current issues, and proposing feasible development strategies are urgent research topics in this field. This paper adopts a problem-oriented approach to respond to issues such as the lack of innovative design concepts, insufficient research and development capabilities, and marketing constraints due to channels and pricing. It explores sustainable pathways for the development of cultural and creative products in university libraries through the threefold logic of discovery, guidance, and expansion.

Keywords

university libraries, cultural and creative products, development and promotion

1. Introduction

Culture is the soul of a nation and a key element of governance. Cultural and creative products, which embody cultural connotations and creative essence, are produced, consumed, and marketed industrially to meet people's spiritual needs and desires, facilitating the spread of culture in an accessible manner. Libraries, as a crucial part of cultural and creative product development, have shown proactive exploration and continuous innovation in response to new dissemination and benefit requirements.

In China, libraries increasingly integrate traditional cultural elements and employ innovative techniques and technologies in designing cultural and creative products to meet users' cultural perceptions and spiritual experiences. Moreover, they delve into digitalizing collections and use advanced video editing

tools and 3D printing for content creation and product manufacturing.

While some countries do not explicitly define "library cultural and creative products," they establish "gift shops" within libraries, offering diverse cultural products. For instance, the San Diego Public Library's gift shop defines itself as a "carefully curated book and gift store." Other libraries, such as the State Library of Queensland and the London Library, also feature online or offline gift shops. These libraries' products focus on cultural heritage, address social issues, blend artistry with practicality, and emphasize market demand, product cultural richness, practical functionality, aesthetic value, and a spirit of open collaboration.

Cultural heritage in university libraries is essential for promoting cultural and creative products. In the new era, university libraries seek integrated and innovative development methods to optimize the development processes and marketing strategies of cultural products, better meet demands, and drive the growth of the cultural and creative industry.

2. Importance of Developing Cultural and Creative Products in University Libraries

Compared to public libraries, university libraries have a unique cultural exchange and educational significance. The development of cultural and creative products in university libraries vividly showcases the cultural heritage of the libraries and stimulates students' enthusiasm for learning, enhancing their academic quality. These products extend the service functions of university libraries, contributing to the cultivation of well-rounded students and adding value to the cultural construction of higher education institutions. They serve as cultural ambassadors, showcasing the cultural heritage and educational characteristics of universities, enhancing cultural soft power, and promoting national cultural confidence.

2.1 Students: Fostering Cultural Enthusiasm and Promoting Knowledge Dissemination

The emotional expression of cultural products helps foster cultural identification among students. Emotional design experiences in cultural products enhance users' perceptions, cognition, and experiences by triggering positive emotions such as joy, satisfaction, and comfort. As the primary audience, students are guided to deeply understand and inherit the cultural essence of universities, gradually building cultural confidence and a sense of belonging, thus promoting campus cultural prosperity and development. These creative products present knowledge and culture in an intuitive and vivid manner, broadening students' horizons and improving their overall quality, playing a significant role in knowledge dissemination.

2.2 Libraries: Enhancing Cultural Dissemination and Extending Library Service Functions

As crucial cultural transmission mediums, cultural products in university libraries extend library services. Libraries, as cultural and knowledge hubs, not only provide book borrowing services but also use cultural products to extend their influence, presenting rich collections in vivid and engaging ways. This strengthens the connection and interaction between libraries and readers, meeting aesthetic needs and shouldering the responsibility of spreading cultural knowledge and enhancing cultural literacy.

Libraries, thus, rejuvenate in the new era.

2.3 Universities: Integrating Cultural Education and Practical Innovation

University libraries, as vital platforms for information-based education, play an essential role in the comprehensive education process. The design and practice of cultural and creative products are significant for developing students' practical skills, creative thinking, and aesthetic awareness. This initiative not only improves students' overall quality but also creates favorable conditions for comprehensive education. Carefully designed and meticulously crafted cultural products allow students to combine theory with practice, maximizing their potential. Furthermore, these products serve as a cultural showcase for universities, enhancing their image and reputation in external communications and collaborations, winning broad social acclaim. Additionally, the development and promotion of cultural products generate substantial revenue, providing a solid economic foundation for the sustainable development of university libraries and institutions.

3. Realistic Challenges in the Development of Cultural and Creative Products in University Libraries

The development of cultural and creative products in university libraries faces a series of severe challenges, involving product creativity and design, primary research and development, market positioning, and consumer psychology. The interplay of these factors results in considerable complexity and diversity in the challenges faced.

3.1 Lack of Innovative Design Concepts

The absence of innovative design concepts hinders the development of cultural products in university libraries. Many products remain in the "printing mode," such as printing school logos on stationery, lacking in-depth design thinking and innovative practice. This superficial design fails to meet consumers' deeper needs for university library cultural products. Moreover, the underutilization of library resources further impedes product development. Libraries, as cultural repositories, provide not only books but also serve as venues for cultural and historical preservation and innovation. However, current product development insufficiently leverages these resources, resulting in a lack of cultural depth in the products, unable to truly reflect the unique value of university library cultural products.

3.2 Insufficient Research and Development Capabilities

Although librarians are the direct developers of cultural products, the limitations of their academic backgrounds create a significant gap, affecting the development quality of these products. The lack of professional expertise hinders the full potential of libraries in developing cultural products. Additionally, cultural products require highly creative and comprehensive development teams. University libraries often lack such talent, further complicating the development challenges.

3.3 Marketing Constraints Due to Channels and Pricing

Most university libraries, funded by central or local government finances, lack the inherent drive for commercial activities. This financial structure, along with management constraints, limits the sales

channels and target audience for cultural products, restricting their market expansion. Consequently, product circulation and broad dissemination are hindered. Additionally, the limited production scale often results in higher prices, contrary to market norms, deterring consumers and affecting sales and competitiveness.

4. Pathways for the Development of Cultural and Creative Products in University Libraries

University libraries gradually explore the development of cultural products by leveraging rich resources, talent advantages, and financial support. However, finding a sustainable development pathway remains crucial. By discovering the intersection of library resources and digital cultural creativity, integrating tradition and modernity, and injecting new vitality into cultural products, university libraries can achieve sustainable development. Key strategies include building professional creative teams, developing distinctive cultural projects, and expanding internal and external resources to ensure effective promotion and sales.

4.1 Discovery: Deep Integration of Library Resources and Digital Cultural Creativity

Integrate existing advantages in cultural product development, thoroughly explore library resources, and fuse unique collections with cultural products to ensure distinctiveness and innovation. In the digital age, broaden creative design ideas to respond to market demands. Utilizing digital cultural creativity principles, present collections in engaging and interactive ways, enhancing user experience. Adhere to aesthetic principles, highlighting artistic and aesthetic values, and strive for perfect representation of cultural product charm through in-depth resource exploration.

4.2 Guidance: Building Professional Creative Teams and Developing Unique Cultural Projects

Leverage university talent advantages, involving students and faculty in the planning and design of cultural products. Build a professional team encompassing design, development, promotion, and marketing to enhance product quality and uniqueness. Actively develop unique cultural projects, combining market needs with consumer preferences, exploring cross-industry collaborations, and creating unique cultural products through partnerships. This approach helps university libraries stand out in the competitive market, promoting cultural brand and value.

4.3 Expansion: Streamlining Purchase Channels and Enhancing Fundraising Abilities

In promoting cultural products, break traditional mindsets and innovate to resonate with audiences and expand market space. Streamline purchase channels by exploring online and offline platforms, building diverse sales networks. Engage students in cultural product promotion through innovation and entrepreneurship projects, utilizing their creativity to achieve mutual benefits in practice and cultural construction. Strengthen collaborations with enterprises, seek government support, and secure social donations to fund innovations, easing financial pressures and providing more possibilities.

5. Conclusion

The development of cultural and creative products in university libraries bears significant responsibilities of cultural inheritance and knowledge dissemination, while effectively stimulating students' cultural enthusiasm and enhancing academic quality. Faced with global development and new era opportunities, university libraries must explore innovative design concepts and development models, strengthen research and development capabilities, and expand marketing channels. Sustainable development of cultural products will bridge universities and society, contribute to nurturing well-rounded talents, enhance cultural soft power, and promote national cultural confidence.

References

- Bai, Y. Q., & Wang, Y. (2023). Emotional Expression in Cultural Creative Product Design. *Footwear Craft and Design*, 3(17), 15-17.
- Chai, Y. Y., Lei, M., & Zhang, J. (2023). Research on the Development and Promotion Strategies of Cultural and Creative Products in University Libraries. *Inner Mongolia Science and Technology and Economy*, (09), 117-120.
- Fan, X. M. (2022). Research on the Development of Cultural and Creative Products in Public Libraries Based on SWOT Analysis. *Library Work and Research*, (S1), 47-52.
- Li, Y. H., Xie, Q., & Wang, C. J. (2023). Thoughts on Information Culture to Assist University Library Service. *Journal of University Libraries*, 41(06), 36-41.
- Li, Y. Y. (2023). Research on the Development Service Strategy of Cultural and Creative Products in University Libraries from the Perspective of SWOT-PEST. *Comparative Study on Cultural Innovation*, 7(15), 122-128.
- Library S D P. About Us. (2016). Retrieved from <http://www.libraryshopsd.org/about-us>
- Lisa, P. (2015). Gifted libraries: going beyond books, library gift shops are raising funds and awareness for a growing number of Friends and foundations. *Library Journal*.
- London Library Shop[EB/OL]. (2017). Retrieved from <https://shop.londonlibrary.co.uk/home.php>
- Mark, S. C., Jefferson, et al. (2019). Innovation and Creativity: A New Facet of the Traditional Mission for University Libraries. *Advances in Library Administration and Organization*.
- State Library of Queensland Shop. (2017). Retrieved from <https://www.shop.slq.qld.gov.au/>
- Wang, C. J. (2022). Research on the Design of Cultural Creative Products in University Libraries under the Concept of Cultural Communication. *Packaging Engineering*, 43(02), 341-345.
- Wang, W. J., Hong, H. X., Xu, W. X., Cao, X. Y., & Cao, B. SWOT Analysis of the Development of Cultural and Creative Products in University Libraries. *Industry and Technology Forum*, 22(12), 98-99.
- Xin, H. (2012). Analysis of the Connotation and Extension of Cultural and Creative Products. *Modern Communication*, (07), 126-128.
- Xue, F. R., & He, X. X. (2023). Research on the Development of Cultural and Creative Products in

University Libraries Based on University Student Practice. *Comparative Study on Cultural Innovation*, 7(08), 134-138+157.

Yi, T., & Lu, B. Y. (2019). The Development Status of Cultural and Creative Products in Foreign Libraries and Their Enlightenment to Chin. *Library*, (08), 83-88.