Study on Tourism Marketing of Jilin Province Museum

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Abstract. Reputed as the “Spring City in the North”, Jilin province is located in the center of the northeast of Asia, with the unique historical background of which enables the province to possess advantages to develop cultural creative industry. Museum is a window and symbol embodying the level of civilization of a city, a region and a nation. Museum constitutes an important part of Jilin Province’s public cultural system and is the foundation in developing Jilin Province’s cultural creative industry. In this article, the museum tourism marketing strategy from three aspects to be carried out by museums in enhancing service consciousness, strengthening marketing efforts and developing tourism products was elaborated.

Introduction

With the development of society, the functions of museum extend to tourism, entertainment, recreation and publicity, etc. with the purpose of educating the nation, providing entertainment and enriching people’s lifetime. Museums are gradually becoming one unmissable link in constituting the cultural industry chain. With centuries-old history after it was founded, Jilin Province, once the capital of the Puppet Manchurian State, is also the prestigious city of movie and city of automobile after the liberation of China in 1949. Multicultural characters are the features and advantages in developing museum cultural tourism in Changchun City. Up to now, for example, there are in total 11 officially registered museums in Changchun City, these museums entail rich cultural connotations, including colonizing culture, revolutionary culture, automobile culture, movie culture, animation culture and geological culture, etc.

1. Analysis of Jilin Province’s Museum Tourism Market

Jilin Province’s museum tourism resources have diversified categories, extensive themes and distinctive features. Jilin Province Museum actively holds various kinds of exhibition activities, and by analyzing the occupation and age structures of the visitors, the current development in museum cultural tourism in Jilin province can be understood. Various museums in Jilin province and the attraction to the visitors also showed a variety of characteristics. Firstly, visitors’ occupation structure takes on diversified characteristics. The cultural level of the visitors is relatively high, and the senior intellectuals have a good-sized proportion. Visitors from outside of Changchun often come in groups; local residents often come in individuals. The occupation structure of such visitors is mainly composed of students, state-owned enterprise employees, military officers, governmental agency and public institution working staff and retired cadres; what’s more, there are a lot of foreign friends working and studying in Jilin Province. Secondly, visitors’ age structure takes on diversified characteristics. Customers’ age structure has direct relations with the cultural types of museums they choose. It can be seen from the statistic data on visitors that, visitors between 18-year and 55-year occupy 85.4%, and those between under-18 and over-56 occupy 14.6%. That is to say, young and middle-aged visitors are the principal part of visitors. Thirdly, based on the foregoing analysis, it can be found that the choice of tourist destinations also takes on diversified trends. Visitors of different age and occupation structures will choose different tourism destinations. Therefore, the attraction of museums on visitors depends on the recognition of visitors of different ages and occupations. For example, the Changchun Geological Palace Museum and the Changchun
Nature Museum attract a vast majority of college student visitors, and the Shaman Culture Museum mainly attracts scientific research personnel.

2. Problems Existing in Jilin province Museum Tourism Development

2.1 Extremely unbalanced development in Jilin province museum cultural tourism

Museum is the core attraction of a city’s cultural tourism and the important componential part in developing economy. On the whole, the cultural tourism of Jilin Province’s museums develops unevenly—the well-known museums are crowded with tourists, while the relatively smaller museums are nearly deserted by visitors. Except the superior tourism resources, such as the Museum of the Imperial Palace of “Manchukuo”, the other museums in this city are far from becoming the focus of people’s cultural life. Lack of visitors is still the realistic portrayal of most of these museums. Distinctly compared with the crowding Museum of the Imperial Palace of “Manchukuo”, the other ones are so desolate.

2.2 Demand of diversified development in museum tourism marketing method

One important reason why Jilin Province’s museums attract few visitors is that the publicity efforts are not enough, resulting in low popularity of these museums. Visitors do not know much about the museum, so they are not eager to come. Except the relatively notable comprehensive Jilin Provincial Museum and the ruins museum, the Museum of the Imperial Palace of “Manchukuo”, many museums such as the Shaman Culture Museum, the Changchun Automobile Museum, the Haoze Poker Arts Museum, the Changbai Mountains Cultural Museum and the Northeast Errenzhuan Museum, etc. are set up only in recent years and they are still not widely known to most visitors.

2.3 Lack of attraction of museum tourism products to visitors

Tourism product is a combination of tourism attraction and service to tourists by means of developing and utilizing tourism resources. All things considered, the development types for tourism products of Jilin Province museums are traditional and single, the participation of visitors are low, the development depth of tourism products is insufficient and visitors are not able to deeply experience the humanistic values of the tourism resources. Therefore, they will not be intrigued by the museums. When visitors come to visit a museum, what they can do is only limited to stopping to look around and taking pictures of architectures and collections, etc. What is fulfilled is their sensuous need, but deep and diversified tourism experience of visitors is still a scarcity.

3. Tourism Marketing Strategy for Jilin province Museum

Generally speaking, there are some problems existing in Jilin province museums, which causes so-so quality and poor feel of experience from the tourism products. As a result, the revisit rate becomes low. In the following content, three aspects which are service consciousness, marketing efforts and product development are applied to elaborate the development strategy for museum tourism.

3.1 Enhancement of service consciousness of museums

Despite holding exhibitions every year, most museums in Jilin province still have a common problem, that is, weak consciousness of service. Survival of the fittest is the law of market economy, and Changchun City’s museums are facing severe challenges. As stated before, the cultural tourism development of Jilin Province’s museums is considerably uneven, and if small and medium-sized museums are looking for survival and development, enhancement of service consciousness must be their primary consideration.

First, museums should serve visitors with more “quality projects” by endowing historical relics with new connotations. When Jilin Province’s museums determine to solve survival problem, they must integrate with the market and gradually make themselves the great sightseeing place for
By utilizing holidays and festivals, small and medium-sized museums in Jilin province can develop their own unique brand effect, and then achieve the aim of publicity. For instance, the large-scale animation art festivals will be held every year in Jilin Province, by the Rolf Animation Museum belonging to Jilin Animation Institute which can arrange exhibitions, present their own brands and increase publicity efforts by giving and selling tourist souvenirs at the same time.

Second, the lagging management thoughts and employment mechanism should be changed, and emphasis should be put on cultivation of service consciousness of museums’ working staff. Specifically, it is advisable to adopt internal training to enable such working staff to study relative theoretical knowledge and improve their cultural literacy; on the other hand, comprehensive quality of museums’ working staff can be improved also by means of “sending out” (studying abroad) and “bringing in” (introducing foreign advanced personnel and theory).

Third, people-oriented service can be carried out by utilizing all effective means of exhibition. Museums can add intelligent audio explanation system capable of displaying multi-languages and make the modern and personalized explanation functions realized in the museum, and therefore the visitors are more willingly to spend more time in the museum.

Fourth, the “visitors-first” concept should be emphasized to follow the market rules and positively renew the exhibition products. The exhibition products of the United States National Museum and the National Air and Space Museum are rotated about every two months and they always give fresh feelings to visitors. Similarly, museums in Jilin province should also strengthen cooperation with each other and timely change and renew their exhibition products, only by which visitors can feel the museum a new one each time when they come and they will be thirst for knowledge and new things.

3.2 Reinforcement of marketing efforts in museum tourism

To observe all of the museums in Jilin Province, except the Museum of the Imperial Palace of “Manchukuo” that is run by strictly following the marketing method for tourist attractions, the other ones are still operated by relatively traditional business pattern. Thus, in order to extend profits from museums and change the outdated “non-doing, counting-on and asking-for” concept, crisis awareness must be set up and publicity efforts for museum tourism must be enhanced. To improve notability, museums should make visitors truly understand and accept the museum from inside by increasing publicity efforts. And the tourism income and influence will also come along.

Firstly, we can use the power of new media for extending publicity. Marketing and promotion can be carried out by means of the frequently-used Microblog, Wechat and other kinds of new media among people in nowadays, so the influence of museums can be expanded. Microblog carries the promotion activities at a fast speed and in a wide range; Wechat spreads the publicity accurately. Compared with traditional tourism marketing method, new media is the most recognizable publicity means among young people and broad masses of netizens.

Secondly, platform for promotion should be constructed by establishing or relying on portal website. Two types can be adopted. The first type is to establish a portal website for museum to strive for helping visitors build strong interest in visiting the museum during browsing this website; the second one is to utilize platform advantages of premium portal websites to advertise the museum in a more large range by constructing strategic partner relationships with the mainstream portal websites.

Thirdly, various kinds of advertising platforms can be used for promotion. It is feasible to conduct tourism publicity on the electronic advertising board placed in train, bus, taxi and light rail, etc. Visitors are thus able to conveniently have a clue of the basic information about the museum during waiting for or taking these transportation vehicles. What’s more, publicity can also be performed by means of broadcasting, TV and newspapers, etc.

Fourthly, we need to adopt different types of marketing with characteristics to increase popularity of museums. There are some commonly-seen means of marketing: festival marketing, the content is to launch activities such as special exhibitions by utilization of festivals which are relevant to museums; interactive marketing, which means regular organization of scientific research lectures or
forums to strengthen communications between museums and visitors; public relations marketing, it means that museums to some extent belong to public service institutions and so they can arrange exhibitions by going to communities and schools, etc.

3.3 Development of museum tourism products

In the first place, visitor participation should be increased based on the needs of visitors. Only by allowing visitor participation can museums attract the attention of visitors. With visit and sightseeing as the main focus, the forms of exhibition in museum can be extended to diversified, entertaining and interactive directions. It is necessary to attract more visitors to participate in, positively create opportunities for visitors to touch museum collections at zero distance and increase feelings of experience during the visit.

Secondly, with integration of sci-tech elements, construction of museum auxiliary facilities should be strengthened. As tourist industry develops rapidly, the development of museum tourism products also can not wait and just stick to established practice; scientific and technological elements should be integrated to enhance expressiveness of scene space in museum by adding modern sci-tech means such as sound effects and images and by adding dynamic elements into static scenes. In this way, we can create brand new museum tourism products. A deep excavation of museum’s cultural connotation can let visitors experience on their own the wonder and mystery of different types of museums in the immersive environment with carefully arranged plots built by the museum with aid of 3D emulation technique in making videos.

Thirdly, museum cultural and tourist souvenirs are helpful. Museums can give or sell cultural and tourist souvenirs to visitors. First of all, such practice can achieve the purpose of advertising the museum and improve a museum’s notability. Next, they can meet the consumption demand of visitors, shorten the psychological distance between visitors and the museum and deepen the profound feelings from visitors to the museum culture. The tourist souvenirs given by the museum to visitors should precisely carry the information of museum tourism products, e.g. the wall calendar, desk calendar, posters, lighters, handkerchiefs, souvenir cards and toys with the museum’s name, collections, address, contact telephone, Wechat number, official website address and date of establishment, etc. printed on them. At the mean time, museums can also sell souvenir coins, museum mascot and replicas of fine cultural relics in the museum. On the one hand, the cultural information of museum can be effectively publicized; on the other hand, the economic benefits of museum will surely increase.

Reference


