SWOT Analysis of Jilin Province Animation Tourism Resource Exploitation

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Abstract. Animation tourism is a new type of operation produced by organic integration of animation industry with tourism industry. And Jilin Province possesses huge potential in developing animation tourism. In the article, analyzed from the angle of SWOT, Jilin Province has feasibility of exploiting animation tourism despite facing advantages and disadvantages and challenges and opportunities.

Introduction
To some extent, the development of Jilin Province animation tourism realized the technological integration and resource integration between animation industry and tourism industry. However, the market integration of animation industry with tourism industry of Jilin Province is still immature. What’s more, the business pattern for animation tourism requires change. In this article, the existing and potential advantages and disadvantages and opportunities and challenges in the animation tourism resource exploitation of Jilin Province are briefly interpreted. [1]

1. Current status of animation tourism resource exploitation of Jilin Province

Based on the current development status of Jilin Province animation tourism in recent years, we divide it into animation art festival, animation theme park and animation museum.

1.1 Animation art festival
At the very start, the animation art festival held by Jilin Province was just exhibition, while as it develops, more and more animation fans participate in and the team has grown larger and larger. Moreover, as the animation festival becomes mature, it promotes the corresponding development of animation tourism in a sound way. On the other hand, in spite of the aforesaid achievements we have made, how to weaken the “clone” traces to the roles in European, American and Japanese animations in the cosplay part of the animation art festival and embody unique innovative thought are the main issue for Jilin Province to consider in holding animation art festivals and developing animation tourism.

1.2 Animation theme park
In July, 2011, the nationwide exhibition tour, “China’s Largest Lake Circle Exhibition of Transformers” of Changchun stop was pulled back the curtain by Changchun Animation Association. Meantime, the Transformers Animation Theme Park was also officially put into use. This Theme Park, the total area of which is 100,000m², attracted nearly 50,000 visitors totally for sightseeing within 2 days. This Exhibition ranks as the one with largest scale and most figures among China’s ever held transformers exhibitions as it exhibits 13 well-known figures of transformers for the fans and the tallest transformer on display even reaches 8 meters.

1.3 Animation Museum
Rolf Giesen International Animation Game Museum is the first opened animation museum in the northeast region. In the Museum, there set up China animation game pavilion, international
animation game pavilion and animation game experience pavilion. The exhibits come from China, Spain, Germany, the U.S.A. and Britain, etc., in which there are over 300 elaborate works of international animation games in total. Focusing on recruiting, collecting and conducting research on elaborate works of animation game across China and the world, Rolf · Giesen International Animation Game Museum shows the historical changes in integrative development of animation game with technology by means of media technology such as sound, light, electricity and virtual reality.

2. SWOT Analysis of Jilin Province animation tourism

2.1 Analysis of advantage for Jilin Province animation tourism

2.1.1 Jilin Province animation industry has unique advantages in the development of animation tourism

Jilin Province enjoys exceptional advantages in developing animation tourism industry as it possesses Jilin Animation Institute which has been providing abundant intellectual resources and technological support for Jilin Province animation tourism development.

Jilin Animation Institute is the only one of higher education in the northeast region of China dedicated to training animation personnel. By giving priority to cultivating innovative talents, Jilin Animation Institute has formed a talent cultivation mode which integrates teaching, scientific research and industrial development. The Institute strives to play into full play the scientific and technological innovation exerted to the optimization and upgrading of industrial structure and to enhance core industrial competitive capacity as it established the “Animation Research Academy”, “Animation Culture Research Institution”, “Engineering Research Center of Jilin Province College of Higher Education Regarding to Modern Animation Technology”, “Engineering Research Center of Jilin Province College of Higher Education Regarding to Game and Interactive Media” and other scientific and technological research academies. The Jilin Original Animation Game Industrial Park is established within the Institute, where there are Animation Research Academy, Animation Museum, Animation Exhibition Hall, Special Film Projection Hall, International Animation Education Exchange Center and Public Technology Service Platform for Animation Game, etc. Therefore, as a whole, the entire Jilin Animation Institute and its relevant constituting parts can be incorporated into the route of Jilin Province animation tourism. [2]

2.1.2 Zealous animation fans contributing to developing Jilin Province animation tourism

In Jilin Province, there are a multitude of long-term animation fans that possess acute taste in appreciating animation tourist products. Such animation fans, having great enthusiasm for animation and the related games, possess innovative thought and tend to challenge novelties by abandoning outdated conventions and customs. As Jilin Province owns a lot of such fans, their innovative thought will contribute to the animation art festival, animation theme park and other relevant activities. The animation fans positively participate in the activities and constitute the main visitor flow for Jilin Province animation development.

2.2 Analysis of disadvantage for Jilin province animation tourism

2.2.1 Lack of various interdisciplinary talents in developing Jilin province animation tourism

Production of excellent animation tourist products depends on innovative thought of animation technicians, and management and marketing strategies formulated by personnel who are engaged in animation tourism are also necessary. For this reason, a lot of interdisciplinary talents are needed to help push forward the sound development of Jilin animation tourism industry as they are familiar with animation industry and tourism industry, possess profound cultural and artistic knowledge, have the capability of mastering market economic laws, know how to conduct commercial marketing management, can adequately launch animation tourist products and make profits. [3]

2.2.2 Lack of efforts in promoting animation tourist products

Despite the fact that the animation industry in Jilin Province has made certain achievements and
possesses potential in developing animation tourism, efforts in pushing forward the animation tourism still need increasing. Nearly all the locations of animation art festivals are held in the capital Changchun. So are the constructed animation theme park and animation museum. The promotion efforts can not be spread. And the integration of animation industry and tourism industry is poor in that after the festivals and exhibitions, the scenery spots are seldom visited and their business volume sharply falls. Additionally, there are some obvious problems existing in Jilin Province animation tourism industry. Insufficient promotion efforts result in drawbacks of extensive mode of business exploitation. The annual animation art festival is but a platform for the display and promotion of enterprises, by which the enterprises manage to increase their media exposure and social popularity; other than making profits, the animation theme turned out to attract little visitors after festivals; the animation museum is not open to the public, e.g. Although Rolf · Giesen International Animation Game Museum occupies grand area and has splendid exhibits, its only defect is lack of popularity. [4] Compared with Shanghai Zhang Jiang Animation Museum, Xuzhou Animation Museum and Guangzhou Animation Museum, Rolf · Giesen International Animation Game Museum has huge difference in degree of openness. It is suggested that, during the development process of Jilin Province animation tourism, sightseeing facilities in relation to animation be established within the area of the animation industrial park, by which visitors can closely contact with the research and development process of animation and come to know animation industry. It is also advisable to give out comic books and propaganda posters of new launched animation free of charge to visitors and have they experienced new games on their own will. Therefore, we are able to promote animation products as well as meeting visitors’ appetite for new knowledge. More and more people will get to know animation.

2.3 Opportunity for developing animation tourism in Jilin Province

The rise of Jilin Province animation industry can be considered as a good opportunity of animation tourism development for us to seize. The development of Jilin Province animation tourism to some extent ignites the passion of new and long-term animation fans and basically realized the technological and resource integration of animation industry with tourism industry. Jilin Province has sound momentum in development, where 6 enterprises have become national level culture industry demonstration bases. As one of first batch of Provinces that have developed animation industry, the animation industry of Jilin Province has risen through dozens of years of development. According to statistics, the output value of Jilin Province animation industry has increased by about 26% on year-on-year basis in the first half year of 2011 compared with the last year. The development momentum is favorable. In its early days, Jilin Vixo Animation Game Scientific and Technological Limited Liability Company have defined its strategic layout and formed its integrative industrial chain containing animation, tourism and internet. The animation enterprises in Jilin Province have considered animation tourism an important development strategy given that animation tourism has been listed in the industrial chain for relevant enterprises.

2.4 Challenge faced by Jilin Province animation tourism

The two adjacent Provinces to Jilin Province, Liaoning Province and Heilongjiang Province have developed rapidly in animation tourism, which has formed considerable challenge for the development of animation tourism of Jilin Province.

The most typical example of animation tourism in Liaoning Province is its China’s original cartoon amusement park with propriety intellectual property rights—China Zhongnan Cartoon City of Shenyang has been founded. With an aggregate investment of about RMB 10 billion Yuan, this Cartoon City is a tourism project of high science and technology integrating animation science and technology, sightseeing, leisure and entertainment, creative culture, humanistic education, talent cultivation of animation industry, film and television products manufacturing, operation of animation industry and development of commercial tourism, etc. This Cartoon City is aimed to build a happy cartoon kingdom for the 360 million little friends of China.

The animation tourism industry of Heilongjiang Province is rich in elements of ice and snow and an animation tourism platform boasting of being the only one with concept of ice and snow in
northeast Asia was built, which also constitutes a challenge to Jilin Province. With the theme “Mixture Between North and South: Different Ice and Snow, Different Animation”, the “Ice and Snow Animation” forum of Harbin takes the only animation exhibition entailing concept of ice and snow in China and even northeast Asia as the platform and serves for pushing forward the development animation tourism of Heilongjiang and even of China.

Conclusion

Based on the SWOT analysis of Jilin Province animation tourism, it is found that, in order to vigorously develop animation tourism, we have the necessity of seizing the tourism development opportunity nowadays, defining market orientation and striving to build the tourist products which possess originality and focus on experience feelings and participation degree besides the full excavation and upgrade of animation tourism resource characteristics and advantages. Sustainable development of Jilin Province depends on bold innovation, rational integration of tourism resources, by which the existing disadvantages in developing tourism can probably turn to advantages.

References


