

The SWOT Analysis of Qingdao Marine Culture Industry

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Abstract –the twenty-first Century is the century of ocean; culture is the soul of a city, the development of Qingdao marine culture industry is the call of the times and Qingdao building the blue Shandong Peninsula Economic Zone of the core areas of urgent need. Interpretation of the marine culture, using the SWOT analysis method, presents the development of Qingdao marine culture industry advantages, disadvantages, opportunities and threats, and finally reaches the conclusion.

Keywords –Marine culture; Qingdao; Culture industry; SWOT analysis

1. The overview of the marine culture industry

1.1. Marine Culture

China's marine culture studies began in the early nineteen nineties, here we adopt the view of Professor Qu Jinliang, Professor Qu Jinliang in the " Introduction " of marine culture marine culture, had stated: " marine culture, and it is as relevant ocean culture; is the result of marine and generate culture, namely the ocean itself, using and understanding because of the ocean and created the spirit, behavioral, social and material civilization connotation of life. Marine culture essence is human and ocean interaction and its products. "This concept is generalized from the angle defined marine culture, including the human understanding, development, and utilization of marine social practice in the form of outcomes, such as the understanding of people, idea, thought, consciousness, psychology, and the resulting formation way of life, including the economic structure, legal system basic necessities of life, customs and language of literature and art the morphology, belong to the category of marine culture.

Marine culture marine space is generated; it is with the mainland culture in the presence of two different

places. Ocean is the spiritual home of human beings, the wind waves, most can enlighten imagination and fantasy. Ocean is flowing, tolerant, has larger degree of freedom, the smaller narrow-minded and conservative thought. The sea also is active, enterprising, romantic, has the broad space of imagination and association, develop the human spiritual world. These constitute the marine culture atmosphere, tough, witty, warm, romantic, be full of vitality and imagination and creativity of the basic characteristics, also constitute coastal residents roundly, broad-minded, flexible, easy to accept new things and new ideas of psychological quality.

1.2. The connotation of marine culture industry

Based on the definition of marine culture, marine culture industry refers to the sea and cultural products and cultural services to provide marine industry, marine culture industry in accordance with the classification of occupation and industry can be divided into marine tourism, ocean recreational fishery, marine folk culture industry, marine festival exhibition industry, handicraft industry, marine animation game industry countermeasure research and journalism, marine literature and art industry, marine leisure sports industry. As shown in table 1:

Table 1. The marine culture industry classification

Categories	Industrial classification
Marine Tourism	Ocean scenery travel, fishing, swimming, travel, village island holiday accommodation
Marine leisure fishery	Fishing village customs experience, sports experience, sightseeing, to enjoy shopping
Marine folk culture	Traditional festivals, fairs, daily

industry	life, customs, dress
Marine festival	Festival activities, exhibition,
exhibition industry	conference
Marine products	Shellfish, pearl, coral and other
industry	crafts
Marine animation	The animated cartoon, anime series,
game industry	cartoon, toy
Marine literature	literature, art, music, drama, film
and art industry	and TV play
Marine leisure	water projects, water projects,
sports industry	beach sports entertainment, Ocean
	Sports Culture Park

2. The SWOT analysis of Qingdao marine culture industry's development

2.1. SWOT analysis methods

"SWOT " is present by the enterprises and researchers, the most widely used one of the tools of strategic analysis. SWOT analysis method (also known as TOWS analysis method, Dawes matrix) is a situation analysis, from the beginning of the United States of America University of San Francisco professor of management Verick in the 1980s, S, W, O, T respectively represent the advantage of the enterprise (Strength) (Weakness), inferior position, facing opportunities and threats (Opportunity) (Threats). "SWOT " is actually on the internal and external conditions of the enterprise all aspects of generalization, and analysis of the organization of the advantages and disadvantages, opportunities and threats of a method. Look from whole, SWOT can be divided into two parts, the first part of the SW, mainly used to analyze the internal condition; second part of the OT, is mainly used to analyze the external conditions.

2.2. The SWOT analysis of the development of Qingdao's marine culture

2.2.1. The Strengths analysis of Qingdao marine culture industry's development

The first is the deep foundation of marine culture resources. The history and culture of Qingdao, at many levels and sense, is marine culture. Qingdao's marine culture has a long history, rich in resources, unique characteristics. Qingdao has unique features, both marine culture carry forward historical tradition, and Chinese and foreign cultural exchange and fusion of marine, marine science and technology education, marine industry, marine transportation and marine commerce economy was one, people's concept of ocean, ocean consciousness is relatively strong, this is we are in the development of marine economy at the same time, the development of marine culture has its unique advantages.

Qingdao has the offshore sea area of 13800 square kilometers, the natural harbor Island 69, 49, 711 km long coastline, accounts for 24% of the province, the beach area of 375.3 square kilometers, accounting for 12% of the province. Port channel unobstructed, favorable

conditions, the Gulf of Jiaozhou, DongJiakou, the Aoshan Bay are a fine natural harbor. Qingdao was named as the world's "the world's most beautiful bays.". Qingdao climate is mild, not the hot summer and cold winter, has few natural disasters such as typhoon erosion, is suitable for water sports and holiday leisure tourism, plus adjacent to Japan and South Korea and other be richly endowed by nature advantage, for the development of the coastal tourism and entertainment for the content of the marine culture industry created a condition. In recent years, Qingdao had organized the Olympic sailing competition, International Festival of the Ocean, China Navy Festival and a series of major events, further enriching the culture of ocean.

Qingdao marine culture industry the main categories include sea film and television industry, animation industry, the publishing industry, the performing arts industry, coastal tourism, leisure fishery, marine folk festivals, marine theme park, seashore recreation industry, marine products industry, feature is very sharp. In order to marine festival as an example, the Qingdao International Festival of the sea, Qingdao International Festival of sailing, Qingdao Navy day, week of offering sea Festival, Gold beach tourism and Culture Festival, Qingdao folk festival, Jiaonan Langya Cultural Festival, to become the most distinctive city in domestic marine festivals.

The second one is that the Qingdao's rapid economic growth gives the marine culture industry development a powerful support. By virtue of good economic development, Qingdao GDP successfully landed on the 500 billion in 2010, among the "city GDP5000 billion club ", 2011, Qingdao realizes gross domestic product (GDP) 661.56 billion Yuan, ranking first in Shandong Province, calculated at comparable prices, than going up year of growth 11.7%. At the same time, city residents' per capita disposable income continues to grow, than in 2010 increased 14.3%, to 28567 Yuan (\$4490). According to the international economic calculation, when GDP of average per capita exceeded \$3000, the economy will enter a new development level, social consumption structure will be toward development, enjoy model upgrade, people will to substances other than spiritual needs put forward higher requirements, and meeting the growing cultural needs of people is our construction of socialist economy important task.

The third one is that Cultural foundation facilities are continuously improved. Qingdao infrastructure improvement, several large-scale infrastructure construction projects in order to implement and promote,

relates to the traffic, roads, stadiums, airport, port, railway station, art centers, and the construction of cultural facilities related to the Qingdao Grand Theatre, the Qingdao Olympic Sailing Center, Olympic theatre, Qingdao Guoxin gymnasium, Qingdao Beach Art center, Qingdao polar ocean world, Yin Hai world, and was built in the Tang Island Bay Sea Festival, International Yacht Club, on the coastal resort city, island Huaqiang technology culture industry park, Huayi Brothers Qingdao film base and coastal town, four joy Marina city and other major culture industry projects. These are for the development of marine culture industry provides the necessary hardware support; these advantages for Qingdao marine culture industry are very favorable conditions.

2.2.2. The Weakness analysis of Qingdao marine culture industry's development.

First, the culture system reform is entered "deep water area", need to advance in depth. Qingdao radio and television media group limited, the Qingdao newspaper media group limited company, Qingdao publishing media Limited by Share Ltd, Qingdao Entertainment Group Limited company and Qingdao Media Group Limited company five directly under the state-owned cultural enterprise group in the January 18, 2012 is inaugurated, marking the Qingdao cultural system reform in key areas, key breakthrough, gradually into "deep water area". This is Qingdao is accelerated advance construction of cultural city and deepen the reform of the cultural system and important results. The for-profit cultural units, the restructuring of enterprises are the first step of the reform. The next phase of the task is to deepen reform, optimize the internal operation mechanism, governance structure and management level, the establishment of modern enterprise system as the core goal, make it becomes truly competitive, standardizing market main body.

Second is the talents constraint of marine culture industry. The culture industry not only is a capital-intensive industry, is the knowledge intensive industry. The marine culture industry in product planning, packaging, marketing and other various stages need to various aspects of talents, and at present of Qingdao marine culture industry lack of high precision talents.

The marine culture industry is the foundation of talent, especially the lack of management talents contradiction is very outstanding. The first practitioners need to marine culture has a very good knowledge and understanding. The marine culture industry is marine culture as the main content and the object of consumption industry, marine culture is its cultural core value. This requires practitioners must have comprehensive cultural quality, wide range of knowledge, to the marine culture and the natural landscape, History, art, folk customs, have a better understanding, and have certain creativity. Second, practitioners also should know the cultural resources, industry, modern enterprise management, product marketing and other business, with solid. In third, the marine culture industry is the creativity as a supporting industry, no matter is production and sales, is required by creativity to achieve continuously. So have

innovation consciousness of the compound talents with high quality is to enhance the marine culture industry.

The third, the government seriously insufficient also have not reasonable long-term development planning for marine culture industry. Although Qingdao is the leading city in Shandong Province, but is not the capital city, in the cultural construction and cultural atmosphere in provincial capital city lack many things, for the development of cultural industry is adverse, because unlike traditional industry, which cannot rely on the role of the city. Cultural industry has the very strong dependence, including personnel, capital, environment, facilities, such as capital city condition, the condition is superior.

The fourth, northern climate leads to the Marine cultural activities seasonal. Qingdao belongs to the northern coastal city, the northern coastal city and the southern coastal city, climate is a limiting factor, for the development of the coastal tourism, the tourism industry, the entertainment industry's influence, although Qingdao is known as a "winter without cold, no heat of the summer", but a lot of the sea of entertainment in the winter is unable to carry out the, seasonal very strong, inevitable restricted further development. Such as the Tang Island Bay in the construction of marine Carnival project, will be built into the indoor temperature control all-weather marine entertainment project, overcomes the season brought adverse element, but there are still many outdoor projects can be affected by climate factors, restricting industrial development.

2.2.3. The Opportunity analyses of Qingdao marine culture industry's development

First, the Shandong Peninsula Blue Economic Zone Construction rose to national development strategy Twenty-first Century is the century of ocean, protection and exploitation of marine resources, develop marine economic is human in twenty-first Century to achieve sustainable development an important choice. General Secretary Hu Jintao in 2009 April inspect Shandong, makes an on-the-spot investigation points out: "we should vigorously develop the marine economy, scientific development of marine resources, cultivate marine advantage industry, building the blue Shandong Peninsula Economic zone." 2011 the State Council to China (2011) 1 date file letter of reply " Shandong Peninsula Blue Economic Zone Development Plan ", this is the first approved the national development strategy in " Twelfth Five-Year Plan " of the bureau year, but also the first to marine economy as the theme of the regional development strategy. The Shandong Peninsula Blue Economic Zone construction officially rises for national strategy, Shandong to promote marine development made clear direction, for the development of the blue Shandong Peninsula Economic Zone of marine culture industry provides hitherto unknown opportunities. And the development of the Shandong Peninsula Blue Economic Zone in Qingdao as a leader, will obtain sufficient financial resources, with Qingdao itself advantage resources will help the development of Qingdao marine culture.

In "the Shandong Peninsula Blue Economic Zone Development Plan" proposed: "the ocean culture tourism industry. Highlight marine features, promote culture, sports and tourism integration development, construction throughout the country's important marine culture and sports industry base, creating international well-known seaside tourism destination. Among them, the cultural industry to create a number of marine art boutique, the construction of a number of influential and powered marine culture industry park; sports industry to accelerate the construction of comprehensive marine sports center and marine sports industry base; the construction of tourist industry of Long Island leisure island and Rongcheng good luck angle Tourism Holiday Zone, Qingdao, Yantai, Weihai etc. into a well-known seaside

leisure destination, is committed to become bigger and stronger Shandong blue tourism brand. "

Second is the sustained and rapid development of marine industry trends. The ocean is China's potential, hope, advantage. With China's participation in international economic activities, degree is deepened ceaselessly and marine science and technology innovation development; ocean regards our country economic transformation and upgrading and development space to expand the main platform for comprehensive development and utilization of resources, the main carrier of the increasingly prominent status. From the graph "2006 - 2011 national GDP " can be seen, from 2006-2011 year, our country marine product showing a sustained, rapid growth trend, the contribution rate of the national economy is more and more big.

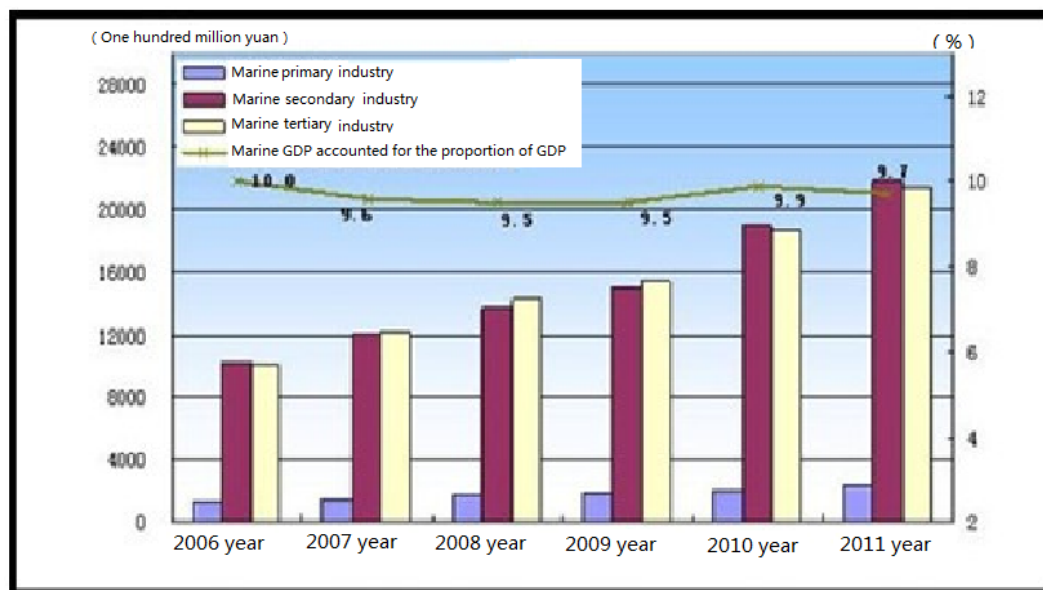


Figure 1. The 2006-2011 national Marine GDP situations

In 2011 the national marine industrial added value of 2.6508 trillion Yuan, marine industry added value of 1.9062 trillion Yuan; ocean the first industry added value of 232.7 billion Yuan, second industrial added value 2.1835 trillion Yuan, added value 2.1408 trillion Yuan of the tertiary industry. Ocean the first, second, the tertiary industry increases a value to occupy the ocean the proportion of GDP respectively 5.1%, 47.9%, 47%.

According to statistic, 2011, area of annulus the Bohai Sea GDP 1.6442 trillion Yuan, occupy countrywide marine GDP accounted for 36.1%, than going up year increased 1.1 percentage points.

Third, the development of marine economy in Shandong province was selected to pilot the opportunity. In 2010 July, the national development and Reform Commission of national ocean bureau jointly held in Qingdao national marine economy pilot conference, Shandong conference identified, Zhejiang, Guangdong Province as a pilot province of countrywide marine economy. During the pilot period, the country will be in to marine economy development strategic planning, policy, project arrangement, and comprehensive management to wait for a respect to give the necessary support for the provinces, the national marine economic development to explore the road of scientific

development, and create the experience for other regions of marine economic development model. According to the pilot, Shandong province will be the development of marine economic development pilot as the starting point, to building the blue Shandong Peninsula Economic Zone as the goal, adhere to innovation drive, reform, open drive, marine-land linkage, to transform the mode of development, enhance core competitiveness and comprehensive strength, build with the international advanced level of marine economy development demonstration area and the eastern coastal areas of China an important economic growth pole. To 2015, the average annual GDP growth rate of 15% above sea, across the province accounted for the proportion of GDP reached about 23%, the basic formation of blue of new mode of economic development.

2.2.4. The Threats analysis of the Qingdao marine culture industry's development

First, the complex international environment to Qingdao ocean culture industry law challenges. The blue economy has become the important field of international competition, beautiful, day, Han, European Union and other countries make the marine development strategy,

economic progress centre of gravity gradually to the development of marine, development ocean industry transfer, through the "blue revolution", the development of blue economy, become marine powerful nation. Ocean energy, resources, technology, market competition and talent competition will be more intense.

After China's accession to the WTO, foreign cultural enterprises to actively in various posture of market of China of race to control, the childish of Chinese cultural industry is facing many problems: Chinese cultural industry competitiveness is not enough and the international competitiveness of cultural industry to contend with; Chinese cultural enterprises small in scale, and foreign capital gold abundant cultural enterprise groups to put on a par with, together with theoretical dialogue asymmetry, more difficult to contend with. The development of Chinese cultural industry is a major challenge, just the rise of Chinese culture industry development natural also got be pounded strongly.

Second, Marine economic strategy lead the regional competition. In recent years, the coastal provinces have opened a marine development upsurge, coastal provinces to develop the marine economy strategy. Shanghai from the Huangpu River times steps into the ocean times, Yangshan Deepwater Port, the East China Sea Bridge; gourd tidal harbor, Lingang New City and other large projects have started construction; Tianjin Binhai New Area has been included in the national "eleven five" planning, investment 2000 hundred million; Fujian puts forward to build channel on the West bank economy area, with Fujian as the main body, covering the surrounding region, facing the Taiwan strait the development, on the west bank economy synthesis.

Third, cultural barriers have severely hindered the development of the industry of Qingdao marine culture. As a result of Chinese administrative subordinating relation is very complex, the coordination between regions of great difficulty, regional policy environment is not balanced, the marine culture industry development act of one's own free will the phenomenon exists generally, cultural geographical barriers, trade barrier, system of ownership is in hard short-term inside eliminate barriers. Governments at all levels, various departments and all kinds of cultural enterprises to coordinate between the situation seriously affected the unification of the regional market to form, affect the ocean culture resources integration, leading some infrastructure construction such as around the lack of coordination and progress is slow, difficult to raise the overall level of marine cultural industry.

3. Qingdao marine culture industry development's SWOT analysis conclusion

Qingdao marine cultural industry has its own advantages and disadvantages, also facing the external opportunities and threats. How to seize opportunity, get rid of the fetter, the resource advantages into product advantages, product advantage into market advantage and advantage, the key depends on Qingdao ocean culture industrialization strategy choice.

3.1. SO strategy: the growth strategy

Qingdao marine culture industry must make full use of the location advantages and could be richly endowed by nature and culture resource advantage, capture opportunity, around "the blue Shandong Peninsula Economic Zone Planning", "the construction of the national scientific development of marine economy go ahead of the rest area" strategic opportunity, vigorously develop the characteristics of cultural projects such as continue to run the Phoenix Island television Performing Arts Center project, enlarge product the scale and variety. In recent years, Qingdao is committed to the cultural industry into the national economy important pillar industry, focusing on the development of television media, entertainment, publishing, cultural creation as the dominant cultural industry. Creative industrial added value in 2011 reached 52.5 billion Yuan, predict 2015, cultural and creative industry to increase a value to will achieve 100 billion Yuan, accounting for the proportion of GDP reached 10%, thus becoming the important pillar industry.

Strengthen marine cultural resources of the mining and industrial innovation, upgrade the industrial cultural connotation and artistic taste. Develop Qingdao marine culture industry promotion mechanism, to strengthen domestic and international exchanges and cooperation, let more people understand Qingdao's marine culture, thereby attracting.

3.2. WO strategy: the reversal strategy

Use of Shandong Peninsula Blue Economic Zone Construction rose to national development strategy opportunity, accelerate marine culture industry element transformation and industrial upgrading, to adopt a more open international standards and the related industrial policy; the government should be in policy and financial support, Qingdao with greater support, culture is the soul of a city, and the Qingdao culture is the core of marine culture. In maintaining stability, development and improve the existing business at the same time, the development of diversified operations, training the core competitiveness; continue to deepen the reform of the cultural system, the revival of China's desire for much, the reform of the cultural system is urgent. The reform of the cultural system, to better play the leading social trends of thought, cultural cohesion of the people of the important role of the economic and social development, to create a good atmosphere. Whether the cultural commonwealth undertaking, or operating cultural industry, cultural forms, only difference vectors of different, but the spirit is the soul of culture carrier is consistent, that is the spread of socialist advanced culture; the implementation of the "talent strong sea" strategy, using its own research strengths, increase pair of marine cultural high precision training. Appreciated by the City Board of education combined with Qingdao publishing group to prepare the first complete system of primary school education teaching material "ocean blue homes" officially published, the book will be unified by the government procurement cycle use of free distribution to

students. Marine cultural popularization should start from the children.

3.3. ST strategy: the diversification strategy

Use the advantages, to avoid the threat. Qingdao marine culture industry resources and other coastal city photograph are compared, have obvious advantages, but also have the same places. The cultural industry is originality industry, a successful cultural creativity, is likely to bring amazing returns. A Mickey Mouse originality, created a fabulously rich of Disney kingdom. A blue cat creative, creating billions of economic value, and later rainbow cat, lynx continue brilliant. Therefore, in order to realize the sustainable development of marine culture industry, build marine cultural industry high-quality, attention must be paid to the creative cultural industry, develop in innovation. The face of increasingly fierce competition, how to highlight their own advantages, to avoid the threat, lies in the accurate positioning, and actively explore the marine culture industry development and new ideas of management, integration of ocean culture resources, build multivariate investment main body, and actively develop marine culture industry related industries.

3.4. WT strategic: the defensive strategy

To overcome the disadvantages, avoid the threat. Highlighting the development of sailing, sailing primarily after Olympic ocean sports culture industry gathering area, with the fine arts, music, dance consisting mainly of

local characteristics of traditional culture industry gathering area, with film and television creation, animation production consisting mainly of new cultural industry gathering area; to strengthen regional cooperation: on the city, adhere to the land-and-sea integration linkage; domestic is particularly enhanced with brother city cooperation, the establishment of regional cooperation mechanism, have complementary advantages, especially to strengthen the neighboring countries and Japan, Korea Cultural exchange.

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