

Development Strategy of Lingnan Animation Characteristic Cultural Industry under the Background of Cultural Tourism Integration

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Abstract: In recent years, the animation industry in the Lingnan region has undergone significant development, marked by continuous expansion. Guangdong, a preeminent economic and cultural province in Lingnan, has attained noteworthy success in the realm of animation industry development, giving rise to numerous renowned anime productions. The popularity of these “Guangdong-produced” anime extends beyond China’s borders, garnering a substantial international following. This expansion has contributed to the growing market influence of Lingnan anime. A select number of anime works have achieved global success, establishing a presence in international markets through the use of compelling narratives, intricate character development, and superior production quality.

Keywords: Integration of culture and tourism; Lingnan animation; Characteristic cultural industry; Development strategy

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1. Introduction

In the current era of robust cultural industry growth, the integration of culture and tourism has become an unavoidable trend. The concept of culture endows tourism with its essence, while tourism, in turn, serves as a conduit for the dissemination of cultural elements ^[1]. These intertwined facets of human existence are intricately interwoven, forming a symbiotic relationship that is both mutually beneficial and inherently valuable. The Lingnan region, distinguished by its extensive history, distinctive geographical environment, and diverse ethnic cultures, has given rise to a highly distinctive Lingnan culture, exemplified by such features as exquisite Lingnan architecture, the enduring tradition of Cantonese opera, and vibrant lion dance performances, which collectively serve as a testament to the region’s profound cultural heritage ^[2]. The animation industry, a dynamic and creative branch of the cultural industry, has emerged as a significant catalyst for cultural development, characterized by its rich forms of expression, substantial dissemination capacity, and extensive audience base ^[3]. When the distinctive culture of Lingnan intersects with the animation industry, it not only paves the way for the preservation of Lingnan culture

but also introduces a unique cultural element into the animation industry^[4]. Consequently, the integration of the tourism industry presents a wide range of opportunities for the distinctive cultural industry of Lingnan animation. The integration of anime elements into tourist attractions, the development of anime-themed tourism routes, and the hosting of anime cultural festivals have enriched the types of tourism products, enhanced the cultural connotation of tourism, and expanded the influence of the anime industry through tourism flow^[5]. Consequently, an in-depth examination of the developmental strategy employed by the Lingnan animation characteristic cultural industry, within the context of its integration with cultural tourism, holds immense academic value^[6-7]. This analysis is pivotal in elucidating the cultural significance of Lingnan, fostering innovation within the animation industry, and promoting a profound integration of culture and tourism. This approach fosters a mutually beneficial outcome, encompassing cultural, economic, and social dimensions.

2. The development status of Lingnan animation characteristic cultural industry

2.1. The scale and influence of the industry are gradually expanding

In recent years, the animation industry in the Lingnan region has undergone significant development, marked by continuous expansion. Guangdong, a preeminent economic and cultural province in Lingnan, has attained noteworthy success in the realm of animation industry development, giving rise to numerous renowned anime productions. The popularity of these “Guangdong-produced” anime not only extends to China but has also garnered significant international traction, thereby steadily augmenting the market influence of Lingnan anime. A select number of anime works have achieved global success, establishing a presence in international markets through the use of compelling narratives, intricate character development, and superior production quality.

2.2. The initial achievements of the integration of animation and Lingnan culture are evident

In light of the mounting emphasis on the inheritance and innovation of Lingnan culture, a growing number of anime works are increasingly incorporating elements of Lingnan culture into their productions. The traditional architecture, folk customs, and distinctive art forms of Lingnan have become sources of inspiration for anime creation. For instance, select anime productions are centered on the cultural practice of the Lingnan lion dance, a tradition that has been adapted to appeal to a contemporary audience. This artistic adaptation has garnered recognition from both domestic and international audiences, effectively disseminating information about Lingnan culture. Additionally, there are works adapted from Lingnan historical stories and legends, which feature vivid and engaging anime narratives. These narratives serve to provide the younger generation with a more profound understanding of Lingnan culture and to promote the preservation of cultural heritage.

2.3. Diverse practices in the integration of culture and tourism

In the context of cultural and tourism integration, the Lingnan region has been proactive in exploring the integration of animation and tourism industries. A significant number of tourist attractions have incorporated anime elements to create distinctive themed landscapes and experiential projects. They have constructed anime-themed parks centered on prominent anime intellectual properties (IPs), incorporating anime character sculptures, interactive amusement facilities, and other attractions to appeal to a substantial number of tourists. Concurrently, anime-themed tourism routes are emerging, integrating visits to anime museums, production companies, and scenic spots with the objective of meeting the in-depth experience needs of anime enthusiasts. Moreover, various

anime cultural festivals and exhibitions have emerged as significant platforms for the integration of culture and tourism, attracting numerous anime creators and enthusiasts. These events have contributed to the development of local tourism, catering, accommodation, and other industries, thereby infusing cultural vitality into the city.

3. The challenges faced in the development of Lingnan animation characteristic cultural industry

3.1. Creativity and content need to be improved

Notwithstanding a modicum of success within the Lingnan animation industry, there are discernible deficiencies with regard to creativity and content. A significant number of anime productions adhere to conventional themes and modes, exhibiting a paucity of innovative consciousness and unique perspectives. This tendency renders them ill-suited to address the expanding array of diverse audience needs. The process of story creation is unadorned, the plot is devoid of appeal and depth, and it is incapable of evoking emotional resonance from the audience ^[8]. A number of artistic creations set against the backdrop of Lingnan culture have been observed to amass cultural elements in an unintegrated manner, devoid of an organic interweaving with the engaging narrative. This has often led to the production of works that are characterized by rigidity and a perceived absence of spirit. A comparison of Lingnan anime with internationally renowned anime reveals a significant disparity in three key areas: creativity, novelty, content richness, and cultural connotation exploration depth. It has been demonstrated that a number of works are excessively focused on specific local narratives and possess limited dissemination, which hinders their ability to resonate with a broad audience.

3.2. The problem of talent shortage is quite prominent

Given its status as an industry characterized by a high degree of knowledge and technological intensity, the field of animation has experienced an acute need for professionals with the necessary skills and expertise. The distinctive cultural industry of Lingnan animation is grappling with a critical talent shortage. This shortage encompasses a dearth of high-end creative talents and creators who can innovatively integrate Lingnan culture with contemporary animation concepts. Consequently, there are significant challenges in achieving breakthroughs in creativity and content quality. Concurrently, there is a significant shortage of professionals skilled in the domain of animation technology. The advent of novel technologies such as artificial intelligence, virtual reality, and three-dimensional modeling in the animation industry has precipitated a paucity of professionals who have mastered these technologies. Moreover, there is a paucity of professionals who possess both expertise in animation creation and proficiency in cultural tourism operations. This deficiency hinders the comprehensive integration of the animation and cultural tourism industries.

3.3. The integration degree of the industrial chain is relatively low

Presently, the integration level of the Lingnan animation characteristic cultural industry chain is suboptimal, exhibiting a deficiency in coordination and cooperation among its various links. In the context of the creative process, certain companies encounter constraints in terms of funding and technological capabilities, impeding their capacity to produce works of a high caliber. The communication gap between the production and creation stages hinders the ability to accurately convey creative intentions, resulting in works that fall short of their full potential. The absence of professional channels and dedicated teams in the distribution and promotion process contributes to the limited dissemination of numerous exceptional works, thereby constraining their market influence. The

integration of the animation and cultural tourism industries remains superficial. Anime-themed scenic spots frequently consist of a mere combination of anime images and landscapes, exhibiting a paucity of innovation in tourism product design and tourist experience. Moreover, these spots fail to capitalize on the advantages of industry integration. The development of anime derivatives exhibits a marked deficiency in terms of integration with anime works, resulting in the absence of a comprehensive industry chain profit model.

4. Development strategy of Lingnan animation characteristic cultural industry

4.1. Strengthen policy support and guidance

To this end, the government should consider increasing policy support for the Lingnan animation characteristic cultural industry and formulate a series of favorable policies. The establishment of specialized financial endowments is imperative to facilitate the creation of original works, the advancement of technological research, and the cultivation of talent within the domain of animation enterprises ^[9]. The allocation of financial resources in the form of subsidies and tax incentives for innovative and marketable projects is a strategy employed to mitigate costs and risks associated with enterprise development. Local governments should be encouraged to formulate supporting policies based on actual conditions, create animation industry clusters, improve infrastructure and public services, attract enterprises and talents to gather, and form industrial cluster effects. Concurrently, the industrial planning guidance must be reinforced, the developmental directions and priorities must be elucidated, and the development and competition must be made to avoid being blind and homogeneous.

4.2. Deeply explore Lingnan cultural resources

It is imperative for animation companies to thoroughly investigate the cultural implications of Lingnan and utilize them as a wellspring of creativity. The establishment of a professional team is imperative for the systematic organization and study of Lingnan historical stories, legends, folk customs, and art forms ^[10]. The team should be tasked with the extraction of representative cultural elements and their subsequent integration into the plot, character design, and scene construction of anime works. For instance, the creation of legendary anime stories based on Lingnan historical figures, or the innovative interpretation of traditional arts such as Cantonese and Chaozhou opera in anime form, with a focus on showcasing their unique charm, the combination of Lingnan cultural characteristics with modern aesthetic needs, and the enhancement of cultural heritage and artistic value.

4.3. Strengthen talent cultivation and introduction

On the one hand, the construction of animation majors in universities will be strengthened, curriculum settings will be optimized, and students will be cultivated to think innovatively, to be practical, and to apply Lingnan culture. The promotion of cooperation between universities and animation companies is of paramount importance. Internships, practical training, and project cooperation are essential components that allow students to accumulate experience and improve their skills through practice. It is imperative to fortify the training of in-service animation professionals. This entails the systematic organization of professional courses and academic exchange activities on a regular basis. These efforts are geared towards facilitating the updating of their knowledge structure, the mastery of novel technologies and concepts, and the enhancement of their professional competencies. Conversely, the formulation of preferential policies aimed at attracting exceptional talents in the domains of animation creation, technology, and cultural tourism operations from both domestic and foreign sources is recommended. The provision of housing subsidies, preferential enrollment for children, and other measures are proposed as strategies to address the concerns of talents and ensure their security in the context of industrial development.

4.4. Improve the industrial chain and promote industrial integration

It is imperative to foster collaboration and integration among animation enterprises. This will facilitate a symbiotic development of creation, production, distribution, and derivative product development. It is imperative to encourage large enterprises to integrate industrial chain resources through mergers and acquisitions and cooperation. This will improve industrial concentration and competitiveness. Furthermore, it is crucial to support small and medium-sized enterprises to focus on differentiated development in specific fields. It is imperative to fortify the profound interconnection between animation and cultural tourism. Tourist attractions have been known to incorporate well-known anime intellectual properties (IPs) to create distinctive tourism projects. One such project is the development of immersive experience projects with anime themes, which have been shown to enhance tourism enjoyment and interactivity. In order to achieve the promotion and common development of the industry, it is necessary to strengthen the development of anime derivatives, improve design level and quality, and enrich product types. These objectives can be achieved through the sale of products through multiple channels, such as tourist attractions and e-commerce platforms.

5. Conclusion

In the context of cultural and tourism integration, the characteristic cultural industry of Lingnan animation faces both opportunities and challenges. The strategy entails a multifaceted approach, including the reinforcement of policy support, the exploration of cultural resources, the cultivation and introduction of talents, the enhancement of the industrial chain, and the fortification of brand building. These measures are anticipated to facilitate the overcoming of developmental challenges and ensure the attainment of a high-quality and sustainable development for the industry. This initiative has the potential to promote the innovative inheritance and widespread dissemination of Lingnan culture, enhance cultural influence, and inject new vitality into the cultural tourism industry. Furthermore, it can create more economic and social benefits, and help the Lingnan animation characteristic cultural industry to embark on a unique development path, shining brightly in the development of the cultural industry.

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