

# Study on the Interactive Development of Animation Industry and Tourism Industry

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**ABSTRACT:** The tourism industry and other traditional industries are not the same, the tourism industry demands for more performance-oriented rather than production-oriented, defining the angle of the tourism industry is the demand side, it is influenced by the characteristics of this demand in series, so that the tourism industry exhibits strong permeability function, also confirmed in another aspect of the tourism industry has a natural attributes and other industrial integration of tourism industry to actively join in all angles levels to other industries complete the docking, which sprout a variety of areas in the industrial edge the new forms of tourism products and services, with industry practice approach to achieve the purpose of the industrial wealth of industry convergence. Animation industry for the tourism industry has been enriched and expanded, but also extends to the development of space tourism animation industry, between the two integration to achieve a competitive advantage promotion purposes. the paper first outlines the connotation of the tourism industry and the animation industry, and on the integration of the two forms of discourse do, to promote the integration of both markets also made some suggestions.

## I. Introduction

For the tourism industry, the tourism industry and the integration of the animation industry is in favor of the rich connotation and extension of the tourism industry. First, it is the addition of new destinations and tourism projects. For example, Disneyland is not just a cartoon products, it is around the travel enthusiasts flock to tourist sites. Development of animation industry also makes consumers are willing to experience the fairy tale world of animation or fantasy world. "Tomb Raider" and "Harry Potter Magic World" theme park is another two success stories. Second, the optimization of the traditional tourist attractions, enrich the connotation of its landscape, reducing seasonal factors. The tourism industry has been found to be dependent on the natural landscape and cultural heritage still outdated concept of development of tourism, the need to rely on excavation of cultural resources to enhance the value of tourism landscape. For example, Hangzhou Song Dynasty has worked with the United Shanda, Shanda's online product dozen full landing Song Dynasty, just seven days during the "Golden Week", on the creation of 35 million people stream and one eight million yuan tickets for the Song Dynasty Resorts income. Similar fusion "Impression West Lake", "Third Sister Liu impression" and other cultural and creative industries and the tourism industry is also success stories. Again, you can enrich tourist souvenir market, Extensional tourism market industrial chain. Now tourist souvenir market around the country is a major characteristic similar to tourist souvenir, the overall impact of the business scale tourist souvenir market. If we develop the

cultural resources of tourist destinations, such as folklore animation or animation game, not only as a tourist resort project, its derivative products, including dolls, CD-ROM can be used as a tourist destination tourism souvenir.

For the animation industry, animation industry and tourism industry collaborative development is conducive to expanding the development space for the animation industry, reducing the risk of the development of animation industry. First of all is to extend the animation industry chain. For example, the animation business can be further extended by tourism products and tourist souvenirs (animation derivatives) animation industry chain, expand revenues and increase profitability of the animation business. For example, "Tomb Raider" was filmed action adventure game based on the movie made. Viacom (Viacom) will change it after more than a playground scene, sales of "Tomb Raider" game of rapid increases in the world currently has more than 3000 million units. Second, it can effectively reduce the risk of developing creative animation industry. Animation industry as capital intensive industry, as with other film and television industry has great creative development risks. Even Hollywood master production team, failure cases too numerous to mention. In conjunction with the tourism industry, can protect animation products and derivatives customer market to a certain extent, reduce the risk of animation creation and development. Visible, tourism and animation industry interpenetration, collaborative development, not only in line with the needs of the tourism industry, but also meet the needs of the animation industry. Even more critical it is to promote a national, structural adjustment and upgrading of industrial regions and cities, in line with the trend of industrial development.

## **II. The Basic Model of the Coordinated Development of The Tourism Industry and the Animation Industry**

The most typical representative is Disneyland. Disneyland Disney Group as harvesting subsequent derivatives market an outstanding representative of animation products, its development model and profit model by the industry's widely recognized and respected. As a result, stimulate domestic tourism and cultural and creative industries fairy tale cartoon started out of simple imitation and duplication of errors, get rid of the "Journey to the West Palace", "Grand View Garden" and a class of simple reproduction of famous scenes of the old ways, into the development of cultural and creative tourism The normal track. Among them, the Hong Kong Ocean Park has a fairy-tale fantasy of color, is the only nominated "Forbes" Top 10 theme parks.

Through careful study of Disneyland, you will find success not only benefit from the outstanding success of Disney's animation works, but also because Disney has enriched the connotation of each link in the chain, and in every aspect to achieve the ultimate. For example, in order to maximize the immersive experience to customers in the innovation park design and service spared the article. Construction of the park of the same size and ground underpass, easy to transport food and products, to avoid the impact on the landscape, and the service staff will actively create comforting each customer segment. A typical example is a couple with three small daughters to visit Disneyland, when a person hungry wheels back to his hotel, we found that there are three teddy bears are sitting at the table "enjoy" dinner.

Animation of tourist attractions has divided into the following sub-modes attractions and anime synchronous development model. For example, Tianchang Technology Network Company in its "Great Tang Fengyun" game development process, will be a tourist attraction Lishui in Zhejiang Province made a virtual online game sites, Great Tang Fengyun into the game, increasing the real games , which also increased the attractions of experience passenger. Attractions such as Hangzhou Song Dynasty once and well-known online game provider Shanda cooperation, Shanda's online

product dozen full landing Song Dynasty, and redesigned the transformation attractions, during a short period of seven days of "Golden Week", on the Song Dynasty Resorts creating a flow of 35 million people and an 8 million yuan in ticket sales. Attractions and animation loosely bound mode. However, such models is currently the main problem is that it is difficult to ensure the coordinated and sustainable development of tourism animation industry. For example, "Impression West Lake" confined to a narrow range of live performance and music CDs for sale. In addition, the product has a life cycle, any animation products are no exception. When animation product's life cycle is about to enter a recession, the tourism industry go from here remains to be studied.

Animation industry park as the animation industry gathering area, including from the creative animation products, various aspects of the job script, design, production, lighting, special effects, production, distribution, marketing and so on. For "Manmi" who, they not only want to see anime, want to understand the relevant production work behind the scenes, they work on them very attractive. Industrial parks may be provided with specialized tourist sector, so that consumers personally experience. Currently no related products animation industrial park was born, at home and abroad related Typical examples include Hollywood, HengDian, Beijing Huairou film base. In fact, the most successful model is replicable throughout the agricultural eco-tourism model. With the increase of domestic anime fans, this model has a large potential for development. China Hangzhou, Changsha and Changzhou, Beijing and other places have started to build their city in the animation industry park, how crucial opportunity to win in the fierce competition.

Such as Hangzhou China International Animation Festival has been successfully held six sessions, Hangzhou Animation Festival is an important measure to build China's "animation capital". Animation festival is to enhance the image of the city of Hangzhou, to the comprehensive development of tourism. More well-known international animation festival also includes France Annecy International Animation Film Festival, Ottawa International Animation Festival and the Tokyo International Anime Fair, every year attracts numerous tourists Manmi and participate. Although this model can enhance the venue's tourism image to attract tourists, but also to effectively sell, disseminate animation products, promote the rapid development of the two industries.

### **III. Recommendations of Animation Industry and Tourism Industry Integrative Development**

You can choose to use a different animated image of a tourist attraction rich product content, to bring more attractive for the animation tourist attractions. For example in the annual Children's Day, the lead held "resort Cartoon Carnival" organized by the local animation industry association at the entrance location of this resort can be set up cute animated characters, such as "Wolf", "bald strong" "big son" "Pig Man" and other lovely doll animated image, the road on both sides to welcome tourists arrival sightseeing, tourists seem in the middle of a huge "fairy kingdom" being, this can achieve a good interaction between tourists and cartoon characters, in addition to be able to set up a special animation cartoon toy display area in the park, which will not only be able to get real Animation advocacy role, but also enables income tourist attractions have been improved, really complete animation industry and tourism industry collaborative development.

Topic Feature Animation Tourism is a key element to attract tourists animation, and some have a distinct theme influential animation game works is the key. The Walt Disney Company from 1928 to date to create a fantasy world of Disney, Shizuoka, Japan Cherry Maruko Chibi Maruko museum is used and the image of her family and friends for the visitors to create a small ball in the world. China has so influential anime mature very rare, in the absence of influence in the world of anime

premise, you can fully The advantages of using domestic tourism market to complete the integration of the two, in order to obtain high performance results.

This allows animation works published up the pace, the development of animation and game sales can also pick up the pace. China's first 3D animated reflect Fuxi culture "Taihao Fuxi" Shooting in 2011 in Zhoukou Huaiyang, use animation in the form of transfer Fuxi culture in our country is the first example, Huaiyang Taihao mausoleum can take full advantage of the play of the animation rendering image, referring among scenic layout, rational distribution planning exhibition hall, visitors to show a variety of interesting animation image, borrowed from the cartoon image so that visitors feel the breadth of Chinese culture, the role of the local tourism industry to achieve rapid development.

#### **IV. Conclusion**

Tourism boom in the background of the high-speed integration, in response to changes in the requirements of the tourism market of objectivity, animation industrial park and tourism businesses need both the animation industry value chain complete deconstruction and reconstruction action. Park industry value chain under a new background Events is a new source of value creation lies, is also realized by the attractions of the park to carry out the source. entered into the industrial development of the tourism strategy for the future, not only the integration of resources and consumer tourism market to play the role of guide, but also need to strengthen the government in which the supervisory role, to take a diversified background built on the diversity of the integration road, must be able to make our country's tourism industry full of new vitality.

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