

SWOT Analysis of School's Cultural and Creative Products

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Abstract: As a new economic model of cultural and creative products, campus cultural and creative products face many challenges and problems in the process of development. In this paper, SWOT model is used to analyze the advantages, disadvantages, opportunities and challenges in the development of school cultural creative products. According to the conclusion of the analysis, the corresponding strategies are put forward and promote the deep development of school cultural innovation.

1. Current situation of campus cultural and creative development

Nowadays, more and more cultural and creative sites are joining in the development of cultural and creative products. Many universities are no exception. Many foreign universities attach great importance to the development of campus cultural and creative products. They have their own unique production chain from product positioning, design, publicity, and sales and so on. Not only do they cover a wide range of products, but some even form their own unique cultural brands, such as the wolf culture brand of the University of Western Oregon in the United States. However, the campus cultural innovation in China started late and developed immature, mostly in the form of souvenirs, such as the commemorative seal of Xi'an Jiaotong University and the graduation cultural shirt of Tsinghua University.

2. Advantage analysis

2.1 The brand of school development

As an institution of higher learning, colleges and universities have formed their own unique school brand, and the brand is an intangible asset with economic value [1]. Famous universities often occupy the first gradient in people's mind. From this point of view, the school's development of cultural and creative products first harvest a group of loyal consumers. Secondly, according to the provisions of Article 2 of the Provisional Regulations on the registration and management of public institutions newly revised on June 27, 2004, public institutions refer to social organizations that are held by state organs or other organizations using state-owned assets to engage in education, science and technology, culture, health and other activities for the purpose of social public welfare. Obviously, colleges and universities are social service organizations engaged in educational activities. As social service organizations, colleges and universities are a good positive image in people's mind.

2.2 The richness of exploitable resources

Due to the school's learning, life, communication, visit and research, the diversity of design elements of school's cultural and creative products has been formed, mainly including architecture, landscape, animal and text. These elements can not only be made separately, but also be combined with multiple elements [3], creating refrigerator stickers, postcards, schoolbags, stationery and other kinds of elements a variety of school cultural and creative products.

2.3 The scale economy effect of the production of cultural and creative products

The effect of scale economy refers to that the unit cost of a single cultural and creative product decreases gradually with the increase of scale, i.e. production capacity [4]. Whether it is the logo of cultural and creative products or the creative map of cultural and creative products, it is reproducible in the production process. On the consumption level, the satisfaction of spiritual and functional attributes will make consumers increase step by step. The reproduction of cultural and creative products and the growth of consumption scale determine that the production of cultural and creative products can produce economies of scale.

3. Disadvantage analysis

3.1 Lack of unified management and production mechanism

Although the development of campus culture and innovation is springing up, but the development time is short, and most schools do not have a special culture and innovation management team and publicity team, so they have obvious disadvantages in management. In addition, because the school does not have the production equipment and technology of campus cultural innovation, it can only use the outsourcing mode in production, which not only increases the production cost, but also is not conducive to the formation of the cultural innovation product production chain of production and marketing integration.

3.2 Homogenization of cultural and creative product design

First: in the campus cultural and creative design, reference often stays in the surface imitation of other universities or other types of cultural and creative products, and does not develop according to the cultural characteristics of the University. Second, most of the cultural and creative products in Colleges and universities are in a single form, mostly in the form of postcards, bookmarks and other simple forms, which can not directly stimulate consumers' desire to buy.

3.3 Lack of funds

The allocation of state finance to colleges and universities is the main source of higher education funds [5], while the limited funds are mainly used for teachers' salaries, scientific research funds and public expenditure of colleges and universities. From this perspective, the development funds of colleges and universities for cultural innovation are very limited, which can not meet the needs of cultural innovation design and production, Marketing, after-sales and other links of capital needs.

4. Opportunity analysis

4.1 Stability and continuity of the audience

The school's cultural and creative industry can be divided into five categories in terms of audience: teachers and students, alumni, volunteers, cultural and creative enthusiasts based on campus popularity, foreign tourists and surrounding residents [6]. The audience has a wide range. In addition, due to the characteristics of annual enrollment , the school has formed a continuous and relatively stable consumer.

4.2 Effective connection between demand and supply

From the above analysis of the audience of campus cultural innovation, we can see that campus cultural innovation is mainly aimed at the students in school, and a student will only study in one school at a stage, and correspondingly will only have the desire to purchase the cultural innovation products of the school. From the perspective of production, a school will only develop cultural and creative products with its own unique cultural charm, and will not involve in other schools' products. Therefore, when the audience makes a choice, they do not need to compare three products, and the uniqueness of demand and production can be effectively linked.

4.3 Strong support of science and technology

Nowadays, science and technology are more and more used in tourism industry. Campus cultural and creative industry can take advantage of science and technology, rely on science and technology, and form the development situation of "science and technology + campus cultural and creative". For example, the application of 3D printing technology in campus cultural and creative production. Science and technology can be applied not only in the production stage, but also in the marketing and sales stage, such as marketing by means of online Red live broadcast.

5. Threat analysis

5.1 Imperfect protection of intellectual property

One of the major differences between campus cultural creation and character IP cultural creation is that the campus cultural creation is developed by the school, and the link of authorization can be ignored, but the absence of authorization does not mean that we do not need to pay attention to the protection of intellectual property rights, and the creativity of cultural creation products still belongs to the category of intellectual property rights. So far, there are no laws and regulations on campus cultural innovation in China, and the protection of cultural innovation products is insufficient. And as a work of art, the boundary of whether to plagiarize is very vague.

6. Strategy analysis

6.1 Improve the intellectual property protection system and establish relevant laws and regulations

Laws and regulations are the powerful guarantee of intellectual property protection. The government must formulate relevant laws and regulations to regulate the occurrence of plagiarism. Schools should stand firm and provide support for creative talents. In addition, we should improve the awareness of property rights protection of the masses through education. Creative talents should apply for patents for their own ideas in time, and use the law as their own protective coat. The reference should be aware of the degree of reference and clear about the boundaries of rights.

6.2 Introduce or train special creative talents

Different colleges and universities have different positions. Some pay attention to the training of science and engineering talents, while some focus on the training of creative talents. Therefore, according to the actual situation of the University, the university should carefully analyze and strengthen the training if it has the conditions. If it has no conditions, it can cooperate with other universities to introduce talents.

6.3 Create cultural and creative products with temperature

In the design and production of campus cultural innovation, first, it should be deeply integrated with the campus culture, and the purpose of inheriting the campus culture should not be forgotten; second, it should carry out market research, analyze the different needs of different students, and try to produce a variety of products; third, it should pay attention to the temperature of cultural innovation products. Combined with students' feelings, thoughts and thoughts about the school, the campus culture products with temperature and feelings are designed. Let students really feel that this product not only has practical functions, but also bears the care of the school, as well as the functions of spiritual comfort, motivation and companionship.

7. Conclusion

The development of school cultural innovation can not only inherit campus culture, spread and exchange campus culture, but also enhance the sense of belonging and identity of teachers and students to the school. Campus culture and innovation is a very detailed culture and innovation

market segment, its development does face many challenges and problems, but I believe that as long as the positioning is clear, focus on quality, campus culture and innovation will be active in the market.

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