A SWOT Analysis on Cheonan Heungtaryeong Festival

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Abstract

This study focuses on a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis in order to foster Cheonan Heungtaryeong Festival. First of all, the strengths of the festival are that the participants go through a wide range of programs of the diverse areas, easily access to the festival and receive financial support. Second, the weaknesses are as follows; the festival lacks of creative theme, spacious stages and large waiting rooms. The information of the participating teams is not sufficient. Third, in terms of opportunities, it is expected that the number of the varied club activities will be on the increase, and that the city of Cheonan is going to express the greatest concern about the festival. Also, the members involved are offered educational opportunity to experience multi-culture and the different events by utilization of SNS will be produced. Finally, regarding threats, various competing festivals are eager to attract audience. Besides, the festival does not seek the quality of professional dance and is not widely known to people.

I . Introduction

A festival is defined as ‘a sort of large-scale event for the purpose of celebrating something special and combination of two words, celebration and ancestral rites’ in the dictionary. Some festivals develop to international events and others aim at promoting the specific region and renowned local products. Local festivals, embracing the multiple cultural phenomena of the region, are meant by everyday activities of the local people filled with their own tradition, originality; they can help to preserve, develop the local culture, establish the regional identity and publicize the culture throughout the nation. The festivals, focusing on promoting the feature of the specific area, contribute to the development of the region.( Won, Eun-Chung, 2010, p.1)

The factors that make the festivals successful might be numerous. One of these is that the focus of the way people relish the culture has changed into the improvement of quality of individual’s life, not the pursuit of material richness. According to Ministry of Culture, Sports and Tourism, the number of cultural art festivals to be held by local governments in Korea, 2013 is approximately 184. Andong International Mask Dance Festival and Cheonan Heungtaryeong Festival have been noticeably recognized

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as representative dance festivals of Korea. ’Cheonan Heungtaryeong Festival’ is different from ’Andong International Mask Dance Festival’ in that the former is designed to encourage local and ordinary people to be involved in the occasion, not targeting the participation in specific audience. It has passed 10 years that Cheonan Heungtaryeong Festival staged for the first time; the ceremony has been officially regarded as one of the best occasions for the third consecutive year, by Ministry of Culture, Sports and Tourism. It is important that we should analyze what factors make the festival appeal to many people, and review the threatening factors of the festival and its weaknesses. We need to check if the festival do the best in enhancing the image of the region, as a means of the regional growth. As mentioned above, this study aims at a SWOT(Strengths, Weaknesses, Opportunities, and Threats) analysis in order to facilitate the development of Cheonan Heungtaryeong Festival. In other words, through a study on the current state of the festival up to date, the problems the festival has as local dance festival will be closely examined.

II. Main Body

Generally, a SWOT analysis is thought to be a basic development tool used in situational analysis of the establishment of marketing strategy; it explores strengths, weaknesses as an internal factor and opportunities threats as an external element. SWOT utilized in the marketing department of performance, administration, and food industry helps the researcher judge the things to be reviewed objectively. Cheonan Heungtaryeong Festival publishes a slogan, "We are one with dance, Let’s go Cheonan" and holds various dance events such as dance contests, street parade, international folk dance contests, amateur dance contests, youth carnival and walking dance festivals. The purpose of Cheonan Heungtaryeong Festival is to become one through dance and accordingly intends to build festive atmosphere of mirth, emotional charge, and harmony that dance provides (http://cheonanfestival.com). The number of the participating teams for last 8 years (the festival in 2009 was canceled due to the outbreak of novel influenza) is around 1623 altogether. Figure 1 below shows a SWOT analysis on Cheonan Heungtaryeong Festival.

〈Fig 1〉Table of SWOT analysis

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<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<td>• The festival that makes it possible to participate in the various areas - All participants are able to compete in the multiple contests about tradition, creation. • Varied programs - Dance contests, street parade, Youth carnival (name of a university club), exhibition of digital pictures, firework, and garden of experience</td>
<td>• Lack of creative theme - Deficiency of creativity (the same theme every year) • Limited performance stage - One main space (Cheonan three-way park) - Difficulty in performance progress (in case it rains) • Small waiting room - Difficult to ensure enough room because the performance is carried out outdoor.</td>
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