

Ocean Park's Strategic Shift: From Theme Park to Conservation and Education Destination



Source: Unsplash (2018)

Background

In early 2021, Ocean Park announced a strategic plan to reposition itself as an education and conservation destination (Ocean Park Hong Kong, n.d.a). Since then, the park has increased its efforts to fulfill its mission of becoming a nature-based attraction enriched with elements of adventure and leisure.

A key initiative in this transformation is the Ocean Park Academy, the educational arm of Ocean Park, which offers over 30 different courses for teachers and students across kindergarten, primary school, and secondary school levels (Ocean Park Hong Kong, n.d.b). Through a vibrant array of immersive resources, students can learn about animals, conservation, liberal studies and physics via interactive activities and the unique experience of fun learning in nature (Ocean Park Hong Kong, n.d.b). To strengthen its ties with the education sector, the academy recently established a Teachers Working Group, comprising principals and teachers from participating schools. This group convenes regularly to explore how Ocean Park's facilities and educational resources can better support students' learning (Ocean Park Hong Kong, n.d.c).

In 2023, Ocean Park introduced a new conservation advocacy initiative – Mission R, which aims to reverse the trends of species extinction through encouraging the public to change and work collectively towards a sustainable future (Ocean Park, n.d.d). Following the introduction of Mission R, Ocean Park soon announced the inauguration of the Seahorse Rangers campaign, empowering over 2,500 students and teachers from 178 local schools to become conservation ambassadors (Ocean Park, 2024a).

Besides that, the park also invested on many in-park conservation projects, such as the new “Sloth and Friends Studio” featuring a new animal habitat for sloths, an art gallery displaying AI-generated animal images, and an education corner aimed at raising awareness on conservation solutions and saving endangered species from extinction (Ocean Park, 2023).

Furthermore, Ocean Park recently welcomed the birth of the first-ever giant panda twins in Hong Kong as the city’s beloved giant panda, Ying Ying gave birth to one female and one male offspring at Ocean Park on 15 August 2024 (Ocean Park Hong Kong Facebook, 2024). In addition, Ocean Park has been selected to house two new giant pandas gifted by the Central Government. “The arrival of the new giant pandas will not only enhance Hong Kong’s tourism appeal but also expand the breadth and depth of Ocean Park’s conservation and education work”, said the Chairman of Ocean Park Corporation (Ocean Park, 2024b).

Challenges

While Ocean Park’s strategic shift toward conservation and education represents a forward-thinking transformation, changing public perception may prove challenging. Some visitors continue to associate the park primarily with traditional amusement park experiences and may resist the shift toward educational content. As such, while developing conservation-oriented programs, Ocean Park must also preserve its original identity as a theme park offering fun and thrilling attractions. Striking a balance between education and entertainment is essential to retaining its diverse customer base and ensuring long-term success.

Discussion Questions

1. What are some innovative ways Ocean Park can integrate conservation messages into its thrilling attractions to appeal to both novelty seekers and conservation enthusiasts?
2. How can the birth of the giant panda twins and the arrival of new giant pandas be leveraged to boost both tourism and conservation education at Ocean Park?
3. How can Ocean Park measure the success of its strategic shift towards becoming an education and conservation destination?

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Keywords

- Conservation Education
- Edutainment
- Repositioning
- Theme Park
- Experiential Learning
- Nature-based Attraction

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海洋公园的战略转型：从主题公园到保育与教育目的地



Source: Unsplash (2018)

背景

2021 年初，海洋公园宣布了一项战略计划，旨在将其自身重新定位为一个教育与保育目的地 (Ocean Park Hong Kong, n.d.a)。自此，公园加大力度履行其使命，致力于成为一个融合探险与休闲元素、以自然为基础的旅游景点。

此项转型的一个关键举措是成立海洋公园学院——作为公园的教育部门，它为幼儿园、小学和中学的师生提供超过 30 种不同课程 (Ocean Park Hong Kong, n.d.b)。通过一系列生动多样的沉浸式资源，学生可以通过互动活动以及在自然中趣味学习的独特体验，了解动物、保育、通识教育和物理学知识 (Ocean Park Hong Kong, n.d.b)。为了加强与教育界的联系，学院最近成立了一个教师工作组，由参与学校的校长和教师组成。该工作组定期举行会议，探讨如何更好地利用海洋公园的设施和教育资源来支持学生的学习 (Ocean Park Hong Kong, n.d.cc)。

2023 年，海洋公园推出了新的保育倡导计划——“使命 R”，旨在通过鼓励公众改变行为并共同努力迈向可持续未来，以扭转物种灭绝的趋势 (Ocean Park, n.d.d)。随着“使命 R”的推出，海洋公园很快宣布启动“海马守护者”行动，赋能来自 178 所本地学校的超过 2500 名学生和教师成为保育大使 (Ocean Park, 2024a)。

除此之外，公园还投资了许多园内保育项目，例如全新的“树懒与朋友工作室”，其中设有树懒的新动物栖息地、一个展示人工智能生成动物图像的艺术画廊，以及一个旨在提高人们对保育解决方案和拯救濒危物种意识的教育角 (Ocean Park, 2023)。

此外，海洋公园最近迎来了香港首对大熊猫双胞胎的诞生——深受香港市民喜爱的大熊猫盈盈于 2024 年 8 月 15 日在海洋公园诞下一雌一雄两只幼崽 (Ocean Park Hong Kong Facebook, 2024)。另外，海洋公园已被选定接收中央政府赠予香港的两只新大熊猫。海洋公园公司主席表示：“新大熊猫的到来不仅将提升香港的旅游吸引力，还将拓展海洋公园保育和教育工作的广度与深度 (Ocean Park Hong Kong Facebook, 2024b)。”

挑战

尽管海洋公园向保育和教育转型的战略体现了前瞻性的思维，但改变公众的认知可能颇具挑战。一些游客仍然主要将公园与传统游乐园体验联系起来，并可能对转向教育内容有所抵触。因此，在开发保育导向项目的同时，海洋公园也必须保留其作为提供趣味和刺激景点的主题公园的原有特色。在教育与娱乐之间取得平衡，对于维系其多样化的客户群体和确保长期成功至关重要。

讨论问题

1. 海洋公园可以通过哪些创新方式，将保育信息融入其刺激的游乐设施中，以同时吸引寻求新奇体验的游客和保育爱好者？
2. 如何利用大熊猫双胞胎的诞生以及新大熊猫的到来，来提升海洋公园的旅游业和保育教育？
3. 海洋公园应如何衡量其向教育和保育目的地转型的战略是否成功？

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关键词

- 保育教育
- 寓教于乐
- 重新定位
- 主题公园
- 体验式学习
- 自然景点

致谢

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海洋公園的戰略轉型：從主題公園到保育與教育目的地



Source: Unsplash (2018)

背景

2021 年初，海洋公園宣布了一項戰略計劃，旨在將其自身重新定位為一個教育與保育目的地 (Ocean Park Hong Kong, n.d.a)。自此，公園加大力度履行其使命，致力於成為一個融合探險與休閒元素、以自然為基礎的旅遊景點。

此項轉型的一個關鍵舉措是成立海洋公園學院——作為公園的教育部門，它為幼兒園、小學和中學的師生提供超過 30 種不同課程 (Ocean Park Hong Kong, n.d.b)。通過一系列生動多樣的沉浸式資源，學生可以通過互動活動以及在自然中趣味學習的獨特體驗，了解動物、保育、通識教育和物理學知識 (Ocean Park Hong Kong, n.d.b)。為了加強與教育界的聯繫，學院最近成立了一個教師工作組，由參與學校的校長和教師組成。該工作組定期舉行會議，探討如何更好地利用海洋公園的設施和教育資源來支持學生的學習 (Ocean Park Hong Kong, n.d.c)。

2023 年，海洋公園推出了新的保育倡導計劃——「使命 R」，旨在通過鼓勵公眾改變行為並共同努力邁向可持續未來，以扭轉物種滅絕的趨勢 (Ocean Park, n.d.d)。隨著「使命 R」的推出，海洋公園很快宣布啟動「海馬守護者」行動，賦能來自 178 所本地學校的超過 2500 名學生和教師成為保育大使 (Ocean Park, 2024a)。

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以及一個旨在提高人們對保育解決方案和拯救瀕危物種意識的教育角 (Ocean Park, 2023)。

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挑戰

儘管海洋公園向保育和教育轉型的戰略體現了前瞻性的思維，但改變公眾的認知可能頗具挑戰。一些遊客仍然主要將公園與傳統遊樂園體驗聯繫起來，並可能對轉向教育內容有所抵觸。因此，在開發保育導向項目的同時，海洋公園也必須保留其作為提供趣味和刺激景點的主題公園的原有特色。在教育與娛樂之間取得平衡，對於維繫其多樣化的客戶群體和確保長期成功至關重要。

討論問題

1. 海洋公園可以通過哪些創新方式，將保育信息融入其刺激的遊樂設施中，以同時吸引尋求新奇體驗的遊客和保育愛好者？
2. 如何利用大熊貓雙胞胎的誕生以及新大熊貓的到來，來提升海洋公園的旅遊業和保育教育？
3. 海洋公園應如何衡量其向教育和保育目的地轉型的戰略是否成功？

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- 體驗式學習
- 自然景點

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