

Optimizing the Synergy of Festivals and Events with Tourism: Utilizing Research for Informed Policymaking

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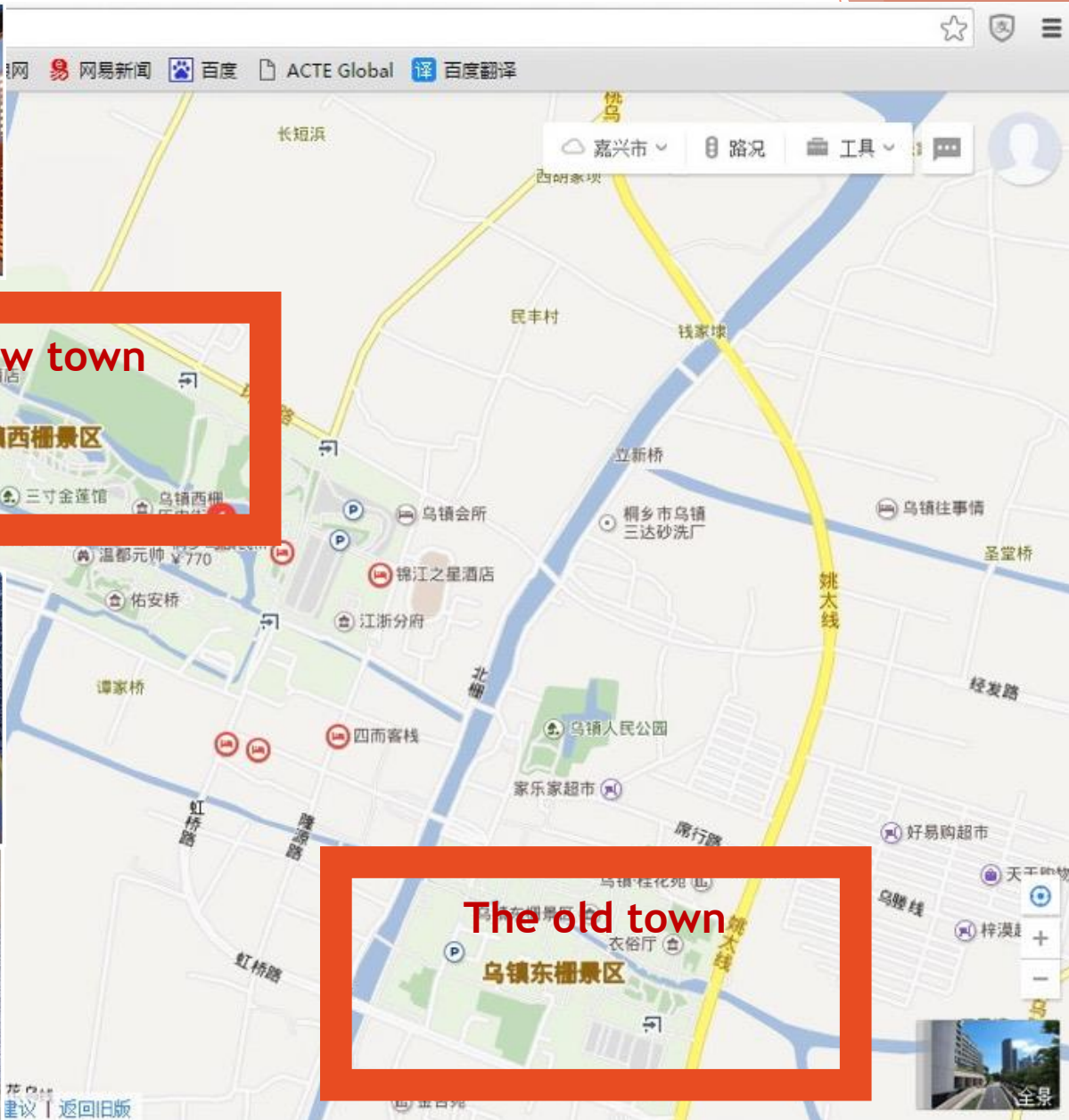
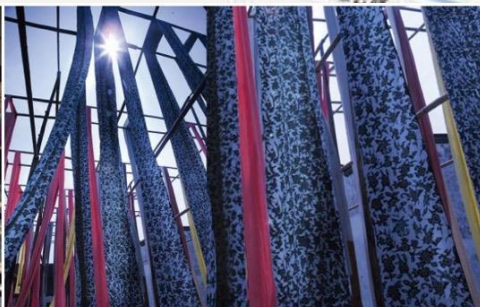
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The success of Wuzhen: An event-destination







Wuzhen Theatre Festival (from 2013)

World Internet Conference · Wuzhen Summit (from 2014)

Wuzhen International Contemporary Art Exhibition (from 2016)



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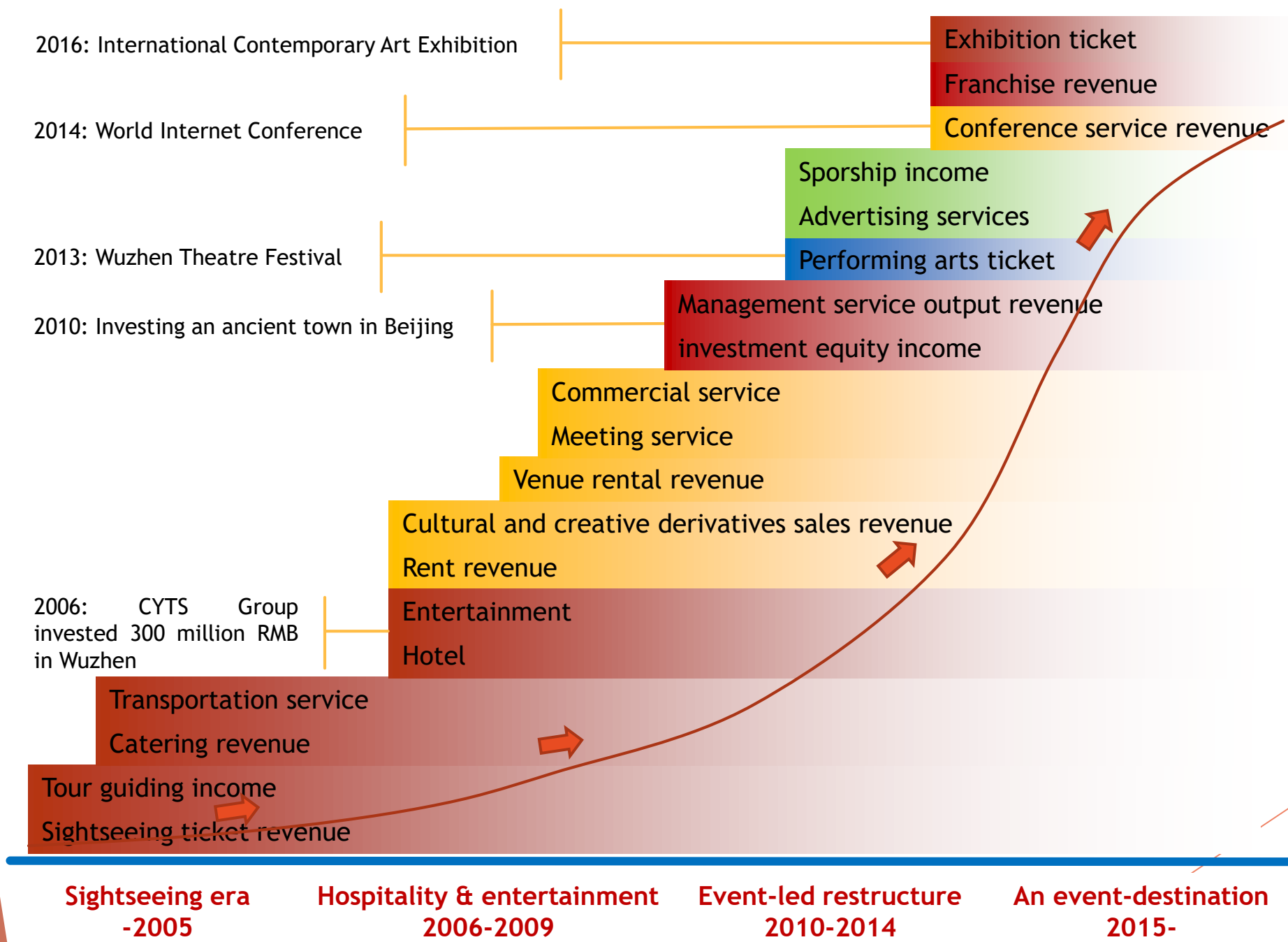
- Cultural Activity
- Wuzhen Theatre Festival
- Wuzhen International Contemporary Art Exhibition
- Wuzhen International Future Visual Arts Project
- Muxin Art Museum

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来过，未曾离开 烏鎮
ONCE CAME TO WUZHEN, THEN NEVER LEAVE.







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- ▶ Goal
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 - ▶ How can we better respond to the challenges of our times?

SCOPE:

What are we talking about when we say "event"?



Source: abstracted from Goldblatt, 2013, pp.12-21.



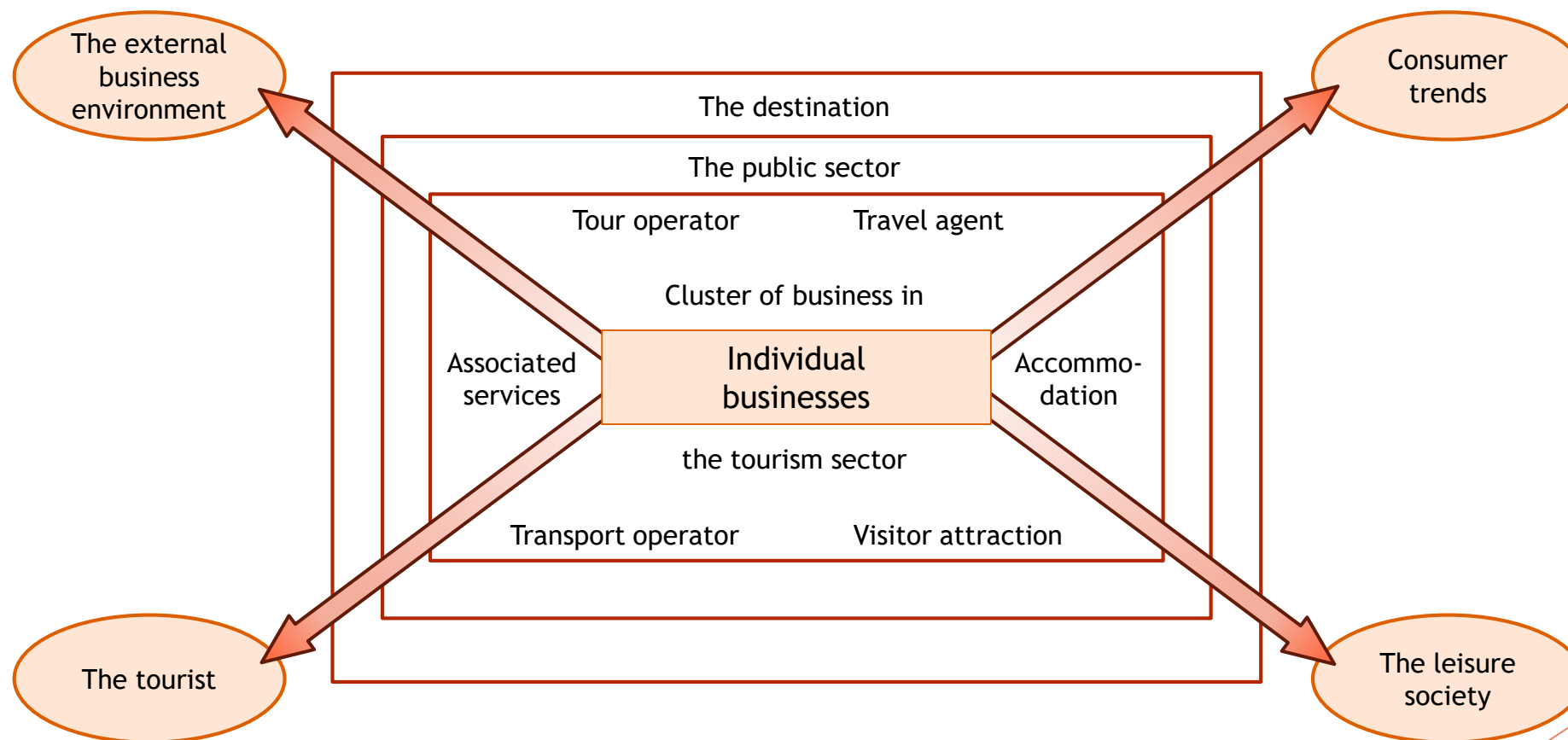
GOAL:

Create a holistic connection between event and destination

- ▶ How to realize resource sharing in **infrastructure** planning and supply?
- ▶ How to create a win-win effect from a **public policy** perspective?
- ▶ How to provide better integrated **products and services**?
- ▶ How to create a connection between event **experience and sense** of place?
- ▶ How to create stronger **cognitive associations**?
- ▶ How to construct stronger **symbolic representations**?
- ▶ How to embed the above elements in the **publicity and marketing** process?

BASICS:

How do we currently understand festivals/events and tourism?



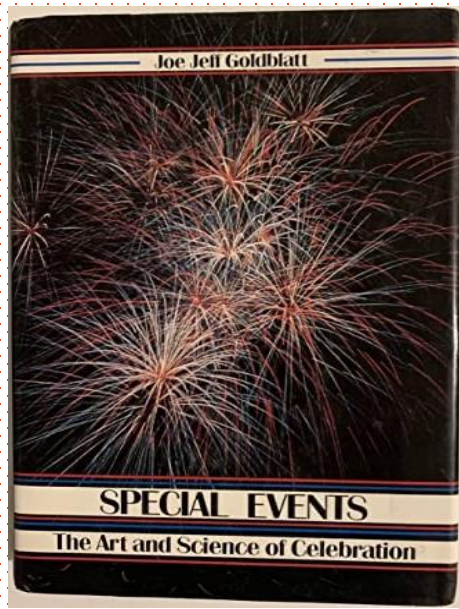
A framework for *tourism management*

Source: Stephen J. Page, 2019, p.44.

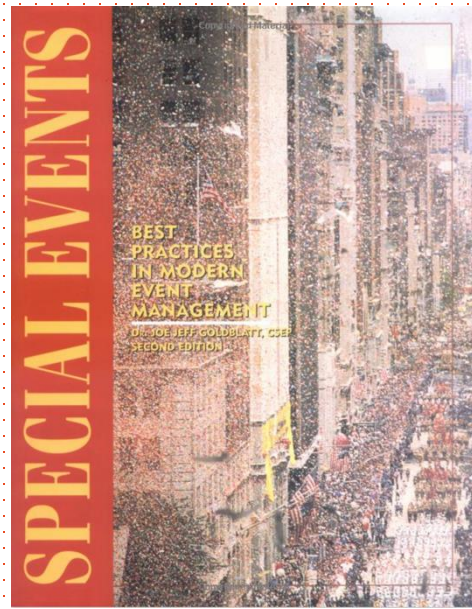
- **Core values**
 - integration
 - creativity
 - strategic thinking
 - ethics
 - continuous improvement
- **Phases**
 - initiation
 - planning
 - implementation
 - event
 - closure
- **Process**
 - assess
 - select
 - monitor
 - communicate
 - document
- **Domains**
 - administration
 - design
 - marketing
 - operations
 - risk

Model of *Event Management* Body of Knowledge (EMBOK) project

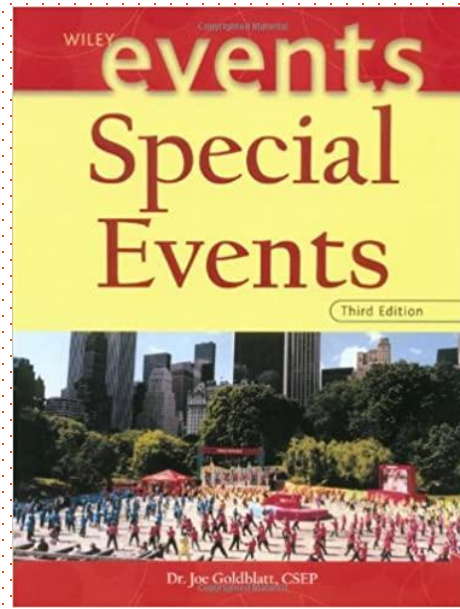
Source: Joe Goldblatt, 2013, p.68.



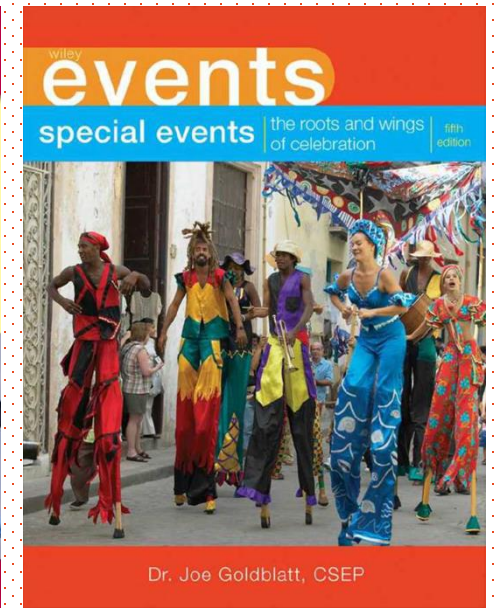
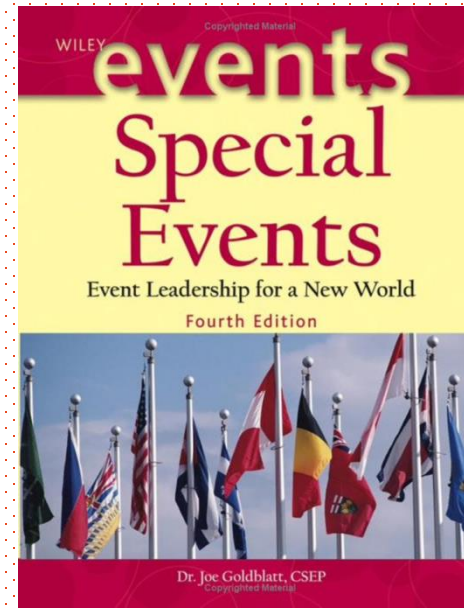
Firework/**Outdoor**



Parade/**Avenue**



Performance/**Square** Politics/**Conference Center**



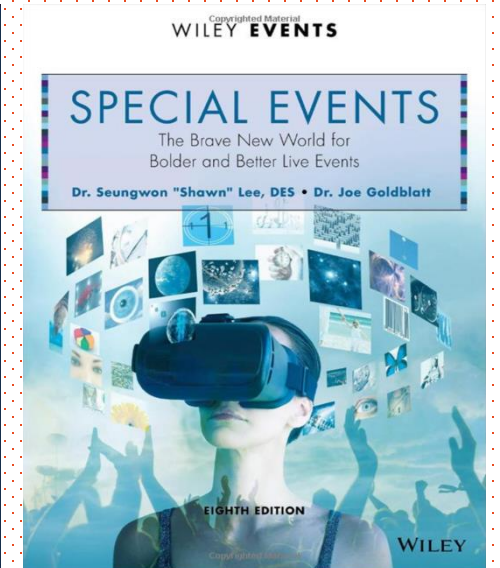
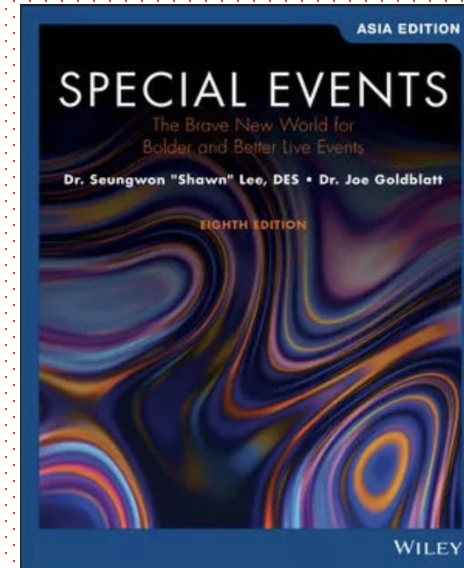
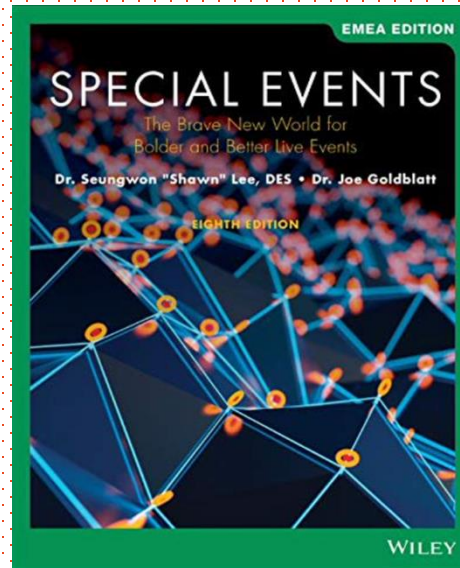
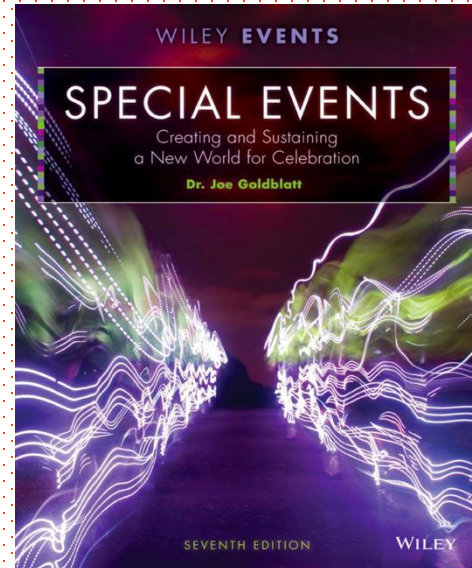
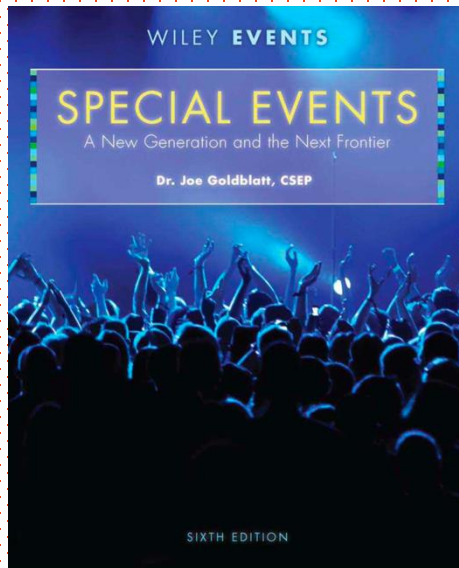
Folk/**Street**

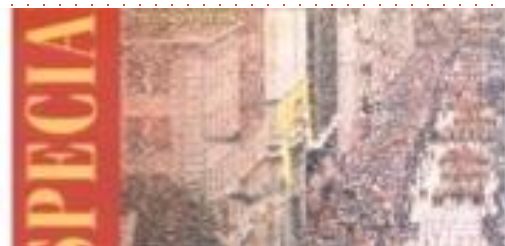
Music/**Live house**

Electric/**Virtual Space?** Network/**Virtual Space?**

Flow?

Metaverse?





On-site (offline)



Live (offline-online)

Body of knowledge



Strategic framework

Management and service

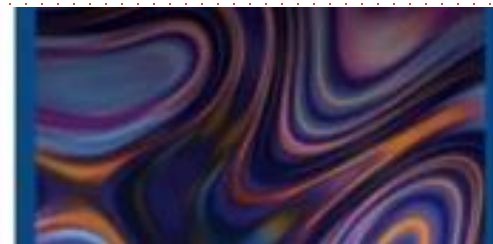


Experience and meaning

Profession



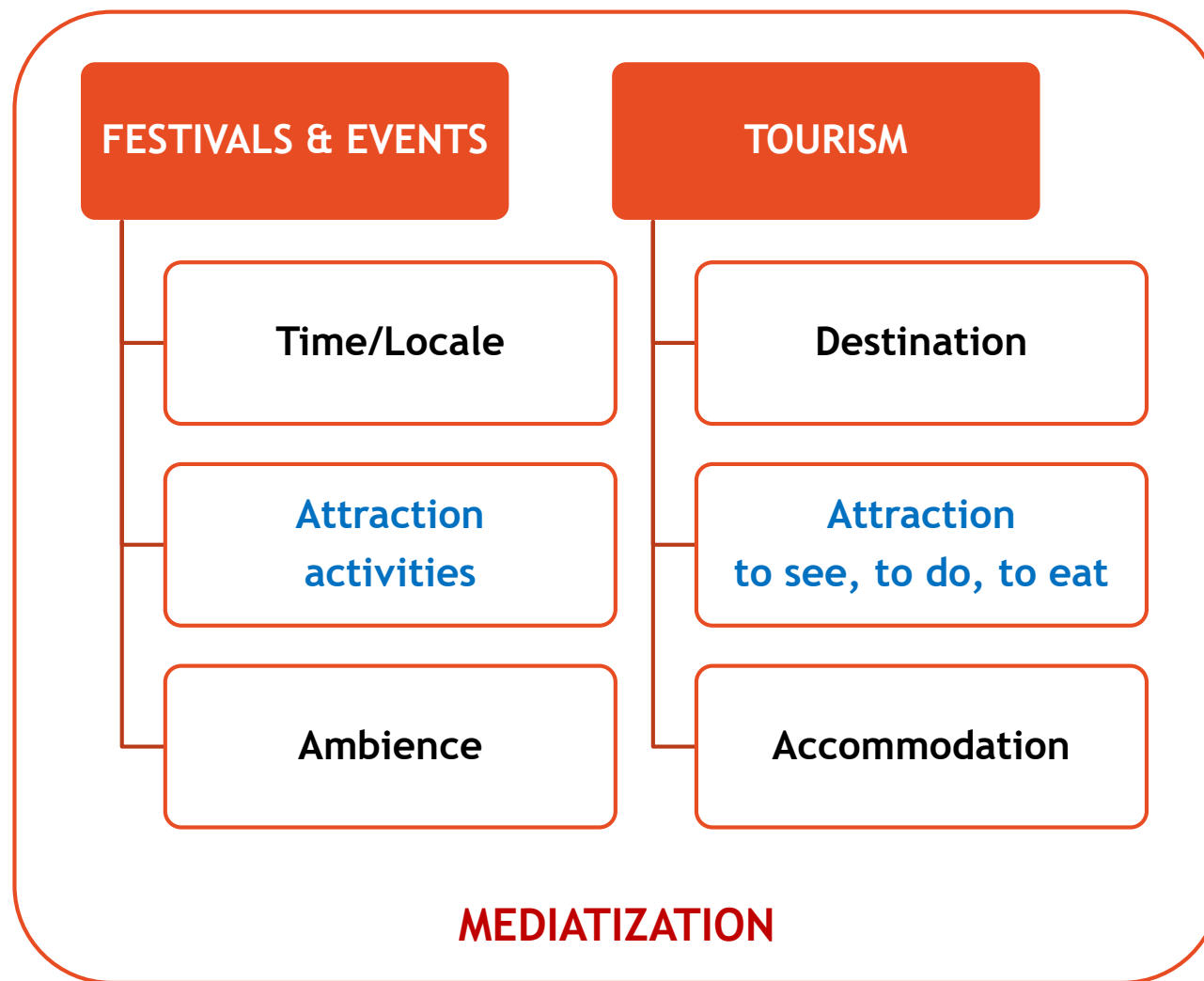
Sense of commitment/historical mission



CHALLENGE:

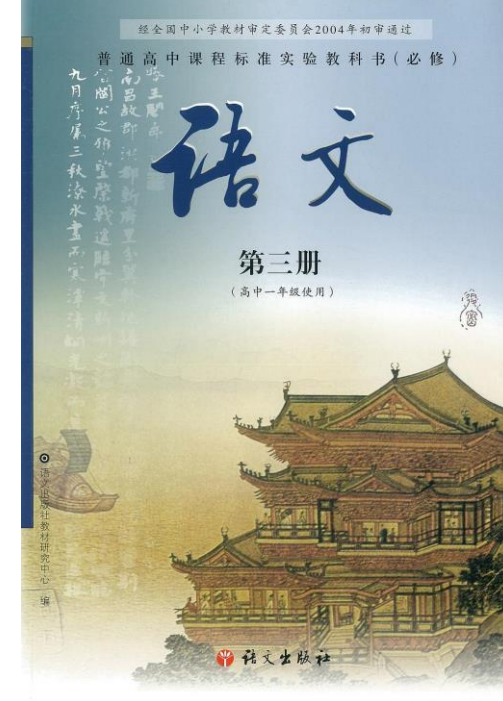
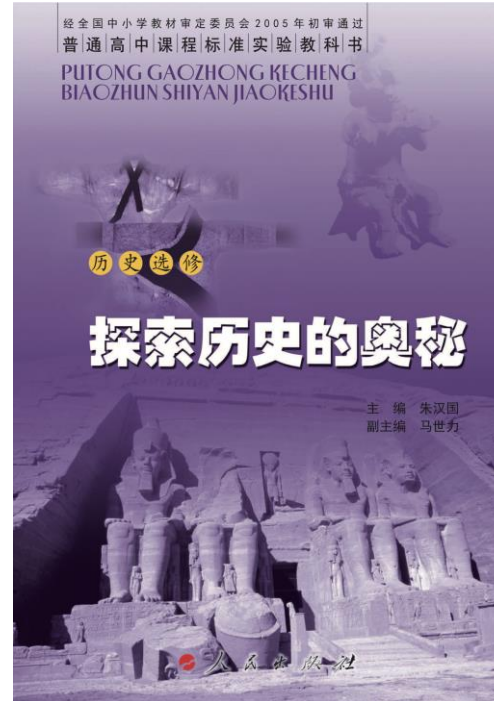
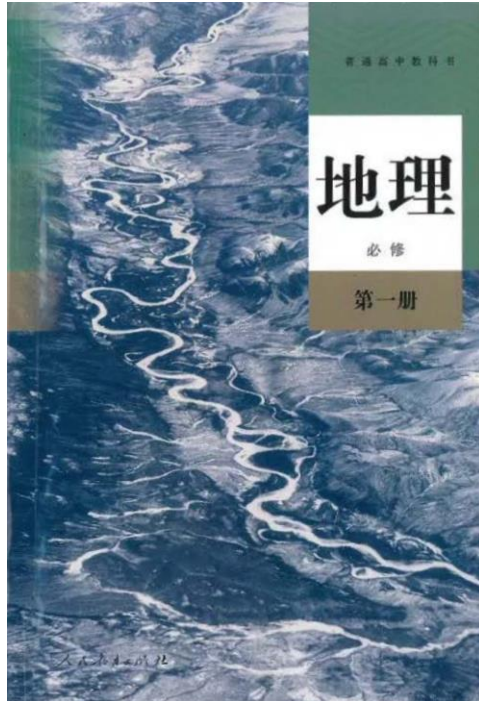
What are the mainly actual challenges we are facing?

- ▶ In the mediatization era, integration is no longer as simple as "win-win".
- ▶ **Infrastructure** planning and supply faces extensive and long-term online reviews.
- ▶ The **public policy** determination and implementation processes are subject to extensive public opinion supervision.
- ▶ The delivery of **products and services** may be broadcast live in the form of text, pictures and videos.
- ▶ **Psychological associations** and **symbolic representations** are impacted or even submerged by other social topics of the same period.
- ▶ The specific form, content and means of **publicity and marketing** are easily imitated and satirized, and sometimes even face severe criticism from political incorrectness.

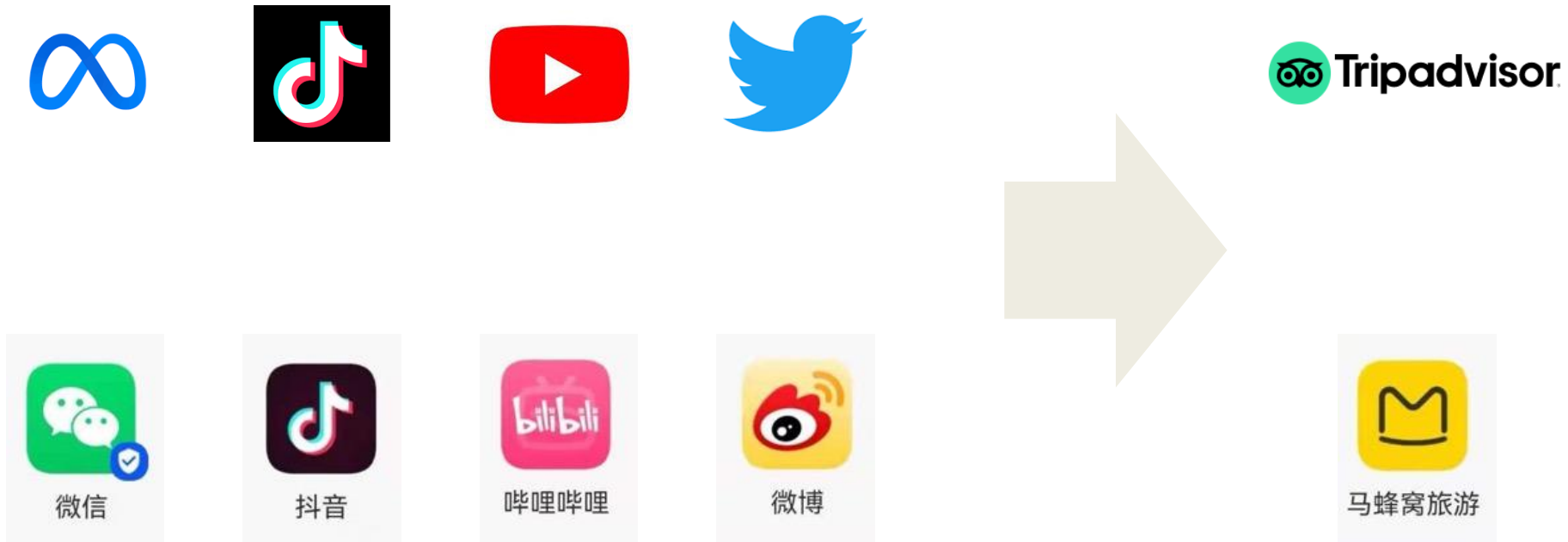


Comparing some key elements from both sides in a mediatization era

The origin of “attraction”: the past



The origin of “attraction”: the present



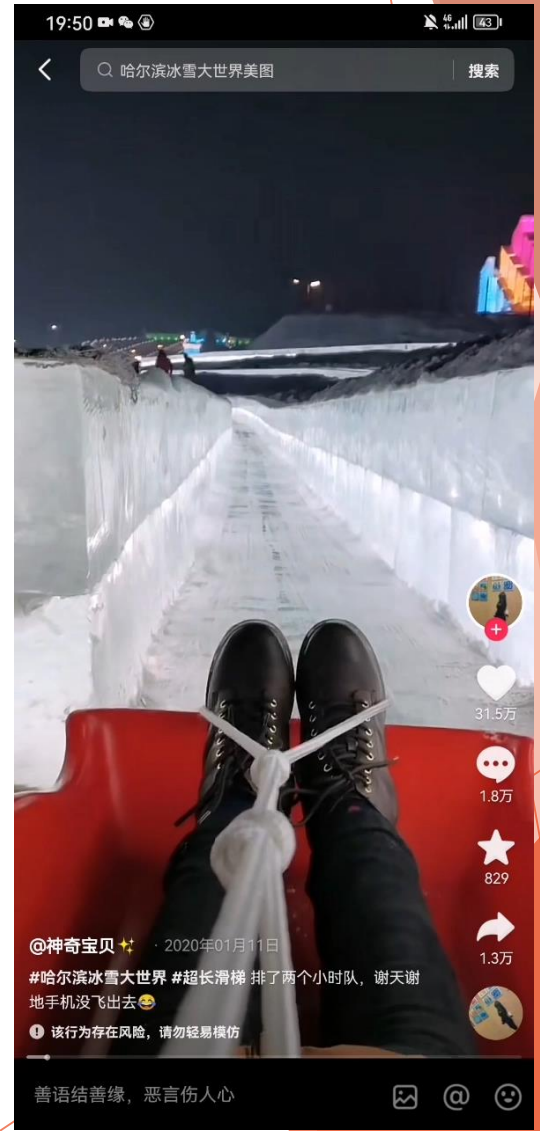


“Harbin Ice & Snow Festival”

Tourist/User
Top ❤️: 321 million



Official
Top ❤️: 78 million



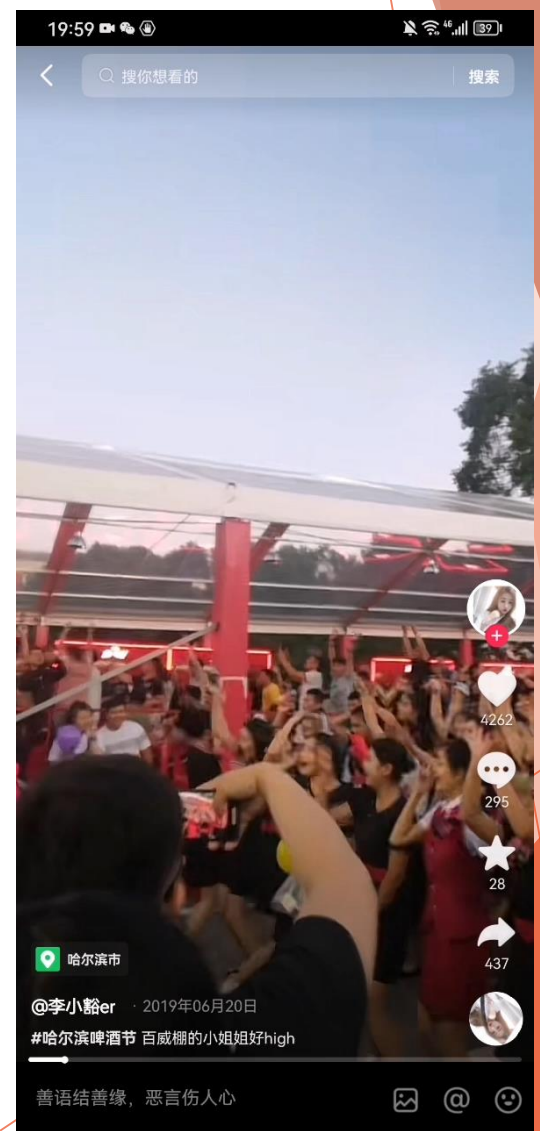
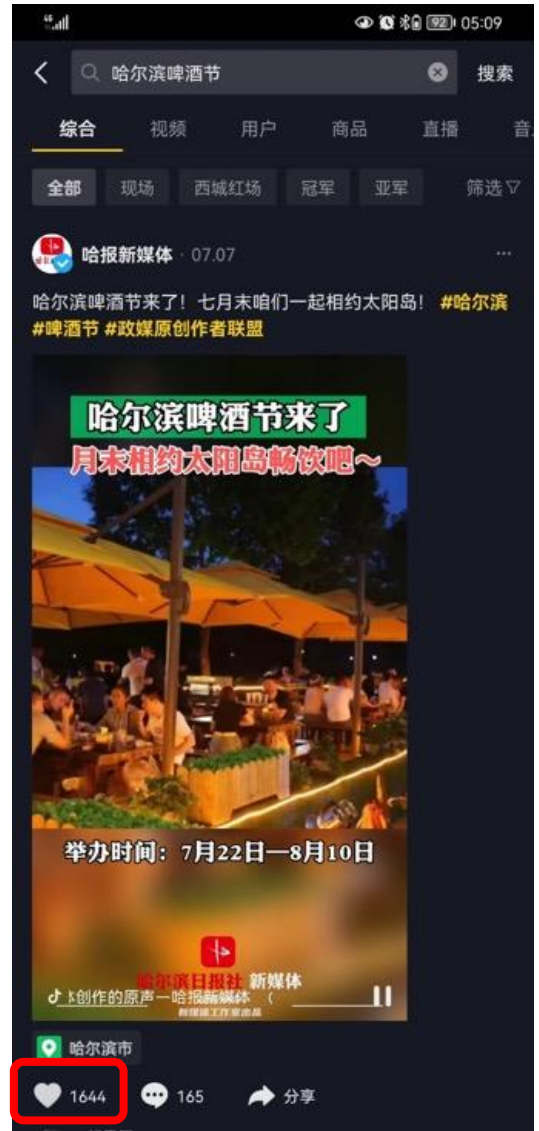


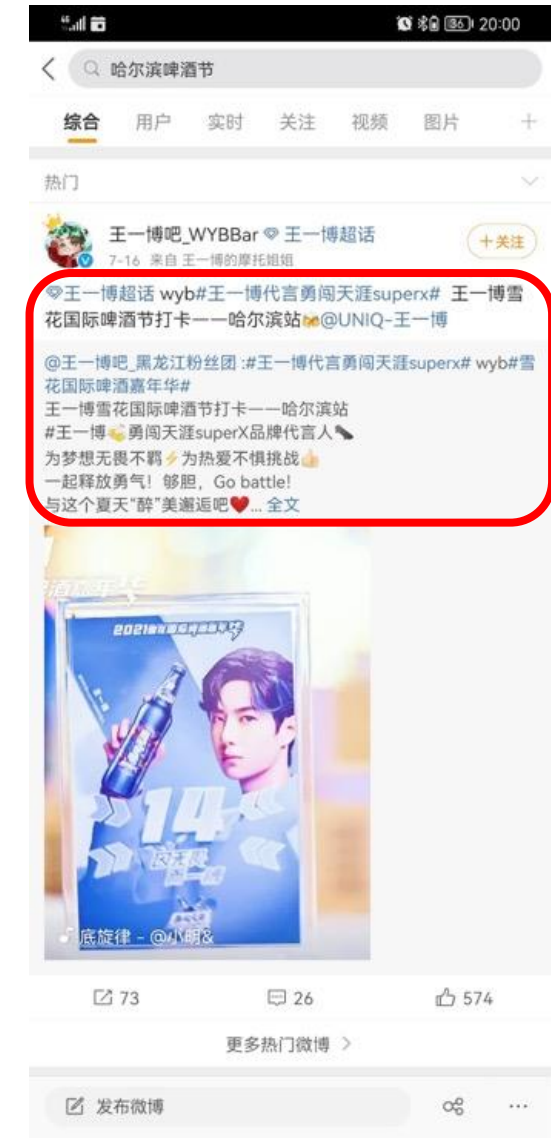
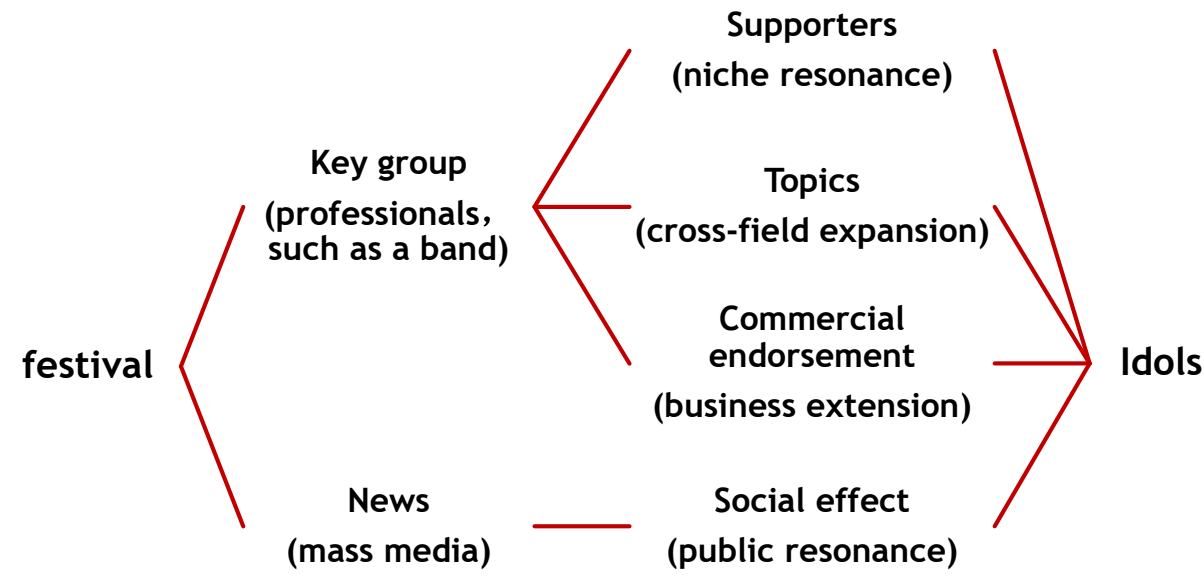
“Harbin Beer Festival”

Tourist/User
Top ❤️: 4241



Official
Top ❤️: 1644





Unexpected multiple diffusion of festival effects triggered by fandom culture

“Harbin Ice & Snow Festival”

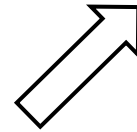
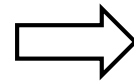
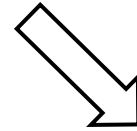




Media (eSports
& live streaming)

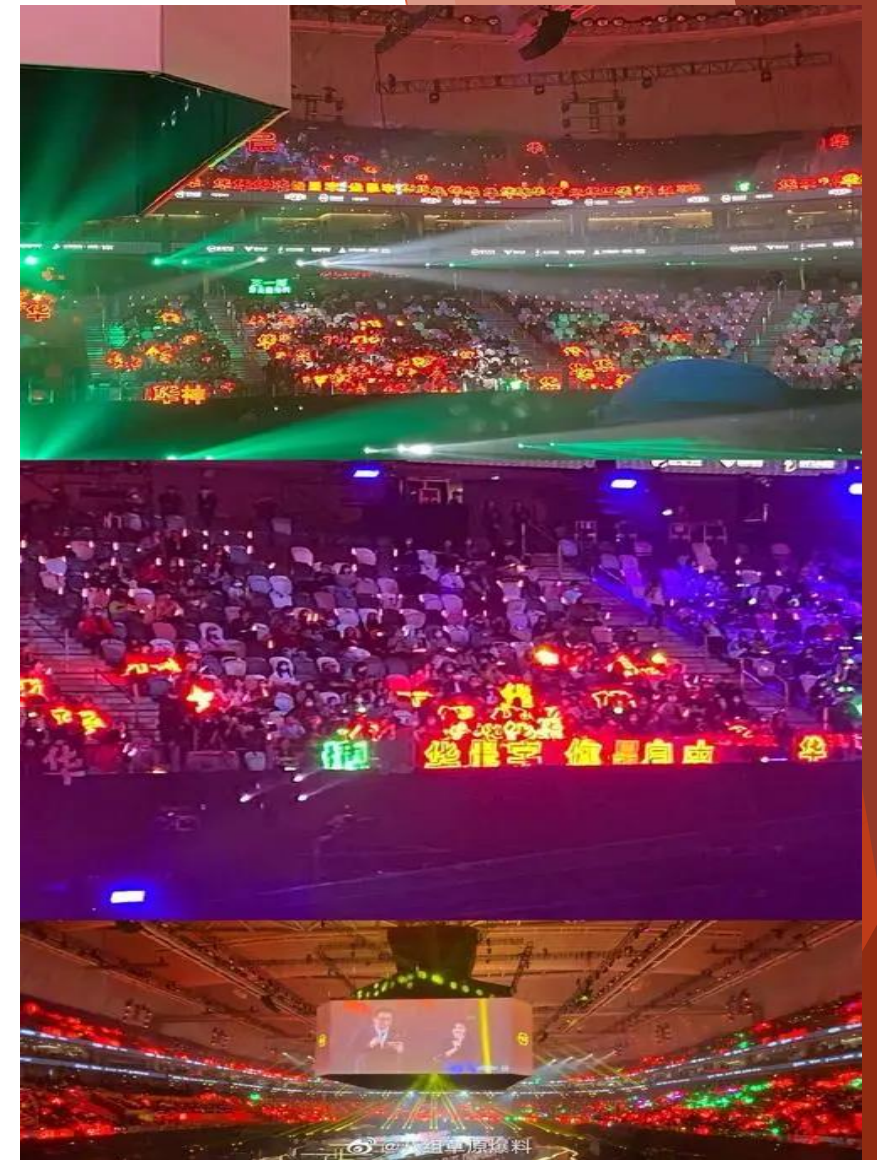
Event
(field game)

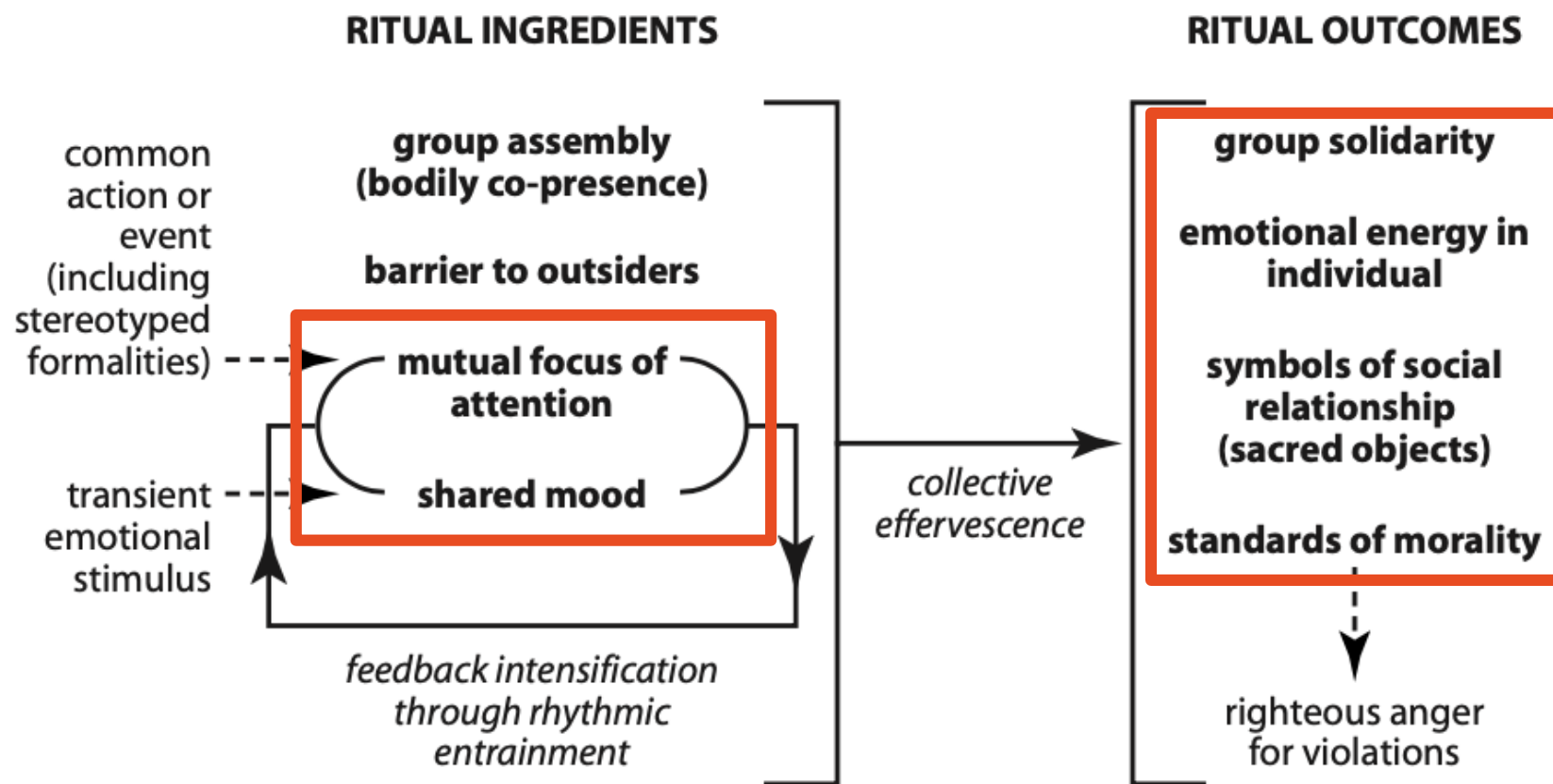
Destination
(Idols and Fans
gathering)



*Peacekeeper Elite
Championship 2020,
Shanghai Oriental
Sports Center*

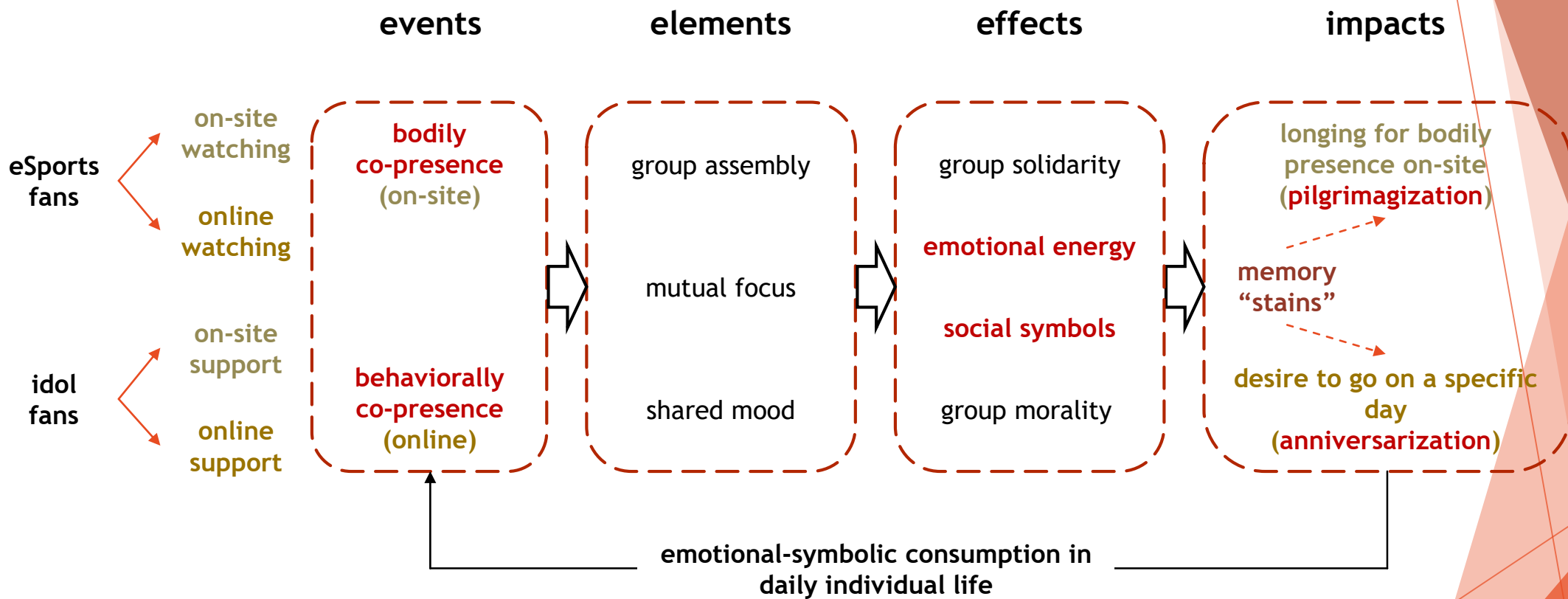
An emerging model: *media-event-destination*





Interaction Ritual Chain Theory (from micro-sociology)

Source: Randall Collins, 2004, p.48

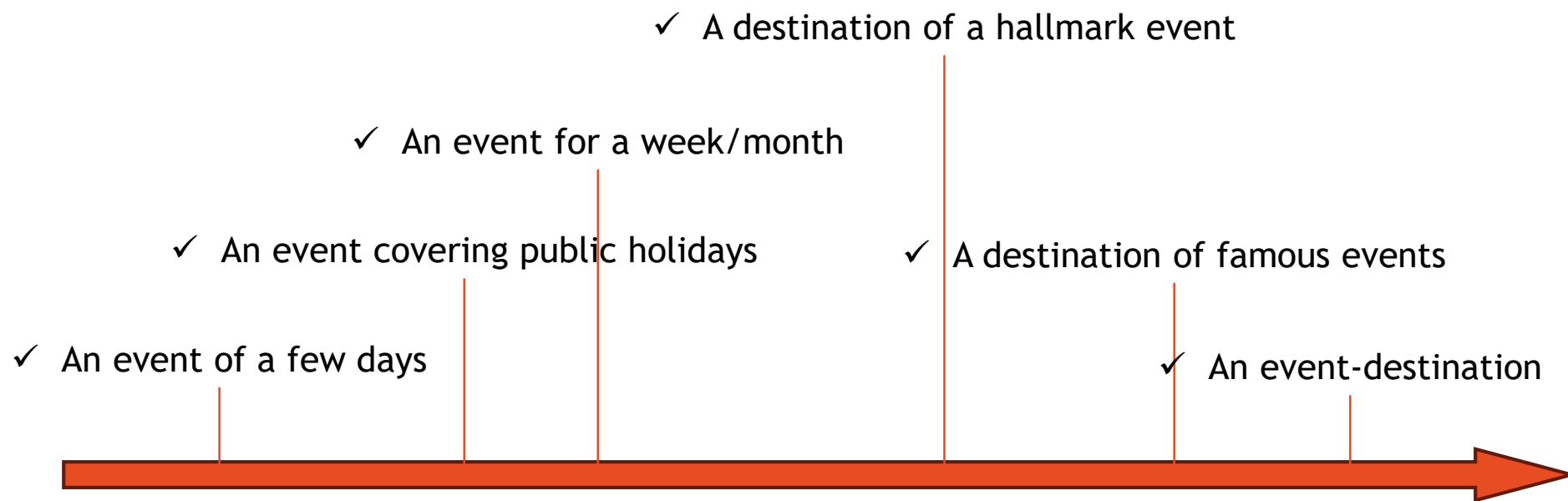


An interaction ritual chain for media-event-destination integration

IMPLICATIONS:

How can we better respond to the challenges of our times?

- ▶ Consciously, habitually, and effectively think and act within the **media-event-destination** framework
- ▶ Leave destination marketing work to agencies with rich experience in social media, especially **online community operations**
 - ▶ Use social media networks to continuously extend and integrate key characters and their resources (such as bands, celebrities, opinion leaders)
- ▶ Prioritize or focus on supporting events that are more likely to generate viral buzz because they can generate stronger **cognitive associations and symbolic representations**
 - ▶ Events with rich **dynamic scenes, embodied experiences and carnivalesque** (festivity)
 - ▶ Events related to trendy consumption and usually delivered with **exciting outdoor programs, stage performances or extensive audience participation** (such as concerts, music festivals, e-sports competitions)
 - ▶ **Highlight the natural and cultural characteristics of the destination** in the specific content of the communication, including those phenomena with strong contrast



A spectrum of “event-destination”

**Let our business sprout from *events* and
harvest from *tourism*.**

Thank you very much!

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