

## **The Study of Festival Tourism Development of Shanghai**

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### **Abstract**

*In recent years, the festival tourism as a new form of tourism products in the rapid development of China, won the local governments' welcome. Various regions are hold many different types and content of festival activities, but at the same time, how to set up own brand festival did not cause the attention of the government. Research planning creative festival tourism, can better meet the demand of tourism consumers, improve the visibility of the city and drive the development of regional economy, It will further promote the healthy development of festival tourism. This paper first introduces the related concepts and characteristics of festival tourism; Second analyzes the development status of Shanghai festival tourism and the existence questions; Then, to Shanghai Tourism Festival as an example for empirical analysis, analyze the influence of festival tourism on city, At last, according to the problems put forward constructive Suggestions, in order to provide reference for the sustainable development of festival tourism in Shanghai.*

**Key Words:** *Festival tourism, Shanghai tourism festival, Development Strategy*

### **1. Research Purpose and Meaning**

According to incomplete statistics, by 2012 the number of all kinds of festival tourism in China each year up to more than 5000, the festival industry disorderly and miscellaneous, There are very little truly successful and inherited brand festival. Until 2013, the Central issues "Eight provisions" to restrict exhibition activities, There was a decrease in the number of festival activities. As the Shanghai economic, financial, trade and shipping center construction, the development of Shanghai festival activities is in a strong rise, in September 2013 the establishment of the Shanghai free trade zone in Shanghai for festival activities bring new opportunities and challenges. For the development characteristics about the comprehensive study of Shanghai festival tourism, grasping the overall development situation of Shanghai festival activities, and help to promote the sustainable development of the national festival activities. At present the study of Shanghai festival activities are mainly concentrated in festival activities now, problems and solving methods. In this paper, based on the previous, further analysis and rational grasp the characteristics of Shanghai festival activities development situation, from strengthening the activity to festival activities of organizational innovation and management, further promote the festival activities in Shanghai, nice and fast healthy and sustainable development, in order to provide some reference for the development of Chinese festival tourism in other area.

In this paper, the research significance is mainly manifested in the following aspects:

(1) Increase the study of the theory of the festival tourism, consolidate and improve the theory research of festival tourism in China. (2) the research development of festival tourism, integrating tourism resource of Shanghai, to improve the structure of tourism, create multiple brand festival tourism, further increase in the international tourism market visibility in Shanghai. (3) the research methods of this article have broken the traditional qualitative tourism research, broaden the research field of vision of festival tourism, there are some reference meanings on further in-depth and systematic research on festival tourism.

## **2. Introduction of Festival Tourism**

### **2.1. The Basic Concept of the Festival**

There are different describe about festivals in different literature, on the domestic research is generally believed that the festival is the floorboard of the festivals and celebrations. It is a kind of social activity according to the needs of people living custom for a long time gradually established and passed from generation to generation .In the west and events tourism study, often the festivals and special events as a whole were discussed, hereinafter referred to as "festival".

Combine the meaning of Chinese and foreign festivals, the festivals are defined as the date of the festival is in fixed or not fixed, in particular subject activity way, conventional, passed from generation to generation of the sum of all kinds of celebration activities, According to the festival times, it can be divided into a variety of traditional festivals and innovation in the new period of all kinds of festivals. In this paper we put all kinds of festival as special festivals, and define various festival as generalized festivals. As shown in figure 2-1, special events include two categories: one, the national legal holiday such as 11 National Day; Secondly, the traditional day to celebrate and worship, such as the Spring Festival. In addition to the above two around generalized festivals also include after reform and opening up, various regions according to their actual situation, hold their own festival activities, such as Shanghai tourism festival, Shanghai international art festival, etc. In this paper, what we study is generalized festival.



### **2.2. The Concept of Festival Tourism**

The study of festival tourism as a new academic field, scholars at home and abroad, there is no uniform consensus, all from different views to interpret it contains the connotation and extension of:

Such as foreign scholars gates (Getz. D, 1997) argues that the festival as tourism attractions like other attractions, it as a project to develop, establish and vivid image of "catalyst" for systematic planning, develop and marketing to form a series of activities.

Domestic scholars Jun Liu (2004) thinks it is a region of the landmark event, festival tourism based on the destination of the community social economic, history and culture, customs and other aspects of the unique resources, integration of packaging, can produce with unique destination iconic image and attractive, in a relatively fixed the time and place of repeat event tourism activities.

Primarily, because we do not understand this origin of the word "festival" so we are vague about the concept of festival tourism, if you want to give a reasonable definition of festival tourism. First will points clear differences and relationship between festivals and festival tourism, festival tourism holiday is derived, it is a combination of the festival in common, and has its own features. Festival tourism as a modern tourism products, it is the core of culture, is dependent on the particular culture and background.

Through the literatures review, we define the festival tourism is: the festival tourism is to promote the tourism development of the city and driving the economic development of relative industries, through the system planning, development and utilization of local unique cultural traditions, ethnic customs and characteristic industry, regularly or irregularly held in a particular area has a specific theme, set tourism, culture, economy, life as a whole, with extensive people to participate in the festival celebrations.

### **2.3. The Characteristics of the Festival Tourism**

#### **(1) Locally**

The host of festival tourism all according to region characteristic culture, custom, geographical location, in various regions, it is unique for every festival activity, is unable to copy and replace the other places, such as the dragon as one of the four famous mountains of Taoism in China, is famous for its unique resources of Taoism, every year there are a large number of temple to worship."Longhu ShanDaoJiao culture festival" is in this situation arises at the historic moment.

#### **(2) Participate and Experiential**

Festival tourism is different from traditional tourism , its participation is one of the significant characteristics of festival activities, visitors from all over the world by experience a variety of activities, bring more fun, impress visitors at the same time bring more economic income. Such as the water-sprinkling festival in xishuangbanna, there are large Numbers of tourists every year, in the three days of holiday, all the bucket carrying POTS, see water scoop, splash, sight was released and happy.

#### **(3) Culture**

The connotation of the festival tourism is culture, it is really deep reasons of attracting tourists. Through the development of festival tourism space, not only to active the tourism market, rich tourism resources, and strengthen cultural communication between countries and regions. The deep development of festival tourism.

#### **(4) Comprehensive**

Comprehensive festival tourism is various, including the content of the comprehensive (festival tourism is local characteristics, such as customs, culture, food, etc.), comprehensive organizing department (for the celebration of the festival tourism involves transportation, culture, tourism, security, health and other departments).Festival tourism has great correlation, involving political, economic and cultural aspects, lead to the development of related industries.

#### **(5) The Continuity of Benefit**

Festival tourism as a new form of tourism products, because of theme, size is different, it will have different sensation effect. Always improve the visibility of the location, drive the development of relevant industries, promote local economic development. The economic benefit is a follow-up. Bring home more subsequent economic benefits.

### **3. Shanghai Festival Tourism Present Situation Analysis**

#### **3.1 Development of Festival Tourism in Shanghai**

The development of festival tourism in China started in the 1980s,after nearly30 years of development, has been considered important landmark in regional development, the combination of festivals and tourism to be the "soul" of the local tourism, it is a tourist destination, attract customers, increase their income, it can help tourists have more understanding about the destination. The development of festival tourism in China can be summarized as two stages. Festival activities began in the 1980 s in Shanghai, the Shanghai Tourism Festival is the first festival tourism in China, with the advantages of Shanghai itself, it followed the domestic development of festival tourism festival tourism development. It also divide into two stages: one is in the late 1980s to the early 21st century, the buds of festival tourism start stage, the second is the 21st century to now, the festival tourism development stage.

First stage: the 1980s are in the early reform and opening up, Shanghai frontal inbound tourists rapid development at the rate of 13.7% every year, in this context, in order to promote economic development, Shanghai started reading festival, Shanghai TV festival and so on, at this time the festival activities of content and form is relatively single. Across the country are held festivals at the same time, along with the increase of the number of quality did not keep up with. By the mid - 1990 - s, after the Shanghai tourism development speed slow, with the rapid development of Shanghai economy during this period, Shanghai counties have set up their own festival activities.

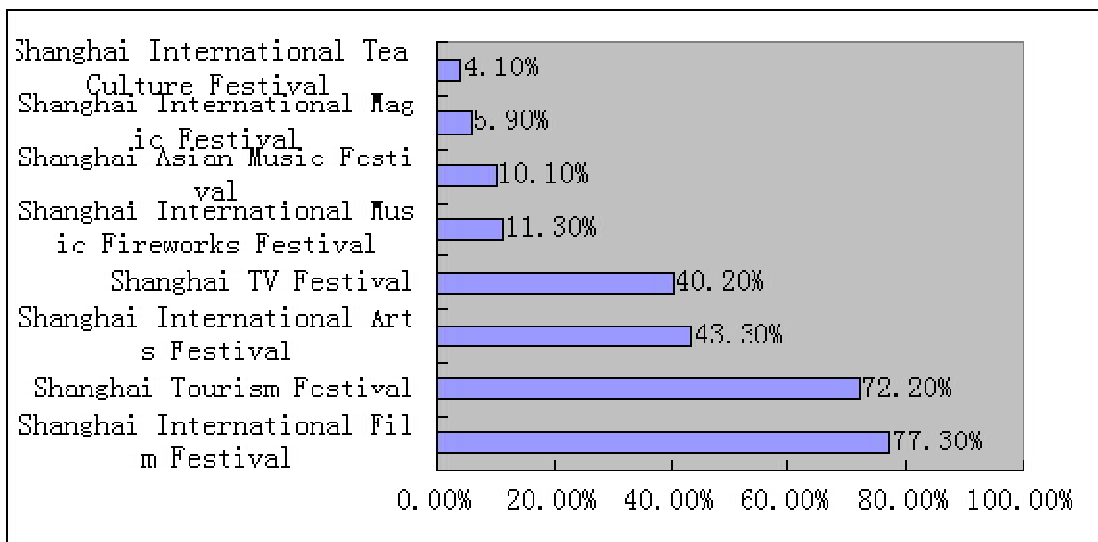
The second stage: after entering the 21st century, with the rise of mass tourism leisure demand, festival activities are more diverse, and entertainment. At this time in Shanghai began to explore go specialization, marketization of festival tourism development model.

Simplify the opening ceremony, from closed to open, give full play to the leading role of festival tourism make tourism affiliated enterprise, industry and related departments to achieve maximum benefit. Slowly as the change of economic environment, Shanghai festival at the same time in the attention economy into the "livelihood of the people" concept, adhere to the people-oriented, positive framework in line with market demand system of festival activities, improve the festivals of the software and hardware facilities, improve its comprehensive service function, security Shanghai festival tourism to sustainable development.

**3.2 The problem of Festival Tourism in Shanghai**

(1) It does not have a high level of market-oriented operation. Many current festival activities of the so-called market-oriented operation still exist deep traces of government administrative intervention, such as the brand festival in Shanghai: Shanghai Tourism Festival, the Shanghai International Film Festival, Shanghai International Arts Festival. The host is still a government department, general like this kind of large national festival activities are government plays a leading role, market operation is difficult to implement, this leads to festival activities sponsored enterprises also exist a lot of complaints. Against the development of festival tourism in Shanghai.

(2) Public awareness is low. Awareness refer to the overall impression of a festival activities and the degree of recognition. According to the survey of the public awareness of the current festival brand in Shanghai (as shown in figure 2) shows, among many brand festivals in Shanghai, the awareness in the top three, respectively is: the Shanghai International Film Festival, the Shanghai Tourism Festival and Shanghai national festival, while the rest of the festival activities of public awareness is generally low. The key factor to affect public awareness is the fee of participation. Shanghai International Film Festival is the lowest cost, the Shanghai Tourism Festival is second, and the Shanghai International Arts Festival is highest, it directly affects their awareness of corresponding events. Shanghai each year hold dozens of festival activities, but most of the festivals impact strength is not enough, the public awareness is low.



**Figure2. Shanghai Ranked the Major Festivals Awareness**

(3) Public participation is poor. Where the purpose of the festival activities, it is hope that through the form of a relatively concentrated and scale, combined with the characteristics of the local folk customs, culture, history and hold a special event, in order to attract more tourists to visit and buy. So festival activities should put special emphasis on public participation, as far as possible the popularization, the Shanghai Tourism Festival every year attracts the number of visitors is more than eight million people. But not all of the festival activities have high participation, according to the Shanghai yearbook, according to the Shanghai tourism festival, the Shanghai tourism festival of the public participation is highest, the second is the Shanghai international arts festival, and the longhua temple fair which has a history of more than 400 years. but it participation is the lowest.

**3.3 Festivals Tourism Features in Shanghai**

(1) The characteristics of host time distribution

Through statistical the holding time of district festivals in Shanghai (as figure 3), Shanghai festival activities are mainly concentrated in 4, 5, 9, 10, 11, 12 months.

From which we can found that the time of Shanghai festival and the traditional tourism season characteristics consistent, more rain in Shanghai, 2, 3, is not suitable for some of the outdoor festivals. July and August, the weather is too hot. So of festival tourism of Shanghai time show that imbalance phenomenon.

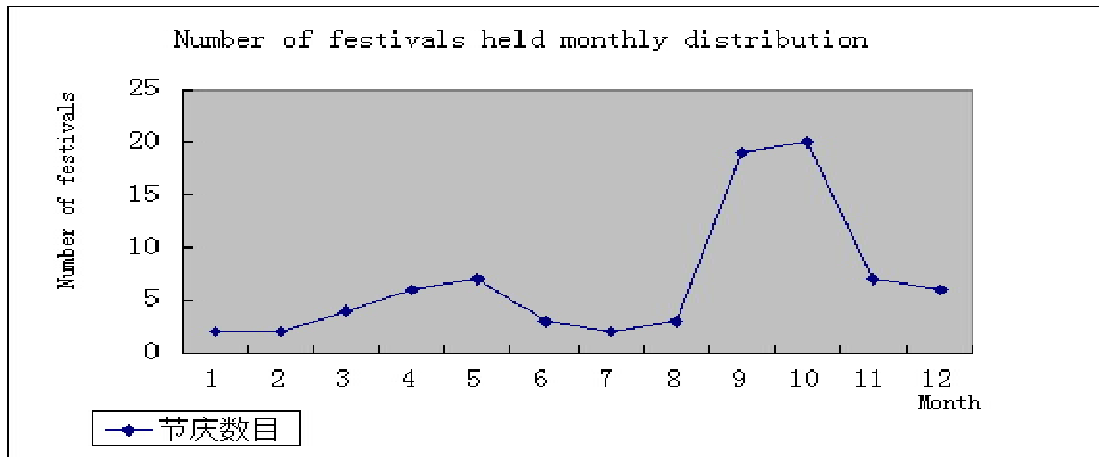


Figure3 Shanghai Festival Held Each Month the Number of Distribution

(2) The Spatial Distribution Characteristics

Shanghai festival activities in 18 districts and counties in Shanghai, the overall distribution into balance, as shown in figure 4: Luwan district, for, Baoshan district, county festival tourism is relatively frequent. Shanghai festival tourism make full use of the characteristics of districts and counties, according to the specific needs of people, conform to the wishes of the masses festival activities, which are held in driving each district and county economy.

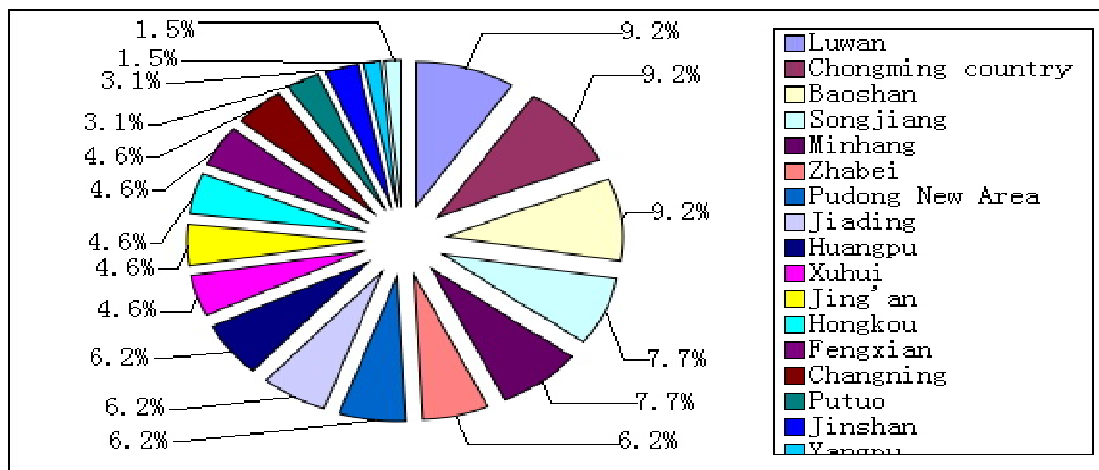


Figure4 Shanghai Number of Festivals Each County Distribution Table

4. The Influence of the Festival Tourism - In Shanghai Tourism Festival, for Example

Formerly known as Shanghai huangpu tourist festival of Shanghai tourism festival, founded in 1990, has successfully held the 23th, it as a fixed national large tourism festival activities in Shanghai, it has a considerable visibility and influence. Shanghai tourism festival held annually in late September, it involves sightseeing, leisure, entertainment, food and so on eight big class nearly forty projects and attract visitors over eight million people a year, and plans are section, interlocking, various forms, theme is novel, shows the Shanghai urban image of the perfect.

We use the SWOT analysis method to analyze the Shanghai tourism festival, further know Shanghai tourism festival. SWOT analysis is a relatively common strategic analysis, can be more objective and accurate analysis and research. S represents (strength), W Representative (weakness), O Representative (opportunity), T Representative (threat).

#### **4.1 Advantage Analysis**

(1) Shanghai tourism festival positioning "public holiday". On festive way, from the initial closing gala "circles" to open big parade and revelry, shortens the distance between citizens and festival activities. The organizing committee of the Shanghai tourism festival and the crowd's satisfaction as a festival activities into the standard of success. Activities all show people-oriented thoughts. ACTS as an activity that local residents in the core and leading role at the same time attract tourists outside of the region as soon as possible.(2) local tourism resources Shanghai tourism festival deep mining. Shanghai as China's famous historical and cultural city with Chinese traditional essence, as an important intersection between Chinese and western culture in Chinese modern history, "local culture" of its own well-known at home and abroad. The city not only has "the grand view garden", "Shanghai yuyuan", "Shanghai old street", and "new world" "the Oriental TV tower" "Shanghai museum", a perfect fusion of traditional and modern form with full-bodied amorous feelings of urban features, local culture and modern style of the city's image, favored by domestic and foreign exhibitors.

#### **4.2 Disadvantage Analysis**

(1) the degree of marketization is not enough. At the beginning of the development of Shanghai tourism festival, the government is not only the organizers of the festival, planners and specific affairs, authorized by the government, it is not in conformity with the market-oriented operation, with the development of economy, the Shanghai tourism festival in accordance with the principle of market-oriented, is still a government sponsored, didn't really change, lack of market mechanism fully.(2) the international awareness is not high, the Shanghai tourism festival with some famous international festivals such as the SAN fermin festival in Spain, and a large gap compared to carnival, although a number of international factors, but not enough internationalization, and the international metropolis of Shanghai does not match.(3) the festival activities show a lack of personality. At present, the domestic tourism festival is around the following plate, the opening ceremony of the fireworks party, food festival, the carnival conference, Shanghai tourism festival.

#### **4.3 Opportunity Analysis**

(1) the geographical position is superior. Shanghai as an international metropolis, developed economy and convenient transportation, the surrounding city commercial circle all provide convenience for the Shanghai tourism festival.(2) the existing resources, as a cultural city, Shanghai where accumulated over a long period of time the basis of the urban festival tourism and cultural characteristics.

#### **4.4 Challenges Analysis**

(1) the threat of other brand festival of Shanghai tourism festival. In addition to the Shanghai tourism festival and Shanghai two brand festival: the Shanghai international film festival and Shanghai international arts festival. The Shanghai international film festival for his participation cost minimum in the heart of residents have a high degree of recognition. This is a huge threat to the Shanghai tourism festival.(2) the influence of festival activities, other provinces and cities of Shanghai tourism festival opening pattern similar to other domestic tourism festivals, there is no special features. Shanghai tourism festival to be international tourism festival, you should create a different from other festivals operation mode, has its own unique advantages.

### ***5. The Optimization of Festival Tourism Development Strategy in Shanghai***

Through the above analysis, we know that the festival tourism in Shanghai overall development situation is good, it has to do with its level of urban economy, history and culture, tourism is closely related to environment and development needs. But it doesn't match with its cosmopolitan city status, in order to better development of urban tourism, there is room for further improvement and development. Based on this, this paper put forward the following countermeasures to further optimize festival tourism of Shanghai:

Firstly, the festival activities should have rich cultural connotation, to have new breakthrough on the grade. The regional culture of shanghai is match well of Chinese and western, and multicultural intersection of "local culture" is his characteristic, culture is the mainstay of the festival tourism supporting factors.

From the angle of social culture, the essence of the festival tourism is crowd the cross-cultural communication between different cultural backgrounds. So in Shanghai, when organized festival activities to pay special attention to the characteristics of cross-cultural communication, make the festival activities civilization elegant artistic conception and cultural taste.

Secondly, We can from three dimensions to optimize the development of festival. In the festival time, high-profile brand festivals such as the Shanghai tourism festival, Shanghai international arts festival, the Shanghai international film festival and so on carries on the overall layout of time management and rhythm. Make all the year round with fixed characteristics, so that uniform festival tourism of Shanghai is full of a year, we should do like this off-season does not light, the peak season does not mess. In the spatial structure, to form a hierarchy of functional areas, classification is clear, and not random. On the host form, festival activities and to match the size of the festival.

Thirdly, Standing on the international festival brand with international vision. First we should out of the old model arranged by the government, let the festival tourism as an industry to run, weaken the government behavior, the festival tourism should not only consider the social benefits but also consider the economic benefit. Shanghai should also strengthen the connection between the festival tourism and city, extend festival brand chain. the key of festival tourism is to meet the needs of local residents, to attract more local residents enthusiasm, let them put the festival activities "as their own holiday" increased public participation can not only attract a large number of tourists to participate in the further. Increase the popularity at home and abroad, the maximum highlight the spillover effect of festival tourism. Realize the comprehensive coordination development of economy, culture and ecology.

### **6. The Conclusion**

Although Shanghai festival tourism development in domestic is in the lead, but relative to foreign famous brand festival activities still has great gap, but with the development of economy in our country, further development of urban tourism and leisure tourism, the festival tourism in Shanghai will continue to mature, through continuous research, perfect, utilize internationalization, marketization development as a breakthrough the bottleneck of effective measures, Continue to strengthen and expand the Shanghai festival industry .

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