

Research on the Evolution, Reconstruction, and Impact Mechanism of Traditional Festival Cultural Landscape in Shandong Marine Tourism Destination

Tao Ge^{1,2}

¹*College of Humanities and Communication, Shandong Technology and Business University, Yantai, Shandong, 264005, China*

²*Institute of International Education, New Era University College, Kajang, Selangor, 410500, Malaysia
yantaixianjing@163.com*

Keywords: Shandong Tourist Destinations; Traditional Holidays; Cultural Landscape Evolution; Influencing Mechanism

Abstract: The traditional festival cultural landscape of Shandong's marine tourism destinations faces the dual challenges of gradual disappearance and reconstruction. This paper aims to explore the evolution and reconstruction process of the traditional festival cultural landscape of Shandong's marine tourism destinations and its influencing mechanism. The research methods include literature analysis (i.e. systematic compilation of relevant historical data, policy documents and academic papers), field research (i.e. observing and recording the specific implementation of festival activities), and in-depth investigation (i.e. semi-structured interviews with local residents, festival organizers and tourists to obtain subjective feelings and opinions on festival changes). In addition, quantitative analysis methods are used to conduct statistical analysis on the collected survey data to quantify the changes in participation and the improvement in the festival's influence. Through a case study of 10 typical festivals, it was found that the cultural landscape of traditional festivals has undergone a significant evolution in the past five years, and festival projects are facing the risk of disappearing; through reconstruction measures, the influence and participation of the festivals were successfully improved. After the reconstruction, the participation rate of the Rongcheng International Ocean Festival increased from 55% to 65%. The study shows that the protection and reconstruction of traditional festival cultural landscapes not only contributes to cultural inheritance, but also promotes local economic development.

1. Introduction

In the context of globalization and urbanization, traditional culture is facing unprecedented challenges, especially the disappearance of local festival culture is becoming increasingly serious. As a province with rich marine resources and profound cultural heritage, Shandong's traditional festival cultural landscape has played an important social function in history, enhancing community

cohesion and cultural identity. However, with the changes in modern lifestyles and the rise of tourism, the core value and participation of many traditional festivals have gradually declined, and some festival projects are even on the verge of disappearing. In this regard, studying their evolution and reconstruction process, as well as the influencing mechanism, is not only the focus of academic attention, but also an urgent need for the protection and development of local culture.

This paper systematically explores the evolution and reconstruction of traditional festival culture in Shandong marine tourism destinations through a variety of methods such as literature analysis, field research and quantitative analysis. The literature analysis provides the historical and policy background for the study. By sorting out relevant historical materials, policy documents and academic papers, it reveals the changing trajectory of traditional festival culture and the challenges it currently faces. The field research observes and records the implementation of festival activities to gain an in-depth understanding of the actual operation of the festival and the experience of the participants. In addition, the in-depth investigation of semi-structured interviews enabled us to obtain the subjective feelings of local residents, festival organizers and tourists on the changes in the festival, providing a multi-perspective for the research. The quantitative analysis method helped us quantify the changes in participation and the improvement of the festival's influence, forming a comprehensive assessment of the current status of festival culture.

The second part of this paper is a literature review, which reviews relevant research on traditional festival culture at home and abroad; the third part introduces the research methods in detail, including the specific steps of literature analysis, field research and quantitative analysis; the fourth part presents the results of the case study, focusing on the analysis of the changes in participation in 10 typical festivals and their reconstruction effects; the fifth part summarizes the entire paper and puts forward the research limitations and future prospects.

2. Related Work

With the rise of social media, traditional festival culture faces new opportunities and challenges, and it is urgent to explore its innovative path in modern communication. Ning [1] proposed a path to spread and express Chinese festival culture through social media, so as to achieve the perfect integration of Chinese festival culture and social media, enhance the public's confidence in national culture, and demonstrate the infinite charm of Chinese festivals in the new era. Zhang [2] proposed innovative strategies for the integrated media communication of traditional festival culture, including the use of social media to design interactive activities, the application of virtual reality technology, the construction of a traditional cultural communication industry chain, the construction of a community communication platform, and the grasp of audience needs, in order to expand the scope of traditional festival cultural communication and provide reference for other excellent cultural communications. Yang [3] explored the key points of media communication of Chinese traditional festival culture, and then conducted an in-depth analysis of the specific paths for achieving innovative communication of traditional festival culture under the background of media convergence, hoping to provide some useful ideas for relevant media and their practitioners, thereby increasing the efforts to protect and inherit Chinese traditional festival culture. Liu [4] explored the current situation, difficulties and effective ways of spreading Chinese traditional festival culture abroad from the perspective of communication. Through in-depth analysis of the content, channels and methods of communication, he revealed a series of challenges in the current spread of Chinese traditional festival culture abroad. Wang and Shen [5] analyzed the problems existing in the modern translation of traditional festival culture, selected appropriate carriers as design media, combined cultural hierarchy theory with user research to sort out and select representative festival symbols, and interpreted them through semiotic methods. Based on the stratification of emotional hierarchy

theory, they translated traditional festival culture into modern products. Lin and Lee [6] examined the relationship between the real experiences of tourists visiting the festival and festival identity and place identity. Yu et al. [7] used the CiteSpace analysis tool based on the China National Knowledge Infrastructure (CNKI) database to mine 374 master's and doctoral dissertations on the integration of traditional Chinese culture into preschool education over the past two decades. Estanyol[8] aimed to understand how event organizations adapted to the COVID-19 lockdown and how digital transformation could be a solution for events when physical distancing was required. Richards and King[9] used the "Event Experience Scale" to measure tourists' experiences of three cultural festivals in Hong Kong: the Lantern Festival, the Dragon Boat Festival, and the Cheung Chau Jiao Festival. Davras and Özperçin [10] aimed to explore the relationship between motivation, food festival service quality, destination image and behavioral intention within the scope of food festivals. Through effective communication strategies, traditional festival culture will be better integrated into modern life and enhance the public's cultural identity and heritage awareness.

3. Methods

3.1 Literature Analysis and Field Investigation

This paper systematically organizes historical materials, policy documents and academic papers related to the traditional festival culture of Shandong marine tourism destinations to provide a solid theoretical basis and background support for the research. It can be seen from historical data that the traditional festival culture in Shandong Province is deeply influenced by maritime culture, agricultural culture and folk culture, forming unique festival characteristics[11]. These festivals are not only an important manifestation of local cultural identity, but have also historically played a role in enhancing community cohesion and promoting social interaction. Secondly, in the analysis of policy documents, it was found that in recent years, the national and local governments have attached increasing importance to the protection of traditional culture and have introduced a series of policy measures to promote the inheritance and development of intangible cultural heritage. The implementation of these policies has promoted the revival of traditional festivals to a certain extent, but in actual operation they still face challenges such as insufficient funding, talent and publicity.

During the field research, this paper conducted an in-depth investigation on the evolution of traditional festival cultural landscape in Shandong marine tourism areas. First, this paper selected several representative places as research objects, including Qingdao, Weihai and Yantai, where traditional festival activities are rich and have local characteristics. The research methods included observation, participation and interviews. The team personally participated in activities during the festival celebrations and recorded the specific implementation process of the festival, the number of participants and the form of activities. Meanwhile, semi-structured interviews were conducted with local residents, festival organizers, and tourists to obtain their subjective feelings and opinions on the changes in traditional festivals. The survey results show that the traditional festival cultural landscape has undergone significant evolution in recent decades, and the form and content of many festival activities have changed. For example, small celebrations in the past organized by families and communities have gradually evolved into large-scale public celebrations, with a significant increase in the number of participants, and the commercialization and tourism trends of many festival activities have become increasingly obvious.

3.2 In-depth Investigation

This paper adopts a semi-structured interview method to obtain deep insights into the evolution of the traditional festival cultural landscape in Shandong marine tourism destinations. The interview

subjects include local residents, festival organizers and tourists, ensuring the diversity and representativeness of the data. Specifically, the interview subjects included 30 local residents, 15 festival organizers, and 20 tourists in order to understand the changes in festival culture from different perspectives. In the interview design, the paper formulated a set of open-ended questions focusing on festival participation experience, cognition of traditional culture, changes in festival activities, and their impact on the community and economy [12]. At the same time, the interviewees were also encouraged to share their personal stories and feelings during the interview process to obtain richer data. The survey results show that the respondents generally believe that the participation in traditional festivals has declined, especially among young people, and their sense of cultural identity has weakened. In addition, festival organizers mentioned that despite the expansion of festival activities, many local characteristics have been gradually neglected. Table 1 is a summary of the interview data results:

Table 1: Interview data results

Interviewee Type	View on Participation Level in Traditional Festivals	View on Cultural Changes in Festivals	Suggestions for Future Protection of Festivals
Local Residents (30)	Decreased (75%)	Becoming Commercialized (60%)	Enhance Community Participation (80%)
Festival Organizers (15)	Increased (53%)	Losing Local Characteristics (67%)	Strengthen Cultural Education (73%)
Tourists (20)	Increased (60%)	More Attractive (70%)	Preserve Traditional Elements (85%)

As can be seen from Table 1, most local residents are concerned about the level of participation in traditional festivals, believing that festivals are gradually losing their original cultural connotations; festival organizers point out that although the number of participants has increased, local characteristics are threatened; tourists generally believe that the appeal of festival activities has increased, but hope to retain traditional elements.

3.3 Quantitative Analysis

In the quantitative analysis part, this paper systematically analyzes the indicators of participation changes and festival influence enhancement by collecting and compiling survey data. The survey data was collected mainly through questionnaire surveys of residents, festival organizers and tourists, covering multiple dimensions such as the frequency of participation in festival activities, satisfaction, and degree of awareness of festival culture [13]. Specifically, the survey covers key indicators such as the number of participation, activity satisfaction, and evaluation of traditional cultural identity. Through statistical analysis of the survey data, this paper uses descriptive statistics and correlation analysis to quantify the changes in participation. Figure 1 shows the survey data results.

Over the past five years, the percentage of residents participating in traditional festivals has dropped from 70% to 45%, while the percentage of tourists participating has dropped from 65% to 50%. The data suggest that participation among local residents has declined, and that tourists have also declined, albeit more slowly, reflecting a degree of loss in the appeal of festivals. Through regression analysis, this paper also explores the factors that affect festival participation and finds that there is a significant positive correlation between the promotion of community activities, festival publicity, cultural and educational investment and participation. The results of these

quantitative analyses provide empirical evidence for understanding the evolution of the cultural landscape of traditional festivals[14] and emphasize the importance of effectively enhancing resident participation and festival influence in future festival activities.

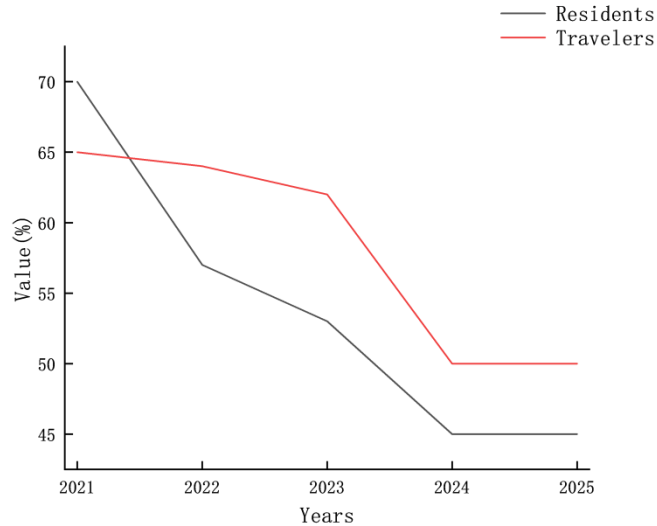


Figure 1: Survey results

3.4 Reconstruction Measures

This paper proposes several effective strategies to address the risk of disappearance of traditional festivals and promote their sustainable development. First, the government should strengthen policy support for traditional festivals, including financial investment and publicity and promotion, to increase public participation and festival influence, set up special funds for the organization and promotion of small festivals, and ensure that these activities can proceed smoothly. Secondly, community participation should be encouraged, and local cultural identity and sense of belonging should be enhanced by organizing residents to jointly plan and implement festival activities. The increase in community activities can not only attract more people to participate, but also stimulate residents' interest and enthusiasm in traditional culture. In addition, modern technology is used to promote the festival using social media and online platforms to attract the attention and participation of the younger generation. Emerging communication forms such as live webcasts and short videos are used to expand the festival's influence and audience[15]. At the same time, we should promote the deep integration of festivals and tourism, design cultural tourism routes, attract foreign tourists to participate in festival celebrations, and promote local economic development. Finally, we should strengthen the education and inheritance of traditional festival culture, carry out relevant activities in schools and communities, and enhance young people's cognition and interest in traditional culture.

4. Results and Discussion

4.1 Case Analysis

In the case analysis part of this paper, 10 typical festivals in Shandong marine tourism destinations were selected for in-depth research to reveal the evolution and reconstruction of their traditional festival cultural landscape. These 10 festivals are: (1) Qingdao International Beer

Festival, (2) Weihai Marine Culture Festival, (3) Yantai Grape Festival, (4) Penglai Seafood Food Festival, (5) Rongcheng International Marine Festival, (6) Linyi Yimengshan Spring Tourism Festival, (7) Rizhao Seaside Tourism Festival, (8) Weifang Kite Festival, (9) Jinan Spring Water Festival and (10) Dezhou Braised Chicken Festival. First of all, as one of the most internationally influential festivals in Shandong Province, Qingdao International Beer Festival has attracted a large number of domestic and foreign tourists, showcasing the combination of local characteristics and modern food culture. Secondly, the Weihai Ocean Culture Festival highlights the importance of ocean culture and strengthens the cohesion of the community through rich cultural activities. The Yantai Grape Festival promotes the integration of local agriculture and tourism with its unique agricultural product display and tasting activities.

The Penglai Seafood Food Festival focuses on seafood, attracts food lovers and promotes the development of the local catering industry, while the Rongcheng International Ocean Festival enhances the city's popularity and attractiveness through a variety of marine activities and performances. The Linyi Yimengshan Spring Tourism Festival combines natural landscapes with cultural activities to promote the development of eco-tourism. The Rizhao Seaside Tourism Festival emphasizes the integration of seaside leisure and cultural activities, attracting a large number of tourists. The Weifang Kite Festival, with its unique kite flying activities, showcases the combination of traditional craftsmanship and modern culture. The Jinan Spring Festival revolves around the famous local spring culture, attracting many tourists to experience it. Finally, the Dezhou Braised Chicken Festival enhances the influence of local brands by promoting food culture.

4.2 Results

In the quantitative assessment of the risk of disappearance of traditional festival projects in Shandong marine tourism areas, 100 local volunteers were selected to interview them about the risk factors of festival disappearance. The access result is shown in Figure 2:

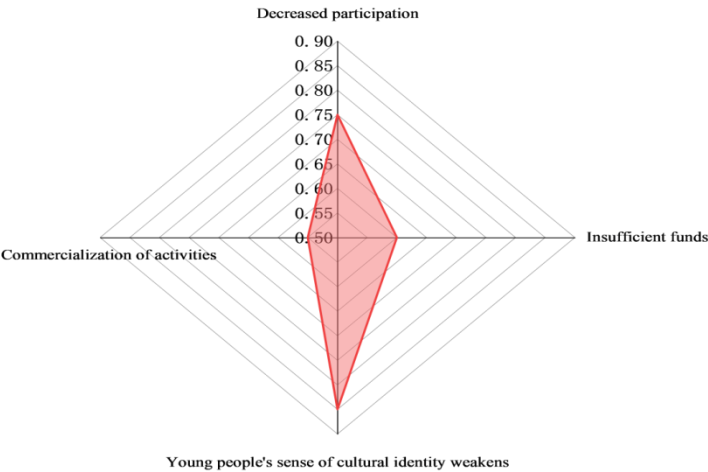


Figure 2: Risk factors for the disappearance of festivals

Combining the above data, this paper believes that the risk of disappearance of festival projects is not only related to participation and funding, but also involves multiple factors such as cultural identity and community support. Through quantitative analysis, it is clear that in future festival activities, targeted protection measures need to be formulated to achieve the effective inheritance and development of traditional festival culture.

We implemented reconstruction measures for 10 holidays, and re-surveyed the participation in

the 10 holidays one year after implementation to compare the changes. The data is shown in Figure 3:

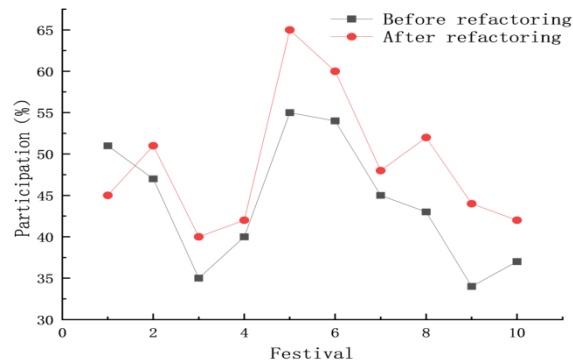


Figure 3: Changes in holiday participation before and after the reconstruction

After implementing restructuring measures for 10 holidays, changes in participation show clear trends and characteristics. First, the participation rate of Qingdao International Beer Festival drops from 51% before the reconstruction to 45%, which may reflect the fatigue of the festival format and the participants' re-examination of traditional activities; while the participation rate of Weihai Ocean Culture Festival increases from 47% to 51%, indicating that the reconstruction measures effectively attracts more tourists and enhances the attractiveness of the festival. The participation rates of Yantai Grape Festival and Penglai Seafood and Food Festival increase from 35% and 40% to 40% and 42% respectively, indicating that the redesigned event content or publicity strategy has achieved certain results. The Rongcheng International Ocean Festival has the most significant increase in participation, from 55% to 65%, which may be due to a richer event arrangement and enhanced community participation. Participation in the Linyi Yimengshan Spring Tourism Festival and the Rizhao Seaside Tourism Festival also increase, from 54% to 60% and 45% to 48% respectively, showing the potential of festival reconstruction in increasing its appeal. Participation in the Weifang Kite Festival increases from 43% to 52%, which may be related to the increased interactivity and on-site experience activities. The participation rate of Jinan Spring Festival increases from 34% to 44%, reflecting the successful integration of traditional culture and modern activities. The participation rate of Dezhou Braised Chicken Festival also increases from 37% to 42%, indicating that the reconstruction measures play a positive role in strengthening the promotion of local characteristics and food culture. Overall, the reconstruction measures have effectively increased public participation in most festivals, emphasizing the importance of event content innovation, community participation and marketing, especially in attracting young people and foreign tourists. These factors have jointly promoted the revival and development of festival culture.

5. Conclusion

This paper deeply explores the evolution and reconstruction of the traditional festival cultural landscape in Shandong's marine tourism destinations, and reveals the risks of disappearance and the impact mechanism it faces. Through quantitative analysis and case studies, it is found that festival reconstruction measures have played a significant role in increasing participation and enhancing cultural identity. In particular, the combination of community participation and government support has provided a strong guarantee for the sustainable development of festivals. However, this paper is mainly limited by the sample size and geographical scope, and fails to fully cover all representative festivals in Shandong Province. In addition, this study does not conduct in-depth tracking of the

long-term impact of festival changes, and lacks a comparative analysis of festival culture under different socioeconomic backgrounds. Future research should expand the sample scope, explore the reconstruction effects of different types of festivals, and combine qualitative research to more comprehensively understand the multidimensional impact of traditional festival culture.

Acknowledgement

This work was supported by 2022 Shandong Province Social Science Planning Research Cultural Tourism Integration Special Project: Research on the Evolution, Reconstruction, and Impact Mechanism of Traditional Festival Cultural Landscape in Shandong Marine Tourism Destination 22CLYJ15.

References

- [1] Ning Ping. *The spread of Chinese traditional festival culture in the Internet era [J]*. *Journal of Changchun University*, 2024, 34(7):70-73.
- [2] Zhang Yueyun. *Research on innovative media communication of traditional festival culture [J]*. *Western Radio and Television*, 2024, 45(3):58-61.
- [3] Yang Zhen. *Innovative communication of Chinese traditional festival culture under media integration [J]*. *Communication Power Research*, 2024, 8(8): 19-21.
- [4] Liu Chaoyang. *External communication of Chinese traditional festival culture from the perspective of communication [J]*. *Communication Power Research*, 2024, 8(15): 19-21.
- [5] Wang Minjuan, Shen Jie. *Research on modern translation product design of traditional festival cultural symbols [J]*. *Design*, 2024, 37(9):81-84.
- [6] Lin Y H, Lee T H. *How the authentic experience of a traditional cultural festival affects the attendee's perception of festival identity and place identity [J]*. *International Journal of Event and Festival Management*, 2020, 11(3): 357-373.
- [7] Yu X, Liu D, Li D. *Visual Analysis of the Integration of Traditional Chinese Culture into Preschool Education[J]*. *The Educational Review, USA*, 2023, 7(8): 1171-1177.
- [8] Estanyol E. *Traditional festivals and COVID-19: Event management and digitalization in times of physical distancing [J]*. *Event Management*, 2022, 26(3): 647-659.
- [9] Richards G, King B. *The experience of cultural festivals: evidence from Hong Kong[J]*. *Journal of Policy Research in Tourism, Leisure and Events*, 2022, 14(3): 296-309.
- [10] Davras Ö, Özperçin İ. *The relationships of motivation, service quality, and behavioral intentions for gastronomy festival: the mediating role of destination image[J]*. *Journal of Policy Research in Tourism, Leisure and Events*, 2023, 15(4): 451-464.
- [11] Ahmedova N. *National Holidays And Traditions, Their Characteristics And Importance[J]*. *Development and innovations in science*, 2024, 3(2): 165-168.
- [12] Young K, Lawlor R T, Ragulan C, et al. *Immune landscape, evolution, hypoxia-mediated viral mimicry pathways and therapeutic potential in molecular subtypes of pancreatic neuroendocrine tumours[J]*. *Gut*, 2021, 70(10): 1904-1913.
- [13] Carriere A, Le Bouteiller C, Tucker G E, et al. *Impact of vegetation on erosion: Insights from the calibration and test of a landscape evolution model in alpine badland catchments[J]*. *Earth Surface Processes and Landforms*, 2020, 45(5): 1085-1099.
- [14] Lu H, Feng H, Lyu H, et al. *Formation and evolution of the Asian landscape during the Cenozoic[J]*. *The Innovation Geoscience*, 2023, 1(2): 1-16.
- [15] Zhang H, Shi X, Huang T, et al. *Dynamic landscape and evolution of m6A methylation in human[J]*. *Nucleic acids research*, 2020, 48(11): 6251-6264.