

## On the Present Situation Analysis and Development Research of Tourism Festival in Chongqing

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**Abstract:** Tourism festivals are getting more and more attention. The hosting of Chongqing's tourism festivals activities is of great significance to the economic and social benefits of the region, but Chongqing's tourism festivals activities are still immature, so there are some problems. This article starts with the analysis of the current situation in Chongqing and focuses on the discussion of the development strategy thinking of its tourism festival, and proposes the related countermeasures and suggestions.

### 1. The concept of tourism festivals and its characteristics

#### 1.1 Definition of the Concept of Tourism Festival

Festivals are special cases that occur at specific times and places, to the goal of shaping the image of the city, stimulating tourism and investment. Many scholars focus on defining the concept of tourism festivals. For example, Zhao Rui (2016) believes that festival tourism refers to the totality of various festivals and celebrations that can attract tourists in a certain area and may be planned and developed as tourism consumption objects. Sun Xiaohong (2017) believes that the so-called tourism festivals usually refer to some events with a variety of tourism programs, including festivals, local characteristic exhibitions, light sports competitions and other special events with tourism characteristics or is not occur daily. Although scholars have not reached a consensus on the concept of tourism festivals, scholars agree that the concept of tourism festivals has a common core. The scale of these events is often different, they have specific themes, and they are held regularly or irregularly in a specific area.

### 2. Analysis of the Advantages of Tourism Festivals in Chongqing

#### 2.1 Location advantage and resource advantage

Chongqing is one of China's four major municipalities directly under the Central Government, an important central city, a national historical and cultural city, an economic center in the upper reaches of the Yangtze River, an important modern manufacturing base, an integrated transportation hub in southwest, and a megalopolis of urban-rural integration in China.

Chongqing is a national-level historical and cultural city with rich natural and cultural tourism resources. It has a World Cultural Heritage Site in Dazu Rock Carvings Scenic Spot, 5 Key Scenic Areas such as Wushan Lesser Three Gorges -Mini Three Gorges, 14 National Forest Parks, and 51 Chongqing Natural reserve areas, 4 national nature reserves such as Jinyun Mountain in Chongqing and Jinfo Mountain which attract many domestic and foreign tourists to come and visit each year. In recent years, a series of tourism festivals have been held, such as the Three Gorges International Tourism Festival, the Mountain and Water City Tourism Festival, the Three Gorges Red Leaf Festival, the Dianjiang Peony Festival, the Wansheng Beautiful Mountain and Village Festival, the Nanchuan Jinfo Mountain Ice and Snow Festival, and the Chongqing Qianjiang Tujia Waving Festival, Yongchuan Tea Mountain Bamboo Sea Festival, Chongqing Flower Exposition, Chongqing Dazu Longshui Lake Camping Music Festival, Chongqing Wulong Fairy Mountain Horse Racing Festival, etc.

### 3. Current Situation and Problems of Tourism Festivals in Chongqing

#### 3.1 The role of government and enterprises in marketization operations

The marketization of festival tourism activities includes the planning marketing of festival tourism activities and the management marketization of tourism festival. The planning marketization of tourism festival activities mainly refers to the marketization operation in the planning and the process of activities organization in tourism festivals activities, while the management marketization of festival tourism activities refers to the government's main role in supervision and guidance in the management of tourism festivals activities. However, due to the fact that government-sponsored tourism festivals activities rarely take into account the needs of the public, they have not undergone detailed and in-depth public opinion surveys and market analysis. They have paid too much attention to political influence, lacked economic consciousness, and their jurisdiction scope was too broad. And they didn't follow the demand of marketization, enterprises only play the role of participants. On the one hand, it is easy to cause excessive government financial pressure, but on the other hand, festivals are flashy without substance. The performance of tourism festivals activities is not significant, and it does not reflect the real needs of market and the demand that satisfy the public to a large extent. (as shown in Table 1).

Table 1 Statistical table of festivals activities in Chongqing

Name of festivals activities	Hosting date	Host or organizer	History of festivals activities
Three Gorges International Tourism Festival	May	National Tourism Administration and Municipal People's Government	13
Mountain and Water City Tourism Festival	September	National Tourism Administration and Municipal People's Government	12
the Dianjiang Peony Festival	March to April	Tourism Bureau of Dianjiang County and Peony Cultural Festival Organizing Committee	10
Wansheng Beautiful Mountain and Village Festival	March	Wansheng Tourist Scenic Area	1
Three Gorges Red Leaf Festival	November	Tourism Bureau of Wushan County	2
Nanchuan Jinpo Mountain Ice and Snow Festival	December	Municipal Tourism Bureau and Nanchuan Municipal Government, Nanchuan Jinpo Mountain Scenic Spot Administration	10
Qianjiang Tujia Waving Festival	May	People's Government of Qianjiang District, Chongqing Tourism Bureau	1
Dazu Rock Carvings festival	June	Dazu County Party Committee, County People's Government and Chongqing Municipal Party Committee, Municipal People's Government	10
Chongqing Flower Exposition	September	Chongqing Municipal People's Government	5
Western China Tourism Exposition	January	China Economic and Commercial Association,  Western China Tourism Industry Exposition Organizing Committee	5
Lesser Three Gorges Adventure Tourism Festival	June	Chongqing Tourism Bureau	1
International Skydiving Festival in Fengjie county, Chongqing	October	Aviation Radio Sports Management Center of the State General Administration of Sport and the People's Government of Fengjie County, Chongqing	1

(Information comes from network survey statistics)

From the 12 sets of data in the table, it can be seen that 9 are sponsored by the government and 3 are sponsored by the enterprise. It is concluded that the festival activities in Chongqing are mainly sponsored by the government, the division of labor between the government and the enterprise is not clear, and the enthusiasm of enterprises to participate in the planning and management of holiday tourism products is not high, the system for enterprises to participate in festivals is not perfect, and the overall benefits of tourism festivals are not high. Therefore, the operating mechanism of the festival tourism product market in Chongqing needs to be further improved.

### **3.2 Lack of local characteristics and cultural connotation**

The development of festivals activities must be based on the cultural heritage of a place. Only when cultural connotations are injected can festivals activities have their vitality. The local and ethnic styles of Chongqing's tourism festivals activities are not prominent, and local resources cannot be fully tapped to reflect local characteristics, forming tourism festivals activities with local characteristics. For example, the "Jinfo Mountain Ice and Snow Festival" tourism culture festival held in Nanchuan, only using natural landscapes resources to develop festivals activities, so it did not truly reflect the local cultural atmosphere. In the development of festivals and the pursuit of economic benefits, we often neglect the excavation of cultural connotations, which will harm the sustainable development of tourism festivals in the long run.

### **3.3 Lack of typical festival tourism products with international influence**

The festivals are small in scale and lack of public participation in Chongqing, and its traditional culture is poorly represented, with low cultural connotation, less attraction to the outside world, and less influence. Most festivals are only attractive to local and surrounding residents. Only international typical festivals can be in line with international standards and promote its international development.

## **4. Development Strategy of Tourism Festivals Activities in Chongqing**

### **4.1 In-depth marketing to create festivals activities with international influence**

As a western city, the development of city tourism industry in Chongqing needs more promotion. For example, launch the theme activities named "Ecotourism Year" every year, and continuously explore new ideas and new features in form, content and scale, so that the connotation of festivals activities can constantly enriched and perfected. And the festival brand is created with a "new" feeling so we should strengthen measures in marketing.

#### **4.1.1 Relying on media marketing**

Making full use of various media methods to shoot Chongqing's tourist scenery, scenery movies, TV, commercials, etc., and making extensive publicity on the Internet, radio and television, and brochures to increase Chongqing's popularity at home and abroad.

#### **4.1.2 Relying on Exhibition marketing**

Through the host of "China Three Gorges International Tourism Festival in Chongqing" and China Tourism Fair in Chongqing, we should actively participate in international tourism exhibitions, expositions, trade fairs and other promotional activities to widely promote Chongqing.

### **4.2 Fully organize "two major" tourism festivals activities in Chongqing**

To hold "China Three Gorges International Tourism Festival in Chongqing" and "China Mountain and Water City Tourism Festival in Chongqing" each year. To broadly invite travel merchants and tourists from home and abroad to come to Chongqing to inspect mountain and water city tourism and Three Gorges tourism. Let them truly feel the safe and good natural and social environment of Chongqing tourism and Three Gorges tourism. To highlight the characteristics of tourism festivals, and continue to innovate in the level of event promotion, the wide range of content, the participation of the masses, and the effectiveness of investment promotion to attract

tourists. Especially tourists from surrounding provinces and cities, let them come to Chongqing to feel the charm of “Mountain and Water City”. To deeply carry out “rural tourism theme year” activities, and 100 rural tourism theme year activities in Chongqing, making its tourism festivals activities have new content and new changes.

#### 4.3 Increase publicity and focus on packing small festivals activities

With the rapid development of Chongqing's tourism industry, there are more and more small festivals. The number of small events is too large and with no novelty, so they are failures constantly. Only small events can be created to be distinctive, individual, content, and effective. Intensifying publicity and packaging to expand the influence of tourism festivals activities, and play an important role in establishing the overall image of Chongqing. Packaging methods can use different publicity media (as shown in Table 2), promote and market tourism festivals activities in Chongqing by multi-form, multi-angle, and all-round of Chongqing.

Table 2 Table of different media marketing methods for tourism festivals activities

Media	Feature	Suitable object
TV / Feature	Vivid and specific content, high credibility, and wide-ranging	A wide range of festival products
Broadcast	Suitable for music lover consumers, fast and cheap	Musical festivals activities
Newspaper	Wide spread and known in advance	Mass activity
Magazine / News event	Be targeted and clear market	Special interest activities
Outdoor Advertising	Facing the target group directly	Youth, community activities
Flyer	Cheap and good market effect	Youth, special interest activities

(This table comes from Guanzhi 's tourism management and methods [M]. Beijing. China Tourism Press, 2005 (1). Slightly changed when cited)

As it can be seen from the table, different marketing methods play an important role in the customer source market, so it is necessary to do a good job in the scale, feature, level, influence, and effect. To pay attention to the packaging, first of all, it is necessary to improve the marketing level of tourism festivals activities. Multi-form, all-round, and large-scale publicity must be adopted to increase the visibility and influence of small events.

#### 4.4 Pay attention to local culture and strive for product innovation

Chongqing's national culture is rich and colorful, with stilted building that blend with the natural environment, the famous ancient Chinese stone carving art Dazu Stone Carvings, Fengdu Ghost Town, Wanzhou Qinglong Waterfall, Wushan Lesser Three Gorges, Yichang Three Gorges Dam. And the long-lasting Sichuan Opera is one of the main representatives of Bayu culture and a shining pearl in the treasure house of Chinese opera. The unique Bayu culture has created a profound cultural heritage in Chongqing. The colorful folk customs have become an important tourist resource in Chongqing. When planning tourism festivals activities, we must always give priority to product innovation, dig out the cultural characteristics of tourism, make festivals activities truly form a brand, and create emotional lines in the hearts of tourists.

### 5. Conclusion

Tourism festivals at home and abroad are the hotspots of festival experts and travel scientists in various countries today. The huge promotion effect of festival activities on the economy has made festival tourism an emerging economic form and industry. Based on the research of tourism festival development theory at home and abroad, this article analyzes and studies the current status of

tourism festivals in Chongqing. This article mainly does the following work:

(1) Analyzed the tourism festival resources in Chongqing, and obtained the development location conditions and related advantages of tourism festival in Chongqing.

(2) Aiming at the current status and main problems of tourism festivals activities in Chongqing, relevant strategies for product branding, marketization, and promotion and marketing are put forward.

Of course, there are still many shortcomings in this article., we should focus on the following aspects in the future research:

(3) Do in-depth investigation and analysis in the research of tourist source markets of tourism festivals in Chongqing.

Although the existing work is not perfect, we should be able to see that the development of tourism festivals activities has excellent conditions in Chongqing. In the future development of the tourism industry in Chongqing, we should attach importance to the development and management of tourism festivals activities and promote the industrialization process of tourism festivals in Chongqing, thereby promoting the economic development of Chongqing.

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