

# Research on the Success of Tsingdao International Beer Festival

Chang Ge

School of Management, Shanghai University, Shanghai, China

Email: 15736874019@163.com

## Abstract

**Festival tourism plays an important role in improving the relationship between tourists and tourism destinations, easing the seasonal contradictions of tourism and promoting the sustainable development of tourism. Tsingdao International Beer Festival is one of the most influential festival tourism in China. Based on the concept and characteristics of festival tourism, this paper analyzes the development status of Tsingdao International Beer Festival and summarizes the way of its success. In this paper, the author put forward some advices for promoting the prosperity and development of China's festival tourism.**

## Keywords

**Festival tourism; Tsingdao International Beer Festival; The development status.**

## 1. INTRODUCTION

Festival activity is becoming more and more attractive to tourists. As a kind of selective tourism, festival activity plays an important role in improving the relationship between residents of tourism destination and visitors, alleviating the seasonal contradiction of tourism destinations and promoting the sustainable development of tourism.[1] According to statistics, driven by political achievements and interests, there are currently tens of thousands of different themes of festivals which have been given too many political and economic missions in various cities and regions in China. Although many large-scale events are supported by local governments and are heavily funded, the effects of these fall short of expectations.[2]

The Tsingdao International Beer Festival is a large-scale festival that integrates tourism, culture and economy with beer as the medium. It is the largest beer event in Asia.[3] In the national festival activities, Tsingdao International Beer Festival has the highest popularity, the most influential, the most obvious economic and social benefits. It has become a model for China's festival activities. Since opening the first in 1991, the Tsingdao International Beer Festival have passed through a splendid 29 years, is the most domestic long history of professional food festival activities. Therefore, this article takes the festival as the research object. By describing and analyzing its development status, summarize the successful factors of it to promote the development of the diet-themed festival in China.

## 2. RESEARCH CONTENTS

In 1991, under the auspices of Tsingdao municipal government, the first Tsingdao Beer Festival was successfully held in Zhongshan Park. After 29 years of development, the festival has grown from a small in a local area to a world-famous beer event. It has been hailed as a "Oriental Beer Event" by tourists around the world. It setting up a bridge between Tsingdao and the world.[4] The festival is a perfect combination of a series of cultural carriers such as

Tsingdao Brewery Museum and Tsingdao Beer City, forming a beer culture with Tsingdao characteristics and becoming a window for Tsingdao to display the city.

### **2.1. The Level of the Festival Is Gradually Improving**

Since its establishment in 1991, Tsingdao International Beer Festival has experienced three leaps and bounds, and the level of events has been improved as never before. In 1991, under the auspices of the Tsingdao municipal government, the first Tsingdao International Beer Festival was successfully held in Zhongshan Park, Tsingdao. At this time, the festival was a municipal project only attended by local citizens. Since the 7th Beer Festival in 1997, the organizers of the festival have added China National Tourism Administration, China National Light Industry Council, Domestic Trade Department, China Council for the Promotion of International Trade, China International Chamber of Commerce, China People's Association for Friendship with Foreign Countries on the basis of the Tsingdao Municipal Government. The change in the main body of the festival means that it has been upgraded from a local to a national. By 1998, the festival, which was promoted to the national level, has increased the number of sponsors of the Overseas Chinese Affairs Office of the State Council. The festival has highlighted international, professional and mass.

### **2.2. The Content of the Festival Is Increasingly Rich**

At the first Tsingdao International Beer Festival, there were only three themed events of fashion shows, literary evenings and sea scenery. In the process of development, there are gradually formed eight fixed sections: opening ceremony, beer drinking, carnival amusement, cultural performances, art parade, drinking competition, economic and trade exhibition and closing ceremony. The content of the event is updated every year, and some new themed events have been added, such as folk performances, food gatherings and music interpretations in recent years. The food and beverage theme event not only allows visitors to enjoy delicious food, Chinese cooking skills and other performances, but also allows citizens and visitors to experience the Chinese food culture at close range. With the development of technology, the light show, fountain show, fireworks show and so on are refreshing; the exciting rotating disco, hurricane flying chair and other carnival projects bring visitors an unforgettable experience. During the festival, the wine kings competition have comprehensively enhanced the cultural and entertainment effects of the festival.

### **2.3. The Scale of Reception Continues to Expand**

The festival attracted a lot of attention from the beginning. The float parade on the day of the opening ceremony of the first festival attracted 300,000 people to go to the streets. Afterwards, with the continuous promotion of publicity and the arrival of the mass tourism era, the number of tourists receiving the Tsingdao International Beer Festival has been increasing. In 2018, the number of receptions at the festival reached 6.2 million, attracting 6,000 players to participate in the National Wine King Championship.

## **3. THE SUCCESS OF TSINGDAO INTERNATIONAL BEER FESTIVAL**

### **3.1. Development Model: Based on Superior Resources, Take the Road of Comprehensive Development of Tourism, Culture and Commerce**

Through continuous exploration, Tsingdao International Beer Festival has gradually formed a development model of "Beer-Business-Cultural", enriched the meaning of festival tourism and the tourism attraction and established foundation for the sustainable development of the festival.

#### **3.1.1. Unique and Advantageous Resources Are the Foothold of The Festival**

There must be a strong support system for the sustainable development of tourism and festivals, either by attracting people with local culture or by virtue of the dominant brand industry.[5] Tsingdao Brewery Co., Ltd. ,which is one of the top ten world-class brands, has 62 wholly-owned and controlled beer production enterprises in 20 provinces in China. Its brand value ranks first in the Chinese beer industry. Currently, Tsingdao Brewery has been sold to 94 countries in the world, and exports and foreign exchange earned the first in the same industry in the country. Barth Report, the global beer industry authoritative report, shows that according to the production ranking Tsingdao Brewery, a Fortune 500 company, is the sixth largest beer producer in the world. Tsingdao Brewery has such an advantage in resources, and it has the appeal to invite world-renowned beer brands to participate in the exhibition. Therefore, the development of festival tourism must be based on local characteristics and highlight the advantages of resources.

### 3.1.2. The Scale Effect Brings Attractive Effects

The scale effect of the Tsingdao International Beer Festival is reflected in the city's tourist capacity. The first Tsingdao International Beer Festival was held in a beer city, which was temporarily built, of Zhongshan Park. Until the 4th in 1994, the beer city in Laoshan of Tsingdao served as a fixed venue for the festival and became an indispensable landscape. In 2012, in order to improve the space utilization rate, the beer city was transformed, and the festival moved to Century Plaza Beer City. In the 25th in 2015, the Golden Beach Beer City in Huangdao was put into use. With the international vision and mind, the new inheritance and promotion of the festival was realized, and the city brand of beer city was further strengthened. As of 2018, the festival total has five venues, namely, Lushan, Jimo, Lijing Expo Park, Pingdu and Jiaozhou, to receive tourists from all over the world. On the one hand, it accumulates popularity for the festival, and on the other hand, it is easy to bring a sensational effect and attract more tourists.

### 3.1.3. The Combination of Tourism, Culture and Business to Achieve All-Round Development

The development model of "Beer-Business-Cultural" of Tsingdao International Beer Festival fully reflects the local characteristics. The combination of tourism and culture and business enhances the appeal of the festival. For example, during the 26th Tsingdao International Beer Festival, 37 key projects were signed with a total investment of 5.18 billion yuan.[6] The project involves many fields such as electronic information, cultural tourism and modern logistics. The development model of "Beer-Business-Cultural" has promoted the overall development of the local economy, society and culture.

## **3.2. Model of Business: Focus on the Extension and Improvement of the Industrial Chain, Take the Road of Industrial Integration and Development**

Through the planning and guidance of the municipal and district governments, Tsingdao has effectively realized the interaction and win-win with relevant business and trade operations. According to the data collected through third-party assessment agencies, the 26th Tsingdao International Beer Festival in 2016 has a strong pulling effect on local tourism, accommodation, shopping, transportation and exhibitions, driving the GDP of Laoshan District to increase by 2.9%, driving the city's GDP growth 0.577%.[7] During the festival, the city's hotel occupancy rate was as high as 98%, up 6.19% from the previous month. The passenger traffic of the 5A and 4A level scenic spots in Laoshan Scenic Area and Polar Ocean World increased greatly, among which, the first week of Polar Ocean World received 312,900 tourists. The chain increased by 15.7%.

## **3.3. Mode of Communication: Strengthening New Media Marketing and Taking the Road of Brand Development**

### 3.3.1. Establish A Network Promotion Platform

Due to the change in tourist habits, the influence of online publicity has become more and more prominent. Therefore, an official website,[8] official Weibo and WeChat accounts of the Tsingdao International Beer Festival have been built, and various information are pushed to tourists through these online platforms. Take the official WeChat account of Tsingdao International Beer Festival as an example. Through this platform, you can check the festival's exciting activities, food electronic tour, past review, surrounding road conditions and other information. In addition to local and Shandong media coverage, organizers of the festival also cooperates with national and regional well-known media such as Sina.com, Tencent.com, People.com, Dongfang.com, Northern.com and Taiwan's Dongsen TV to publicize the event in newspapers, radio stations, TV stations and official websites of the festival. The participation of well-known media not only provides exhibition opportunities for enterprises, but also provides rich and accurate tourist information for tourists all over the world. Most of the tourists entering the beer city each year understand the activities through the media.

### 3.3.2. Shape the Festival Brand Image

The brand image is divided into the external image and the internal image. The external brand image of the Tsingdao Beer Festival is a mascot pattern. The initial mascot is based on the design of the zodiac. The 25th Beer Festival in 2015, the mascot "small beer fairy" was design base on beer and is still in use today. The mascot is round and full, with the cup top overflowing with the shape of a cloud of beer foam, filled with golden and transparent beer, and dressed like the blue waves, which perfectly combines the fashion elements with the passion of beer. In 2003, the 13th Tsingdao Beer Festival officially put forward the slogan of "Tsingdao, the world toast "and has been used ever since. The inner brand image of the festival shows that it has experienced a process of increasing its brand after nearly 30 years. As the government attaches more importance to and invests more capital, the festival develops at a faster pace, and the brand image of "beer carnival" becomes increasingly obvious. The beer and beer culture not only has become a common part of the Tsingdao people's life, but attracts more and more Chinese and foreign tourists.

## 4. CONCLUSION

The good economic, social and cultural effects of Tsingdao International Beer Festival, especially the following four successful experiences, have a strong demonstration and reference value for China's festival tourism.

### 4.1. Scientific Planning and Rational Layout of Festival Activities

According to the statistics, driven by political achievements and interests, there are currently tens of thousands of different themes and different types of festivals in various cities and regions in China. Most of them have been given too many political and economic missions. For example, Gansu held the first International Solar Eclipse Festival in 2008. Geographically, Gansu may be a better place to observe astronomical scenes, but the solar eclipse should not be developed for festival because it is not an available resource for tourism.

### 4.2. Highlight Local Characteristics

In order to achieve sustainable development of a festival activity, it is necessary to combine regional advantages and market demands in product development. It turns out that successful festivals based on local characteristics. In 1903, in order to meet the needs of the occupying forces and the diaspora, the Germans established the German Beer Company Tsingdao Joint Stock Company in Tsingdao, which was one of the earliest breweries established in China. After that, the word of "beer" imported goods are closely connected with the city of Tsingdao. The beer resources are undoubtedly the most basic and core elements of the success of the Tsingdao

Beer Festival. This is also true of the more successful festivals held in China, such as the China Luoyang Peony Culture Festival, the Weifang Kite Festival and the Harbin Ice Lantern Festival.

#### 4.3. Focus on Brand Image Marketing

Compared with other forms of tourism, festival activities are large in scale and invested. In order to attract more attention, it is inseparable from marketing, especially brand image marketing. According to the characteristics of festival activities and the sort of local resource, the localities shape the brand image and choose appropriate channels for publicity. Tsingdao International Beer Festival is relatively successful in establishing a brand image, such as concise the theme of the festival, design the festival emblem, mascot, logo and other characteristics and so on. At the same time, according to the preferences of tourists, the organizer can supply the method of experiential marketing, online marketing combined with online and offline multiple channels.

#### 4.4. Establishing A Scientific and Standardized Festival Evaluation System

The effect, attractiveness, exposure, and influence of the festivals around the country need to be evaluated through professional quantitative analysis. The premise of the evaluation is that there must be actual data support, so the data measurement requirements of all aspects of tourism are timely and accurate. A comprehensive evaluation of the economic, social and ecological benefits generated by the event activities can make the organization and management of the event activities go to an efficient and sustainable development path.

## REFERENCES

- [1] Zang Zhuoer. Interactive Development Between Event Tourism and Travel Agencies Research [D]. Hangzhou: Zhejiang Gongshang University, 2008.
- [2] Lu Jun. Research on the Development Tactics of Festivals and Special Events of the Tourism Destination-Taking Key Event of Shandong Province as Examples [D]. Tianjin: Tianjin University of Commerce, 2016.
- [3] Shi Shouxiang. Localization and internationalization of the Tsingdao International Beer Festival[J]. Tourism Tribune, 2013, 29(06): 9-10.
- [4] Cai Libin, Si Ling. Research on the Changes of the Tsingdao International Beer Festival[J]. Journal of Shandong Technology and Business University, 2017, 31(05): 1-14.
- [5] Wang Chenguang. Concept Innovation is Urgently Needed in the Development of Tourism[J]. Tourism Tribune, 2009, 24(01): 8-9.
- [6] Tan Chunbo. A Study of the Impact of Tsingdao International Beer Festival on the Development of Tsingdao Tourism[D]. Lanzhou: Northwest Normal University, 2014.
- [7] Li Zhenyan, Sun Jiguo, Guo Ming. Analysis on the Industrialization Road of Tsingdao International Beer Festival[J]. Shandong Economy, 2005, 127(02): 110-113.
- [8] Information on <http://www.qdpjbeer.com>